THIS IS THE 2014 MAZDA3. WHAT DO YOU DRIVE?

zoom-zoom

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It takes conviction to stand up to the naysayers.
A creative fire that’s unafraid of the blank page.
And the courage to flip conventional wisdom on its head.
Because this is the only way to change the game.
And the only way to build cars worth driving.

Today, our SKYACTIV® TECHNOLOGY is changing the game.

It’s how we reinvented the gasoline engine,
dramatically improving its efficiency
without sacrificing heart-pounding performance.

It’s how we engineered a lighter car that’s even stronger,
safer, more responsive, and more exhilarating to drive.

These are actions, not words. Proof, not theories.
Making the impossible possible. This is the Mazda Way.

WHAT DO YOU DRIVE?

TO ENGINEER A WORK OF ART, YOU HAVE TO MASTER EVERY DETAIL.

Elaborate sculptures derived from a single piece of paper—and made with the conviction, creativity and courage of the artist who dared to create them. The ancient Japanese craft of origami is a testament to perfection in art and engineering. Of what’s possible when you start with a blank sheet of paper and never stop until you’ve created something spectacular. Just like the all-new Mazda3. We started from scratch to build the ideal sport compact car—a stylish, nimble vehicle that’s lighter, stronger and even more technically advanced and beautiful than ever before. When you dare the impossible, you achieve incredible things.
WHAT DO MAZDA ENGINEERS DO ONCE THEY ACHIEVE PERFECTION? START OVER.

Versatile. Nimble. Striking. The Mazda3 is all of these things. It’s the culmination of courageous engineering, creative design and the fearless conviction to achieve the impossible. So how do you improve on a car that already exceeds expectations in every way? A car that wins accolades year after year? It isn’t easy. Just ask our Mazda engineers. To reimagine the Mazda3, they started from the ground up. They elevated its style with KODO design sensibilities inside and out. They added more advanced safety innovations than any other car in its class. And they loaded it with high-end features and next-generation innovations. Our engineers even improved on the Mazda3’s already legendary driving dynamics. Better than ever before and as versatile as it’s always been, the Mazda3 proves that one car can offer everything—all in a fun-to-drive, affordable package.

“THE ALL-NEW 2014 MAZDA3 IS VERY, VERY GOOD.” Edmunds.com, July 2013

“IF YOU DON’T ENJOY DRIVING THE MAZDA3, YOU’RE DOING SOMETHING WRONG.” Popular Mechanics, July 2013
If the question is, “What’s offered in the new Mazda3?” the response should be, “What isn’t?” All new, every aspect of the Mazda3 has been re-engineered to push the limits of innovation and design, improve fuel efficiency, add technologies and reduce weight. From the inside out, you can expect the unexpected from the Mazda3. It’s a car that truly offers more of everything and settles for nothing less than the best—as you can see from this long list of advanced standard and available features and innovations.

**SiriusXM Satellite Radio reception requires a subscription and Mazda satellite radio. See full disclaimer in Specifications.
A REFLECTION ON PASSIONATE ENGINEERING.

Only the conviction of Mazda engineers could bring the Mazda3 to life. Completely reimagined, the Mazda3 is a testament to obsessive engineering down to the smallest detail. To achieve a greater level of precision and artistry, Mazda sculpts every design in hard clay rather than relying solely on computer-aided design. By using special tools crafted by the artists themselves, Mazda was able to produce a design so precise that it measures within a fraction of a millimeter of the engineers’ original vision. It’s a level of craftsmanship that might seem extreme—and one other automakers would never attempt. But we’re Mazda—defying convention is how we build cars worth driving.

ENLIGHTENED DESIGN

Working in concert with the craftsmanship and artistry of clay modeling, our engineers use computer-aided drafting models to project simulated reflections on the surface of the Mazda3. Based on these reflections, our engineers subtly adjust the lines and curves of the Mazda’s exterior design to achieve the most symmetrical and visually pleasing reflections.
To create Soul Red Metallic, we put an entirely new three-coat painting process into action. By using two separate coats of high-brightness aluminum flakes and high-chroma red pigment, we created a deep and vivid color that's unlike any other red on the road.

IF LOOKS ARE A PROMISE OF WHAT TO EXPECT, EXPECT A LOT.

Designed to capture the motion, power and fluidity of nature, every muscular line and refined curve of the Mazda3 embodies the most dramatic expression of our KODO "Soul of Motion" design yet. Slightly lower and wider, the Mazda3's crouching stance, prominent grille and piercing headlamps make a formidable first impression. But as always with Mazda, form follows function, and the Mazda3's beautifully sculpted exterior also delivers excellent aerodynamics—better than the Toyota Prius c. By offering an exceptionally low coefficient of drag—a fancy way of saying better aerodynamics—the Mazda3 delivers better gas mileage, performance and handling than ever before. It's just another example of how there's always more to the Mazda3 than meets the eye.
A CLEAR VISION OF THE ROAD AHEAD.

The Mazda3’s KODO-design headlamps are not only striking, but also provide a sharper vision of the road ahead. Standard on the S trims, Bi-Xenon headlights incorporate a dynamic light-guiding ring and feature LED Daytime Running Lights for more effective illumination. And S Grand Touring models offer an Adaptive Front-lighting System that helps you better see the curves of the road and available High Beam Control that also improves your view. This innovative system works automatically to maximize your opportunity to use your high beams and, on the flip side, dims your lights when it detects approaching vehicles or vehicles in front of you in your lane. Beautiful design fused with highly advanced technologies. There’s no better way to illuminate your journey.

*High Beam Control offered only with S Grand Touring Technology Package.
Achieving the impossible is nothing new for our Mazda engineers. While other car companies are compromising power to improve fuel efficiency, we’ve taken a dramatically different approach and developed SKYACTIV TECHNOLOGY. Far more than just an engine with hybrid-like efficiency, SKYACTIV TECHNOLOGY is a holistic system that takes the entire car into consideration, delivering a series of innovations that work together to improve the overall driving experience. Power and performance are delivered in abundance, along with efficiencies that allow the Mazda3 to offer up to an astounding EPA-estimated 41 highway MPG.*

MazdaUSA.com/skyactiv

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When it comes to fuel efficiency, the Mazda3 is miles ahead, literally. With up to an astonishing EPA-estimated 41 highway MPG,* you can drive up to an estimated 487 miles† on one tank of gas. Not only does the Mazda3’s excellent fuel efficiency mean fewer fill-ups to interrupt your driving enjoyment, but more peace of mind knowing you are consuming less resources.

*Based on EPA estimates for 2014 Mazda3 4-Door models with 2.0L engine and automatic transmission. 30 city/41 highway MPG. Actual results will vary.

†Driving range based on 13.2 gallon tank and EPA estimates for 2014 Mazda3 4-Door models with 2.0L engine and automatic transmission. 30 city/41 highway MPG. Actual results will vary based on cargo and driving conditions.
**SKYACTIV-MT**

This six-speed manual transmission has a short throw inspired by the legendary MX-5 Miata. It’s also smaller, lighter and stronger than any we’ve built before.

**SKYACTIV-DRIVE**

Standard on all models, our engineers created a new kind of precise, high-performance automatic transmission that combines the direct feel of a manual transmission with the silky smoothness of an automatic. By changing shift mapping, allowing you to hold gears longer in Sport mode, you have more control when driving in challenging conditions such as curvy mountain roads.

**SKYACTIV-BODY**

Mazda was the first auto manufacturer to use ultra-high tensile-strength steel in a production vehicle. The SKYACTIV-Body in the Mazda3 continues to incorporate this light-but-strong steel in critical areas to help it be lighter than normal, yet stiffer and stronger.

**SKYACTIV-CHASSIS**

Engineered together with the SKYACTIV-Body to work in perfect harmony, the steering and suspension systems achieve two seemingly contradictory goals at once: to be nimble at low speeds, yet stable at high speeds. We also engineered them to be light, allowing for a more direct and agile feel.

**SKYACTIV-G**

By reimagining the combustion engine with a lofty compression ratio of 13:1, increased power no longer requires fuel-consuming engine displacement. Get up to an EPA-estimated 41 highway MPG* on four-door models and 40 highway MPG† on five-door models.

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*Based on EPA estimates for 2014 Mazda3 i 4-Door models with 2.0L engine and automatic transmission 30 city/41 highway MPG. Actual results will vary. **Based on EPA estimates for 2014 Mazda3 i 5-Door models with 2.0L engine and automatic transmission 30 city/41 highway MPG. Actual results will vary. †Actual results will vary based on driving conditions.

**i-ELOOP**

The Mazda3 is among the first Mazdas to feature i-ELOOP, a regenerative engine braking system that engages every time you lift your foot off the accelerator. i-ELOOP converts the car’s own inertia into electricity, preventing fuel from being wasted to charge the battery and improving fuel economy as much as 5 percent!"
Even at a standstill, the dynamic twists and turns in the Mazda3’s wheel spokes give them the look of speed in motion. But beyond their high-end and athletic appearance, the available 18-inch aluminum alloy wheels are specially designed to suppress road noise and heighten handling stability.

EXHAUSTION FOR MORE DRIVING EXHILARATION.

Exhilaration has always run in the Mazda3 family. And now the driving experience is even better. By re-engineering the Mazda3’s core systems such as the powertrain, chassis and body with lighter-yet-stronger SKYACTIV TECHNOLOGY, we improved its already excellent performance and handling. Amplifying the exhilaration is the precisely tuned 4-wheel independent suspension system and your choice of spirited 2.0-liter or 2.5-liter SKYACTIV-G gasoline engines, with the 2.5L offering up 184 horsepower worth of fun. Also helping to make your drive nimble and responsive is the Mazda3’s Electric Power Assist Steering that allows you to maneuver with better accuracy. And Dynamic Stability Control* helps your wheels grip the road during quick turns. Precise, powerful and performance-oriented, the Mazda3 proves that more than ever before, passion and performance is in its blood.

FREE FLOWING

Even the design of the Mazda3’s grille improves gas mileage. New for 2014, select Mazda3 models are equipped with Active Grille Shutters that temporarily close to limit excess airflow to the engine bay. This improves aerodynamics, making the Mazda3 slip through the air more easily.

THE WHEEL REINVENTED

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*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.
LIFE IN THE FAST LANE NEVER FELT SO SAFE.

You don’t necessarily expect safety innovations to improve the driving experience. Unless you’re a performance-obsessed automaker like Mazda. For the Mazda3, our engineers insisted on offering our full suite of i-ACTIVSENSE safety innovations—a collection of advanced safety technologies unavailable in any other car in its class. An active approach to safety, i-ACTIVSENSE is designed to put you closely in tune with your surroundings based on the belief that by making you more aware of road conditions, you’ll be better prepared to either prevent an accident or lessen its severity.

HIGH BEAM CONTROL
- High Beam Control helps the driver see better at night by maximizing opportunities to use the high beams. The system automatically switches to the low beams when it detects oncoming traffic, and/or a vehicle ahead.

LANE DEPARTURE WARNING SYSTEM
- This system gives audible and visual warnings when drivers are about to unintentionally depart from their lane at a speed of 44 mph or higher.

REAR CROSS TRAFFIC ALERT
- When backing out, this system detects a vehicle approaching from the side and promptly alerts the driver with an audible warning, as well as a visual warning in the driver’s side mirror.

BLIND SPOT MONITORING
- At speeds above 7 mph, radar sensors detect objects in the left or right blind spots. If the driver signals a lane change while an object is present, a light in your corresponding side mirror blinks and a warning chime sounds.

SMART CITY BRAKE SUPPORT
- When traveling at speeds between 2 and 18 mph, this intuitive system detects objects ahead and prepares the vehicle to stop by adjusting the brake pads closer to the disc. If no driver action is taken, the system automatically applies the brakes.

MAZDA RADAR CRUISE CONTROL
- This system judges the relative speed and distance to the car ahead, and works within a set speed range to maintain a safe following distance, making highway drives less strenuous.

FORWARD OBSTRUCTION WARNING
- This system detects slower or stopped vehicles in front of the Mazda3 and gives an alert early enough for the driver to brake or take evasive action, helping to reduce the risk of a potential collision.

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A first of its kind for the Mazda3, the available Active Driving Display helps you take your mind off distractions by projecting critical driving information directly in front of you, right within your line of sight. Strategically positioned directly in the driver’s field of view and above the gauge cluster, this innovative display allows you to process information faster by keeping your eyes focused toward one place—the road ahead. Only our Mazda engineers could think of a way to use innovation to make you feel more in control and relaxed.

Everything in the Mazda3’s cockpit is designed around a theoretical vanishing point that’s forward-focused, helping you to keep your attention on the road ahead.

Conveniently located on your steering wheel, paddle shifters (standard on GT models) allow you to upshift and downshift without taking your hands off the wheel or your eyes off the road.

Information displayed: vehicle speed, navigational directions, safety alerts, cruise control information

For our Mazda engineers, creating a car that’s sporty, practical and fun to drive simply wasn’t enough. They wanted to enliven the driving experience from the moment you open the door. To create this new level of connectedness, the center gauge lights up and pulsates like a heart beat when you enter the cabin. And when you use the push button to start the ignition, the side gauges also illuminate, while the available Active Driving Display rises to greet you. Everything about the Mazda3’s cockpit is entirely new, exciting and alive—and designed to evoke a feeling of connectedness.
EVEN PASSENGERS IN THE BACK COME FIRST.

We didn't sacrifice any rear-seat roominess when redesigning the Mazda3. In fact, we made the passenger area more spacious than the Ford Focus, Honda Civic and Hyundai Elantra. We achieved this by repositioning the back seats slightly closer to the center of the cabin, providing a broader view of the cockpit and road ahead. And by redesigning the front seatbacks to contour inwards, we created additional legroom. The area beneath the seats is also larger for more foot room, and for added comfort we made the rear seatbacks taller. With Mazda, the passengers in back are always in the forefront of our interior cabin design.
THE HOLE TRUTH

By making the seat perforations moderately large and the distances between them small, our engineers created upholstery that's not only soft and breathable, but also absorbs road noise for an enhanced audio listening environment.

PERFECT FIT

The Mazda3’s redesigned sport seats are contoured to mold perfectly to the body, giving you and your passengers a more comfortable and connected ride, no matter how long the commute. Adding to the Mazda3’s high-end appeal are its available dual-stitched leatherette and leather-trimmed seats. The stitching creates upholstery that is as carefully crafted as it is beautiful.

INNER BEAUTY

Chances are, you’ve never seen an interior like this in another car in its class. The Mazda3’s interior appointments offer a level of distinction you simply don’t find in comparable affordable compact cars. Everything you see and touch is designed with sophistication. We used high-end materials and refined surface treatments such as the satin chrome finish on the climate control knobs and the new carbon fiber-look meter hood. We even streamlined the dash area and instrument panel to give the driver and front passenger better visibility and a feeling of spaciousness typically found in luxury vehicles.
The most technologically advanced Mazda is also equipped with the most technologically advanced cockpit. With functionality at your fingertips thanks to the available multi-function Commander control, you can easily control audio and navigation functions—among other things—and see it all on the Mazda3's available high-mounted 7-inch full-color touch-screen display. Now you can enjoy a host of entertainment options without ever taking your eyes off the road, from the available next-generation Bose Centerpoint® 2 Surround Sound System, to the available SiriusXM Satellite Radio®, integrated Pandora® and Stitcher™ internet radio, and so much more. Plus, you get convenient standard features like USB audio input ports, remote keyless entry and Push Button Start.

/ BLUETOOTH HANDS-FREE PHONE AND AUDIO STREAMING /
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.

/ MAZDA NAVIGATION SYSTEM /
Get where you need to go with the Mazda3’s available factory-integrated navigation system. Its advanced features include voice command and advanced lane guidance.

/ INTEGRATED PANDORA® INTERNET RADIO /
Experience music on your terms with up to 100 unique “stations” through Pandora, all seamlessly streaming through your wireless Bluetooth-enabled and Internet-connected device, and controlled through any of the Mazda3’s built-in audio controls.

/ HD RADIO /
With subscription-free HD Radio, you get cleaner, crisper sound from a digital signal that offers multiple options for some of your favorite AM and FM stations.

/ SMS TEXT MESSAGE AUDIO DELIVERY AND REPLY /
When a text comes in while you’re driving, you can stay focused on the road ahead. Enjoy fully integrated text display and audible readout, and the ability to reply by choosing from a number of customizable preset return messages.

/ INTEGRATED AHA™ RADIO /
Download the Aha app to your smartphone and stream Aha’s wide array of Internet content via the Mazda3’s Bluetooth connectivity. Access everything from internet radio and podcasts, Facebook, Twitter and personalized music to audio books, weather, local restaurant and hotel searches, and more. The system even reads the content displayed on the monitor aloud.

/ INTEGRATED STITCHER™ INTERNET RADIO /
Discover the best of news, entertainment, sports and talk radio—anytime, anywhere! Now available on the 2014 Mazda3, Stitcher internet radio offers more than 15,000 radio shows and podcasts on demand. This free app is available for your iPhone®, Android device and iPad®.

/ 7-INCH FULL-COLOR TOUCH-SCREEN DISPLAY AND COMMANDER CONTROL /
Thanks to the newly adopted multi-function Commander control on the center console, all of the functions displayed on the 7-inch full-color display screen—such as audio, navigation and hands-free telephone—are positioned close at hand so you can better concentrate on the drive. The intuitive rotary and push-and-tilt operations of the Commander, as well as the simple push buttons around it, enable smooth and easy operation.

*SiriusXM Satellite Radio reception requires a subscription and Mazda satellite radio. See full disclaimer in Specifications.
IN TUNE WITH YOU IN EVERY SENSE.

We believe the connected driving experience should encompasses every sense, including your sense of hearing. That’s why for the Mazda3, we settled for nothing less than the latest generation Bose® Centerpoint® 2 Surround Sound System. The available system with 9 speakers enables listeners to enjoy a surround sound experience from nearly any stereo source, including CDs, MP3 devices, radio broadcasts and SiriusXM Satellite Radio. It has been specifically engineered to meet the unique demands of reproducing surround sound for the Mazda3’s interior dimensions. And unlike conventional synthesized surround sound systems, that compare left and right channel information to create a virtual surround experience, Centerpoint® 2 technology uses frequency content in addition to the stereo information to create a more lifelike surround experience. While AudioPilot® 2 technology compensates for ambient noise within the cabin.
STORAGE FLEXIBILITY
THAT GIVES YOU ROOM TO ROAM.

With the Mazda3, you can enjoy all the conveniences of a compact car without ever compromising cargo space. With both back seats folded down, the Mazda3 5-Door offers up to a generous 47.1 cubic feet of storage space. That’s more than enough room for all the camping gear you need to take a backpacking trip to Yellowstone National Forest, including a two-person tent. When you have more passengers than gear, the five-door Mazda3 offers plenty of versatility. Its 60/40 split fold-down rear seats allow you to fold down both sections for maximum storage or keep one section up, leaving room for a passenger or child-safety seat.
“THE NEW MAZDA3 IS A GREAT-LOOKING CAR THAT’S INHERENTLY ENGAGING FROM BEHIND THE WHEEL....”  
Road & Track, July 2013
**MAZDA3 COLORS**

- Soul Red Metallic
- Jet Black Mica
- Liquid Silver Metallic
- Blue Sterling Mica
- Titanium Flash Mica
- Deep Crystal Blue Mica
- Snowflake White Pearl Mica

*Extra cost option.

**MAZDA3 UPHOLSTERY**

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<td>Almond Leather</td>
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**MAZDA3 WHEELS**

- 16-inch Wheel Cover
- 16-inch Alloy
### Mazda3 Specifications & Capacities

#### Mazda3 / 4-Door & 5-Door

<table>
<thead>
<tr>
<th>Engine</th>
<th>Mazda3 / 4-Door</th>
<th>Mazda3 / 5-Door</th>
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<tbody>
<tr>
<td>Engine type</td>
<td>SKYACTIV-G 2.0L 4-cylinder with VVT</td>
<td>SKYACTIV-G 2.0L 4-cylinder with VVT</td>
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<tr>
<td>Horsepower</td>
<td>155 hp @ 6,000 rpm</td>
<td>184 hp @ 5,700 rpm</td>
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<tr>
<td>Torque</td>
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<td>Fuel System</td>
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<td>Recommended Fuel</td>
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<td>Cylinder Head</td>
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<td>Headroom, front / rear</td>
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<td>55.5/53.5</td>
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<tr>
<td>Legroom, front / rear</td>
<td>42.2/35.8</td>
<td>42.2/35.8</td>
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<td>Fuel Economy (City/Hwy MPG)</td>
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#### Mazda3 / 5-Door

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<td>Fuel Economy (City/Hwy MPG)</td>
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<td>EPA-estimated fuel economy (City/Hwy MPG)</td>
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#### EXTERIOR DIMENSIONS (INCHES)

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<th>Mazda3 / 4-Door</th>
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<td>Overall Length</td>
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<td>Minimum ground clearance - (laden)</td>
<td>6.1</td>
</tr>
</tbody>
</table>

#### INTERIOR DIMENSIONS (INCHES)

<table>
<thead>
<tr>
<th>Mazda3 / 4-Door</th>
<th>Mazda3 / 5-Door</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall Width</td>
<td>70.7</td>
</tr>
<tr>
<td>Overall Length</td>
<td>180.3</td>
</tr>
<tr>
<td>Overall Height</td>
<td>57.3</td>
</tr>
<tr>
<td>Minimum ground clearance - (laden)</td>
<td>6.1</td>
</tr>
<tr>
<td>Overall Width</td>
<td>70.7</td>
</tr>
<tr>
<td>Overall Length</td>
<td>175.6</td>
</tr>
<tr>
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<td>57.3</td>
</tr>
<tr>
<td>Minimum ground clearance - (laden)</td>
<td>6.1</td>
</tr>
</tbody>
</table>

#### EXTERIOR COLORS

- Black
- Blue
- Red
- White
- Silver
- Blue
- Black

#### INTERIOR COLORS

- Sand Cloth
- Black Cloth
- Beige Cloth

#### INTERIOR FEATURES

- Push Button Start
- Power door locks with 2-stage unlocking feature
- Air conditioning with pollen filter
- Tire-Pressure Monitoring System
- SKYACTIV-Body with Ring Structure
- Dynamic Stability Control™ and Traction Control System

#### SAFETY AND SECURITY

- Front seat-belt pretensioners with force limiters
- 3-point seat belts for all seating positions
- Front seat-belt reminder for driver’s side
- Front passenger’s front seat headrest
- Whiplash-reducing front seat headrests
- Advanced front air bags, front side-impact air bags and side-impact air curtains
- Child restraint restraining device (i-Size)
- Multi-Function Display
- Push Button Start
- Power door locks with 2-stage unlocking feature
- Air conditioning with pollen filter
- Tire-Pressure Monitoring System
- SKYACTIV-Body with Ring Structure
- Dynamic Stability Control™ and Traction Control System
**INTERIOR**

Includes the following features in addition to or in place of the Mazda3 i Touring:

- Illuminated driver and front-passenger vanity mirrors
- Rearview camera
- SMS text message audio delivery and reply
- SiriusXM Satellite Radio with 4-month trial subscription to SiriusXM All-Access package
- HD Radio
- Bose® Surround Sound system with Centerpoint® 2 and AudioPilot® 2
- BH Radio
- Active Driving Display
- Variable heated front seats
- Leatherette-trimmed door panel inserts
- Roof-mounted shark fin antenna
- Leather-wrapped shift knob with red stitching
- Leather-wrapped parking brake handle with red stitching
- Bright beltline trim
- Rear deck lip spoiler (4-Door models)
- Body-colored dual folding heated power side mirrors with integrated turn signal lamps
- Front fog lights
- Power sliding-glass moonroof with one-touch open/closed feature
- Variable intermittent windshield wipers
- Roof-mounted dual audio speakers with subwoofer
- 7-inch full-color touch-screen display
- Mazda navigation system
- Multi-function Commander control
- Bluetooth® hands-free phone system
- E911 automatic emergency notification
- Driver and front passenger seatback pockets
- Driver and front passenger dual-side airbags
- Driver and front passenger seat-mounted side-impact airbags
- Driver and front passenger side-impact airbags for frontal collisions
- Driver and front passenger curtain airbags
- Stability control with traction control
- Anti-lock braking system
- Traction control
- Electronic brake-force distribution
- Brake assist
- Front/rear anti-roll bars
- Tires: P195/60R15 (4-Door models), P215/45R17 (5-Door models)

**FOR DETAILS, PLEASE SEE YOUR MAZDA DEALER, VISIT MAZDAUSA.COM OR CALL TOLL-FREE (800) 639-1000.**

**FINANCING WITHOUT THE FUSS.**

Weather powers how to buy new Mazda. Mazda Capital Services can help make the financing process more convenient and satisfying. One of the largest auto lenders in America, Mazda Capital Services offers flexible financing options and highly competitive rates.

To find out which purchase or lease plan is right for you, talk with your Mazda Dealer or visit MazdaUSA.com.

We’re committed to our drivers.

Every new 2014 Mazda is protected by:

- 3-year/36,000-mile* bumper-to-bumper limited warranty
- 5-year/60,000-mile* limited powertrain warranty
- 5-year/60,000-mile* limited emission warranty
- 5-year/60,000-mile* limited body rust-through warranty
- Unlimited mileage* unlimited time unlimited term for the first year of ownership
- Roadside assistance, towing, and battery jump starts for the first year of ownership
- 24/7 support from knowledgeable and experienced customer service professionals

Even after your vehicle warranty has expired, MazdaExtended Confidence provides nearly all the same parts and components covered under your New Vehicle Limited Warranty. Associated (standard and optional) Mazda Extended Warranty Parts (when available). Mazda Extended Confidence gives you peace of mind for miles beyond your expectations.

Options and Packages:

- Touring Package
- Bose® Premium Surround Sound System
- SiriusXM Satellite Radio with 4-month trial subscription to SiriusXM All-Access package
- Leather-trimmed door panel inserts
- Variable heated front seats

Includes the following features in addition to or in place of the Mazda3 i Touring:

- Variable heating for rear seats
- Power adjustable front seats with driver seat memory function
- Leather-wrapped shift knob
- Leather-wrapped parking brake handle
- Rear deck lip spoiler
- Body-colored dual folding heated power side mirrors
- Front fog lights
- Power sliding-glass moonroof with one-touch open/closed feature
- Variable intermittent windshield wipers
- Roof-mounted dual audio speakers with subwoofer
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OUR PROMISE.

At Mazda, we’re passionate about what we do. We pay attention to the details, and we take an unconventional approach. You can see it in our designs, feel it in how our cars drive, and experience it in the way we treat you as a customer. Our dealerships are here to help you make the right choice, so everything we do is focused on ensuring that you get exactly what you want—surpassing your expectations. Mazda doesn’t settle, and neither should you. Let our Mazda Dealers:

- Provide you with a comfortable environment
- Earn your trust
- Respect and value your time
- Give you useful information and advice
- Help you make the best decision

Getting the personalized experience you deserve at your Mazda Dealer.

This is the Mazda Way.

MAZDA3 ACCESSORIES. 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.

ADDITIONAL ACCESSORIES:

<table>
<thead>
<tr>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
</tr>
</thead>
<tbody>
<tr>
<td>3-Item Audio Cable</td>
<td>18-inch Dark Alloy Wheels with RAYS</td>
<td>All-Weather Floor Mats</td>
<td>18-inch Dark Alloy Wheels</td>
</tr>
<tr>
<td>Auto Dimmer Mirror with Compass and HomeLink®</td>
<td>Feat. a bright LED compass readout and also automatically dims to reduce glare from headlights of cars behind you. The built-in HomeLink® controller activates any system-connected lights, gates, etc., in your home.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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.®