DOES DRIVING MATTER?

Does a long, winding road or an empty freeway on Sunday morning matter if the car you’re in doesn’t take advantage of the moment?

Does safety, technology, efficiency or even beauty matter, if a car doesn’t feel right in your hands?

If you build Mazdas, driving is what matters most.

That’s why everything we do makes driving better.

Like safety technology that inspires confidence.

Engine technology that makes our cars and SUVs more fuel efficient. Yet still responsive.

And designs that capture motion, even when the car isn’t moving.

What’s better than a great driving car?

A car company that won’t build anything less.

MAZDA. DRIVING MATTERS®
The Mazda3 originated from an ambitious idea. The belief that it was possible to bring together the best Mazda has to offer into one vehicle. To create a car that could capture your attention at first glance with unique design. And keep you intrigued with crafted details. A performance-oriented, nimble Mazda engineered to make you feel connected to the road. The Mazda3 achieves all of these things. Because every Mazda we build is our very best Mazda.
THE ART OF CAPTURING MOTION.

Breathing life into the car. That’s Mazda’s design philosophy: it’s the KODO: “Soul of Motion” design language our artists embrace. They start with clay to sculpt the look of the vehicle by hand. Working tirelessly, they never stop changing even the smallest creases and curves to achieve the most optimal proportions. The result is design imbued with vitality that captures the motion, power and fluidity of nature. You can see it in everything from the Mazda3’s crouching stance and striking grille to its dramatic front lighting signature.
A QUEST FOR PERFECTION.

We approached designing the Mazda3’s interior as a work of art. Not only to achieve aesthetic perfection, but ideal functionality. You can see this quest for excellence in every detail. From precisely placed controls and a sleek center console design to the available leather-wrapped heated steering wheel. You can feel it in sport seats that are contoured to mold perfectly to the body for a comfortable ride. And you can see it in refined details like dual stitching on the available leather seats. No stone was left unturned to make the Mazda3’s cabin a relaxing escape from a hectic world.
AT YOUR COMMAND.

From the moment you open the door, the Mazda3 stands at attention. The center gauge lights up and pulsates like a heartbeat. As you start the engine, the side gauges illuminate. When equipped, the Active Driving Display rises to greet you. And while you’re driving, it projects pertinent information directly in your field of vision.

The Mazda3 cockpit is not only designed to make you feel exhilarated, but connected. Its forward-focused design keeps your attention on the road ahead. With every detail built around you, the driver.
Don’t drive while distracted. Even with voice commands, only use MAZDA CONNECT™ / other devices when safe. Some features may be locked out while the vehicle is in motion. Not all features are compatible with all phones. Message and data rates may apply.

SiriusXM Satellite Radio reception requires a subscription and Mazda satellite radio. See full disclaimer in Specifications.

CONNECTED TO THE ROAD, AND THE OUTSIDE WORLD.

Be entertained and informed with MAZDA CONNECT™. Our advanced infotainment system allows you to access a multitude of infotainment functions. Simply use the Commander control on the center console to explore the options on your full-color display.

ENTERTAIN
Enjoy more music and infotainment options via your Bluetooth®-enabled and Internet-connected device. Connect to your Facebook and Twitter feeds, enjoy HD Radio™, listen to your own playlist or choose something from the integrated Internet radio apps.

COMMUNICATE
Thanks to Bluetooth® connectivity, making and receiving calls is as easy as pushing a button and saying hello. The SMS Text Message Audio Delivery and Reply lets you enjoy a fully integrated display and audible readout of incoming text messages.

NAVIGATE
The available Mazda Navigation System offers intelligent voice commands and advanced lane guidance. Finding your destination has never been easier, thanks to the system’s map with step-by-step audio directions.

BLUETOOTH® | PANDORA® | HD RADIO™ | TWITTER | SiriusXM®
SOUND THAT RESONATES.

Whatever you feel passionate about hearing, Mazda feels just as passionately about making the sound resonate harmoniously within your cabin. More than crystal-clear sound, we strive to make you feel immersed in the sound experience. To make this concept a reality, we collaborated with the musical minds at Bose®. We equipped select Mazda3 models with a Bose® Premium Sound System that features Centerpoint® 2 surround sound and 9 high-performance speakers. The system also offers AudioPilot® 2 technology that helps prevent ambient noise from affecting sound quality. As a result, no matter where you sit, you hear rich, stunning sound that emulates a live performance.
TIME-HONORED JAPANESE TRADITION. MODERN APPLICATIONS.

In the 900-year-old tradition of Japanese mounted archery, an archer on horseback advances toward a target, inhaling and exhaling in sync with his horse’s gait. As the archer pulls back his arrow, the horse instinctively steadies, and the perfect shot is achieved. In Japanese, this harmonious relationship is called “Jinba Ittai,” which translates to “horse and rider as one.” It’s this idea that serves as the inspiration behind our passion to never stop designing and engineering a Mazda until we achieve the sense of “oneness” between you and your vehicle.
A DRAMATICALLY DIFFERENT APPROACH.

Instead of compromising power to improve fuel efficiency, Mazda did the seemingly impossible and enhanced both. Called SKYACTIV® TECHNOLOGY, this holistic system takes the entire car into consideration. It delivers a series of innovations that work together to dramatically improve performance and fuel efficiency. We also found a new way to create a smoother, less fatiguing drive. Our 2018 Mazda3 models now include SKYACTIV-VEHICLE DYNAMICS with G-Vectoring Control.

SKYACTIV-VEHICLE DYNAMICS WITH G-VECTORDING CONTROL

This innovative system subtly adjusts engine torque and optimizes vehicle weight transfer for more precise steering and a smoother drive.

SKYACTIV®-G

By pushing the limits of internal combustion, SKYACTIV-G offers a gasoline engine that delivers much greater fuel efficiency.

SKYACTIV®-DRIVE

This precise, high-performance automatic transmission combines the direct feel of a manual transmission with the silky smoothness of an automatic.

SKYACTIV®-CHASSIS

The steering and suspension systems achieve two seemingly contradictory goals at once: to be nimble at low speeds, yet stable at high speeds.

SKYACTIV®-BODY

High-tensile steel is incorporated in critical areas to help make the Mazda3 lighter than normal, yet stiffer and stronger.
LANE DEPARTURE WARNING
Alerts you when you’re about to unintentionally depart from your lane at a speed of approximately 37 mph or higher.

LANE KEEP ASSIST
Tightens the car’s steering to help keep you in your lane.

SMART BRAKE SUPPORT
At higher speeds, this system senses traffic ahead and alerts when braking is immediately necessary. If the sensor determines that a collision is unavoidable, the automatic brake control will engage.

SMART CITY BRAKE SUPPORT
When traveling at low speeds, this system detects and emits objects ahead. If an impact is predicted, the system will start to apply the brakes if you’re unable to.

TRAFFIC SIGN RECOGNITION
Using the front camera and data from the navigation system (when available), this system recognizes approaching traffic signs such as Stop, Do Not Enter and Speed Limit. Alerts are then projected onto the Active Driving Display.

LANE KEEP ASSIST
Tightens the car’s steering to help keep you in your lane.

SUPPORT SYSTEM
DISTANCE RECOGNITION

MAZDA RADAR CRUISE CONTROL
This system works within a set speed range to help maintain a safe following distance from the car ahead, alerting you when it senses your vehicle fast approaching.

HIGH BEAM CONTROL
For better vision at night, this system automatically adjusts the headlight beams from high to low as traffic and road conditions allow.

REAR CROSS TRAFFIC ALERT
As you reverse, this system promptly alerts you on the back-up monitor, as well as on the side view mirrors, when it detects a vehicle approaching from the side.

SMART CITY BRAKE SUPPORT
When traveling at low speeds, this system detects and emits objects ahead. If an impact is predicted, the system will start to apply the brakes if you’re unable to.

SMART BRAKE SUPPORT
At higher speeds, this system senses traffic ahead and alerts when braking is immediately necessary. If the sensor determines that a collision is unavoidable, the automatic brake control will engage.

LANE DEPARTURE WARNING SYSTEM
Corrections to re-center the vehicle in its lane upon sensing an unintentional lane departure.

ACTIVE BLIND SPOT MONITORING
Radar sensors detect and alert when objects are in your left and right blind spots. It also warns you when fast-traveling vehicles are about to enter a blind spot from further behind.

ADAPTIVE FRONT-LIGHTING SYSTEM
These headlights are specifically designed to help you see around corners at night. As you turn into a corner, the headlights pivot up to 15 degrees in the direction of your turn, improving visibility and allowing you to spot potential hazards ahead.

MAZDA RADAR CRUISE CONTROL
Sensors detect and alert when objects are in your left and right blind spots. It also warns you when fast-traveling vehicles are about to enter a blind spot from further behind.

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EVEN THE PAINT IS INNOVATIVE.

Creating a color that moves you is another way we help you feel our passion for driving. To create Soul Red Metallic, we used a unique three-layer process and light manipulation for a result that appears to exude motion even at a standstill—the essence of KODO design.
THE PERFECT FIT.

Whether you choose to wrap them in cloth, leatherette or leather, the Mazda3’s sport seats offer the ideal blend of clean modern design and ergonomic comfort. The leather seats feature a detailed perforated design for greater softness and breathability.
Even the Mazda3’s wheels are designed with a three-dimensional look that expresses motion. The 16-inch aluminum wheels offer a simple sleek design, while the 18-inch aluminum wheels on Touring and Grand Touring models accentuate the Mazda3’s dynamic stance.
SPECIFICATIONS

ENGINES
SKYACTIV®-G 2.0L (Sport)
155 hp @ 6,000 rpm
150 lb-ft of Torque @ 4,000 rpm
SKYACTIV®-G 2.5L (Touring, Grand Touring)
184 hp @ 5,700 rpm
185 lb-ft of Torque @ 3,250 rpm

TRANSMISSIONS
SKYACTIV-MT 6-speed manual transmission (standard)
SKYACTIV-Drive 6-speed automatic with manual-shift and Sport Mode (available)

FUEL ECONOMY
EPA-estimated MPG (city/highway)
Mazda3 Sport
4-Door: 27/37 (MT) ; 28/37 (AT)
5-Door: 27/37 (MT) ; 28/37 (AT)
Mazda3 Touring and Grand Touring
4-Door: 25/34 (MT) ; 27/36 (AT)
5-Door: 25/33 (MT) ; 26/35 (AT)
Fuel tank capacity (U.S. gallons):
4-Door: 13.2
5-Door: 13.2

DIMENSIONS
Overall length (in): 180.3 (4-Door) ; 175.6 (5-Door)
Wheelbase (in): 106.3
Width (in): 70.7
Height (in): 57.3
Cargo volume (cu ft):
4-Door trunk volume: 12.4
5-Door cargo volume, rear seats up/down: 20.2/47.1
Mazda3 Grand Touring 5-Door shown in Machine Gray Metallic
MAZDA3 SPORT 4-DOOR + 5-DOOR

Includes the following features:

**EXTERIOR**
- Body-colored dual folding power side mirrors
- Clear turn signals
- Dual exhaust outlets
- Rear view camera with 360-degree view
- Rear window defogger
- Safety Connect
- LED daytime running lights
- LED combination taillights
- Rear roof rails

**INTERIOR**
- 5-passenger seating capacity
- Power windows with one-touch up/down
- Push button start
- Remote keyless entry system with retraction key
- 6 speaker audio system
- Bluetooth® hands-free phone and audio streaming

MAZDA CONNECT™ Infotainment System with:
- Touch screen color touch-screen display
- Multi-function Commander control
- Infrastucture voice command
- HD Radio®
- Aha® Internet radio integration
- Pandora® Internet radio integration
- SiriusXM Satellite Radio with 4-month subscription to the Sirius All Access package
- Radio Broadcast Data System program information
- SiriusXM Satellite Radio reception requires a subscription and Mazda satellite radio
- Stitcher™ Internet radio integration
- Aha™ Internet radio integration
- HD Radio™
- 7-inch full-color touch-screen display
- Includes the following features:
  - Cruise control
  - 60/40 split fold-down rear seats
  - Center console armrest with covered storage compartment
  - Driver and front passenger covers’ vanity mirrors
  - Manual driver’s seat height adjuster
  - Rear window defogger
  - Cloth trimmed center console with rear seat pocket
  - Dual front map lights
  - Tachometer
  - Dual trip odometers/trip computer
  - Electronic parking brake
  - SAFETY AND SECURITY
  - 3-point seat belts for all seating positions
  - Front seat belt pretensioners with force limiters
  - Advanced front air bags, front side-impact air bags and side-impact air curtains
  - Dynamic Stability Control™ and Traction Control System
  - Driver and front passenger supplemental front air bags
  - Front and rear side-impact air bags (AT only)
  - Mazda Navigation System and auto-dimming rearview mirror
  - Lane-departure warning with lane departure intervention
  - Lane-keep Assist™
  - Mazda Radar Cruise Control™
  - Smart Brake Support™
  - Smart City Brake Support

**AVAILABLE PACKAGE**
- Sport Preferred Equipment Package (4-Door only) includes: 16-inch alloy wheels, bright beltline trim, body-colored dual folding power side mirrors, satin silver steering wheel and climate control trim, rear seat center armrest, auto on/off headlights, rain-sensing windshield wipers and Advanced Blind Spot Monitoring with Rear Cross Traffic Alert

**MAZDA3 TOURING 4-DOOR + 5-DOOR**

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

**EXTERIOR**
- Black Metallic front grille
- LED headlights with auto leveling
- LED daytime running lights
- LED fog lights
- LED turn signals
- LED taillights
- LED rear side marker lights
- Dual exhaust outlets
- LED taillights
- Power door locks with 2-stage unlocking feature
- Power windows with one-touch up/down
- Push button start
- Remote keyless entry system with retraction key
- 6 speaker audio system
- Bluetooth® hands-free phone and audio streaming

**INTERIOR**
- Mazda Advanced Keyless Entry
- Leatherette trimmed sport seats
- Leatherette trimmed door panel inserts
- Dual zone automatic climate control system
- 6-way power adjustable driver’s seat
- Variable heated front seats
- Full-color Active Driving Display
- Includes the following features:
  - Cruise control
  - 60/40 split fold-down rear seats
  - Center console armrest with covered storage compartment
  - Driver and front passenger covers’ vanity mirrors
  - Manual driver’s seat height adjuster
  - Rear window defogger
  - Cloth trimmed sport seats with seathback pocket
  - Dual front map lights
  - Tachometer
  - Dual trip odometers/trip computer
  - Electronic parking brake
  - SAFETY AND SECURITY
  - 3-point seat belts for all seating positions
  - Front seat belt pretensioners with force limiters
  - Advanced front air bags, front side-impact air bags and side-impact air curtains
  - Dynamic Stability Control™ and Traction Control System
  - Driver and front passenger supplemental front air bags
  - Front and rear side-impact air bags (AT only)
  - Mazda Navigation System and auto-dimming rearview mirror
  - Lane-departure warning with lane departure intervention
  - Lane-keep Assist™
  - Mazda Radar Cruise Control™
  - Smart Brake Support™

**AVAILABLE PACKAGE**
- Grand Touring Premium Equipment Package includes: Adaptive Front-Lighting System, heated steering wheel, steering-wheel paddle shifters (AT only), Mazda Navigation System and auto-dimming rearview mirror with homelink™ and high beam control, Lane Departure Warning System, Lane-keep Assist™, Mazda Radar Cruise Control™, Smart Brake Support™ and Traffic Sign Recognition System

**MAZDA3 GRAND TOURING 4-DOOR + 5-DOOR**

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

**EXTERIOR**
- Power sliding glass moonroof with one-touch open
- Bose® 9-speaker Surround Sound System with Centerpoint® 2 and AudioPilot® 2
- Full-color Active Driving Display
- Includes the following features:
  - Cruise control
  - 60/40 split fold-down rear seats
  - Center console armrest with covered storage compartment
  - Driver and front passenger covers’ vanity mirrors
  - Manual driver’s seat height adjuster
  - Rear window defogger
  - Cloth trimmed sport seats with seathback pocket
  - Dual front map lights
  - Tachometer
  - Dual trip odometers/trip computer
  - Electronic parking brake
  - SAFETY AND SECURITY
  - 3-point seat belts for all seating positions
  - Front seat belt pretensioners with force limiters
  - Advanced front air bags, front side-impact air bags and side-impact air curtains
  - Dynamic Stability Control™ and Traction Control System
  - Driver and front passenger supplemental front air bags
  - Front and rear side-impact air bags (AT only)
  - Mazda Navigation System and auto-dimming rearview mirror
  - Lane-departure warning with lane departure intervention
  - Lane-keep Assist™
  - Mazda Radar Cruise Control™
  - Smart Brake Support™

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**SAFETY**
- Advanced Blind Spot Monitoring®
- Rear Cross Traffic Alert®
Everything Mazda creates is designed and engineered to perfection with the sole intent to make driving better. From how your car looks to how it performs. This exacting standard applies to our Genuine Mazda Accessories. Designed by the same craftsmen who built your Mazda, there’s simply no substitute. When installed by your Mazda Dealer, they carry the same New Vehicle Limited Warranty as your new Mazda. For a full list of Genuine Mazda Accessories for your Mazda3, please visit: Accessories.MazdaUSA.com.

- One year subscription included. Continuation is $65 per year. App available on iPhone® and Android™ phones for specified Mazda vehicles, check www.mazdausa.com/app for compatibility. Apple and the Apple logo are trademarks of Apple Inc., registered in the U.S. and other countries.
- Please remember to properly secure all cargo.
- Please make sure floor mats are secured properly and do not install two floor mats, one on top of the other, on the driver’s side. Please see your Owner’s Manual for further details.
- Please see your Owner’s Manual for further details.

FPO

Mazda Mobile Start 1
Cargo Net 2 and Carpet Cargo Mat
Mazda3 Mobile Start 1
Navigation System
Alloy Wheels
Doorsill Trim Plates
Fog Lights
All-Weather Floor Mats

FPO
Every new 2018 Mazda3 is protected by a:
- 3-year / 36,000-mile New Vehicle Limited Warranty
- 3-year / 36,000-mile 24/7 Emergency Roadside Assistance Program
- 5-year / 60,000-mile Limited Powertrain Warranty
- 5-year / Unlimited-mileage Warranty Against Body Rust-Through (Anti-Perforation Limited Warranty)

Even after your vehicle warranty has expired, Mazda Extended Confidence provides nearly all the same parts and components covered under your New Vehicle Limited Warranty. Accepted nationwide and utilizing only Genuine Mazda Parts (where available), Mazda Extended Confidence gives you peace of mind for miles beyond your expectations.

**MAZDA EXTENDED CONFIDENCE**

Whether you’re buying or leasing a new Mazda, Certified Pre-Owned Mazda or a used vehicle, Mazda Capital Services can help make the financing process more convenient and satisfying. One of the largest auto lenders in America, Mazda Capital Services is known for first-class customer service, a wide range of 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.

For details, please see your Mazda Dealer, visit mazda.com or call toll-free (800) 639-1000.
METICULOUSLY DESIGNED AND CAREFULLY CRAFTED.
THE MAZDA LINEUP OF VEHICLES.
WE KNOW YOUR FIRST IMPRESSION OF MAZDA STARTS WITH US, YOUR MAZDA DEALER.

It’s a responsibility we don’t take lightly. It’s why we work hard every day to make sure your customer service experience exceeds your expectations, in every way. From the factory to your first test drive, and to every drive you’ll ever make in a Mazda, we’re here because Driving Matters.

Mazda Drive for Good® is just one of the many charitable programs that has allowed Mazda to donate to worthy causes across the United States since 1992. Mazda Dealers have a long history of giving both time and money to their communities. And their efforts truly define our Mazda values. To Mazda, there’s only one thing that means as much as driving: giving back.

Learn more at mazdausa.com/why-mazda/drive4good