MAZDA 3
I believe in the power of human potential; creativity, imagination and the amazing things we're all capable of when we're inspired.

I believe in taking the unconventional road and going the extra mile to do work that inspires, because I believe the highest purpose of being human is to uplift other humans.

I believe in artisans, designers, engineers and ambassadors who pour human energy into their work, because I believe there are things the human hand can do that can't be replicated by a machine or a computer.

I believe in the power of cars to move human emotions. To awaken senses, heighten reflexes, make pulses race. To be more than a cold machine designed to take you from here to there.

I believe the joy of being alive comes from what we discover on our journey, and the inspiration we find in every mile.

MAZDA. FEEL ALIVE.
A bold new era has arrived. Born from our obsession to create beautiful vehicles. Expressed through our design language called Kodo: “Soul of Motion.” Capturing movement, even at a standstill. Simplified essential characteristics that embrace the Japanese philosophy of “less is more.” This compelling evolution in our design aesthetic pursues beauty through subtraction and purity. Reflections of light across its surface create more complex and intriguing shapes.

The Speed Form featured is a sculptural exploration done by the designers at Mazda. Created by the hands of master artisans, the piece conveys energy by eliminating all that is unnecessary, leaving only what is essential—becoming the inspiration for its final design stage: the all-new Mazda3.
Design elevated to a work of art can move us. Physically. Emotionally. Eliciting a reaction—to make you feel. It’s something we call the Mazda3—a seductive sportier hatchback that personifies our meticulous nature. As a company of passionate artisans and craftsmen, we infuse energy into everything we touch. Purposeful evocative design is our ethos—and the only way we build Mazdas.

Inside, an inviting cabin welcomes you. No detail or consideration has been overlooked. Resulting in a finely crafted design and the versatility to fit your every need. Because we envision you behind the wheel, every feature is designed for effortless intuitive communication between you and your Mazda.

MAZDA 3 HATCHBACK
Every aspect of our design process is intentional, including the paint. Before a single drop of color is applied, master painters first perfect their technique by hand, ensuring the surface of the Mazda3 has depth and saturation, illuminating the curves and characteristics of our Kodo design. They apply color with the precision of highly sharpened senses. Even the machines used to paint the Mazda3 are so well calibrated that they replicate the exact movement of this human technique. Our daring array of finishes may be the final touch on the Mazda3, but it is the first thing that will catch your eye.
We believe truly thoughtful design can inspire. Connect with you on a deeper level. This is the essence of our design language. And it’s spoken in the sophisticated Mazda3 Sedan. With a sleek dignified profile, its appeal is visceral, emotional.

Immerse yourself in a cabin that’s elegant and refined. Materials and finishes selectively chosen by master craftsmen. Features intelligently positioned to anticipate your every move; you can’t help but feel like it was made just for you.

Where the Mazda3 takes you might have more to do with your state of mind.

MAZDA 3 SEDAN
The Mazda Takumi are the artisans and craftsmen who hone their skills for years, even decades, to achieve mastery. From their first sketch to the final stitch, their passion, patience and dedication are poured into every vehicle. The Takumi master clay modelers are so highly skilled, they can carve a block of clay into a work of art—with their eyes closed. Instinctually, they ensure every curve of the vehicle is pleasing to the touch. Exhaustive efforts are made to perfect the outcome of their design, leaving you with their very best. From designer to driver, this connection ultimately creates an enriching emotional bond between you and your Mazda.
With you in mind, the Takumi set out to create beautiful elements through shape, texture, and color. Expert fabricators craft a range of distinct and expressive upholstery designs using soft textures and solid stitching. Every inch of our carefully constructed upholstery is designed to make your driving experience better. An elegant level of refinement—reserved just for you.
For decades, we’ve studied the human body: how it moves, sensations of touch, sound and sight, muscle and skeletal structure. Every consideration has been made so the Mazda3 feels as if it were built just for you. Effortlessly responding to your direction. This is the human-centric design philosophy known as Jinba Ittai—horse and rider as one. You feel as though your Mazda is an extension of your body.

We believe in building vehicles for humans—by humans. In everything we do, we aspire to make your driving experience as intuitive as possible. Creating a seamless connection between you and your vehicle. Seamless connections that help you engage with the moment. Which is why we engineer to a feeling, not a specification. To leave you feeling energized. Rejuvenated. You, at one with your Mazda.
Your inspiration. Your space. Your command station. This is the driver-centric cabin within the Mazda3 where every control is situated within your reach, so you can stay focused on the road ahead. An intuitive instrument panel places gauges and displays within your line of sight to minimize distraction. The center console and Commander control are positioned for optimal comfort of the wrist and forearm. And now, the Mazda Connect™ infotainment system has been enhanced with available Apple CarPlay™ integration for your iPhone® (shown) and Android Auto™ integration. Communication between you and your vehicle becomes second nature—by design.

1 Don’t drive while distracted or while using a hand-held device. See full disclaimer in Specifications.
Only a company this obsessed with creating the ideal driving experience could engineer innovations and solutions that others deemed impossible. We continually challenge ourselves, defy convention, reinvent and do the unexpected. Because this is how we aim to create a more enriching driving experience.

Every aspect of the Mazda3 has been reimagined to work in harmony with your sensibilities. The new seats are shaped to maintain an upright position for your spine and support its natural S-shape curve. A reengineered suspension that considers the way the human body moves naturally—and balances that to the car’s movements—for improved handling and comfort. And new engine technology that offers impressive fuel efficiency1 without compromising performance. Countless efforts have been made to enhance the joy from driving through a completely holistic, creative approach: Skyactiv® Technology bringing man and machine together to create inherent connection.

1 Based on EPA estimates for Mazda3 Sedan with Premium Package and FWD. 27 city/36 highway. Actual results will vary.
We’ve never been satisfied with the status quo. We refuse to do things the way they have been done for years. Which is why our available all-wheel-drive system was created to perform like no other. Breakthrough technology that helps predict the unexpected. This is i-Activ AWD. Inventive engineering that helps detect the possible loss of traction by actively monitoring everything from outside temperature and windshield wiper usage to the driver’s steering and braking inputs. And Skyactiv-Vehicle Dynamics with G-Vectoring Control Plus helps improve steering accuracy by shifting vehicle weight upon turn entry and exit to achieve a smoother, more responsive drive. Together, these innovations contribute to more confident driving, no matter the conditions.
To heighten your senses, we created a few of our own. Sophisticated safety innovations that alert you to hazards and help you avoid collisions—or lessen their impact—is the ingenious thinking behind i-Activsense®. This intelligent suite of available safety features such as Blind Spot Monitoring and Rear Cross Traffic Alert help improve your visibility and awareness of the road.

Always check your mirrors. Be aware of the traffic around you. There are limitations to the range and detection of the system. Please see your Owner’s Manual for further details.

i-Activsense® safety features are not a substitute for safe and attentive driving. There are limitations to the range and detection of each safety feature. Additional information provided in Owner’s Manual. Please see your Owner’s Manual for further details.
Setting out to make room for a concert hall inside the cabin of the Mazda3 was no easy task. Recreating what feels like a live performance meant our acoustic engineers considered every intricate detail of sound. With extensive research in psychoacoustics, our engineers measured spatial effects, the delay and reflections of sound within the cabin and even the vibrations of the air to determine the placement of speakers. And with the available 12-speaker premium sound system, Bose® and Mazda have further achieved an energizing auditory experience—from any seat in the house.

Built to achieve a “spirit of comfort,” Hakuju Hall is an intimate concert space in Tokyo, Japan—where the audience can truly experience every intonation in the music. Designed to incorporate a “health” aspect, this unique venue provides unrivaled acoustics from any seat in the house.

Photo credit: ©Albert Abut  Photo: Nacása & Partners Inc.
EFFORTLESS JOYFUL DRIVING

Is it possible for driving to be an energizing and awakening experience? At Mazda, we believe it is. The Mazda3 is engineered to insulate you from distracting outside noise, while still allowing for sounds from the road and engine to be heard so your connection to the drive is heightened. Your levels of stress and fatigue are lowered. It’s all about shielding you from all that is unnecessary, so you can focus on what will bring you joy: exceptional driving.
Every Mazda ever built began with one idea: you. It’s our declaration that you experience effortless joyful driving in every turn and every straightaway. How you feel is our rule of measurement. We believe in taking dares and challenging convention. Pushing boundaries. Because these principles help unleash the potential that exists in all of us. We believe driving isn’t just about a destination. It should inspire you and exhilarate every fiber of your being. This is how we built the all-new Mazda3.

MAZDA. FEEL ALIVE.
ENGINE
SKYACTIV®-G 2.5L 16-valve, 4-cylinder engine
186 hp @ 6,000 rpm
186 lb-ft torque @ 4,000 rpm
Available Cylinder Deactivation (CDA)

TRANSMISSIONS & DRIVETRAIN
SKYACTIV-Drive 6-speed automatic with manual-shift and Sport modes (Standard)
SKYACTIV-MT 6-speed manual transmission (available on MAZDA3 Hatchback FWD with Premium Package only)
Front-wheel drive (standard)
Available i-ACTIV AWD® (Not Available on MAZDA3 Sedan)
SKYACTIV-VEHICLE DYNAMICS with G-Vectoring Control Plus

FUEL ECONOMY
EPA-estimated MPG (city/highway)

MAZDA3 Sedan FWD
SKYACTIV-G 2.5L 26/35 NA
SKYACTIV-G 2.5L with CDA 27/35 25/33

MAZDA3 Hatchback FWD
SKYACTIV-G 2.5L with CDA 25/35 (MT) / 24/35 (AT) 24/32

FUEL TANK CAPACITY
FWD AWD
Sedan and Hatchback 13.2 U.S. gallons 12.7 U.S. gallons

DIMENSIONS
Sedan Hatchback
Overall length 183.5" 175.6"
Wheelbase 107.3" 107.3"
Height 56.9" 56.7"
EPA Passenger volume, w/o sunroof 92.6 cubic feet 92.7 cubic feet
CARGO VOLUME
Sedan trunk Hatchback, rear seats up
13.2 cubic feet 20.1 cubic feet

1 EPA-estimated mileage. Actual results will vary.
**PREMIUM PACKAGE**
Includes the following features in addition to or in place of those in the Preferred Package:

- WorldMap projected full-color Active Display System
- Steering-wheel-mounted paddle shifters (AT models)
- 16-inch alloy wheels with Black finish
- Power folding glass rearview mirror with one-touch open and tilt feature
- 10 LED headlights with signature lighting
- Adaptive front lighting system

**SAFETY AND SECURITY**

- Mazda Radar Cruise Control™ (MT models)

**AVAILABLE ACCESSORIES**

- Alloy wheels (16-inch Polished, 16-inch Matte Black), Sport Pedal Set, All-Weather Cargo Tray, All-Weather Floor Mats (Low Wall/High Wall), Ash Cup, Cargo Net, Carpet Cargo Mat, Compartment Cargo Cover, Door Mirror Caps, Fast Jack, Front Rear Anti-Theft System (Front floor, Interior Lighting Kit, Key Chain, License Plate Frame), Advanced Wind Deflector, Navigation (12.3” Screen), Rear Bumper Guard, Rear Diffuser, Rear-View Mirror Remote Engine Start (AT models), Auto Dimming Interior Mirrors, Smart Brake Support, Lane Departure Warning, Rear Cross Traffic Alert, Blind Spot Monitoring, Forward Collision-Warning System, Rear-View Camera, Remote Engine Start (AT models), Smart Brake Support (MT models), Lane Departure Warning (MT models), Adaptive Front Lighting System, LED headlights, LED combination taillights, Rear Roofline Spoiler (res.)

**EXTERIOR**

- 16-inch alloy wheels with P215/45 R18 tires
- Body-color dual folding power side mirrors
- LED headlights
- LED combination taillights
- LED signature lighting
- Front roofline spoiler (Black)
- Black rear roofline spoiler
- Front grille with Black finish

**INTERIOR**

- Dual-zone automatic climate control
- Leather-trimmed seats
- Leather-wrapped steering wheel and gear selector
- Push Start
- Power-adjustable multi-functional power seat with one-touch up/down
- Mazda Advanced Keyless Entry System
- 7 inch touch display
- Bluetooth® hands-free phone and audio streaming

**SIRIUSXM® SATELLITE RADIO**

- SiriusXM® Satellite Radio with 3-month subscription to the Sirius All Access package

- Steering-wheel-mounted paddle shifters (AT models)
- Perforated leather-trimmed seats
- Heated front seats with three-level adjustment
- 8-way power-adjustable driver’s seat with power-adjustable lumbar support and 2-position memory
- Heated front seat with three-position adjustment

**SAFETY AND SECURITY**

- Advanced front airbags, front side-impact airbags, side and side-impact curtain airbags
- Driver’s and front passenger’s knee airbags
- Blind Spot Monitoring
- Rear Cross Traffic Alert
- Rear View Monitor
- Rear Camera Monitor
- Mazda Advanced Blind Spot Monitoring (SBM) (MT models)
- Rear Camera Monitor
- Rear-View Camera
- Power door locks with Mazda Advanced Keyless Entry System
- Push Button Start
- Lane Departure Warning System
- Dynamic Stability Control® and Traction Control System
- Dynamic Radar Cruise Control® (with monitoring)
- Engine immobilizer and anti-theft system
- Tire Pressure Monitoring System
- STEADY-GEN™ (Hi/Lo) generator

**ENGINE AND TRANSMISSION**

- SKYACTIV-MT 6-speed manual transmission (STD only)

**PREMIER PACKAGE**
Includes the following features in addition to or in place of those in the Preferred Package:

- Roof® 12-speaker premium audio system with Connects2® and Audible®
- Aluminum front door speaker grilles
- SiriusXM® Satellite Radio with 3-month subscription to the Sirius All Access package
- 8-way power-adjustable driver’s seat with power-adjustable lumbar support and 2-position memory
- Heated front seat with three-position adjustment

**SAFETY AND SECURITY**

- Advanced front airbags, front side-impact airbags, side and side-impact curtain airbags
- Driver’s and front passenger’s knee airbags
- Blind Spot Monitoring
- Rear Cross Traffic Alert
- Rear View Monitor
- Mazda Advanced Blind Spot Monitoring (SBM) (MT models)
- Rear Camera Monitor
- Rear-View Camera
- Power door locks with Mazda Advanced Keyless Entry System
- Push Button Start
- Lane Departure Warning System
- Dynamic Stability Control® and Traction Control System
- Dynamic Radar Cruise Control® (with monitoring)
- Engine immobilizer and anti-theft system
- Tire Pressure Monitoring System
- STEADY-GEN™ (Hi/Lo) generator

**EXTERIOR**

- 16-inch alloy wheels with P215/45 R18 tires
- Body-color dual folding power side mirrors
- LED headlights
- LED combination taillights
- LED signature lighting
- Front roofline spoiler (Black)
- Black rear roofline spoiler
- Front grille with Black finish

**INTERIOR**

- Dual-zone automatic climate control
- Leather-trimmed seats
- Leather-wrapped steering wheel and gear selector
- Push Start
- Power-adjustable multi-functional power seat with one-touch up/down
- Mazda Advanced Keyless Entry System
- 7 inch touch display
- Bluetooth® hands-free phone and audio streaming

**SIRIUSXM® SATELLITE RADIO**

- SiriusXM® Satellite Radio with 3-month subscription to the Sirius All Access package

- Steering-wheel-mounted paddle shifters (AT models)
- Perforated leather-trimmed seats
- Heated front seats with three-level adjustment
- 8-way power-adjustable driver’s seat with power-adjustable lumbar support and 2-position memory
- Heated front seat with three-position adjustment

**SAFETY AND SECURITY**

- Advanced front airbags, front side-impact airbags, side and side-impact curtain airbags
- Driver’s and front passenger’s knee airbags
- Blind Spot Monitoring
- Rear Cross Traffic Alert
- Rear View Monitor
- Mazda Advanced Blind Spot Monitoring (SBM) (MT models)
- Rear Camera Monitor
- Rear-View Camera
- Power door locks with Mazda Advanced Keyless Entry System
- Push Button Start
- Lane Departure Warning System
- Dynamic Stability Control® and Traction Control System
- Dynamic Radar Cruise Control® (with monitoring)
- Engine immobilizer and anti-theft system
- Tire Pressure Monitoring System
- STEADY-GEN™ (Hi/Lo) generator

**ENGINE AND TRANSMISSION**

- SKYACTIV-G 2.0L 4-cylinder engine with Cylinder Deactivation
- SKYACTIV-MT 6-speed manual transmission (STD only)
- Available with STEADY-GEN™ (Hi/Lo) generator
- Available with SKYACTIV-VEHICLE DYNAMICS with G-Vectoring Control

**PREMIER PACKAGE**
Includes the following features in addition to or in place of those in the Preferred Package:

- Roof® 12-speaker premium audio system with Connects2® and Audible®
- Aluminum front door speaker grilles
- SiriusXM® Satellite Radio with 3-month subscription to the Sirius All Access package
- 8-way power-adjustable driver’s seat with power-adjustable lumbar support and 2-position memory
- Heated front seat with three-position adjustment

**SAFETY AND SECURITY**

- Advanced front airbags, front side-impact airbags, side and side-impact curtain airbags
- Driver’s and front passenger’s knee airbags
- Blind Spot Monitoring
- Rear Cross Traffic Alert
- Rear View Monitor
- Mazda Advanced Blind Spot Monitoring (SBM) (MT models)
- Rear Camera Monitor
- Rear-View Camera
- Power door locks with Mazda Advanced Keyless Entry System
- Push Button Start
- Lane Departure Warning System
- Dynamic Stability Control® and Traction Control System
- Dynamic Radar Cruise Control® (with monitoring)
- Engine immobilizer and anti-theft system
- Tire Pressure Monitoring System
- STEADY-GEN™ (Hi/Lo) generator

**ENGINE AND TRANSMISSION**

- SKYACTIV-G 2.5L 4-cylinder engine with Cylinder Deactivation
- SKYACTIV-MT 6-speed manual transmission (STD only)
- Available with STEADY-GEN™ (Hi/Lo) generator
- Available with SKYACTIV-VEHICLE DYNAMICS with G-Vectoring Control

**PREMIER PACKAGE**
Includes the following features in addition to or in place of those in the Preferred Package:

- Roof® 12-speaker premium audio system with Connects2® and Audible®
- Aluminum front door speaker grilles
- SiriusXM® Satellite Radio with 3-month subscription to the Sirius All Access package
- 8-way power-adjustable driver’s seat with power-adjustable lumbar support and 2-position memory
- Heated front seat with three-position adjustment

**SAFETY AND SECURITY**

- Advanced front airbags, front side-impact airbags, side and side-impact curtain airbags
- Driver’s and front passenger’s knee airbags
- Blind Spot Monitoring
- Rear Cross Traffic Alert
- Rear View Monitor
- Mazda Advanced Blind Spot Monitoring (SBM) (MT models)
- Rear Camera Monitor
- Rear-View Camera
- Power door locks with Mazda Advanced Keyless Entry System
- Push Button Start
- Lane Departure Warning System
- Dynamic Stability Control® and Traction Control System
- Dynamic Radar Cruise Control® (with monitoring)
- Engine immobilizer and anti-theft system
- Tire Pressure Monitoring System
- STEADY-GEN™ (Hi/Lo) generator

**ENGINE AND TRANSMISSION**

- SKYACTIV-G 2.5L 4-cylinder engine with Cylinder Deactivation
- SKYACTIV-MT 6-speed manual transmission (STD only)
- Available with STEADY-GEN™ (Hi/Lo) generator
- Available with SKYACTIV-VEHICLE DYNAMICS with G-Vectoring Control
**MAZDA3 SEDAN**

**PREMIUM PACKAGE**
Includes the following features in addition to or in place of those in the Select Package:
- Wireless Charging Pad
- Mazda Connect™ infotainment system with: 8.8-inch full-color display, Multifunction Bluetooth® hands-free phone and audio streaming
- 8-speaker audio system
- Smartphone integration
- 8-way power-adjustable driver’s seat with power-adjustable lumbar support and center 2-position memory
- Heated front seats
- Mazda Advanced Keyless Entry
- Apple CarPlay™ integration®
- Android Auto™ integration®
- Available i-ACTIV AWD®
- Available Cylinder Deactivation

**SAFETY AND SECURITY**
- Advanced front air bags, front side-impact air bags, and side-impact air curtains
- Driver’s side front passenger knee bag
- Dynamic Stability Control® and Traction Control System
- Blind Spot Monitoring System
- Smart Brake Support®
- Driver Attention Alert
- Lane-keep Assist
- Lane Departure Warning System
- Mazda Radar Cruise Control with Stop & Go®
- Smart Active City Brake 
- High Beam Control
- Driver Assist Package
- LED combination taillights
- Dynamic LED taillights
- LED Daytime Running Lights
- Adaptive Front-Lighting System
- Dynamic LED Projector Headlights
- LED combination taillights
- LED Daytime Running Lights
- Adaptive Front-Lighting System
- Driver Assist Package
- LED combination taillights
- Dynamic LED Projector Headlights
- LED Daytime Running Lights
- Adaptive Front-Lighting System
- Driver Assist Package

**INTERIOR**
- Air conditioning
- Cloth-trimmed seats with seatback pocket
- Push Button Start
- 7-inch meter display
- Power group
- Bluetooth® phone and audio streaming
- USB audio input ports
- Overhead console with sunglasses holder

**EXTERIOR**
- Bi-xenon alloy wheels with 18-inch alloy rims
- Body-color dual folding power side mirrors
- Turn signals
- Rearview Camera
- Dual-zone automatic climate control
- Overhead console with covered storage compartment

**ENGINE AND TRANSMISSION**
- 2.5-liter engine
- 6-speed automatic with manual-shift mode

**AVAILABLE ACCESSORIES**
- Alloy Wheels (17-inch Polished) (18-inch Matte Black)
- Sport Pedal Set
- All-Weather Cargo Tray
- All-Weather Floor Mats (Low Wolf / High Wolf)
- Ash Cargo Net
- Carpet Cargo Mat
- Collapsible Cargo Cover
- Door Mirror Caps
- Driver Attention Alert operates under certain driving conditions above 40 mph. It is not a substitute for safe and attentive driving. There are limitations to the range and detection of the system. Please see Owner's Manual for further details.

Alerts, warnings, and messages may also appear in the vehicle's information display for situations such as a tire overheat or tire-pressure monitoring system failure.

A driver must still monitor the road conditions and the vehicle. Not all features are available in all areas. Always wear your seat belt and keep your eyes on the road. Vehicle behavior can change suddenly when braking or cornering. Always have a clear view of your surroundings and always be prepared to take full control of your vehicle. Always observe local laws and maintain a safe and legal speed. In some areas, local laws may also restrict the use of smartphone applications. Check your Owner's Manual for a complete list of features and limitations of all systems.

The Driver Attention Alert is an active performance feature designed to enhance the driving experience by providing early detection of driver fatigue. System safety is not optional. The driver is responsible for operating the vehicle safely. Always pay attention to the road. Driver Attention Alert operates under certain driving conditions and is limited to the function of detecting driver fatigue. The system may fail to detect some cases of driver fatigue. The system may also detect other conditions, such as exposure to sunlight, which may cause the driver to be flagged as drowsy. Always use common sense and good judgment when using the system. Always be fully aware of the road conditions and always drive within the legal speed limit. Always be prepared to take full control of your vehicle. Always observe local laws and maintain a safe and legal speed.