

2012 MAZDA3

Dealer Launch Manual



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SKYACTIV[®] TECHNOLOGY

You belong to a brand that is making history. And right now, you are taking part in an automotive revolution. This is big. And we're thrilled to have you be a part of this exciting time at Mazda. Enclosed are some essential tools to guide both you, and your customers' decisions.

Environmental, economical and social changes have called for a drastic transformation in the way the world views the automobile. Not only has Mazda answered the call, but we have also reimagined the automobile from the ground up. SKYACTIV[®] TECHNOLOGY is here in the 2012 Mazda3.

After 120 years, the internal combustion engine has been rethought in ways that rival even the most advanced technologies on the market. Few automotive companies are as dedicated to the craft of engineering and designing superior driving cars as Mazda. For the first time, performance and efficiency coexist in perfect harmony. No shortcuts. No sacrifices.

You are among the privileged few who will take Mazda into the future. You are equally responsible for both being innovative in your job and shaping the history of this brand. And, ultimately, turning customers into enthusiasts. Our steadfast mission is to deliver on our brand promise, "If it's not worth driving, it's not worth building." We are accountable for connecting with those who share our passions and dare to defy convention.

We truly believe that SKYACTIV[®] TECHNOLOGY is the reimagination of the automobile, and we are proud to share our vision with you. We are excited to lead this revolution and have you on the front lines. We are honored when we say, "**WE BUILD MAZDAS**," and are even more thrilled that you belong to the Mazda Family.



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SKYACTIV[®] *TECHNOLOGY*

The Strategy: The Automobile Reimagined

SKYACTIV[®] TECHNOLOGY is a blanket term for Mazda's innovative new-generation technologies that have been developed under our long-term vision for technology development, "Sustainable Zoom-Zoom." It is a complete re-imagination of the automobile with a suite of technologies to provide lower emissions, improved fuel economy and the fantastic driving performance Mazdas are famous for. Built from the ground up, Mazdas with SKYACTIV[®] TECHNOLOGY will feature all-new engines, transmissions, chassis and bodies. Mazda is the only automobile manufacturer capable of implementing this complete overhaul across our entire lineup because of our size and our passion for innovation.

Marketing Approach

- Create platforms for all consumers to learn and experience the full SKYACTIV[®] TECHNOLOGY story

Marketing Strategy

- Use SKYACTIV[®] TECHNOLOGY as a proof point to strengthen our core philosophy— if it's not worth driving, it's not worth building
- Communicate to the consumer that Mazda is a brand that is socially responsible
- Reinforce Mazda's innovative ability to positively impact society by delivering quality, technology, environmental responsibility and exceptional driving dynamics— no compromises

SKYACTIV[®] TECHNOLOGY Communications Positioning

Rejecting compromise demands imagination, the spirit to defy convention and a history of pursuing a better way. This is Mazda's DNA.

With SKYACTIV[®] TECHNOLOGY, Mazda has re-imagined the automobile for ultimate efficiency, proving that fuel economy, low emissions and outstanding driving performance can coexist... in cars that are accessible to everyone.



Technological Details

SKYACTIV[®] TECHNOLOGY is a reimagination of the automobile. For example, in the 2012 Mazda3 with SKYACTIV[®] TECHNOLOGY, there are no compromises. Not only does it drive like a Mazda and look like a Mazda, but it also gets 40 mpg. And this is just the beginning...

SKYACTIV[®] TECHNOLOGY has arrived in the 2012 Mazda3

- **SKYACTIV[®]-G** is a gasoline engine with the fuel efficiency of a diesel. It achieves this efficiency without any compromise of performance
 - 15% better fuel economy
 - 15% improvement in low-rpm torque
 - Lightweight, lively throttle response
- **SKYACTIV[®]-DRIVE** is an automatic transmission that boosts fuel economy by improving torque-transfer efficiency
 - Improved fuel economy (+4%–7% over current transmission)
 - Combines the best attributes of modern transmissions for direct, responsive feel
 - Quick shifting and directly connected feel
 - Smooth, easy launch control
- **SKYACTIV[®]-MT** is a lighter, stronger, smaller manual transmission
 - Light, crisp shift feel
 - Lightweight and compact
 - Improved fuel economy (1% over current transmission)



Technological Details

Mazda's First Vehicle with the Complete Suite of SKYACTIV[®] TECHNOLOGY Will Arrive in the 2013 CX-5

- The 2013 Mazda CX-5 will feature SKYACTIV[®]-G, SKYACTIV[®]-DRIVE and SKYACTIV[®]-MT
- The CX-5 will be the first Mazda to be built with:
 - **SKYACTIV[®]-BODY** is a lighter, stronger body that better disperses energy in the event of a collision. The result is an outstanding ride with improved handling and safety
 - 30% increase in rigidity
 - Top crash safety performance
 - 8% weight reduction
 - **SKYACTIV[®]-CHASSIS** is a chassis that makes the vehicle more agile and stable, with the driver enjoying the best of both worlds at any given speed
 - More nimble at low speeds
 - More stable at high speeds
 - Better ride quality
 - 14% weight reduction

The future of SKYACTIV[®] TECHNOLOGY comes in the form of clean diesel. Mazda will be the first Japanese manufacturer to bring clean diesel to the U.S. market.

- **SKYACTIV[®]-D** is a diesel engine with the fuel efficiency of a hybrid
 - 20% better fuel economy
 - More low-rpm torque, high-rpm flexibility
 - Meets emissions standards around the world without expensive urea injection systems
 - Lower cost than hybrids



Introducing SKYACTIV[®] TECHNOLOGY

SKYACTIV[®] TECHNOLOGY will enter the marketplace in three distinct ways through the following initiatives:

SKYACTIV[®] TECHNOLOGY:

- SKYACTIV[®] TECHNOLOGY Hub launch – October 2011
 - Destination that will house everything about SKYACTIV[®] TECHNOLOGY, including assets and animated videos to explain the SKYACTIV[®] TECHNOLOGY story
- Manifesto 2 Television Commercial – the next chapter in our brand’s story
- Brand creative that will reinforce Mazda’s brand identity – if it’s not worth driving, it’s not worth building

Mazda3 with SKYACTIV[®] TECHNOLOGY: Launches in October 2011 with Mazda3 equipped with SKYACTIV[®]-G, SKYACTIV[®]-MT and SKYACTIV[®]-DRIVE.*

CX-5 with SKYACTIV[®] TECHNOLOGY: Launch efforts begin in November and vehicles begin arriving with the full suite of SKYACTIV[®] TECHNOLOGY in early 2012.

SKYACTIV[®] TECHNOLOGY Launch Cadence



*Mazda3 does not have 4:2:1 header and makes 12:1 compression.

Tactical Summary

Tactic	Objective	Timing
Employee/Dealer Communications	Educate employees and dealers to create evangelists for the brand and SKYACTIV [®] TECHNOLOGY.	September 2011– December 2011
PR Efforts	Build awareness of the Mazda brand and SKYACTIV [®] TECHNOLOGY through newsworthy events.	August 2010 – Ongoing
SKYACTIV [®] TECHNOLOGY Hub	Digital destination for all things SKYACTIV [®] TECHNOLOGY.	Mid-October 2011
Social Campaign	Build awareness via innovative, educational and engaging digital experience.	Mid-October 2011
Digital Campaign (OLA)	Build awareness of SKYACTIV [®] TECHNOLOGY as a proof point for the Mazda brand.	Mid-October 2011
Brand Philosophy TV Campaign – Manifesto 2.0	Educate, entertain and immerse consumers in SKYACTIV [®] TECHNOLOGY.	November 2011
SKYACTIV [®] TECHNOLOGY Experience Tour	Build awareness of the Mazda brand and SKYACTIV [®] TECHNOLOGY by partnering with animated film that includes a theme consistent with philosophy behind SKYACTIV [®] TECHNOLOGY – a myriad of small changes can achieve something big.	TBD



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***TRENDS,
BACKGROUND
AND POSITIONING***

2012 Mazda3: Who Drives Mazda3

Compact Car Segment: Expectations, Trends and Conquest Opportunities

The 2012 MY Mazda3 will compete in a hyper-competitive segment where fuel economy is a priority, but not at the expense of performance or technology. So, our communications will not just focus on 40 mpg, but also styling, features and performance.

- Segment sales are highly correlated with gas prices
- Fuel economy is a top purchase reason in this segment
- 40 mpg is the new benchmark
 - But our target still wants value and a great driving experience
- Compact car buyers are turned off by any reference to a “practical” purchase

The Competition

2012 Mazda3 4-door

- Hyundai Elantra
- Ford Focus
- Honda Civic
- VW Jetta
- Chevrolet Cruze
- Toyota Corolla

2012 Mazda3 5-door

- Ford Focus 5-door
- VW Golf
- Kia Forte 5-door
- Honda Fit
- Toyota Matrix



TRENDS, BACKGROUND AND POSITIONING

2012 Mazda3: Who Drives Mazda3

A Look at Who Has 40 MPG

	City	Highway
2012 Mazda3	28	40
2012 Honda Civic	28 (29 HF)	39 (41 HF)
2011 Toyota Corolla	28	35
2012 Hyundai Elantra	29	40
2011 Volkswagen Jetta TDI	30	42
2012 Ford Focus	28 (28 SFE)	38 (40 SFE)
2012 Nissan Sentra	27	34
2012 Subaru Impreza	27	36
2011 Kia Forte	26	36
2011 Chevy Cruze	26 (28 ECO)	36 (42 ECO)

All MPG estimates are based off of automatic transmission EPA estimates.

 40 MPG

What Technology is the Competition Utilizing?

	Gas	Hybrid	Clean Diesel	Eco Button	NGV	CVT Transmission	PZEV Package	40 MPG
2012 Mazda3	•						• iTR/iGT	•
2012 Honda Civic	•	•		•	•		• HF	•
2011 Toyota Corolla	•							
2012 Hyundai Elantra	•					•		•
2011 Volkswagen Jetta	•		•					•
2012 Ford Focus	•						• SFE	•
2012 Nissan Sentra	•					•		
2012 Subaru Impreza	•					•		
2011 Kia Forte	•							
2011 Chevy Cruze	•						• Eco	•

Who's behind the wheel of Mazda3?

The 2012 Mazda 4-Door and 5-Door will offer SKYACTIV® TECHNOLOGY to two distinct customers.

Types of Customers Who May Be Interested in Mazda3 4-Door

- Younger
- Well educated
- Earn slightly more than the masses
- Want to make responsible choices, yet do not want to sacrifice performance and styling
- A desire to make responsible choices for the environment
- Value substance over hype

Mazda3 4-Door Buyer Demographics

- Men and women—early 30's to early 40's
- Slightly more are single than married
- College-educated
- Median HHI: \$88,000

Types of Customers Who May Be Interested in Mazda3 5-Door

- Slightly older than the 4-door customer
- Better educated
- Much higher income
- Driving enthusiast
- Want performance and functionality from their vehicle
- Want a vehicle that stands out in styling

Mazda3 5-Door Buyer Demographics

- Slight majority are male
- Slightly more are married than single
- College-educated
- Median HHI: \$92,500

Psychographics

Key Attitudes

- Savvy
- Active
- Image-conscious
- Tech-savvy
- Experiential
- No compromises

Lifestyle

- Collect experiences rather than material things
- On-the-go and in-the-know: technologically enabled and active in their lifestyle
- Love cars and love driving
- Want to stand out from the crowd for the right reasons

Communications Position and Support

The introduction of SKYACTIV® TECHNOLOGY in Mazda3 launches Mazda3 back to the top of the compact car segment, because **our 40 is better than their 40.**

Who We Are Talking To:

- The Mazda buyer is younger, better educated and earns a bit more than their peers. They **love cars** and they **love driving**. They are car enthusiasts.

What Mazda Drivers Are Thinking About:

- Our driver will not compromise on driving dynamics. Sure, they want better fuel economy and would like to make responsible choices for the environment, but only if driving performance is preserved. SKYACTIV® TECHNOLOGY will reinstate Mazda3's status as the class-leading car in the segment.

Why Our Customers Will Believe:

- Mazda3 now gets 40 mpg. No shortcuts. No compromises. Mazda has found a better way. We re-imagined the internal combustion engine to increase fuel efficiency to 40 mpg and increased engine power and torque—all with lower emissions. **Driving a Mazda3 with SKYACTIV® TECHNOLOGY proves that driving performance and fuel efficiency don't have to be mutually exclusive.**

What Our Customers Will Say?

- Wow. Mazda3 gets 40 mpg and it's still an amazing drive. Only Mazda would think to fundamentally transform the engine to improve both fuel economy and performance. **Before I buy anything, I need to drive a Mazda3 with SKYACTIV® TECHNOLOGY.**



Our Challenge

Mazda3 has always been at the top of its class. With rising gas prices driving more consumers to this fuel-efficient segment, competition has stepped up its game. To keep Mazda3 ahead of the pack, we are delivering:

- **Refreshed Product** – 2012 Mazda3 delivers ultimate fuel economy, class-leading technology, safety and of course, the Mazda driving experience.
- **Integrated Marketing** – With the product in place, we have a strategy to tell the story of Mazda3 and SKYACTIV® TECHNOLOGY consistently across all mediums.
- **Dealer Support** – We will provide the tools and training to help launch, advertise and sell Mazda3 and SKYACTIV® TECHNOLOGY to customers in the dealership.





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PRODUCT

Mazda3 Strategy

Restyled Front End

- Updates the exterior design
- Delivers class-leading aerodynamics

Changes to Interior Touch Points and Seating Surfaces

- Improves driver interaction
- Improves craftsmanship and visual appeal

Integration of SKYACTIV® TECHNOLOGY

- Delivers class-leading 40 mpg for 4-Door with SKYACTIV®-DRIVE Automatic Transmission
- Delivers Best-in-Class 39 mpg for 5-Door
- Has more power and torque than previous 2.0L

Streamlined Product Structure

- Addition of new 2.0L 5-Door
- Introduces well-equipped i GTs
- Makes high-want features standard on s trims

Mazda3 Structure

Mazda3 continues with small engine *i* trim and larger engine *s* trim.

4-Door *i* Touring



5-Door *i* Touring (new)



(continued on next page)

Mazda3 Structure



i SV Features:

- 148-hp 2.0L 4-cylinder with 33 mpg highway and 25 mpg city
- 5-speed MT
- ABS with Electronic Brakeforce Distribution and Brake Assist
- Dynamic Stability Control
- Traction Control
- 16" steel wheels
- Air bags: front, side and curtain
- Power windows and power mirrors
- AM/FM/CD stereo with 4 speakers
- Tilt and telescopic steering wheel
- 60/40 split fold-down rear seats
- 4-wheel disc brakes
- Steering-wheel audio controls

i Sport Features:

- **All i SV features plus...**
- Air conditioning
- Available 5-speed Sport AT
- Power door locks
- Remote keyless entry system

i Touring Features:

- **All i Sport features plus...**
- SKYACTIV®-G 155-hp 2.0L 4-cylinder up to 40 mpg highway and 28 mpg city*
- Available 6-speed SKYACTIV®-Drive AT or SKYACTIV®-MT
- 16" alloy wheels
- Leather-wrapped shift knob and steering-wheel
- 6 audio speakers
- Cruise control
- Bluetooth® hands-free phone/audio
- Multi Information Display (MID)

i GT Features:

- **All i Touring features plus...**
- Leather-trimmed seats
- 8-way power driver's seat
- 5-position variable heated front seats
- Heated exterior mirrors
- Interactive interior lighting
- Power moonroof with one-touch open
- Bose® Centerpoint® 10-speaker Surround Sound System
- Compact navigation with full-color MID
- Center console with sliding padded armrest

*4-Door AT, 28/39 5-Door AT

Mazda3 Structure

4-Door s Grand Touring



5-Door s Grand Touring



2.5L Engine

s Touring

s GT

s Touring Features:

- **All i Touring features plus...**
- Engine 167-hp 2.5L 4-cylinder engine with 29 highway and 22 mpg city
- 17" alloy wheels
- 6-speed MT or optional 5-speed Sport AT
- Fog lights
- Sport seats
- Side mirror turn indicators
- Interactive interior lighting
- Dual zone automatic climate control
- LED rear combination lights
- Advanced keyless entry system
- Push Button Start
- Power moonroof with one-touch open
- Bose® Centerpoint® 10-speaker Surround Sound System

s GT Features:

- **All s Touring features plus...**
- Leather-trimmed seats
- 8-way power driver's seat
- 5-position variable heated front seats
- Heated exterior mirrors
- Compact navigation with full-color MID

Mazda3 Structure

Option Packages

Moonroof and Bose Package

- Moonroof with one-touch open
- Bose® Centerpoint 10-speaker Surround Sound System

Available:

- *i* Touring

Technology Package

- Blind Spot Monitoring (BSM) System
- SiriusXM™ Satellite Radio
- Perimeter alarm
- Rain-sensing wipers
- Auto on/of headlights
- Bi-Xenon headlights with auto leveling
- Adaptive Front Lighting System

Available:

- *i* GT
- *s* GT
- Mazdaspeed3 Touring*

*Also includes:

- Compact navigation with full-color MID
- Advanced keyless entry system
- Push button start
- LED rear combination taillights

Mazda3 Competitive Field Comparison

	2012 Mazda3	2011 Toyota Corolla	2011 Nissan Sentra	2012 Honda Civic	2012 Ford Focus	2012 Chevrolet Cruze	2011 Hyundai Elantra	2011 Kia Forte Sedan
PRICE and DESTINATION Base MSRP	\$ 15,800	\$ 15,600	\$ 15,840	\$ 15,805	\$ 16,270	\$ 16,525	\$ 16,445	\$ 14,995
ENGINE & DRIVETRAIN Standard Engine Standard Horsepower Standard Torque High Fuel Economy Engine High Fuel Economy Horsepower High Fuel Economy Torque Performance Engine Performance Horsepower Performance Torque Standard Manual Transmission Standard Manual Transmission (available engine) Available Automatic Transmission	2.0L DOHC 148 hp 135 lb-ft 2.0L SKYACTIV 155 hp (est) 148 lb-ft (est) 2.5L DOHC 167 hp 168 lb-ft 5-speed 6-speed 5-speed or 6-speed Sport	1.8L DOHC 132 hp 128 lb-ft NA NA NA NA NA NA 5-speed NA 4-speed	2.0L DOHC 140 hp 147 lb-ft NA NA 2.5L DOHC 177 hp 172 lb-ft 6-speed NA CVT	1.8L SOHC 140 hp 128 lb-ft 1.8L SOHC 140 hp 128 lb-ft NA NA NA 5-speed 6-speed	2.0L 160 hp 146 lb-ft 2.0L Direct Injection 160 hp 146 lb-ft NA NA NA 5-speed Two 6-speed options	1.8L 136 hp 123 lb-ft 1.4L Turbo 138 hp 148 lb-ft 1.4L turbo 138 hp 148 lb-ft 6-speed 6-speed 6-speed	1.8L 148 hp 131 lb-ft NA NA NA NA NA 29/40 29/40 29/40 26/39 29/40	2.0L 156 hp 144 lb-ft NA NA 2.4L 173 hp 168 lb-ft 6-speed NA 6-speed Sportmatic
FUEL ECONOMY Base Fuel Economy - MT (City/Highway) Base Fuel Economy - AT (City/Highway) High Fuel Economy - MT (City/Hwy) High Fuel Economy - AT (City/Hwy) Performance Fuel Economy - MT (City/Hwy) Performance Fuel Economy - AT (City/Hwy)	25/33 24/33 27/38 28/40 20/28 22/29	28/35 26/34	24/31 27/34 (CVT) 24/30 (CVT)	28/36 28/39	26/36 28/38 27/37 28/40	26/36 28/42 26/39	29/40 29/40 29/40	25/34 26/36
INTERIOR DIMENSIONS Headroom w/o Moonroof (front/rear) (in) Shoulder Room (front/rear) (in) Hip Room (front/rear) (in) Legroom (front/rear) (in) Passenger Volume (cu ft) Trunk Volume (cu ft)	38.9 / 37.5 54.9 / 54.0 53.7 / 52.2 42.0 / 36.2 94.1 11.8	38.8 / 37.2 54.8 / 54.7 53.0 / 43.9 41.7 / 36.3 92.1 12.3	40.6 / 37.3 56.9 / 55.1 54.1 / 53.0 42.4 / 34.5 97.4 13.1	39.0 / 37.1 56.6 / 53.3 50.5 / 51.4 42.0 / 36.2 94.6 12.5	38.3 / 38.0 55.6 / 53.7 53.9 / 52.7 41.9 / 38.2 90.7 13.2	39.3 / 37.9 54.7 / 53.9 53.0 / 52.4 42.3 / 35.4 TBD 15.4	40.0 / 37.1 55.9 / 54.8 53.5 / 52.7 43.6 / 33.1 95.6 14.8	40.0 / 37.6 55.7 / 54.7 53.0 / 53.3 43.3 / 35.0 96.8 14.7
COMFORT & CONVENIENCE FEATURES Bluetooth® Hands-Free Phone Capability Bluetooth® Hands-Free Audio Capability Advanced Keyless Entry & Start System with Push-Button Start Dual Automatic Climate Control Bose® Centerpoint® Surround Sound System Leather-trimmed interior	Available Available Available Available Available Available	Optional Optional NA NA JBL Optional TBD	Available NA Available NA Rockford Fosgate Available TBD	Available NA NA NA NA Available	Available (SYNC) Available (SYNC) Available Available NA TBD	Available NA TBD NA Pioneer Available TBD	Available NA Available NA Premium Optional Available	Standard NA Available Single zone available NA Available
EXTERIOR FEATURES Available Wheel Sizes (in) 4-wheel independent suspension Xenon Headlights Adaptive Front Headlights Rain-sensing Windshield Wipers	16, 17 Standard Available Available Available	15, 16 NA NA NA NA	15, 16, 17 NA NA NA NA	15, 16 Standard NA NA NA	15, 16, 17 Standard NA NA Available	16, 17, 18 NA NA NA NA	15, 16, 17 NA NA NA NA	15, 16, 17 NA NA NA NA
SAFETY Dynamic Stability Control (DSC) Traction Control System (TCS) 4-wheel disc brakes ABS with EBD and Brake Assist Blind Spot Monitoring (BSM) System 6 standard airbags	Standard Standard Standard Standard Available Standard	Standard Standard Standard Standard NA Standard	Standard Standard Standard Standard NA Standard	Standard Standard Standard Standard NA Standard	Standard Standard Standard Standard NA Standard	Standard Standard Standard Standard NA Standard	Standard Standard Standard Standard NA Standard	Standard Standard Standard Standard NA Standard

Mazda3 Benchmarks and Unique Selling Points

- Fuel economy – 40 mpg
- Fun to drive
- Design and styling
- Premium features and content
- Overall vehicle quality

Mazda3 Competitive Advantages

Why our 40 is better than their 40

- Outstanding Fuel Economy
 - 40 mpg 4-Door (class-leading)
 - 39 mpg 5-Door (best-in-class)
- Mazda3 is the only core-model 40-mpg car in its class to come equipped with a spare tire
- Maximum range of 580 miles – only behind Chevrolet Cruze Eco*
- Mazda3 is still offering up-segment features in a market that's seen five all-new models in 12 months:
 - Steering-wheel controls standard – only manufacturer to offer in the segment
 - Available Blind Spot Monitoring System
 - LED taillights – only manufacturer to offer in the segment
 - One of few to have available dual-zone auto AC, smart key, power driver's seat, rain-sensing wipers, Bi-Xenon headlamps and AFS

*Based on 4-door AT hwy fuel economy and fuel tank capacity

Mazda3 4-Door Competitive Advantages

2012 Mazda3 4-Door Over 2012 Hyundai Elantra

- More powerful engines
- Available Blind Spot Monitoring System
- Available Xenon low- and high-beam headlights
- Available Adaptive Front-lighting System
- Available rain-sensing windshield wipers
- Available power driver's seat
- Available dual-zone automatic climate control
- Available Bose® Surround Sound System

2012 Mazda3 4-Door Over 2012 Honda Civic

- More powerful engines
- Available 6-speed manual transmission
- Available Sport automatic transmission
- Available 17-inch wheels and tires
- Available Advanced Keyless Entry & Start System
- Available Push Button Start
- Available Blind Spot Monitoring System
- Available Xenon low- and high-beam headlights
- Available Adaptive Front-lighting System
- Available rain-sensing windshield wipers
- Available power driver's seat
- Available dual-zone automatic climate control
- Available Bose® Surround Sound System

2012 Mazda3 4-Door Over 2012 Ford Focus

- More powerful engines
- Available 6-speed manual transmission
- Available Blind Spot Monitoring System
- Available Xenon low- and high-beam headlights
- Available Adaptive Front-lighting System
- Available Bose® Surround Sound System

2012 Mazda3 4-Door Over 2012 Volkswagen Jetta Sedan

- Available Xenon low- and high-beam headlights
- Available Adaptive Front-lighting System
- Available rain-sensing windshield wipers
- Available Bose® Surround Sound System



Mazda3 4-Door Competitive Advantages

2012 Mazda3 4-Door Over 2011 Toyota Corolla

- More powerful engines
- Better available fuel economy
- Available 6-speed manual transmission
- Available Sport automatic transmission
- Available Advanced Keyless Entry & Start System
- Available Push Button Start
- Available Blind Spot Monitoring System
- Available Xenon low- and high-beam headlights
- Available Adaptive Front-lighting System
- Available rain-sensing front wipers
- Available rain-sensing windshield wipers
- Available power driver's seat
- Available dual-zone automatic climate control
- Available Bose® Surround Sound System
- More passenger room
- Illuminated vanity mirrors

2012 Mazda3 4-Door Over 2012 Honda Civic

- More powerful engines
- Available Blind Spot Monitoring System
- Available Xenon low- and high-beam headlights
- Available Adaptive Front-lighting System
- Available dual-zone automatic climate control
- Available Bluetooth® audio streaming
- Available Bose® Surround Sound System

2012 Mazda3 4-Door Over 2012 Chevrolet Cruze

- More powerful engines
- Available 6-speed manual transmission
- Available Blind Spot Monitoring System
- Available Xenon low- and high-beam headlights
- Available Adaptive Front-lighting System
- Available Bose® Surround Sound System
- Dual zone climate control



Mazda3 5-Door Competitive Advantages

2012 Mazda3 5-Door Over 2012 Ford Focus 5-Door

- More powerful engine
- Better available fuel economy
- Available 6-speed manual transmission
- Available Blind Spot Monitoring System
- Available Xenon low- and high-beam headlights
- Available Adaptive Front-lighting System
- Available Bose® Surround Sound System

Mazda3 5-Door Over 2012 Volkswagen Golf 4-Door

- Available Blind Spot Monitoring System
- Available power driver's seat
- Available leather-trimmed seats
- Available dual-zone automatic climate control
- Available Bose® Surround Sound System
- Available advanced keyless entry
- Available Push Button Start
- More cargo room

2012 Mazda3 5-Door Over 2011 Kia Forte 5-Door

- More powerful engine
- Better available fuel economy
- 17-inch wheels and tires
- Available Blind Spot Monitoring System
- Available Xenon low- and high-beam headlights
- Available Adaptive Front-lighting System
- Available power driver's seat
- Available Bluetooth® audio streaming
- Available Bose® Surround Sound System

2012 Mazda3 5-Door Over 2011 Honda Fit

- More powerful engine
- Better available fuel economy
- 6-speed manual transmission
- 17-inch wheels and tires
- Available Advanced Keyless Entry & Start System
- Available Push Button Start
- Available Blind Spot Monitoring System
- Available Xenon low- and high-beam headlights
- Available Adaptive Front-lighting System
- Available power driver's seat
- Available dual-zone automatic climate control
- Available Bose® Surround Sound System
- More passenger room



Mazda3 5-Door Competitive Advantages

2012 Mazda3 5-Door Over 2011 Toyota Matrix

- More powerful engines
- Better available fuel economy
- 6-speed manual transmission
- Available 6-speed automatic transmission
- Available Sport automatic transmission
- Available Advanced Keyless Entry & Start System
- Available Push Button Start
- Available Blind Spot Monitoring System
- Available Xenon low- and high-beam headlights
- Available Adaptive Front-lighting System
- Available leather-trimmed seats
- Available power driver's seat
- Available dual-zone automatic climate control
- Available Bose® Surround Sound System
- Available in-dash navigation system
- More passenger room

Parts and Accessories

See Appendix for Full List

Roof Luggage Basket

Expandable netting keeps oversized or bulky items secure.

Front Mask

Maximize protection against nicks and scratches with Mazda's custom-tailored front mask.



Fog Lights

Enhance your visibility of the road in hazardous driving conditions such as fog, rain, snow or dust.



Fuel Door

Finished in chrome or pearl satin, Mazda's fuel-filler door makes a bold statement.



Splash Guards

Protect your paint's finish from rocks and other road debris with durable front and rear plastic splash guards.



All-Weather Floor Mats

Mazda3 all-weather floor mats fit perfectly to guard against water, sand, mud, snow or whatever you drag through the door.



Moonroof Wind Deflector

Reduce wind noise and sun glare with Mazda's durable, UV- and scratch-resistant smoked acrylic moonroof wind deflector.



Windshield Sunscreen

Minimize sun damage to your dash and interior, and keep your vehicle cool when parked outdoors, with the windshield sunscreen.

Parts and Accessories

See Appendix for Full List



Car Cover

Custom fitted, the cover features side-mirror pockets, rear license-plate window, and weather resistant Storm-Proof® fabric to help extend the life of your Mazda6's finish. (Includes custom bag for easy storage.)



Carpet Cargo Mat

Maintain your Mazda's original carpet with custom-fitted, heavy-duty cargo mats.



Cargo Net

Easy to install and remove, the cargo net secures groceries and other loose items for easy access and fewer spills.



iPod® Integration System*

Mazda's iPod® Integration system gives you crystal-clear sound with a built-in battery charger.



In-Dash 6-Disc CD/MP3 Changer

Upgrade your single-disc player to a 6-disc changer for even more music.



Interior Lighting Kit

Adjust interior light brightness and intensity for any condition or any mood with Mazda's Blue LED Interior Lighting Kit. (i Touring and above.)



Rear Bumper Guard

Durable stainless steel bumper guard protects your Mazda's rear bumper from chips and scratches.



mazda



MARKETING

Marketing Strategy

Strategic Role

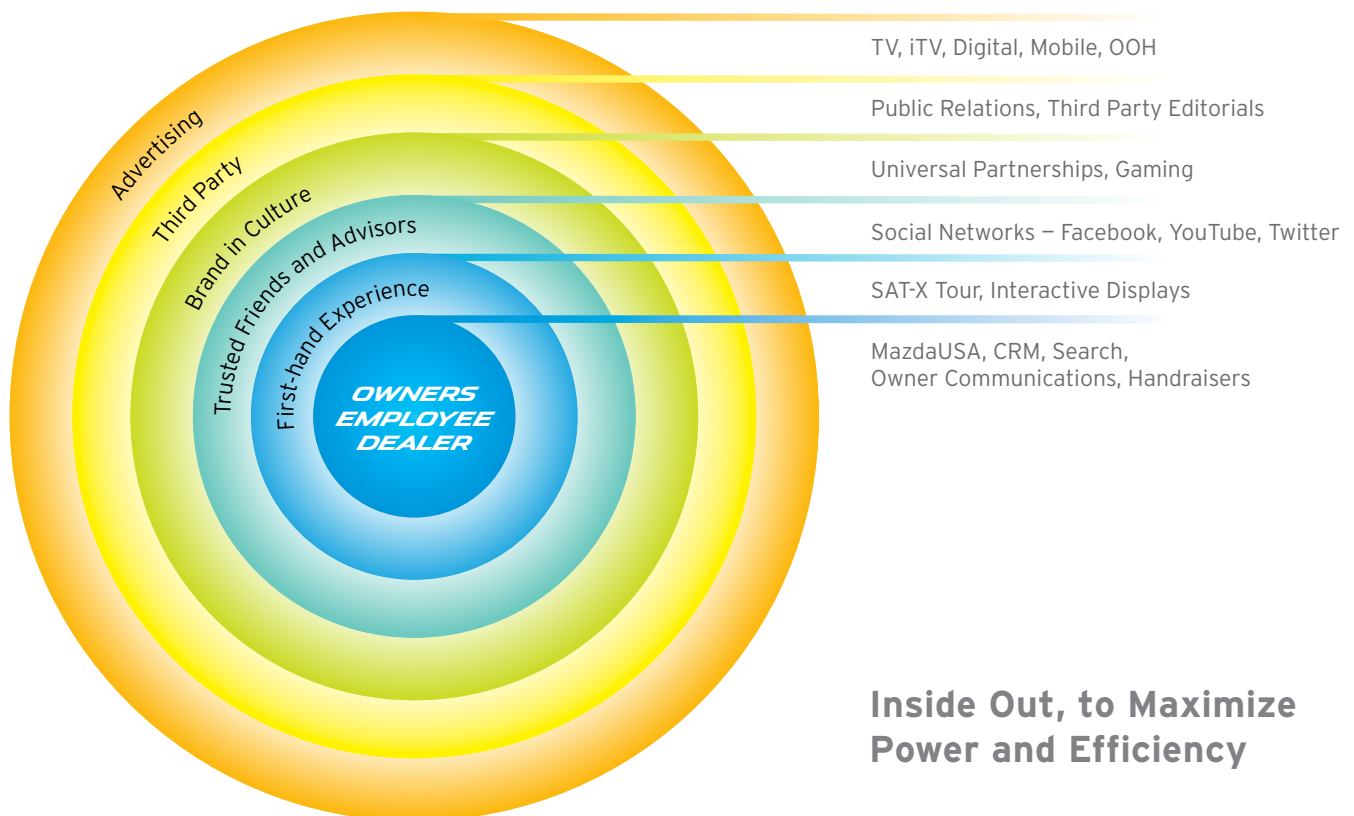
Build familiarity and consideration for the Mazda3 as the first product to launch with SKYACTIV® TECHNOLOGY.

Objective

Strengthen consideration for Mazda’s core volume product by communicating a compelling practical benefit (40 mpg and outstanding performance) made possible by all-new breakthrough technology.

Inside Out Communications:

The power of communications channels to influence customer behavior diminishes as you move out from the consumer. Therefore, those with first-hand experience with the Mazda product have the biggest influence on potential customers. Our “Inside Out” communications strategy accounts for this by sharing the SKYACTIV® TECHNOLOGY story with employees, dealers and Mazda owners first, then working out to tell the story across all other media and traditional advertising.



Inside Out, to Maximize Power and Efficiency

Marketing Strategy

Tactical Summary

Tactic	Objective	Timing
Owner/Handraiser Communications	Build interest to drive highly-qualified Web and dealer traffic.	October–November 2011
Direct Marketing Communications (Acquisition)	Conquest sales from competitive set makes and models.	October–November 2011
Digital Campaign	Build awareness and consideration through innovative and engaging digital executions.	October–November 2011
Social Activation	Generate awareness and excitement through conversations worth sharing across social media platforms.	Mid-October 2011
Product Advantage TV	Deliver on main insight of “Our 40 Is Better Than Their 40” .	October 17, 2011
Non-Traditional Ideas	Prove the insight of “Our 40 Is Better Than Their 40” in a newsworthy demonstration.	TBD

Marketing Plan

Employee/Dealer Communications

SKYACTIV® TECHNOLOGY communications begin in September following the Inside Out communications strategy. All Mazda and Dealer employees will receive a series of e-mails from Norio Minato, MNAO Vice President of R&D outlining each piece of the SKYACTIV® TECHNOLOGY in detail through the launches of the 2012 Mazda3 and 2013 CX-5.

CRM Communications

In keeping with the Inside Out Strategy, Owners and Handraisers will be reached via multiple CRM channels, and competitive set owners and shoppers will be targeted utilizing a combination of predictive modeling and proven acquisition lists.

- In-Market Owner/Handraiser Curriculum
 - Launch E-mail #1 (October)
 - Launch E-mail #2 Reminder (November)
 - Mazda Customer Direct/Dealer E-mail and Direct Mail Templates
 - Launch Direct Mail (November)
 - Zoom-Zoom Magazine and E-zine (November)
 - Mazda Capital Services/Mazda American Credit Statement Messages
 - Service Reminder Messaging (November)
- Conquest Campaign; competitive set owners and shoppers
 - Acquisition E-mail #1 (October)
 - Acquisition E-mail #2 (November)
 - Launch Direct Mail (November)

Marketing Plan

Digital Strategy: Online, Social Media and Mobile

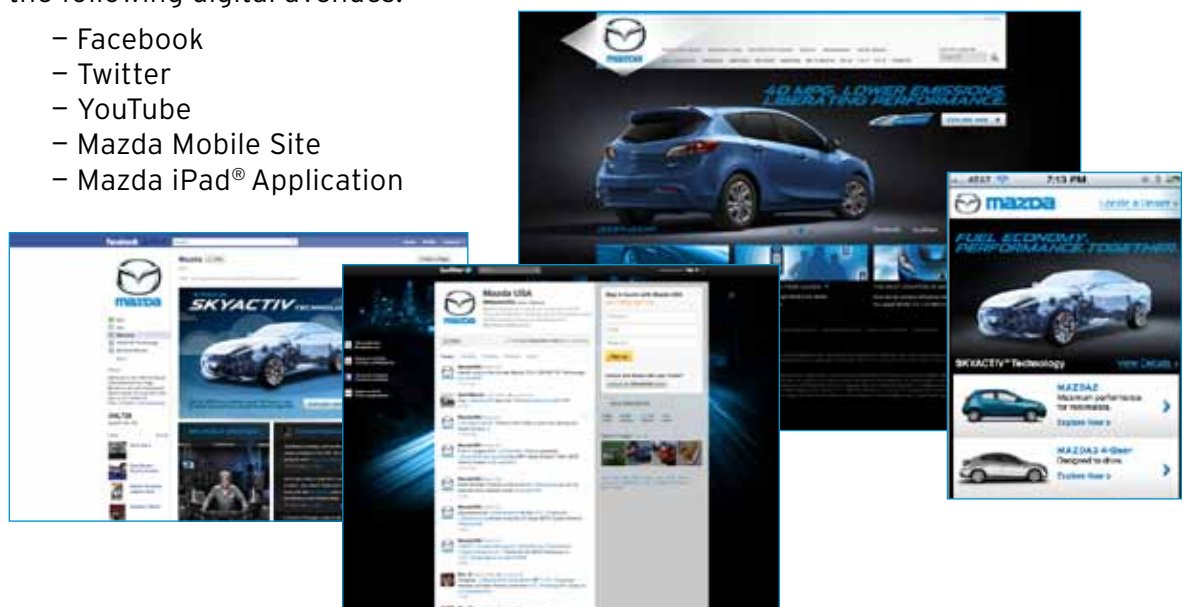
Moving further out in the Inside Out Strategy, we will take Mazda to the Digital space.

- SKYACTIV® TECHNOLOGY Hub – Launching in October, the SKYACTIV® TECHNOLOGY Hub will be the online destination for all things related to SKYACTIV® TECHNOLOGY including information, video and imagery.
 - Sections will include engines, transmissions, platforms and specifications
 - Unique format that will allow users to learn as much or as little as they want about SKYACTIV® TECHNOLOGY
 - SKYACTIV® TECHNOLOGY films:
 - Balance the needs of auto enthusiasts and average consumers
 - Unique animation style
 - Entertaining and engaging story



- Mazda3 with SKYACTIV® TECHNOLOGY will be launched with support from the following digital avenues:

- Facebook
- Twitter
- YouTube
- Mazda Mobile Site
- Mazda iPad® Application



Marketing Plan

Television

With SKYACTIV® TECHNOLOGY we build on our credo of “defying convention.” We have reimagined the automobile, breaking the conventional view of the 40-mpg sedan, by engineering a vehicle that is not only extremely efficient, but also extremely fun to drive.

To communicate this in our television advertising, we are producing two Mazda3 commercials. The first, airing in October 2011, will feature Mazda3 with SKYACTIV® TECHNOLOGY. It will position the Mazda3 as the only 40-mpg sedan worth driving, as it breaks free from the conventional, uninspired sedans being produced by other manufacturers. Be on the look out for a sneak peek in October.

Following that, a second 2012 Mazda3 commercial will be produced that will focus on the Mazda3 4-Door and 5-Door. This television spot will highlight an impressive list of accolades for the Mazda3.



Media Plan

For the launch of Mazda3 with SKYACTIV® TECHNOLOGY we have a communications plan that is as buzz-worthy and fitting for such a game-changing innovation. We will surround people with viral communications, digital ideas, dealership experiences, TV and video.

Television

- National TV schedule beginning in October to communicate the Mazda3 launch message in conjunction with Product Advantage and SKYACTIV® TECHNOLOGY.
- The Mazda3 SKYACTIV® TECHNOLOGY spot will air on high-rated primetime programs and targeted cable networks:



Place-based Video

- Reach the Mazda Target where they are: in their cars and leading an active lifestyle.
- Place-based video will extend the Mazda3 SKYACTIV® TECHNOLOGY message beyond traditional TV to areas that align with our target's passion points and in environments that align with the SKYACTIV® TECHNOLOGY communications and message.



Media Plan

Rich Media/Digital Video

- Use impactful rich media units, as well as on-line video, to deliver the Mazda3 message in new and innovative ways, reflecting the nature of the vehicle
- Increase the reach of offline TV buys by purchasing video Web sites that deliver the Mazda target (CBS, Bravo, MTV, etc.)



Social and Mobile

Social Media

- Promoted Tweets and Trends supporting SKYACTIV® TECHNOLOGY



MazdaUSA Mazda USA

More from Iceland: @Roadandtrack likes the all-new #SKYACTIV CX-5, too. Esp. the all-wheel-drive and Diesel variants.
bit.ly/orOdJZ

– Tweets like this will allow followers on Mazda USA's twitter to link to other Mazda content

- Increased engagement with poll and video ads on Facebook

Mobile

- Custom creative in iPhone® and iPad® (takes advantage of the new iOS 5 operating system)



Media Plan

Mazda3 SKYACTIV® TECHNOLOGY Media Plan: In-Market Digital

Search Engine Marketing:

- Around fuel efficient and compact cars leading to Mazda3 / SKYACTIV® TECHNOLOGY landing pages



3rd Party Sites:

- Purchase sponsorships around fuel-efficiency and performance to highlight the capabilities of Mazda3 featuring SKYACTIV® TECHNOLOGY
- Compact Car sponsorships and conquest placements (e.g. targeting competitive models) to gain awareness
- Use placements on Mazda3 retention pages for launch message



Behavioral Targeting:

- Target compact segment shoppers to expand reach of launch message beyond endemic sites



SKYACTIV® TECHNOLOGY Experience

Program Summary:

- Unprecedented and newsworthy consumer drive experience in Spring 2012
- 40 drive experiences tailored for 40 different venues across North American
- Engagement that begins before, during and after the experience

Attendee Targets:

- Enthusiasts and Owners
- In-market Intenders
- Conquests

Not an ordinary test drive experience

Where others might recommend parking lots and track days, we're closing down entire city blocks, taking over shipping yards, rethinking industrial complexes and seeking out decommissioned military bases. In each instance, we'll leverage their unique layout and environment to prime consumers to reconnect with what it means to really drive. In the end, we'll take consumers away from the expected and familiar to locations where they never thought they'd get to truly experience a vehicle.

PR Activity (Press, Auto Shows)

The PR team is working hard to spread the word about SKYACTIV® TECHNOLOGY. Here are a few examples of what is coming up:

October 9-14

Mazda3 SKYACTIV® TECHNOLOGY Media Event

The official launch of SKYACTIV® TECHNOLOGY, where we will be featuring production models of 2012 Mazda3.

- Media Workshop
- Los Angeles
- 60 U.S. media
- 20 Canadian media

Late January 2012 (TBD)

CX-5 Regional Media Events

This event will feature full production Mazda CX-5 units.

- East and West Coast

November 13-18

CX-5 Media Event

Unveiling pre-production units of 2013 CX-5, this will be the first North American media test drive. This will coincide with the LA Auto Show.

- Media Workshop
- Los Angeles
- 20 U.S. media
- 10 Canadian media
- 10 Mexican media



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DEALER SUPPORT

Dealer Partnership

SKYACTIV® TECHNOLOGY is a game-changing product for Mazda. In Mazda3, we now have the most legitimate 40-mpg sedan in the compact segment and a huge opportunity in the Best-in-Class 39-mpg 5-Door. In order to translate this product success into sales success, we need your partnership in telling the SKYACTIV® TECHNOLOGY story.

Mazda suggests that all dealers do the following:

Know the Product – It is expected that 100% of dealership employees complete all Web-based training and in-dealership training related to the 2012 Mazda3 and SKYACTIV® TECHNOLOGY.

Compare the Competition – Customers need to drive a Mazda3 with SKYACTIV® TECHNOLOGY to fully understand how it delivers outstanding, real-world fuel economy and driving performance. It is recommended that all Mazda dealerships have the following competitive models for comparison walkarounds and test-drives:

- 2012 Hyundai Elantra
- 2012 Honda Civic
- 2012 VW Jetta
- 2012 Ford Focus
- 2012 Chevrolet Cruze

This comparison can help highlight the advantages of the Mazda3 versus the competition without customers ever having to leave your store.

Advertise SKYACTIV® TECHNOLOGY – It is expected that all dealership advertising feature the following:

- SKYACTIV® TECHNOLOGY logo (shown below, available for download via M-Drive.)
- 2012 Mazda3 with SKYACTIV® TECHNOLOGY
 - Include 40-mpg callout for 4-Door
 - Include Best-in-Class 39-mpg callout for 5-Door

SKYACTIV®
TECHNOLOGY

Training Support

Instructor-Led Training

Mazda3 SKYACTIV® TECHNOLOGY Launch Training

This course is designed to help increase vehicle sales and build owner loyalty with the complete Mazda3 lineup, including those equipped with SKYACTIV® TECHNOLOGY.

Professional facilitators will travel to 400 regionally-selected Mazda dealerships nationwide and deliver three-hour morning and afternoon sessions that include facilitator-led test-drives. Each facilitator will arrive at the dealership in a tour-branded and fully equipped 2012 Mazda3 4-Door with SKYACTIV® TECHNOLOGY.

In addition to the in-dealership visits, a professional facilitator will travel to three regionally selected markets and deliver three-hour morning and afternoon sessions with test-drives led by a professional driver at hotel-based venues. Each session will have five tour-branded and fully equipped 2012 Mazda3 4-Door models with SKYACTIV® TECHNOLOGY.

Timing: October-November, 2011

Web-Based Training

2012 Mazda3 Course

This highly interactive course will train your sales consultants on the complete Mazda3 lineup, including those equipped with SKYACTIV® TECHNOLOGY. Throughout the course, you will be challenged with multiple-choice and drag-and-drop questions to help reinforce and process the information as you learn it. You will learn the top competitive advantages against Mazda3's three biggest rivals, while virtual customers are presented to you with a series of real-world questions to test your customer skills and product knowledge.

Timing: October 2011

Product Information

Inside Track Sales Training Newsletter

In this special edition of *Inside Track*, we focus on the clean-sheet-design ethos behind SKYACTIV® TECHNOLOGY, covering each major system as well as the technology's projected rollout in the Mazda lineup.

- A copy is provided in the appendix

Timing: September 2011

Product Information

2012 Product and Comparison Guide

The 2012 Product & Comparison guide will be delivered in a digital format that includes 2012 Mazda3 product information and competitive comparisons against top cross-shopped competitors. It will also have a technology section that incorporates information and benefits on the full suite of SKYACTIV® TECHNOLOGY.

Timing: October 2011

The Mazda Interactive Sales Experience App

The Mazda Interactive Sales Experience App will be updated with 2012 Mazda3 product information, updated competitive comparisons and new workaround videos by trim level. It will also include a technology section that explains the benefits of SKYACTIV® TECHNOLOGY and incorporates supporting videos assets.

Timing: October 2011



Dealer Advertising Guidelines

These guidelines are a supplement to the Mazda Dealer Marketing: Brand Advertising Guidelines. They should be followed in all dealer advertising.

Logo Usage

There are two versions of the SKYACTIV® TECHNOLOGY logo (Vertical and Horizontal) available for use in dealer advertising and communications.

- The vertically stacked SKYACTIV® TECHNOLOGY logo is the preferred orientation
- The logo should only be used in the brand colors provided by Mazda on M-Drive
 - Mazda Blue should be used whenever possible
 - White may be used on a dark/black background
 - If color is not an option (ex. Newspaper advertising), the white logo on black background or black logo on a white background may be used
 - The words “SKYACTIV®” and “TECHNOLOGY” must always be shown in the same color.
- No alteration (ie. cropping, stretching, color changing) may be done to the SKYACTIV® TECHNOLOGY logo
- The SKYACTIV® TECHNOLOGY vehicle badge cannot be used in any advertisements or communications unless it is attached to the vehicle in an image downloaded from M-Drive.

Naming Usage

When referencing in any communication text, use the entire “SKYACTIV® TECHNOLOGY” phrase.

- Both words should always appear in upper case (SKYACTIV® TECHNOLOGY)
- “SKYACTIV®” should never appear in the following ways:
 - SkyActiv
 - Skyactiv
 - SKYActiv
 - SkyACTIV
 - SKYACTIVE
- The word “SKYACTIV®” is trademarked. Always use the registered trademark symbol (®) whenever “SKYACTIV®” is used
- Never use “SKYACTIV®” alone. It should always be part of “SKYACTIV® TECHNOLOGY” or part of a word combination, such as the examples below:
 - “SKYACTIV®-G”, referring to the gasoline engine
 - “SKYACTIV®-DRIVE”, referring to the automatic transmission
 - “SKYACTIV®-MT”, referring to the manual transmission
- Never separate “SKYACTIV®” into two words or highlight just the word “SKY” or just the word “ACTIV”

Dealer Advertising Headlines and Talking Points

In addition to featuring the SKYACTIV® TECHNOLOGY logo, your advertising should feature a short, concise headline about SKYACTIV® TECHNOLOGY. Use these headlines and talking points to get the point across – **Our 40-mpg Is Better Than Their 40-mpg.**

SKYACTIV® TECHNOLOGY

- SKYACTIV® TECHNOLOGY gives the consumer a performance vehicle with no shortcuts and no compromises. Not only does it drive like a Mazda and look like a Mazda, but it also gets outstanding fuel economy.
- SKYACTIV® TECHNOLOGY allows ultimate efficiency and performance to exist together, without compromise.

2012 Mazda3 with SKYACTIV® TECHNOLOGY

- Our 40-mpg Is Better Than Their 40-mpg
- Break free from the uninspiring confines of the usual 40-mpg sedan
- It's not the first 40-mpg sedan. It's just the first one worth driving.
- 2012 Mazda3 5-Door with SKYACTIV® TECHNOLOGY–Best-in-Class 39-mpg



Dealership Launch Tie-in Ideas

Energize Your Dealership:

- **Conduct a Sales Rally with your entire team** – Conduct an all-employee SKYACTIV® TECHNOLOGY immersion event. Provide lunch and have members of your sales team teach the rest of your employees about SKYACTIV® TECHNOLOGY!
- **Employee Test Drives** – Give all of your employees the keys to a Mazda3 with SKYACTIV® TECHNOLOGY to take home. Encourage them all to tell their friends, family and neighbors about the product!
- **Competitive Test Drives** – Customers need to drive a Mazda3 with SKYACTIV® TECHNOLOGY and compare it with the competition. What better place to do that than at your dealership? Give customers a comparative walk-around and test-drive by displaying the following competitors alongside Mazda3. They'll find plenty of reasons why "Our 40 Is Better Than Their 40."
 - Hyundai Elantra
 - Honda Civic
 - VW Jetta
 - Ford Focus
 - Chevrolet Cruze
- Hold employee competitions such as "Name That SKYACTIV® TECHNOLOGY," or walk around competitions to encourage a positive learning driven environment

Take 2012 Mazda3 to the Streets

- Park and display the 2012 Mazda3 at popular hot spots—restaurants, malls and sporting events (ensure you have proper permission)
- Provide brochures
- Attract attention with music and signage stating "Our 40 Is Better Than Their 40"
- Assign Sales Consultants to be "product experts" at these events
- Invite customer to come in and test drive their car against the Mazda3 with a Sales Consultant

Hold a Dealer Launch Event:

- Host a launch kickoff or unveiling party at the dealership
- Invite customers via e-mail, social media and/or phone
- Include the invitation on your Web site
- Invite key community leaders
- Invite local press and challenge them to test drive a Mazda3 with SKYACTIV® TECHNOLOGY and compare it to the competition
- Provide appetizers and entertainment
- Display vehicles and provide brochures
- Follow up with guests by offering the exclusive incentives for 2012 Mazda3

Frequently Asked Questions

What is SKYACTIV® TECHNOLOGY?

SKYACTIV® TECHNOLOGY is Mazda's reimagination of the automobile for ultimate efficiency, proving that fuel economy, low emissions and outstanding driving performance can coexist – in cars that are accessible to everyone.

What is SKYACTIV®-G?

SKYACTIV®-G is a gasoline engine with the fuel efficiency of a diesel. It achieves this efficiency without any compromises in performance.

What is SKYACTIV®-DRIVE?

SKYACTIV®-DRIVE boosts fuel economy by improving torque-transfer efficiency and achieves a direct drive feel similar to a manual transmission.

What is SKYACTIV®-MT?

SKYACTIV®-MT is compact, lightweight and produces a crisp, sports-car like feel when shifting.

Does Mazda have a hybrid/electric car? Why Not?

By 2020, 90% of the world's cars will still use the internal combustion engine. While Mazda is exploring hybrid/electric technology for the future, we have also reimagined the internal combustion engine to deliver ultimate efficiency and outstanding driving performance today. Until these technologies are worth driving, Mazda will continue perfecting the cars of today.



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Mazda3 Complete Accessories List



2012 MAZDA3 4-DOOR ACCESSORIES

ACCESSORY NAME	ADDITIONAL DESCRIPTION	PART NUMBER*	DEALER PRICE	MSRP**	SIT***
AUDIO / VISUAL / ELECTRONICS ACCESSORIES					
3.5mm Audio Cable	3.5mm Audio Cable	0000-8F-Z08	\$7.47	\$11.95	N/A
Hands Free Device	Motorola Portable Bluetooth® Car Kit T225	0000-81-Z27	\$48.75	\$74.95	N/A
In-Dash 6-Disc CD/MP3 Changer	In-Dash 6-Disc CD/MP3 Changer for Bose equipped car	BGV6-79-EGX	\$403.75	\$620.95	See Trim Panel
	In-Dash 6-Disc CD/MP3 Changer for non Bose equipped car	BBM5-79-EGX	\$403.75	\$620.95	See Trim Panel
	Trim Panel	BBM3-79-BGXA	\$23.28	\$35.95	0.80
iPod Integration	See iPod Integration Application Chart for details	BBM2-79-CFZA	\$114.16	\$175.95	See Install Harness
	See iPod Integration Application Chart for details	C9FD-V6-029	\$105.41	\$162.95	1.90
Mirror Base (requires installation kit)	Auto-Dimming Rearview Mirror with Compass	0000-8C-Z01	\$128.46	\$197.95	See Install Kit
	Auto-Dimming Rearview Mirror with Compass and HomeLink®	0000-8C-Z02	\$184.07	\$283.95	See Install Kit
Mirror Installation Kit	Installation Kit - Auto-Dimming Mirror with Compass	0000-8C-L33	\$16.72	\$25.95	1.00
	Installation Kit - Auto-Dimming Mirror with Compass and HomeLink®	0000-8C-L31	\$16.72	\$25.95	1.00
Portable Navigation Device	Garmin nüvi 2250LT	0000-8F-Z63	\$125.00	\$192.95	N/A
	Garmin nüvi 2360LMT	0000-8F-Z64	\$211.76	\$325.95	N/A
	Garmin nüvi 3790LMT	0000-8F-Z62	\$319.99	\$492.95	N/A
Remote Engine Start	Automatic Transmission Only (Cars w/ Push Button Start)	0000-8F-L40B	\$218.01	\$335.95	1.20
	Automatic Transmission Only (Cars w/o Push Button Start) Jumper Harness (0000-8F-Z32) and Switch (C900-V7-629A)	0000-8F-L46B	\$236.32	\$363.95	1.20
	All non-push button start vehicles require Switch. i-Sport models require BOTH Harness and Switch.				
	Harness, Hood Switch	0000-8F-Z32	\$16.72	\$25.95	
	Hood Switch	C900-V7-629A	\$10.15	\$15.95	
Satellite Radio Receiver Kit	Installation Kit - SIRIUS	0000-81-L22	\$46.26	\$71.95	1.70
	SIRIUS Satellite Radio - Not Available in AK and HI	0000-81-Z40A	\$164.12	\$252.95	See Install Kit
EXTERIOR ACCESSORIES					
Bike Carrier, Roof Rack	Roof Rack-Mount (Yakima®; Each Carrier Holds 1 Bicycle) (Requires Roof Rack/Cross Bars)	0000-8L-G01B	\$106.40	\$163.95	0.30
Car Cover Cable Lock	Includes Cable and Lock	0000-88-0900-LK	\$6.82	\$10.95	N/A

*An underline within a Part Number (e.g. xxxx-xx-xxx -xx) represents a place where a space must be entered.
 **MSRP does not include Dealer installation, shipping/handling or applicable taxes.
 ***Suggested Installation Time.

Mazda3 Complete Accessories List



2012 MAZDA3 4-DOOR ACCESSORIES (Cont'd)

ACCESSORY NAME	ADDITIONAL DESCRIPTION	PART NUMBER*	DEALER PRICE	MSRP**	SIT***
EXTERIOR ACCESSORIES (Cont'd)					
Cargo Box, Medium	Roof Rack-Mount - High Gloss Silver Metallic Finish L 76"x W 33"x H 15.75" Capacity = 16 Cubic Feet Wt. 47 lbs. (Requires Roof Rack/Cross Bars)	0000-8L-F06A	\$348.45	\$535.95	0.40
Cargo Box, Short	Roof Rack-Mount - Black L 55" x W 35.2" x H 18.2" Capacity = 13 cubic feet; Wt. 31 lbs. (Requires Roof Rack/Cross Bars)	0000-8L-G05	\$198.31	\$305.95	0.40
Fog Lights	Fog Light Switch. Required for installation of Fog Lights on vehicles with automatic headlights.	CD83-66-122	\$51.96	\$79.95	1.20
	Fog Light Switch. Required for installation of Fog Lights on vehicles without automatic headlights.	BBM3-66-122	\$42.10	\$64.95	See Switch
	Fog Lights (4-Door i model vehicles produced after 11/1/09). Requires Switch.	BGV4-V4-600	\$198.31	\$305.95	See Switch
Fuel Door	Chrome Finish	0000-8R-L20	\$82.37	\$126.95	0.20
Kayak Carrier	Attaches to your Mazda Genuine Accessory Roof Rack	0000-8E-Z01	\$127.92	\$196.95	0.40
License Plate Frame	Polished Stainless Steel with ZOOM-ZOOM logo.	0000-83-Z03	\$22.62	\$34.95	N/A
	Polished with Mazda3 logo	0000-83-L02A	\$25.55	\$39.95	N/A
Moonroof Wind Deflector	UV/Scratch-Resistant Smoked Acrylic	0000-8P-L20A	\$50.55	\$77.95	TBD
Roof Luggage Basket	Roof Rack-Mount (With Stretch Net; Dimensions: L 44" x W 39" x H 6.5")	0000-8L-G03B	\$265.23	\$407.95	0.70
Roof Rack (Removable)	Roof Rack (4-door model)	0000-8L-L08	\$284.14	\$437.95	0.40
Side Sill Extensions (4 door i models produced after 11/1/09 and all s models)	Black Mica (16W)	BBM4-V4-910_-08	\$384.96	\$592.95	1.10
	Crystal White Pearl (34K)	BBM4-V4-910_-85	\$384.96	\$592.95	1.10
	Dolphin Gray (39T)	BBM4-V4-910_-70	\$384.96	\$592.95	1.10
	Graphite Mica (38R)	BBM4-V4-910_-54	\$384.96	\$592.95	1.10
	Indigo Light (38K)	BBM4-V4-910_-21	\$384.96	\$592.95	1.10
	Liquid Silver (38P)	BBM4-V4-910_-50	\$384.96	\$592.95	1.10
	Sky Blue (41B)	BBM4-V4-910_-40	\$384.96	\$592.95	1.10
Ski/Snowboard Carrier	Velocity Red (27A)	BBM4-V4-910_-87	\$384.96	\$592.95	1.10
	Roof Rack-Mount (Yakima®; Holds Up To 4 Pairs of Skis or 2 Snowboards) (Requires Roof Rack/Cross Bars) Not recommended for Skis and Snowboards under 170cm (spread is more than 24")	0000-8L-G02B	\$88.93	\$136.95	0.30

*An underline within a Part Number (e.g. xxxx-xx-xxx_-xx) represents a place where a space must be entered.

**MSRP does not include Dealer installation, shipping/handling or applicable taxes.

***Suggested Installation Time.

Mazda3 Complete Accessories List



2012 MAZDA3 4-DOOR ACCESSORIES (Cont'd)

ACCESSORY NAME	ADDITIONAL DESCRIPTION	PART NUMBER*	DEALER PRICE	MSRP**	SIT***
EXTERIOR ACCESSORIES (Cont'd)					
Splash Guards, Front	Black Plastic – Non Painted (4 door and 5 door I and s models without Side Sill Extensions)	BCN7-V3-450	\$46.26	\$71.95	0.30
Splash Guards, Rear	Black Plastic – Non Painted (4 door i models with single exhaust only)	BGV4-V3-460	\$52.30	\$80.95	0.30
Spoiler, Rear Wing	Black Mica (16W)	BBM4-V4-920B-08	\$284.06	\$436.95	0.90
	Crystal White Pearl (34K)	BBM4-V4-920B-85	\$284.06	\$436.95	0.90
	Dolphin Gray (39T)	BBM4-V4-920B-70	\$284.06	\$436.95	0.90
	Graphite Mica (38R)	BBM4-V4-920B-54	\$284.06	\$436.95	0.90
	Indigo Light (38K)	BBM4-V4-920B-21	\$284.06	\$436.95	0.90
	Liquid Silver (38P)	BBM4-V4-920B-50	\$284.06	\$436.95	0.90
	Sky Blue (41B)	BBM4-V4-920B-40	\$284.06	\$436.95	0.90
Surfboard Carrier	Attaches to your Mazda Genuine Accessory Roof Rack	0000-8E-Z02	\$42.71	\$65.95	0.40
Touch-Up Paint (.44 fl oz, 13 ml)	Black Mica (16W)	0000-88-0154-W1	\$5.36	\$8.25	N/A
	Crystal White Pearl (34K)	0000-88-0154-8K	\$5.36	\$8.25	N/A
	Dolphin Gray (39T)	0000-90-39T	\$5.36	\$8.25	N/A
	Graphite Mica (38R)	0000-90-38R	\$5.36	\$8.25	N/A
	Indigo Lights Mica (38K)	0000-90-38K	\$5.36	\$8.25	N/A
	Liquid Silver (38P)	0000-90-38P	\$5.36	\$8.25	N/A
	Sky Blue Mica (41B)	0000-90-41B	\$5.36	\$8.25	N/A
	Velocity Red Mica (27A)	0000-88-0154-87	\$5.36	\$8.25	N/A
Wheel Locks	For Alloy Wheels - Chrome Finish (Set of 4)	0000-88-120D-BP	\$31.50	\$48.95	0.10
INTERIOR ACCESSORIES					
Ashtray, LED	Ashtray, with LED illumination	C902-V0-880	\$31.16	\$47.95	N/A
Cargo Mat	Carpet - Black	0000-8B-L61	\$26.56	\$40.95	N/A
Cargo Net	Polypropylene Webbing	0000-8K-L30	\$32.47	\$49.95	0.10
Cargo Tray	Black Plastic	0000-8D-L02	\$49.54	\$76.95	N/A
Cigarette Lighter	Cigarette Lighter	BBP3-66-250	\$13.43	\$20.95	0.30
First Aid Kit	Includes Bandages, Gauze Pads, Non-Adherent Dressings, Towelettes, Adhesive Tape, Sting Relief Pads, Antibiotic Ointments, Burn Gel, Vinyl Gloves, Instant Cold Pack, Scissors, Metal Tweezers, Poly Bags and a First Aid Manual. Contained in a Zippered Nylon Bag.	0000-8D-K02	\$16.72	\$25.95	N/A
Floor Mats, All-Weather	Charcoal Black Durable Rubber (Set of 4)	0000-8B-L60	\$69.27	\$106.95	N/A
Floor Mats, Carpet	Charcoal - (Mazda3 Logo) (Set of 4)	0000-8B-L64A	\$52.82	\$81.95	N/A
Interior Lighting Kit	Foot Lamp. Available on i-touring models and above.	0000-8F-L35	\$106.40	\$163.95	0.80

*An underline within a Part Number (e.g. xxxx-xx-xxx -xx) represents a place where a space must be entered.

**MSRP does not include Dealer installation, shipping/handling or applicable taxes.

***Suggested Installation Time.

Mazda3 Complete Accessories List



2012 MAZDA3 4-DOOR ACCESSORIES (Cont'd)

ACCESSORY NAME	ADDITIONAL DESCRIPTION	PART NUMBER*	DEALER PRICE	MSRP**	SIT***
INTERIOR ACCESSORIES (Cont'd)					
Roadside Assistance Kit	Includes a Folding Reflective Triangle, Flashlight with Batteries, Dial Tire Pressure Gauge, Emergency Blanket, Rain Poncho, Cotton Gloves, Shop Towel and a Multi-function Tool. Contained in a Convenient Zippered Nylon Bag.	0000-8D-K03	\$42.98	\$66.95	N/A
Windshield Sunscreen	Front - Silver Reflective Material With Mazda3 Logo	0000-8M-L30	\$26.56	\$40.95	N/A

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 ***Suggested Installation Time.

Mazda3 Complete Accessories List



2012 MAZDA3 5-DOOR ACCESSORIES

ACCESSORY NAME	ADDITIONAL DESCRIPTION	PART NUMBER*	DEALER PRICE	MSRP**	SIT***
AUDIO / VISUAL / ELECTRONICS ACCESSORIES					
3.5mm Audio Cable	3.5mm Audio Cable	0000-8F-Z08	\$7.47	\$11.95	N/A
Hands Free Device	Motorola Portable Bluetooth® Car Kit T225	0000-81-Z27	\$48.75	\$74.95	N/A
In-Dash 6-Disc CD/MP3 Changer	In-Dash 6-Disc CD/MP3 Changer for Bose equipped car	BGV6-79-EGX	\$403.75	\$620.95	See Trim Panel
	In-Dash 6-Disc CD/MP3 Changer for non Bose equipped car	BBM5-79-EGX	\$403.75	\$620.95	See Trim Panel
	Trim Panel	BBM3-79-BGXA	\$23.28	\$35.95	0.80
iPod Integration	See iPod Integration Application Chart for details	BBM2-79-CFZA	\$114.16	\$175.95	See Install Harness
	See iPod Integration Application Chart for details	C9FD-V6-029	\$105.41	\$162.95	1.90
Mirror Base (requires installation kit)	Auto-Dimming Rearview Mirror with Compass	0000-8C-Z01	\$128.46	\$197.95	See Install Kit
	Auto-Dimming Rearview Mirror with Compass and HomeLink®	0000-8C-Z02	\$184.07	\$283.95	See Install Kit
Mirror Installation Kit	Installation Kit - Auto-Dimming Mirror with Compass	0000-8C-L33	\$16.72	\$25.95	1.00
	Installation Kit - Auto-Dimming Mirror with Compass and HomeLink®	0000-8C-L31	\$16.72	\$25.95	1.00
Portable Navigation Device	Garmin nüvi 2250LT	0000-8F-Z63	\$125.00	\$192.95	N/A
	Garmin nüvi 2360LMT	0000-8F-Z64	\$211.76	\$325.95	N/A
	Garmin nüvi 3790LMT	0000-8F-Z62	\$319.99	\$492.95	N/A
Remote Engine Start	Automatic Transmission Only (Cars w/ Push Button Start)	0000-8F-L40B	\$218.01	\$335.95	1.20
	Automatic Transmission Only (Cars w/o Push Button Start) Jumper Harness (0000-8F-Z32) and Switch (C900-V7-629A) All non-push button start vehicles require Switch. i-Sport models require BOTH Harness and Switch.	0000-8F-L46B	\$236.32	\$363.95	1.20
	Hood Switch	C900-V7-629A	\$10.15	\$15.95	
Satellite Radio Receiver Kit	Installation Kit - SIRIUS	0000-81-L22	\$46.26	\$71.95	1.70
	SIRIUS Satellite Radio - Not Available in AK and HI	0000-81-Z40A	\$164.12	\$252.95	See Install Kit
EXTERIOR ACCESSORIES					
Bike Carrier, Roof Rack	Roof Rack-Mount (Yakima®; Each Carrier Holds 1 Bicycle) (Requires Roof Rack/Cross Bars)	0000-8L-G01B	\$106.40	\$163.95	0.30
Car Cover	Lightweight with Bag	0000-8J-L11	\$165.49	\$254.95	N/A
Car Cover Cable Lock	Includes Cable and Lock	0000-88-0900-LK	\$6.82	\$10.95	N/A

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Mazda3 Complete Accessories List



2012 MAZDA3 5-DOOR ACCESSORIES (Cont'd)

ACCESSORY NAME	ADDITIONAL DESCRIPTION	PART NUMBER*	DEALER PRICE	MSRP**	SIT***
EXTERIOR ACCESSORIES (Cont'd)					
Cargo Box, Medium	Roof Rack-Mount - High Gloss Silver Metallic Finish L 76"x W 33"x H 15.75" Capacity = 16 Cubic Feet Wt. 47 lbs. (Requires Roof Rack/Cross Bars)	0000-8L-F06A	\$348.45	\$535.95	0.40
Cargo Box, Short	Roof Rack-Mount - Black L 55" x W 35.2" x H 18.2" Capacity = 13 cubic feet; Wt. 31 lbs. (Requires Roof Rack/Cross Bars)	0000-8L-G05	\$198.31	\$305.95	0.40
Fog Lights	Fog Light Switch. Required for installation of Fog Lights on vehicles with automatic headlights.	CD83-66-122	\$51.96	\$79.95	1.20
	Fog Light Switch. Required for installation of Fog Lights on vehicles without automatic headlights.	BBM3-66-122	\$42.10	\$64.95	See Switch
	Fog Lights (4-Door i model vehicles produced after 11/1/09). Requires Switch.	BGV4-V4-600	\$198.31	\$305.95	See Switch
Fuel Door	Chrome Finish	0000-8R-L21	\$82.37	\$126.95	0.20
Kayak Carrier	Attaches to your Mazda Genuine Accessory Roof Rack	0000-8E-Z01	\$127.92	\$196.95	0.40
License Plate Frame	Polished Stainless Steel with ZOOM-ZOOM logo.	0000-83-Z03	\$22.62	\$34.95	N/A
	Polished with Mazda3 logo	0000-83-L02A	\$25.55	\$39.95	N/A
Moonroof Wind Deflector	UV/Scratch-Resistant Smoked Acrylic	0000-8P-L20A	\$50.55	\$77.95	TBD
Rear Aero Flares and Center Under Skirt Kit (5-Door s model)	Black Mica (16W)	BBN9-V4-930_-08	\$497.42	\$765.95	0.70
	Crystal White Pearl (34K)	BBN9-V4-930_-85	\$497.42	\$765.95	0.70
	Dolphin Gray (39T)	BBN9-V4-930_-70	\$497.42	\$765.95	0.70
	Graphite Mica (38R)	BBN9-V4-930_-54	\$497.42	\$765.95	0.70
	Indigo Light(38K)	BBN9-V4-930_-21	\$497.42	\$765.95	0.70
	Liquid Silver (38P)	BBN9-V4-930_-50	\$497.42	\$765.95	0.70
	Sky Blue (41B)	BBN9-V4-930_-40	\$497.42	\$765.95	0.70
Rear Bumper Guard	Black material	0000-8T-L10	\$27.21	\$41.95	0.20
Roof Luggage Basket	Roof Rack-Mount (With Stretch Net; Dimensions: L 44" x W 39" x H 6.5")	0000-8L-G03B	\$265.23	\$407.95	0.70
Roof Rack (Removable)	Roof Rack (5-door model)	0000-8L-L07	\$284.14	\$437.95	0.40
Side Sill Extensions (4 door i models produced after 11/1/09 and all s models)	Black Mica (16W)	BBM4-V4-910_-08	\$384.96	\$592.95	1.10
	Crystal White Pearl (34K)	BBM4-V4-910_-85	\$384.96	\$592.95	1.10
	Dolphin Gray (39T)	BBM4-V4-910_-70	\$384.96	\$592.95	1.10
	Graphite Mica (38R)	BBM4-V4-910_-54	\$384.96	\$592.95	1.10
	Indigo Light (38K)	BBM4-V4-910_-21	\$384.96	\$592.95	1.10
	Liquid Silver (38P)	BBM4-V4-910_-50	\$384.96	\$592.95	1.10
Sky Blue (41B)	BBM4-V4-910_-40	\$384.96	\$592.95	1.10	

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Mazda3 Complete Accessories List



2012 MAZDA3 5-DOOR ACCESSORIES (Cont'd)

ACCESSORY NAME	ADDITIONAL DESCRIPTION	PART NUMBER*	DEALER PRICE	MSRP**	SIT***
EXTERIOR ACCESSORIES (Cont'd)					
Ski/Snowboard Carrier	Roof Rack-Mount (Yakima®; Holds Up To 4 Pairs of Skis or 2 Snowboards) (Requires Roof Rack/Cross Bars) Not recommended for Skis and Snowboards under 170cm (spread is more than 24")	0000-8L-G02B	\$88.93	\$136.95	0.30
Splash Guards, Front	Black Plastic – Non Painted (4 door and 5 door I and S models without Side Sill Extensions)	BCN7-V3-450	\$46.26	\$71.95	0.30
Surfboard Carrier	Attaches to your Mazda Genuine Accessory Roof Rack	0000-8E-Z02	\$42.71	\$65.95	0.40
Touch-Up Paint (.44 fl oz, 13 ml)	Black Mica (16W)	0000-88-0154-W1	\$5.36	\$8.25	N/A
	Crystal White Pearl (34K)	0000-88-0154-8K	\$5.36	\$8.25	N/A
	Dolphin Gray (39T)	0000-90-39T	\$5.36	\$8.25	N/A
	Graphite Mica (38R)	0000-90-38R	\$5.36	\$8.25	N/A
	Indigo Lights Mica (38K)	0000-90-38K	\$5.36	\$8.25	N/A
	Liquid Silver (38P)	0000-90-38P	\$5.36	\$8.25	N/A
	Sky Blue Mica (41B)	0000-90-41B	\$5.36	\$8.25	N/A
Wheel Locks	For Alloy Wheels - Chrome Finish (Set of 4)	0000-88-120D-BP	\$31.50	\$48.95	0.10
INTERIOR ACCESSORIES					
Ashtray, LED	Ashtray, with LED illumination	C902-V0-880	\$31.16	\$47.95	N/A
Cargo Mat	Carpet - Black	0000-8B-L62	\$26.56	\$40.95	N/A
Cargo Net	Polypropylene Webbing	0000-8K-L31	\$32.47	\$49.95	0.10
Cargo Tray	Black Plastic	0000-8D-L01	\$64.64	\$99.95	N/A
Cigarette Lighter	Cigarette Lighter	BBP3-66-250	\$13.43	\$20.95	0.30
First Aid Kit	Includes Bandages, Gauze Pads, Non-Adherent Dressings, Towelettes, Adhesive Tape, Sting Relief Pads, Antibiotic Ointments, Burn Gel, Vinyl Gloves, Instant Cold Pack, Scissors, Metal Tweezers, Poly Bags and a First Aid Manual. Contained in a Zippered Nylon Bag.	0000-8D-K02	\$16.72	\$25.95	N/A
Floor Mats, All-Weather	Charcoal Black Durable Rubber (Set of 4)	0000-8B-L60	\$69.27	\$106.95	N/A
Floor Mats, Carpet	Charcoal - (Mazda3 Logo) (Set of 4)	0000-8B-L64A	\$52.82	\$81.95	N/A
Interior Lighting Kit	Foot Lamp. Available on i-touring models and above.	0000-8F-L35	\$106.40	\$163.95	0.80

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 ***Suggested Installation Time.

Mazda3 Complete Accessories List



2012 MAZDA3 5-DOOR ACCESSORIES (Cont'd)

ACCESSORY NAME	ADDITIONAL DESCRIPTION	PART NUMBER*	DEALER PRICE	MSRP**	SIT***
INTERIOR ACCESSORIES (Cont'd)					
Roadside Assistance Kit	Includes a Folding Reflective Triangle, Flashlight with Batteries, Dial Tire Pressure Gauge, Emergency Blanket, Rain Poncho, Cotton Gloves, Shop Towel and a Multi-function Tool. Contained in a Convenient Zippered Nylon Bag.	0000-8D-K03	\$42.98	\$66.95	N/A
Windshield Sunscreen	Front - Silver Reflective Material With Mazda3 Logo	0000-8M-L30	\$26.56	\$40.95	N/A

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 ***Suggested Installation Time.

Mazda3 Complete Accessories List



2012 MAZDASPEED3 ACCESSORIES

ACCESSORY NAME	ADDITIONAL DESCRIPTION	PART NUMBER*	DEALER PRICE	MSRP**	SIT***
AUDIO / VISUAL / ELECTRONICS ACCESSORIES					
3.5mm Audio Cable	3.5mm Audio Cable	0000-8F-Z08	\$7.47	\$11.95	N/A
Hands Free Device	Motorola Portable Bluetooth® Car Kit T225	0000-81-Z27	\$48.75	\$74.95	N/A
In-Dash 6-Disc CD/MP3 Changer	In-Dash 6-Disc CD/MP3 Changer for Bose equipped car	BGV6-79-EGX	\$403.75	\$620.95	See Trim Panel
	In-Dash 6-Disc CD/MP3 Changer for non Bose equipped car	BBM5-79-EGX	\$403.75	\$620.95	See Trim Panel
	Trim Panel	BBM3-79-BGXA	\$23.28	\$35.95	0.80
iPod Integration	See iPod Integration Application Chart for details	BBM2-79-CFZA	\$114.16	\$175.95	See Install Harness
	See iPod Integration Application Chart for details	C9FD-V6-029	\$105.41	\$162.95	1.90
Mirror Base (requires installation kit)	Auto-Dimming Rearview Mirror with Compass	0000-8C-Z01	\$128.46	\$197.95	See Install Kit
	Auto-Dimming Rearview Mirror with Compass and HomeLink®	0000-8C-Z02	\$184.07	\$283.95	See Install Kit
Mirror Installation Kit	Installation Kit - Auto-Dimming Mirror with Compass	0000-8C-L33	\$16.72	\$25.95	1.00
	Installation Kit - Auto-Dimming Mirror with Compass and HomeLink®	0000-8C-L31	\$16.72	\$25.95	1.00
Portable Navigation Device	Garmin nüvi 2250LT	0000-8F-Z63	\$125.00	\$192.95	N/A
	Garmin nüvi 2360LMT	0000-8F-Z64	\$211.76	\$325.95	N/A
	Garmin nüvi 3790LMT	0000-8F-Z62	\$319.99	\$492.95	N/A
Satellite Radio Receiver Kit	Installation Kit - SIRIUS	0000-81-L22	\$46.26	\$71.95	1.70
	SIRIUS Satellite Radio - Not Available in AK and HI	0000-81-Z40A	\$164.12	\$252.95	See Install Kit
EXTERIOR ACCESSORIES					
Bike Carrier, Roof Rack	Roof Rack-Mount (Yakima®; Each Carrier Holds 1 Bicycle) (Requires Roof Rack/Cross Bars)	0000-8L-G01B	\$106.40	\$163.95	0.30
Car Cover	MAZDASPEED3 only	BLMS-8M-L31	\$181.90	\$279.95	N/A
Car Cover Cable Lock	Includes Cable and Lock	0000-88-0900-LK	\$6.82	\$10.95	N/A
Cargo Box, Medium	Roof Rack-Mount - High Gloss Silver Metallic Finish L 76" x W 33" x H 15.75" Capacity = 16 Cubic Feet Wt. 47 lbs. (Requires Roof Rack/Cross Bars)	0000-8L-F06A	\$348.45	\$535.95	0.40

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Mazda3 Complete Accessories List



2012 MAZDASPEED3 ACCESSORIES (Cont'd)

ACCESSORY NAME	ADDITIONAL DESCRIPTION	PART NUMBER*	DEALER PRICE	MSRP**	SIT***
EXTERIOR ACCESSORIES (Cont'd)					
Cargo Box, Short	Roof Rack-Mount - Black L 55" x W 35.2" x H 18.2" Capacity = 13 cubic feet; Wt. 31 lbs. (Requires Roof Rack/Cross Bars)	0000-8L-G05	\$198.31	\$305.95	0.40
Front Mask	MAZDASPEED3 only	BLMS-8M-L32	\$98.78	\$151.95	TBD
Fuel Door	Chrome Finish	0000-8R-L21	\$82.37	\$126.95	0.20
Kayak Carrier	Attaches to your Mazda Genuine Accessory Roof Rack	0000-8E-Z01	\$127.92	\$196.95	0.40
License Plate Frame	Polished Stainless Steel with ZOOM-ZOOM logo.	0000-83-Z03	\$22.62	\$34.95	N/A
Oil Cap	Red Anodized Aluminum with Mazdaspeed Logo	BLMS-8M-L34	\$33.13	\$50.95	
Rear Bumper Guard	Black material	0000-8T-L10	\$27.21	\$41.95	0.20
Roof Luggage Basket	Roof Rack-Mount (With Stretch Net; Dimensions: L 44" x W 39" x H 6.5")	0000-8L-G03B	\$265.23	\$407.95	0.70
Roof Rack (Removable)	Roof Rack (5-door model)	0000-8L-L07	\$284.14	\$437.95	0.40
Ski/Snowboard Carrier	Roof Rack-Mount (Yakima®; Holds Up To 4 Pairs of Skis or 2 Snowboards) (Requires Roof Rack/Cross Bars) Not recommended for Skis and Snowboards under 170cm (spread is more than 24")	0000-8L-G02B	\$88.93	\$136.95	0.30
Surfboard Carrier	Attaches to your Mazda Genuine Accessory Roof Rack	0000-8E-Z02	\$42.71	\$65.95	0.40
Touch-Up Paint (.44 fl oz, 13 ml)	Black Mica (16W)	0000-88-0154-W1	\$5.36	\$8.25	N/A
	Crystal White Pearl (34K)	0000-88-0154-8K	\$5.36	\$8.25	N/A
	Liquid Silver (38P)	0000-90-38P	\$5.36	\$8.25	N/A
	Velocity Red Mica (27A)	0000-88-0154-87	\$5.36	\$8.25	N/A
Wheel Locks	For Alloy Wheels - Chrome Finish (Set of 4)	0000-88-120D-BP	\$31.50	\$48.95	0.10
INTERIOR ACCESSORIES					
Ashtray, LED	Ashtray, with LED illumination	C902-V0-880	\$31.16	\$47.95	N/A
Cargo Mat	Carpet - Black	BLMS-8M-L30	\$33.13	\$50.95	N/A
Cargo Net	Polypropylene Webbing	0000-8K-L31	\$32.47	\$49.95	0.10
Cargo Tray	Black Plastic	0000-8D-L01	\$64.64	\$99.95	N/A
Cigarette Lighter	Cigarette Lighter	BBP3-66-250	\$13.43	\$20.95	0.30
Door Sill Trim Plates	Stainless Steel with MAZDASPEED logo. 1 each.	BLMS-8M-L06	\$26.56	\$40.95	

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Mazda3 Complete Accessories List



2012 MAZDASPEED3 ACCESSORIES (Cont'd)

ACCESSORY NAME	ADDITIONAL DESCRIPTION	PART NUMBER*	DEALER PRICE	MSRP**	SIT***
INTERIOR ACCESSORIES (Cont'd)					
First Aid Kit	Includes Bandages, Gauze Pads, Non-Adherent Dressings, Towelettes, Adhesive Tape, Sting Relief Pads, Antibiotic Ointments, Burn Gel, Vinyl Gloves, Instant Cold Pack, Scissors, Metal Tweezers, Poly Bags and a First Aid Manual. Contained in a Zippered Nylon Bag.	0000-8D-K02	\$16.72	\$25.95	N/A
Floor Mats, All-Weather	Charcoal Black Durable Rubber (Set of 4)	0000-8B-L60	\$69.27	\$106.95	N/A
Floor Mats, Carpet	Black - (MAZDASPEED3 Logo) (Set of 4)	BLMS-8M-L09A	\$52.52	\$80.95	N/A
Interior Lighting Kit	Foot Lamp. Available on i-touring models and above.	0000-8F-L35	\$106.40	\$163.95	0.80
Roadside Assistance Kit	Includes a Folding Reflective Triangle, Flashlight with Batteries, Dial Tire Pressure Gauge, Emergency Blanket, Rain Poncho, Cotton Gloves, Shop Towel and a Multi-function Tool. Contained in a Convenient Zippered Nylon Bag.	0000-8D-K03	\$42.98	\$66.95	N/A

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INSIDE TRACK

SALES TRAINING FOR SUCCESS



SEPTEMBER 2011, VOLUME 3

SKYACTIV[®] TECHNOLOGY

Mazda:

DESIGNING THE FUTURE

Rejecting compromise demands imagination, the spirit to defy convention and a history of pursuing a better way. This is Mazda's DNA. And it is the driving force behind the development of SKYACTIV[®] TECHNOLOGY, a breakthrough in the way Mazda has approached vehicle design.

This edition of Inside Track will look at the clean-sheet design ethos behind SKYACTIV[®] TECHNOLOGY, where Mazda engineers were charged to take a new look at vehicle technologies – how they work individually and within larger vehicle systems. They were asked to flat out reject any perceived limitations and find ways to make drastic improvements on all fronts. They were given a blank canvas and encouraged to “reach for the sky.” And that is exactly what they did.

CONSTRUCTING SKYACTIV[®] TECHNOLOGY

In response to this “reach for the sky” challenge, Mazda's team reimagined the automobile for ultimate efficiency, designing engines, transmissions, and chassis and body systems to work together in ways traditional engineering practices wouldn't allow. The resulting systems and components – the first to launch under the SKYACTIV[®] TECHNOLOGY umbrella – prove that fuel economy, low emissions and outstanding driving performance can coexist in cars that are accessible to everyone.

After all, if it's not worth driving,
it's not worth building.

SKYACTIV[®] is a registered trademark of Mazda Motor Corporation.

SKYACTIV[®] TECHNOLOGY VISION

The Genesis: Spring 2007, Mazda announces “Sustainable Zoom-Zoom,” a long-term vision for technology development that commits Mazda to making exciting cars while contributing to a sustainable future for cars, people and the Earth.

The Goal: To realize a 30% gain in fuel efficiency of Mazda vehicles sold worldwide by 2015 (over 2008 average fuel-economy specs).

The Plan: Dramatically improve base automotive technologies while adopting a building-block strategy of gradually introducing electric technologies such as regenerative braking and hybrid systems.

SKYACTIV[®] TECHNOLOGY is the blanket term for technologies being developed under this vision.



SKYACTIV[®] TECHNOLOGY

SKYACTIV[®]-G GASOLINE ENGINE

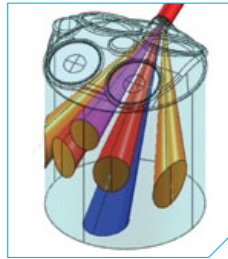
In developing the new SKYACTIV[®]-G engine, Mazda engineers focused on dramatically improving efficiency without sacrificing performance and responsiveness. In fact, since better efficiency fundamentally means extracting more energy from the same amount of fuel, SKYACTIV[®]-G is more powerful and more responsive than the engine it replaces.

Dramatically increasing the engine's compression ratio was the biggest key to capturing more of that energy, but high compression comes with challenges. Higher compression ratios can lead to knock, an inefficient and potentially destructive combustion process where the heat and pressure in the combustion chamber causes the air/fuel mixture to ignite too soon. This is especially true when running regular 87-octane fuel. That's why traditional engineering wisdom dictates that it's impossible to run a 13:1 compression on any kind of pump gas – even premium. Mazda's powertrain team rejected this wisdom. Instead, they flexed their engineering muscle to develop a web of interconnected technologies that overcome this issue, while simultaneously squeezing out even more efficiencies on other fronts.



ADVANCED DIRECT INJECTION

SKYACTIV[®]-G utilizes an advanced direct-injection system that injects fuel directly into the cylinder. This alone leads to a cooler fuel charge, which helps mitigate preignition, or knock. Additionally, the injectors use a six-hole design, as opposed to one, which improves vaporization and mixes the fuel more evenly for more complete combustion. Also, thanks to the high injection pressure (2,900 psi vs. 1,600 psi on our previous direct-injection engines, and only 43 psi in traditional, port-injected engines), as well as an intricate revision of airflow in the combustion chamber, Mazda's engineers were able to split fuel delivery into multiple injection events and dial in optimum performance across a wide range of operating conditions.



The six-hole injection pattern provides optimum fuel distribution.

VOLCANO-TOP PISTONS

Another reason knock occurs at higher compression is because the domed tops of high-compression pistons get in the way of the flame kernel that forms around the spark plug in the first moments of combustion. It was only after an intense, millisecond-by-millisecond study of the combustion process that Mazda engineers realized this contact between the flame and the piston was stealing energy away from the flame and slowing down the combustion event. And with slower combustion, the potential for knock increases because the longer it takes for the air and fuel to burn, the greater the opportunity for the mixture to spontaneously ignite somewhere else.



To solve this problem and allow for a faster and more efficient burn, they created an ingenious volcano-like pocket to give the early part of the combustion a place to go without heating up the top of the piston. This leads to less energy loss, better combustion and reduced potential for knock.

COMPRESSION RATIOS:

For every point increase in compression, power goes up by approximately 3%.

SKYACTIV[®]-G sports the highest compression ratio of any current production engine: 14:1 for most of the world. In North America it's 13:1, to allow for our preference of low-octane gasoline.

Still, that is exceptionally high: Consider that a Ferrari 458 Italia makes due with a 12.5:1 ratio; the Lotus Elise dips down to 11.5:1, and the Corvette Z06 settles for 11.0:1. And keep in mind that all these cars require premium fuel, while Mazda's SKYACTIV[®]-G does not.

SKYACTIV[®] TECHNOLOGY



4-2-1 EXHAUST MANIFOLD

Typical short, 4-into-1 exhaust manifolds are problematic: The exhaust pulses from different cylinders interfere with each other, making it more difficult to extract all the exhaust gas out of each cylinder. This raises the temperature of the next air/fuel charge, leading to knock. Mazda overcame this challenge by designing a long, 4-into-2-into-1 manifold that keeps exhaust pulses separate long enough to avoid this interference.

While this design is nothing new to race engines, production vehicles require a catalytic converter to clean the exhaust and meet cold-start emissions standards. Unfortunately, the converter must be hot to work, so manufacturers need to place it as close to the exhaust ports as possible for it to heat up quickly. A 4-into-2-into-1 manifold does not allow close-converter placement, and most manufacturers haven't figured out a way to make it work.

Until now.

One way to make the exhaust hotter and quickly heat up the catalyst after a cold start is to retard ignition timing. However, a cold engine with retarded timing tends to have very unstable

combustion, and too much retard can cause rough running and misfires. But thanks to Mazda engineers' advanced direct-injection system and volcano-top pistons, they were able to create a stable stratified charge that's rich around the spark plug and lean everywhere else, allowing them to retard timing twice as long as a conventional engine to quickly heat up the catalyst – even at the end of a long, 4-2-1 manifold. Cold-start emissions standards are met, and power is optimized.

Mazda's creative combinations allowed compression ratios to reach new heights, driving up performance, reducing emissions and reducing fuel consumption by approximately 15% (the remaining efficiency improvements come from the rest of the car).

SIMPLY PUT:

SKYACTIV[®]-G is a gasoline engine with the fuel efficiency of a diesel. It achieves this efficiency without any compromise in performance.

SKYACTIV[®]-D DIESEL ENGINE

Though not currently available in North America, Mazda has been producing diesel engines in other markets for years. Diesel engines traditionally benefit from extremely high compression ratios, some topping out at 23:1. The downside is that diesel engines need to be very heavy to handle this kind of compression. Plus, high compression and diesel fuel tend to produce harmful soot and NO_x emissions.

Realizing that these side effects were worse than the benefits of high diesel compression, Mazda engineers abandoned convention and took a fresh look at how to make a lively, powerful diesel engine with fundamentally clean combustion. The result is the SKYACTIV[®]-D 2.2L twin-turbo 4-cylinder, a diesel that has the lowest compression in the industry (14:1), allowing it to achieve the highest environmental standards without the need for complex and expensive exhaust aftertreatment systems. The lower compression also allows for more efficient combustion timing and dramatically lighter components, making SKYACTIV[®]-D a surprisingly light diesel engine that achieves 20% better fuel economy than Mazda's current diesel.

Mazda will be the first Asian brand to have a clean, modern diesel engine available in North America – further cementing the company's reputation for innovation.



SIMPLY PUT:

SKYACTIV[®]-D is a diesel engine with the fuel efficiency of a hybrid. And like SKYACTIV[®]-G, it achieves these gains without any compromise in performance.

SKYACTIV[®] TECHNOLOGY

SKYACTIV[®]-DRIVE AUTOMATIC TRANSMISSION

CURRENT STATE

An efficient and responsive engine is of little use if the transmission is slow to find the right gears or loses hard-earned energy on the way to powering the wheels. Before designing the SKYACTIV[®]-Drive transmission, Mazda engineers studied every available transmission technology. A Continuously Variable Transmission (CVT) was rejected due to its slippery, disconnected feel – which goes against everything Mazda stands for. And while a Dual Clutch Transmission (DCT) gets props for being efficient and having the same direct, connected power delivery as a manual transmission, the DCT's computer-controlled clutch is difficult to control at low speeds.

DESIGN APPROACH

Reimagining how an automatic transmission should behave, Mazda's engineers set out to design SKYACTIV[®]-Drive with the best attributes from both a conventional automatic and a DCT.

Four key performance targets were identified:

- The fuel efficiency of a manual transmission
- Quick, direct shifting like a DCT
- Easy to control at low speeds like a conventional automatic
- Smooth, seamless shifting

First, Mazda engineers focused on improving the torque converter. A conventional torque converter is still the smoothest, easiest way to control a car at walking speeds (like pulling in and out of your driveway or creeping through rush-hour traffic), but they're inefficient at higher speeds. The solution is to only use the torque converter below 5 mph, where it works the best. The rest of the time, SKYACTIV[®]-Drive uses a multi-plate clutch to directly and efficiently transmit power.

Because of the torque converter's more limited role, Mazda engineers were able to make it smaller, leaving room to package the clutch and torque converter in the same space as a conventional torque converter.

Locking out the torque converter achieved the team's "direct, connected feel" and fuel efficiency performance goals. But achieving fast, smooth shifts required a quest for speed and precision deeper inside the transmission. Thus, a new mechatronic module was developed, combining the transmission control computer and all the sensors and shift solenoids into one unit. Each of these compact modules is individually calibrated when the transmission is assembled, so the computer can learn the precise response characteristics of each part it has to control.

As a result of this innovative approach to automatic transmission design, SKYACTIV[®]-Drive has the lowest losses of any equivalent competitive transmission design. It upshifts smoothly and directly like its DCT competitor, it rev-matches perfect downshifts every time – even faster than the DCT – and it yields 4% to 7% gains in fuel economy.*

*4% gains when paired with SKYACTIV[®]-G and 7% with SKYACTIV[®]-D.



WHAT ABOUT NVH?

Eliminating torque-converter slippage while driving means the engine can now operate at low RPM and high load where it is more efficient. Unfortunately, this creates some issues, such as low-frequency engine sounds and vibrations that don't normally occur with a conventional automatic.

To tackle the Noise, Vibration and Harshness (NVH) issues, the chassis, body, engine and transmission teams all worked together and came up with comprehensive solutions ranging from new engine mounts to the design of the trunk floor. Here again, this shows the power of Mazda's clean-sheet design.

Examples of Noise, Vibration and Harshness (NVH) reduction measures:

- **Clutch Damper** - Improved transfer characteristics by low stiffness
- **Automatic Transmission Control** - Reduced vibration by controlling slip
- **Engine Control** - Reduced tip-in/out shock by engine tuning
- **Mount** - Reduced vibration through engine-mount design
- **Exhaust** - Reduced input by flex joint
- **Vehicle Body** - Improved vehicle body sensitivity by improving stiffness

SIMPLY PUT:

SKYACTIV[®]-Drive boosts fuel economy by improving torque-transfer efficiency and achieves a direct-drive feel similar to a manual transmission.

SKYACTIV[®] TECHNOLOGY



SKYACTIV[®]-MT MANUAL TRANSMISSION

CURRENT STATE

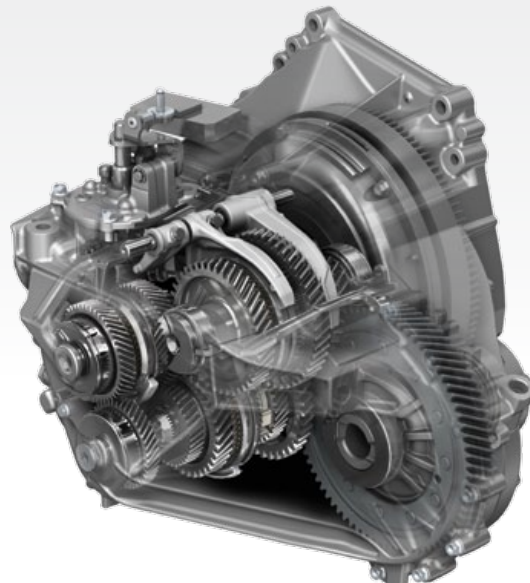
Manual transmissions are, by their very nature, quite efficient. Even so, Mazda engineers were intent on making something good even better.

DESIGN APPROACH

The goal with SKYACTIV[®]-MT was to produce a family of compact front-drive manual transmissions that deliver the satisfying shift feel of the iconic MX-5 Miata. However, exceptional feel wasn't enough – it had to be lighter, more compact and enhance fuel efficiency by reducing internal friction.

Shortening the shift throw *should* create an increase in shift effort, but Mazda's team worked diligently to redesign every part of the internal shift mechanism, ensuring efficient action and minimum friction. The result is a shift stroke that was reduced from 50 mm to 45 mm (the shortest of any competitor), with a direct, effortless feel that is unmatched.

The high-torque SKYACTIV[®]-MT, designed to pair with the SKYACTIV[®]-D engine, required particularly innovative solutions to provide the necessary strength while remaining compact enough to fit in the same space as the low-torque transmission. Mazda engineers looked for ways to have internal components perform more than one function, landing on the decision to have 1st/Reverse and 2nd/3rd share input gears. This reduced the secondary shaft length by 20%, decreasing the transmission's overall length. In fact, for its respective torque capacity, the SKYACTIV[®]-MT is the smallest and lightest in the world. While contributing to better fuel efficiency, this compact design also yields packaging flexibility to make the body structure more efficient and therefore lighter.



SIMPLY PUT:

SKYACTIV[®]-MT is compact, lightweight and produces a crisp, sports-car-like feel when shifting.

SKYACTIV[®] TECHNOLOGY

SKYACTIV[®]-BODY

It is impossible to construct a vehicle that delivers precise handling characteristics and exceptional ride comfort without first creating a brilliant structure. In creating the SKYACTIV[®]-Body, Mazda's team was determined to build an extremely rigid body (30% more rigid than current models) while reducing its weight by 8%. Reducing weight improves handling, efficiency, acceleration and braking; every part of the car is on a "diet," with the goal of shaving 220 pounds from each new car!

In order to accomplish all this without compromising safety, a three-pronged approach was required:

1 Optimize the structure – In previous body structures, the vehicle's crash energy was mostly carried in the floor. With the SKYACTIV[®]-Body, however, crash loads are distributed through the floor, along the roof and through the side-impact door bars. The structure was made more efficient (both stronger and lighter) by eliminating corners in each load path to create a straight frame from the front to the rear. The back half of the center tunnel was also reinforced, so load directed to the floor can be carried there as well. With the crash load now dispersed more evenly, the body is able to keep occupants safer, while reducing weight and increasing stiffness

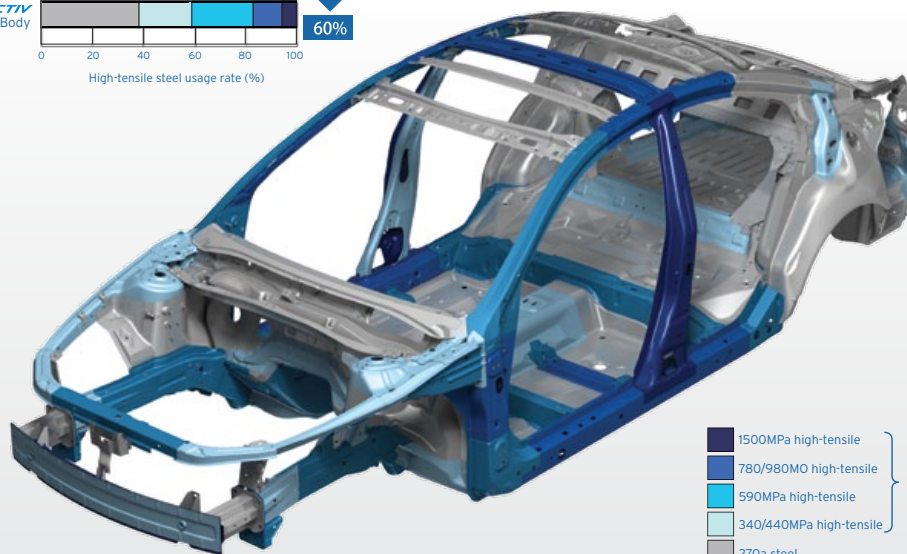
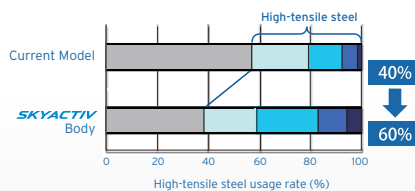
2 Enhance the manufacturing method – Building a more efficient structure created manufacturing challenges. Some reinforced areas couldn't be accessed by conventional spot welders, so new techniques like laser welding and advanced, structural adhesives – known as weld bonding – are used instead. These enhancements allowed Mazda engineers to create a series of continuous load paths, or rings, ensuring that load forces are dispersed across the vehicle structure rather than to just one area

3 Use more high-tensile steels – In previous Mazda body structures, approximately 40% of the structure was comprised of high-strength and ultra-high-strength steel alloys. In creating the SKYACTIV[®]-Body, engineers increased that amount by 50% (from 40% to 60%)

The net result of these efforts is a structure that is **8% lighter and 30% stiffer** than the one it replaces.

SIMPLY PUT:

SKYACTIV[®]-Body is lighter, stronger and it better disperses energy in the event of a collision. The result is an outstanding ride, with improved handling and safety.



SKYACTIV[®] TECHNOLOGY



SKYACTIV[®]-CHASSIS

The chassis bolted to the SKYACTIV[®]-Body was created to deliver:

- Better agility at low speeds
- Greater high-speed stability
- Excellent ride comfort
- 14% lighter components

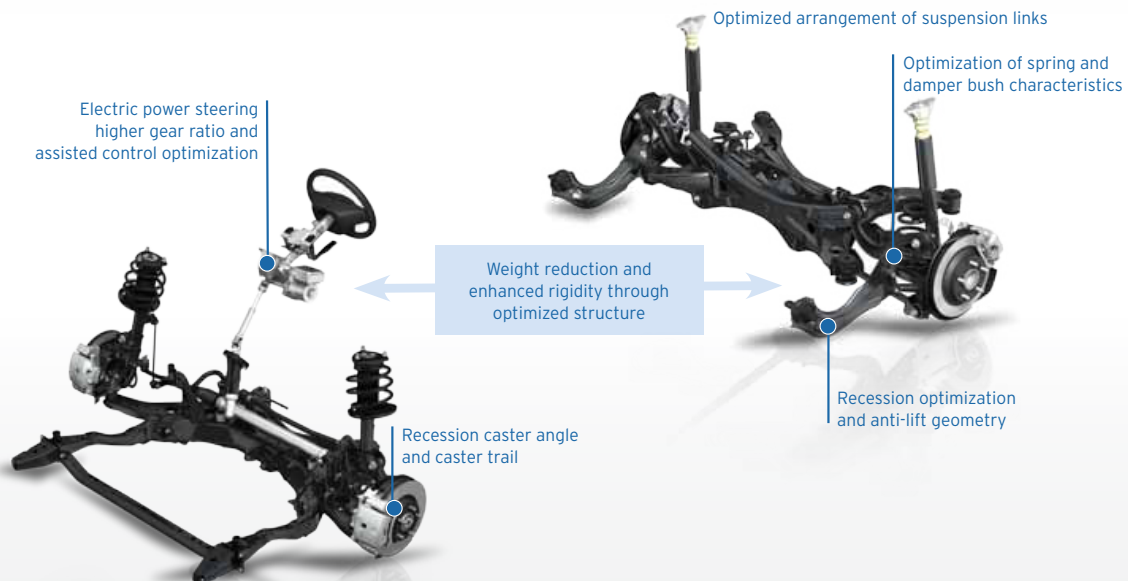
In order to accomplish these objectives, engineers elected to create a chassis that features new suspension geometry, providing better steering and high-speed stability. In front, caster and trail are dramatically increased to the highest of any front-drive sedan; this increase gives the steering more stabilizing self-centering force for enhanced feel and performance, especially at high speeds. In the rear, newly arranged suspension links enhance rear-tire grip.

Since nimbleness and stability are usually at odds, these stability-enhancing changes were countered with a quicker steering ratio and electric-power-steering tuning designed to give a lighter, more nimble feeling at low speeds, with more feedback and stability at high speeds.

Lighter, more rigid and tweaked to amplify performance characteristics, the SKYACTIV[®]-Chassis will make the driver feel at one with the car under any condition.

SIMPLY PUT:

The SKYACTIV[®]-Chassis makes the vehicle both agile and stable, with the driver enjoying the best of both worlds at any given speed.



SKYACTIV[®] TECHNOLOGY

SKYACTIV[®] TECHNOLOGY REALIZED

SKYACTIV[®] TECHNOLOGY will significantly impact how other manufacturers approach the creation of future vehicles. But at Mazda, the future is now.

2012 MAZDA3

Since Mazda consumers understand that they really can have it all, there's no reason they should have to wait for it. Which is why Mazda has decided to pull SKYACTIV[®] TECHNOLOGY forward.

Beginning October 2011, consumers will get a taste of what this technology delivers as Mazda rolls out the new 2012 Mazda3. The Mazda3 will offer a sizable dose of SKYACTIV[®] TECHNOLOGY, including the SKYACTIV[®]-G* engine and a choice between the SKYACTIV[®]-Drive or the SKYACTIV[®]-MT transmission. With either transmission, Mazda3 will dish out 155 horsepower** and 148 lb.-ft. of torque. And the 4-door with the automatic transmission will achieve up to 40 mpg on the highway.

No limits. No compromises. No kidding.

Driving a Mazda3 with SKYACTIV[®] TECHNOLOGY proves that driving performance and fuel efficiency don't have to be mutually exclusive. Additionally, customers get a vehicle that has great styling, handles like a true sports car, and is easy on the environment. The best part: All this is wrapped in an incredibly affordable package.

*SKYACTIV[®]-G in the Mazda3 will not include the 4-2-1 manifold because the SKYACTIV[®]-Body is needed to contain this new exhaust. However, the engine still tallies an impressive 12:1 compression ratio.

**Horsepower varies according to Federal and California emissions standards: Fed: 155 hp @ 6000 rpm; Cal: 154 hp @ 6000 rpm.



2013 MAZDA CX-5 THE FULL SUITE

Launching in February 2012, Mazda ups the technology ante, rolling out an all-new CX-5 that will include SKYACTIV[®]-G; SKYACTIV[®]-Drive; SKYACTIV[®]-MT; SKYACTIV[®]-Body; and SKYACTIV[®]-Chassis. Mazda will unveil its new CX-5 at the LA Auto Show in November 2011.

SKYACTIV[®] TECHNOLOGY is just one element in the launch of an entirely new vehicle and segment for Mazda.



Stay tuned for more product information in the weeks and months ahead to ensure you are able to explain the benefits of these groundbreaking and industry-leading technologies to your customers.

Until the entire world is piloting concept cars of the future, Mazda will continue perfecting cars for today. SKYACTIV[®] TECHNOLOGY is but a fraction of the Zoom-Zoom possibilities.

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