What do you drive?
Is it inspiring?
What were the people who built your car thinking?
Are they just another behemoth carmaker following the rules? Or do they break them?
Do they push the boundaries of design and habit to achieve the unachieved?
Are they insightful craftsmen, obsessing over the details with a crazed passion?
Building less — building better — for a discerning few?
Are you one of the few who cares about what you drive, how it drives, and the way it makes you feel?
We’re with you.
Because we believe it’s not worth driving it, it’s not worth building.
We build Mazdas.

What do you drive?

Is it possible to engineer zero compromise? Absolutely.
In a world where measuring standards comes standard, 2 patterns, like a special cut or refraction, a sense of space and time, are automatically less important. In a world where simplicity is the solution to an overabundance of complexity, cars need to be both functional and beautiful. It’s a reminder that Mazda is dedicated to a system of what’s to come. For our future takes shape. If you’re impressed, congratulations. We’re crafty and resourceful. We’re ahead of the curve. We’re ahead of our time. We’re not afraid of compromise. Because at Mazda, we believe you shouldn’t either.

Zoom-zoom.
Mazda3 4-Door
Grand Touring shown in Liquid Silver Metallic

Mazda3 5-Door
Grand Touring shown in Liquid Silver Metallic

Mazdaspeed3 Touring shown in Velocity Red Mica

i Grand Touring with Technology Package shown in Liquid Silver Metallic

Fully loaded comes standard:

- Dual-zone automatic climate control
- Power windows with one-touch up/down driver’s window
- Grained disc brakes
- Antilock Brake System with Electronic Brakesforce
- Brake assist and Dynamic Stability Control (SDS)
- Xenon High Intensity Discharge Headlights
- 6-speed manual transmission with 6-speed automatic transmission
- Power moonroof
- 6-speaker audio system with subwoofer
- Air conditioning with climate control
- Advanced keyless start system
- Rear view camera
- Side impact airbags with driver and passenger sensors
- Anti-theft alarm for added theft protection
- Cross-Beam Rear Suspension System
- Tire Pressure Monitoring System
- 17-inch wheels
**Burn rubber, not fuel.**

At Mazda, we strive to transform every single drop of fuel into pure adrenaline. No matter which Mazda3 you choose, you can count on one thing. Every engine, transmission and suspension system is precisely engineered to deliver a lot of fun on not a lot of gas.

**Engines**

Advanced all-aluminum 16-valve race-proven engines power the Mazda3 family, all of which utilize variable valve timing to help minimize fuel consumption while maximizing performance. When it comes to choices, the Mazda3 lineup offers something for everyone. Most Mazda3s are equipped with the SKYACTIV®-G engine that will not only leave you revved with 2.0L 155-hp excitement, but wondering how such a magnificent machine could get up to 40 highway MPG.* The affordable Mazda3 i SV, with a 148-hp 2.0-liter engine rated at 25 MPG city/33 MPG highway,† never asks you to sacrifice fuel efficiency for performance either. Or, go for the gusto in the 2.5L Mazda3 s Grand Touring that boasts 167 horsepower and still pushes past the pump with 22 city/29 highway MPG.‡

**Transmissions**

All Mazda3 models with the SKYACTIV®-G 2.0L engine feature the fuel-saving 6-speed SKYACTIV®-MT manual or the SKYACTIV®-Drive 6-speed automatic transmission for quick, responsive, smarter acceleration. Get exactly what you want with Mazda3’s transmission choices. Both the i SV and s Grand Touring offer the same electronically controlled 5-speed Sport automatic transmission with manual-shift mode. The i SV also offers a 5-speed manual, while the s Grand Touring antigs up performance with a precise 6-speed manual transmission, standard.

**Standard Rear Independent Suspension**

The Mazda3’s revolutionary Electro-hydraulic Power Assist Steering utilizes hydraulic pressure from a pump driven by an electric motor that works independently of the car’s engine. The result? Improved pin-point steering power, enhanced agility and increased fuel economy.

“**The Mazda3 is a three-time AUTOMOBILE Magazine All-Star for its excellent chassis and engaging driving feel!**”

AUTOMOBILE Magazine, July 2011

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* For more details, see the SKYACTIV®-G engine and SKYACTIV®-Drive 6-speed automatic transmission, EPA-estimated 28 city/40 highway MPG. ** EPA-estimated fuel economy with manual transmission. † EPA-estimated fuel economy with automatic transmission. Actual results may vary. ** Dynamic Stability Control (DSC) is an electronic system designed to help the drive maintain control under adverse conditions. It is not a substitute for safe driving practices. Factors including speed, road conditions and driver steering input can all affect whether DSC will be effective in preventing loss of control.

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**Electric-Hydraulic Power Assist Steering**

The Mazda3’s revolutionary Electric Power Assist Steering utilizes hydraulic pressure from a pump driven by an electric motor that works independently of the car’s engine. The result? Improved pin-point steering power, enhanced agility and increased fuel economy.
"It is a whole new, more efficient way of engineering cars. Ready..." 

Mazda3.com, August 2011

Here we designed an engine that reduces engineering boundaries by delivering the compressive ratio of a 1.6-liter Zed car at 1.8-liter Zed efficiency. Mazda6-making a 1.8-liter do a 2.0-liter's job.

Here we designed a smooth-shifting automatic transmission so smart it perfectly corresponds to the driver's kicks. Here we've put a special transmission, while keeping its precise, fuel-efficient.

Here we designed a manual transmission that helps maintain fuel efficiency even with 5-speeds. Here we've matched two manual transmissions to deliver a perfectly smooth, efficient change.

Here we designed an all-new, more efficient way of engineering cars. Ready...
We started with something very good, then made it very, very naughty.

Even great cars sometimes have a wild side. And when you hit that side, you’re just asking for trouble. The Mazdaspeed3 is a perfect example. A lightweight, puristic, conventional, driveshaft-shifted 4-door sedan that’s lightning fast under the hood. We’re talking a powerful combination of 260 hp and 250 lb-ft of torque. All courtesy of an exhaust of ported, performance-oriented intake and exhaust manifolds, an intake air-fuel ratio 12% leaner, a ported fuel-injector assembly, and hotter spark plugs. Connecting that power to the pavement is a Cross-Port Vented intake manifold with a cast-aluminum exhaust manifold to exploit the engine’s wide torque band and Ceramic Slip By Centre® Clutches for overall system efficiency. Also in play: larger-caliber ventilated front disc brakes with ABS, Electronic Brakeforce Distribution and Brake Assist, Tripod-strut front and rear stabilizer bars, and a variable-speed suspension system. Precise steering underpinned by rack-and-tilt geometry transforms every dip of gas into inch-perfect, every speed to effortlessly turn the car without oversteer. Turf, the Mazdaspeed3 is a fully mated chassis that honed that’s straight off the Mazda race track.
“Getting into the Mazda, even for the first time, feels like you're at home. Everything is exactly as it should be.”

automobilemag.com, August 2012
Driver-focused. To keep you road-focused.

From the moment you sit in the Mazda3, it’s crystal clear that every piece of technology was specifically designed to keep you focused on the drive, not the technology itself. Which is why within the center stack, an available 5.8” full-color touch screen magnificently displays the navigation system and is positioned for easier viewing. Convenient steering-wheel-mounted controls put audio, cruise control and Bluetooth® hands-free capabilities within thumbs’ reach, and an available 8-way power-adjustable driver’s seat positions you for optimum control and comfort. Get a clear view of the road with the help of available rain-sensing wipers and heated dual power remote side mirrors. At Mazda, we believe technology should focus on you, so you can focus on driving.

Mazda 3 Grand Touring interior shown in black leather

Multi Information Display
Located on the upper dashboard near the driver’s natural line of sight is an innovative, easy-to-read Multi Information Display. Average MPG and estimated miles to empty data, ambient temperature and maintenance reminders are all at your fingertips.

Navigation System
Get to where you’re going with ease with the available 5.8” full-color touch-screen display and navigation system by TomTom. It provides you with turn-by-turn directions with real-time traffic updates and features zoom, route highlighting, active road name display, advanced lane guidance and voice recognition.

*Apple and iPod® are registered trademarks of Apple Inc. iPod® not compatible with iPod® adapter. Bluetooth® is a registered trademark of Bluetooth SIG, Inc. SiriusXM Satellite Radio reception requires a subscription and Mazda satellite radio. See full disclaimer in Specifications.

*Apple and iPod® are registered trademarks of Apple Inc. iPod® not compatible with iPod® adapter. Bluetooth® is a registered trademark of Bluetooth SIG, Inc. SiriusXM Satellite Radio reception requires a subscription and Mazda satellite radio. See full disclaimer in Specifications.
High-tech hospitality.

The Mazda3 is a state-of-the-art technological powerhouse of conveniences. Even before you enter the Mazda3, you’re made to feel like a guest with the Advanced Keyless Entry that instantly recognizes you as you approach the car. Once inside, its Welcome Lighting System automatically illuminates the interior lights in an elegant sequence. Eliminate the need for an ignition key with available Push Button Start, and then settle in and customize your environment with the dual-zone automatic climate control. The Mazda3 is well-equipped with a wide array of available technological features that keep you informed, entertained, connected and comfortable.

Bluetooth® Hands-Free Phone and Audio Streaming

Keeping your eyes on the road and hands on the wheel has never been easier. With voice commands, making and receiving calls is as easy as pushing a button and saying hello, and the Bluetooth wireless capability helps you stay entertained with streaming audio from your compatible mobile device.

Mobile Device Integration

Get even more enjoyment from your mobile device through your Mazda3’s audio system while charging it at the same time. With the USB audio input, you can quickly connect your music to your Mazda, allowing you to navigate your entire music library—all conveniently from the steering-wheel controls or the audio system display.

Pandora® Internet Radio

Experience music on your terms with up to 100 unique “stations” through the available Pandora Internet radio, all seamlessly streaming through your wireless Bluetooth-enabled and Internet-connected device. Even better, it’s all controlled from the onscreen display and all within sight level.

SMS Text Message Readout

Now, when a text comes in while you’re driving, you can stay focused on the road ahead. Select Mazda3 models offer a fully integrated text display and audible readout, and the ability to reply by choosing from a number of preset, standardized return messages. Stay in touch—and safer—without touching your phone.
10 speakers.
265 watts.
5 front-row seats.

No matter where you sit in the Mazda3, the Bose® Centerpoint® Surround Sound System makes you feel like you’re enjoying an intimate concert for one—or five. Standard on all Grand Touring models and Mazdaspeed3, and available on Mazda3 i Touring, is an exclusive sound system you can’t get anywhere else. Specifically tuned for the Mazda3’s unique cabin acoustics, it features 10 high-performance neodymium magnet speakers powered by a 265-watt amplifier. Exclusive processing technology turns ordinary CDs or MP3 discs into 360 degrees of pure audio exhilaration. And for all you audiophiles out there with a true ear for details, the Mazda3 offers a wide array of state-of-the-art audio features you have to hear to believe.

- 3.25-inch Twiddler® neodymium mid/high-range speaker
- Two 1-inch neodymium tweeters (in L/R A-pillars)
- Two 6.5-inch neodymium mid-range speakers (in L/R front doors)
- Two 5.25-inch neodymium mid-range speakers (in L/R rear doors)
- Two 3.25-inch Twiddler® neodymium mid/high-range speakers (in L/R rear deck)
- One 9-inch, high-performance Nd® woofer (center-mounted in rear deck)
- Bose® digital amplifier with Centerpoint® signal processing circuitry (under passenger’s front seat)
- SurroundStage® digital processing circuitry
- AudioPilot® noise compensation technology with eight channels of custom equalization and digital signal processing
When you obsess over details, every stitch counts.

From the look and feel of it, you'd think it was a luxury car. Every aspect of the Mazda3's interior is crafted to be as rewarding as possible; that includes details commonly found in high-priced luxury cars. On Grand Touring models, we meticulously stitched real leather to the Mazda3's high bolstered seats, steering wheel and shifter. But we didn't stop there. Every dashboard is exquisitely crafted for a tactile feel that flows seamlessly with the graceful lines and curves throughout the rest of the interior. It's an environment that is both comfortable and refined, down to the smallest of details.
5 doors. 17 cubic feet. Endless possibilities.

The more you need from the Mazda3, the more it seems to give. With more overall interior room than VW Golf, the Mazda3 5-Door is a compact with up to 17 cubic feet of vast cargo space. Its convenient 5th seat and 40/60 split fold-down rear seatback allows it to easily transport longer, larger items. Simply fold down the entire 40/60 rear seat back, and you’ve got additional cargo space for sports equipment, camping gear, luggage and much more.

“It’s hard to beat the balance of joy and practicality of the Mazda3.”

Winding Road, August 2010
It's a speed demon—and a guardian angel.

There’s a reason the Mazda3 earned the highest rating for frontal crash test performance from the Insurance Institute for Highway Safety. In fact, there are a lot of reasons. From improved overall handling, to greater impact support, to a wide array of innovative safety technologies, the Mazda3 is precisely engineered to protect you—and your peace of mind—from every angle.

Bi-Xenon Adaptive Front-Lighting System

The best way to protect you and your passengers starts with seeing what’s ahead of you. The Mazda3 comes fully equipped with an available Adaptive Front-lighting System and self-leveling Bi-Xenon High-Intensity Discharge headlights. These headlights are specifically designed to help you see around corners at night, literally. As you turn into a corner, the adaptive inside headlight moves up to 15º in the direction of your turn, thereby improving visibility and allowing you to spot potential hazards and dangers up ahead.

Structural Safety

Stronger, safer yet lighter, every Mazda3 utilizes Mazda’s “Triple H” construction system that reinforces the floor, sides and roof, resulting in a safer, more secure structure around the driver and passenger compartments. Its high-tensile steel reinforcements increase the strength of critical body areas and enhance basic structural integrity, as well as improve overall handling and provide increased impact protection.

Active Safety

Standard Dynamic Stability Control™ modulates the throttle and brakes when a sudden loss of traction is detected to help keep the vehicle stable during a turn. Standard Traction Control System detects any loss of traction, then adjusts the throttle to provide the drive wheels with a better grip on the road and more sure-footed acceleration during difficult driving conditions.

Air Bags*

Advanced dual front air bags* that utilize inflators with both crash zone and driver’s seat passenger-weight sensors are standard on all Mazda3 models—as are dual front side-impact air curtains* with coverage for front and rear passengers. In the event of a collision and airbag deployment, the available E911 system will use a paired Bluetooth phone to dial emergency responders and identify your location. Added peace of mind when your loved ones are on the road.

Air Bags* Always wear your seat belt and secure children in the rear seat in appropriate child restraints. Always check your mirrors. Be aware of the traffic around you. Dynamic Stability Control (DSC) is an electronic system designed to help the driver maintain control under adverse conditions. It is not a substitute for safe-driving practices. Factors including speed, road conditions and driver steering input can all affect whether DSC will be effective in preventing loss of control. Please see your owner’s manual for further details.

Brakes

Stopping is as much a performance aspect as anything, so we equipped the Mazda3 with standard power-assisted 4-wheel disc brakes and a wide range of other standard braking features. The Anti-lock Brake System pulses the brakes several hundred times a second, preventing wheel lock so the driver can make controlled stops. Electronic Brakeforce Distribution monitors pedal pressure and vehicle weight to determine how much force to apply to the front and rear brakes, while Brake Assist automatically increases braking pressure, thereby reducing stopping distance in emergency situations.

Tire-Pressure Monitoring System

Designed to monitor air pressure in real time, this system automatically alerts you before one or more tires becomes critically low.

Blind Spot Monitoring System†

An available class-exclusive state-of-the art Blind Spot Monitoring System utilizes motion sensor technology and automatically warns you of an approaching vehicle or object in your blind spot by activating an icon in the corresponding side mirror. The icon blinks and a warning beeps when the driver initiates the turn signal.

The Insurance Institute for Highway Safety has awarded the Mazda3 its coveted 2012 Top Safety Pick award.
DNA straight from the raceway.

At Mazda, motorsports is in our blood. It’s part of our heritage, and you’ll find “the soul of a sports car” in every Mazda we make. It’s a passion that spans decades, inspiring us to compete in over 24 distinct club and pro-level motorsports series. This year, with less than 50 races under his belt, rookie driver Michael Cooper won the 2012 Pirelli World Challenge Touring Car Drivers Championship with his Mazdaspeed3. His statement, “…Having a car that is as fun to drive as the Mazdaspeed3 just adds to the thrill of victory and this championship.” What’s more, these cars use the same stock Mazda MZR 2.3-liter powerplant that comes standard in the same Mazdaspeed3 you drive every day. At Mazda, we believe the best street cars make the best race cars. That’s why on any given weekend, more Mazdas are road-raced than any other car.*

*Based on Sports Car Club of America racing data.
Mazda 3 / 5-Door

Includes the following features in addition to or in place of the Mazda 1 Grand Touring 5-Door:

- Blind Spot Monitoring System
- 35K. Dolby® Drive sport automatic transmission
- Side impact air bags, and advanced front head air bags
- E911 Automatic Emergency Notification
- Available Technology Package includes auto on/off Bi-Xenon High-Intensity Discharge headlights, Adaptive Front-lighting System, High-beam assist, rear combination taillights, SiriusXM Satellite Radio with 4-month trial subscription to the Sirius Select Package® and alarm system

Mazda 3 / Touring 5-Door

Includes the following features in addition to or in place of the Mazda 3 Grand Touring 5-Door:

- Bluetooth handsfree phone and audio capability
- USB audio jack
- Cruise control
- Remote start system with key fob
- Leather wrapped steering wheel and shift knob
- Advanced front head air bags
- Multi Information Display and Trip Computer
- Dynamic Stability Control®
- Available Technology Package includes Blind Spot Monitoring system, Rear Cross Traffic Detection® Speaker Surround Sound System with AudioPilot® and power sliding-glass moonroof

Mazda 3 / Grand Touring 5-Door

Includes the following features in addition to or in place of the Mazda 3 Grand Touring 5-Door:

- Bose® Centerpoint® 10 speaker Surround Sound System, high-output speakers, surround sound monitors and speakers, front, rear and center speakers, surround sound stereo system, and center speaker
- 17-inch aluminum alloy wheels
- Voice recognition system
- e911 automatic emergency notification

Includes the following features in addition to or in place of the Mazda 3 Grand Touring 5-Door:

- Bluetooth handsfree phone and audio capability
- USB audio jack
- Cruise control
- Remote start system with key fob
- Leather wrapped steering wheel and shift knob
- Advanced front head air bags
- Multi Information Display and Trip Computer
- Dynamic Stability Control®
- Available Technology Package includes Blind Spot Monitoring system, Rear Cross Traffic Detection® Speaker Surround Sound System with AudioPilot® and power sliding-glass moonroof

Mazda 3 / i Sport 4-Door

Includes the following features in addition to or in place of the Mazda 3 i Sport 4-Door:

- Multi Information Display and Trip Computer
- Cruise control
- Power door locks
- Power heated side mirrors with integrated turn signal
- Rear deck lip spoiler
- MZR 2.5L DOHC 4-cylinder engine with VVT
- Sliding center-console armrest
- Bose®
- Heat fronts seats with 5 levels
- 8-way power-adjustable driver’s seat
- Power sliding-glass moonroof
- Mazda Advanced Keyless Entry & Start System
- 16-inch aluminum alloy wheels
- Includes the following features in addition to or in place of the Mazda 3 i Sport 4-Door:
  - Steering-wheel-mounted audio controls
  - Variable-intermittent windshield wipers
  - Air conditioning with pollen filter
  - MZR 2.0L DOHC 4-cylinder engine with VVT
- Power sliding-glass moonroof
- Mazda Advanced Keyless Entry & Start System
- 16-inch aluminum alloy wheels
- Includes the following features in addition to or in place of the Mazda 3 i Sport 4-Door:
  - Steering-wheel-mounted audio controls
  - Variable-intermittent windshield wipers
  - Air conditioning with pollen filter
  - MZR 2.0L DOHC 4-cylinder engine with VVT

Includes the following features in addition to or in place of the Mazda 3 i Sport 4-Door:

- Multi Information Display and Trip Computer
- Cruise control
- Power door locks
- Power heated side mirrors with integrated turn signal
- Rear deck lip spoiler
- MZR 2.5L DOHC 4-cylinder engine with VVT
- Sliding center-console armrest
- Bose®
- Heat fronts seats with 5 levels
- 8-way power-adjustable driver’s seat
- Power sliding-glass moonroof
- Mazda Advanced Keyless Entry & Start System
- 16-inch aluminum alloy wheels
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  - Air conditioning with pollen filter
  - MZR 2.0L DOHC 4-cylinder engine with VVT
**Key Features**

Heavy duty front & rear suspension. 12-in. ventilated front disc brakes. 13-in. very solid rear disc brakes.
Electronic Brakeforce Distribution & Brake assist. DC: Mazda’s Dynamic Stability Control®.

**Exterior**

Fully integrated hood scoop. 10-in. aluminum alloy wheels and 205/60R16 all-season tires. Blue car rear spoiler. Modified rear body panels. Dual bright tip exhaust outlets. Integrated turn signals. Dual zone automatic climate control. Illuminated steering-wheel mounted controls and floor mats.

**Mazda3 Technology Package**

Full-color 5.8" touch-screen navigation system with surround sound system, Bluetooth® & cruise control. Stone color shifts. Paddle shifters. Digital clock. Push button start. Bi-Xenon high-intensity discharge headlamps; Adaptive Front-lighting System; Blind Spot Monitoring System; Mazda Advanced Keyless Entry & Start System; Automatic wiper headgears; "Sport Offroad Driving System:" Clean air LED tail lights; Rear seaborn window wiper; alarm system.

**Interior**

Upholstery exterior color. Surround Sound System with Audio Pilot for audio system, Bluetooth® & cruise control. Stone color shifts. Paddle shifters. Digital clock. Push button start. Bi-Xenon high-intensity discharge headlamps; Adaptive Front-lighting System; Blind Spot Monitoring System; Mazda Advanced Keyless Entry & Start System; Automatic wiper headgears; "Sport Offroad Driving System:" Clean air LED tail lights; Rear seaborn window wiper; alarm system.

We’re committed to our drivers. Every year, new Mazda3 is protected by:

- A 2-year/36,000-mile* bumper-to-bumper limited warranty
- A 3-year/36,000-mile* 24/7 Emergency Roadside Assistance program
- A 5-year/60,000-mile* limited powertrain warranty
- A 5-year/unlimited mileage warranty against body rust-through

*See warranty book for additional details.

For details, always read any Mazda Dealer, visit MazdaUSA.com, or call toll-free (800) 639-1000.

**FUEL ECONOMY**

Manual Transmission: 25 city / 27 hwy / 26 combined
Automatic Transmission: 24 city / 25 hwy / 24 combined

**PRODUCT CHANGES AND OPTIONS AVAILABILITY:**

Following publication of this brochure, certain changes in standard equipment, options, prices and the like—or product delays—may have occurred which would not be included in these pages. Your Mazda dealer can provide you with complete details.

**SPECIFICATIONS & CAPACITIES**

Engine Type: SKYACTIV®-X 2.0L DOHC 16-valve 4-cylinder with VVT
Horsepower: 148 hp@6,500 rpm
Redline: 7,000 rpm
Torque: 148 lb-ft@4,500 rpm
Fuel Economy: 27/38 city/hwy
Emission Control Type: Federal Tier 2 Bin 5
Fuel Capacity: 14.5 gallons
Fuel Type: Unleaded 87
GVWR: 3,886 lbs
Curb Weight: 2,866 lbs
Overall Length: 180.9 in
Overall Width: 69.1 in
Overall Height: 57.9 in
Front Wheelbase: 108 in
Wheelbase: 104.7 in
Track Width: 57.9 in
Track Rear: 57.9 in
Track Front: 57.9 in
Suspension: Front/ Rear: Independentials
Brakes: 286 mm / 276 mm (front / rear)
Steering: Power rack-and-pinion
* See warranty book for additional details.

EPA passenger volume (cu ft): 93.4
Legroom, front/rear (in): 42.0 / 36.2
Headroom, front/rear (in): 53.7 / 52.2
Horsepower: 148 hp
Fuel Economy: 27/38 city/hwy
Engine: SKYACTIV®-X 2.0L DOHC 16-valve 4-cylinder with VVT
Horsepower: 148 hp@6,500 rpm
Redline: 7,000 rpm
Torque: 148 lb-ft@4,500 rpm

**PRODUCT CHANGES AND OPTIONS AVAILABILITY:**

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Every model in the Mazda lineup was built by a bunch of car-crazed craftsmen. Who love to drive. For people who love to drive. So from the Mazda2 to the CX-9, a Mazda is always a Mazda. Because if it’s not worth driving, it’s not worth building.

Dear Driver,

As the Mazda3 program manager, I had one all-consuming goal for this car: to make something economical feel like a much richer experience. My team and I worked long days to ensure that the final result never felt like everyday transportation.

To accomplish our goals, we ignored what the automotive industry told us were acceptable features for this segment. They said Bi-Xenon headlights, Blind Spot Monitoring and text message-reading audio systems were only for expensive cars. So we made them easily obtainable options. Then we ignored the traditional thinking that fuel-efficient couldn’t also be performance-oriented. So we incorporated SKYACTIV® TECHNOLOGY to let the Mazda3 hit 40 MPG and still be a hit on winding roads.

We made it good. Then we made it better. And then we went a bit further and made it a Mazda. I’m extremely proud that we could give the world a practical car that’s quite entertaining. Our no-compromise engineering gave birth to a car that’s born to be driven.

Kenichi Saruwatari
Mazda3 Program Manager

So from the Mazda2 to the CX-9, a Mazda is always a Mazda. Because if it’s not worth driving, it’s not worth building.

It’s your Mazda—make it your own. Customize your new Mazda3 with Genuine Mazda Accessories. When installed by your Mazda Dealer prior to or at initial vehicle retail delivery, Genuine Mazda Accessories carry the same new-vehicle limited warranty as your new Mazda. Ask your dealer for details.

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If it’s not worth driving, 
it’s not worth building.

WE BUILD MAZDAS. 
WHAT DO YOU DRIVE?

zoom-zoom