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®
OBSESSIVELY BUILT FOR DRIVING.

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.
Mazda3 Grand Touring 4-Door interior with Premium Equipment Package shown in Parchment leather.
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.

Mazda3 Grand Touring 5-Door interior with Premium Equipment Package shown in Parchment leather.
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.
Mazda3 Grand Touring 4-Door shown in Soul Red Metallic
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-VECTORING 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


dists to the left and right blind spots. It also warns when fast-traveling vehicles are about to enter a blind spot from farther behind.

LANE KEEP ASSIST


d to the range and detection of the system. Please see your Owner’s Manual for further details.

STOP

SPEED LIMIT

65

SPEED LIMIT

LANE DEPARTURE WARNING SYSTEM


Alerts you when you’re about to unintentionally depart from your lane at a speed of approximately 37 mph or higher.

LANE KEEP ASSIST


Assists you if the Lane Departure Warning System by performing minor steering corrections to keep the vehicle in its lane upon sensing an unintentional lane departure.

SMART BRAKE SUPPORT


At higher speeds, this system senses potential hazards ahead. If an impact is predicted, the system will start to apply the brakes if you’re unable to.

SMART CITY BRAKE SUPPORT


When travelling at low speeds, this system detects and alerts of objects ahead. It an impact is predicted, the system will start to apply the brakes if you’re unable to.

MAZDA RADAR CRUISE CONTROL


This system works within a set speed range to help maintain a safe following distance from the car ahead; warning you when it senses your vehicle fast approaching.

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 Display.

ADVANCED BLIND SPOT MONITORING


Radar sensors detect and alert when objects are in your blind spots. It also warns when fast-traveling vehicles are about to enter a blind spot from farther behind.

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 travelling at low speeds, this system detects and alerts of objects ahead. It an impact is predicted, the system will start to apply the brakes if you’re unable to.

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PREDICTING THE UNPREDICTABLE.

Avoiding an accident in the first place is always the safest route. With the available 

i-ACTIVSENSE® suite of safety features in the Mazda3, you can focus on what really matters—

the road ahead. Sophisticated safety innovations that alert you to hazards so you can better

avoid collisions—or lessen their impact—is how we engineer confidence.

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.

Not a substitute for safe and attentive driving. Factors including weather and condition of the traffic sign can impact recognition or display of the sign. Always check traffic signs visually while driving. Please see your Owner’s Manual for further details.

There are limitations to the range and detection of the system. Please see your Owner’s Manual for further details.

5

4

control and collision warning.

High to low as traffic and road conditions allow.

3

2

Smart City Brake Support operates under certain conditions between about 2 and 18 mph. It is not a substitute for safe and attentive driving.

3

1

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. Not a substitute for safe and attentive driving. Factors including weather and condition of the traffic sign can impact recognition or display of the sign. Always check traffic signs visually while driving. Please see your Owner’s Manual for further details.

Factors including movement and shape of the object in front of the vehicle, weather and road conditions can impact automatic stopping.

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.

There are limitations to the range and detection of the system. Please see your Owner’s Manual for further details.
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.
DESIGN IN MOTION.

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 (AT)
MAZDA3 SPORT 4-DOOR + 5-DOOR

Includes the following features:

**EXTERIOR**
- Body-colored dual folding power side mirrors
- Clear-turning halo headlights
- Dusk-to-dawn automatic halogen headlights
- Dual exhaust outlets
- Rear window wiper (5-Door only)
- Rear roof spoiler (5-Door only)
- 16-inch steel wheels with full wheel covers (4-Door only)
- 16-inch alloy wheels (5-Door only)

**INTERIOR**
- 5-passenger seating capacity
- Air conditioning with pollen filter
- Power door locks with 2-stage unlocking feature
- Power windows with on/off touch-up/down
- Push Button Start
- Remote keyless entry system with retractable key
- 6 speaker audio system
- Bluetooth® hands-free phone and audio streaming

**MAZDA CONNECT™ Infotainment system with:**
- Touch full-color touchscreen display
- Multi-function Commander control
- Infotainment system voice command
- HD Radio™
- Alexa® Internet radio integration
- Pandora® Internet radio integration
- SiriusXM Satellite Radio
- Radio Broadcast Data System program information
- SMS text message audio delivery and reply
- Auxiliary audio input jack
- Dual USB audio input ports
- 12V power outlet
- Power sliding glass moonroof with one-touch open and tilt/telescopic steering column

**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
- Smart City Brake Support™
- Rearview Camera™
- Engine-immobilizer anti-theft system
- Tire Pressure Monitoring System
- E911 automatic emergency notification

**AVAILABLE PACKAGE**
- Sport Preferred Equipment Package (4-Door only) includes 16-inch alloy wheels, black billet trim, body-colored dual folding heated power side mirrors with integrated turn signal lamps, premium satin-trimmed sport seats, 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 Sport:

**EXTERIOR**
- 18-inch alloy wheels with Dark Silver finish
- P215/55 R18 all-season tires
- Rear door glass spoiler (4-Door only)
- Body-colored dual folding heated power side mirrors with integrated turn signal lamps
- B-pillar trim
- Auto on/off headlights
- Rain-sensing windshield wipers

**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 height front seats

**SAFETY**
- Advanced Blind Spot Monitoring™
- Rear Cross Traffic Alert®

**AVAILABLE PACKAGE**
- Bose® 9-speaker Surround Sound system with Centerpoint® 2 and AudioPilot® 2, SiriusXM Satellite Radio with 4-month subscription to the Sirius All Access package and roof-mounted shark fin antenna

MAZDA3 GRAND TOURING 4-DOOR + 5-DOOR

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

**EXTERIOR**
- Leather wrapped steering wheel
- Leather-wrapped shift knob
- Sun glasses holder
- Driver and front passenger illuminated vanity mirror
- Rear seat center armrest with cup holders

**INTERIOR**
- Perforated leather-trimmed sport seats
- Full color Active Driving Display
- Blind Zone Monitoring with Rear Cross Traffic Alert
- Traffic Sign Recognition System
- Lane Departure Warning System
- Lane-keep Assist®, Mazda Radar Cruise Control®, Smart Brake Support™ and Traffic Sign Recognition System®

**AVAILABLE PACKAGE**
- Grand Touring Premium Equipment Package includes Adaptive Front-Lighting System, heated steering wheel, wheel-mounted paddle shifters (AT only), Mazda Navigation System and auto-dimming rearview mirror with homeLink®, Blind Zone Monitoring, Lane Departure Warning System, Lane-keep Assist®, Mazda Radar Cruise Control®, Smart Brake Support™ and Traffic Sign Recognition System®
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.

GENUINE MAZDA ACCESSORIES

- Mazda Mobile Start 1
- Navigation System
- Doorsill Trim Plates
- Fog Lights
- Cargo Net 2 and Carpet Cargo Mat
- Alloy Wheels
- All-Weather Floor Mats 3

1 One year subscription included. Continuation is $65 per year. App available on iPhone® and Android™ phones for specified Mazda vehicles. View www.mazdausa.com/mtmazda to check vehicle compatibility. For more details about these apps & Mazda Mobile Start, please refer to your Owner’s Manual and Mazda Vehicle Owner’s Guide. Please see your Mazda Dealer for further details.

2 Please remember to properly secure all cargo.

3 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.
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 when available, Mazda Extended Confidence gives you peace of mind for miles beyond your expectations.

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.

Mazda3 Grand Touring 4-Door shown in Soul Red Metallic

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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 back 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