



FEEL ALIVE®











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2021 Mazda3 2.5 S Sedan AWD with Premium Package shown in Machine Gray Metallic | 2021 Mazda3 2.5 S Hatchback AWD with Premium Package shown in Soul Red Crystal Metallic



Can the soul of a car company touch the heart of its drivers?

We believe so.

And have made it our pursuit.

Our passion.

Each day it inspires us.

To be inventive.

To push the limits.

To perpetually improve.

And guides us.

To breathe life into metal.

Transform light into art.

Tune engines to a feeling.

And form a bond between human and machine.

Over the last 100 years, we've been putting ingenuity before conventional thinking.

Expressed on the road.

And on the track.

Using technology to enhance our touch. Not replace it.

To not just build a car.

But create a connection.

One that begins the moment you see it.

And grows stronger every time you get behind the wheel.

Until you no longer feel like you're driving.

You feel alive.



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Pre-production Mazda3 2.5 Turbo Hatchback shown with Premium Plus Package and accessories. Available late 2020.



## MAZDA3 HATCHBACK

Design elevated to a work of art can move us. Physically. Emotionally. Eliciting a reaction—to make you feel. This feeling is brought to life in the Mazda3 Hatchback—a seductive, invigorating vehicle that personifies our meticulous nature. Inside, a carefully crafted cabin welcomes you. No detail or consideration has been overlooked. Purposeful, evocative design is our ethos—and the only way we build Mazdas.

A study in refined performance, the newly available Skyactiv®-G 2.5 Turbo engine offers effortless power, at your command. Exclusively paired with our i-Activ AWD® it delivers agility and precision to give you confidence throughout every turn. Isn't it time to get in touch with a more moving driving experience?



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Pre-production Mazda3 2.5 Turbo Hatchback shown with Premium Plus Package and accessories. Available late 2020.





## MAZDA3 SEDAN

We believe truly thoughtful design can inspire. Connect with you on a deeper level. This is the essence of our visual language, spoken vividly in the Mazda3 Sedan. With a sleek dignified profile, its appeal is visceral, emotional.

Immerse yourself in a cabin that's elegant and sophisticated. With materials and finishes selectively chosen by master craftsmen. And features intelligently positioned to anticipate your every move; you can't help but feel like it was made just for you.

That feeling comes alive as you press the accelerator and discover the power of the available Skyactiv®-G 2.5 Turbo engine! Of course, no matter which powertrain you choose, every Mazda3 delivers a powerful connection to the road. Where it takes you might have more to do with your state of mind.





## ENGINEERED WITH A SINGLE FOCUS: YOU.

For decades, we've studied the human body: how it moves, sensations of touch, sound and sight, muscle and skeletal structure. Every consideration has been made so the Mazda3's intuitive interior feels as if it were built just for you. Even the seats are shaped to help you achieve a more comfortable and relaxed posture, helping you feel steadier and more balanced as you maneuver through twists and turns on the road.

We took that same approach with the driving experience. The chassis and powertrain are tuned to the human body's natural sense of motion, resulting in a car that intuitively responds to your inputs to create the effortless feeling of being in control. This is the human-centric design philosophy known as Jinba Ittai—horse and rider as one. You feel as though your Mazda is an extension of your body. To leave you feeling energized. Rejuvenated. You, at one with your Mazda.



Pre-production Mazda3 2.5 Turbo Hatchback shown with Premium Plus Package. Available late 2020.

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## REFINED PERFORMANCE

From the engine and transmission to the chassis and beyond, we seek to continuously improve vehicle performance through a holistic approach we call Skyactiv® Technology. The newly available Skyactiv-G 2.5 Turbo engine delivers up to 250 hp<sup>1</sup> and up to 320 lb-ft of torque,<sup>1</sup> which you can feel every time you begin to press the accelerator, particularly at low rpm. We've paired this engine with our AWD system to provide incredibly effortless off-the-line acceleration and a confident, exhilarating driving experience that will call you back to the road time and time again.

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Pre-production Mazda3 2.5 Turbo Hatchback shown with Premium Plus Package and accessories. Available late 2020. 1 250 hp and 320 lb-ft of torque with 93 octane fuel. 227 hp and 310 lb-ft of torque with 87 octane fuel.



## CONFIDENCE WHEN YOU NEED IT MOST

With available i-Activ AWD<sup>®</sup> the Mazda3 helps you drive confidently in the snow and rain, and improves performance on dry roads too. This innovative technology uses sophisticated real-time vehicle dynamics modeling to help predict traction loss and send torque to the tires that can use it best. Helping to maintain road grip—and your sense of confidence.

No matter what roads you're traveling, G-Vectoring Control Plus is always working in the background. By subtly adjusting the engine torque and braking pressure, this innovative technology makes the steering feel more natural, consistent and intuitive. The end result is an effortless connection between car and driver, so you're always ready for what's ahead.



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Pre-production Mazda3 2.5 Turbo Hatchback shown with Premium Plus Package and accessories. Available late 2020.





TO HEIGHTEN YOUR SENSES, WE CREATED A FEW OF OUR OWN.

Sophisticated safety innovations that alert you to hazards and help you avoid collisions—or lessen their impact—is the ingenious thinking behind i-Activsense®. This suite of intelligent safety features includes available Traffic Jam Assist<sup>1</sup>, Blind Spot Monitoring with Rear Cross Traffic Alert<sup>2</sup>, Mazda Radar Cruise Control with Stop & Go<sup>3</sup>, Driver Attention Alert<sup>4</sup> and more to help improve your visibility and awareness of the road. These subtle adjustments and alerts create a more confident experience behind the wheel.

<sup>1</sup> Traffic Jam Assist is not a substitute for safe and attentive driving. There are limitations to the range and detection of the system. Please see your Owner's Manual for further details. <sup>2</sup> Always check your mirrors. Be aware of the traffic around you. There are limitations to the range and detection of the system. Please see your Owner's Manual for further details. <sup>3</sup> Mazda Radar Cruise Control (MRCC) with Stop & Go is not a substitute for safe and attentive driving. There are limitations to the range and detection of the system. Driver action is required to resume MRCC with Stop & Go after a complete stop. Please see your Owner's Manual for further details. <sup>4</sup> Driver Attention Alert operates under certain driving conditions above 40 mph. It is not a substitute for safe and attentive driving. There are limitations to the range and detection of the system. Please see your Owner's Manual for further details.





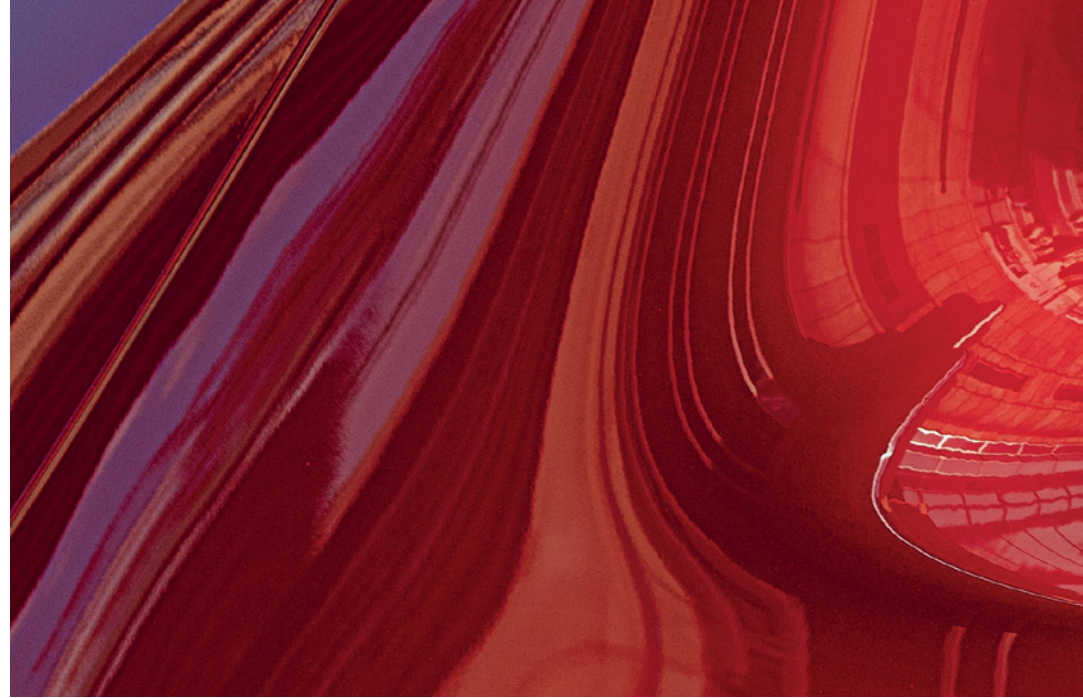
## KODO: "SOUL OF MOTION "

As a company of passionate artisans and craftsmen, we infuse energy into everything we touch. Born from our obsession to create beautiful vehicles. Expressed through our design language called Kodo: "Soul of Motion." Capturing movement, even at a standstill. Simplified essential characteristics that embrace the Japanese philosophy of "less is more." This compelling evolution in our design aesthetic pursues beauty through subtraction and purity. Reflections of light across its surface create more complex and intriguing shapes. A profound design statement embodied in the Mazda3 that has been recognized with the renowned 2020 World Car Design of the Year award.



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From left to right: Machine Gray Metallic, Soul Red Crystal Metallic, Polymetal Gray Metallic

## A VIBRANT EXPRESSION

Each element of our design process is intentional. Including the paint. Before a single drop of color is applied, master painters first perfect their technique by hand. Ensuring the surface of the Mazda3 has depth and saturation. They apply color with precision, illuminating the curves and characteristics of our Kodo design. The machines used to paint the Mazda3 are calibrated to replicate the exact movement of this human technique. Our daring array of lustrous finishes—including Polymetal Gray Metallic—may be the final touch on the Mazda3, but it is the first thing that will catch your eye. And it will continue to draw your gaze.



Available exterior colors, some available at extra cost, vary based on vehicle and package combinations. Visit [MazdaUSA.com](http://MazdaUSA.com) to see all the vibrant color choices available.





## MAKE A SMARTER CONNECTION

The road less traveled is no place to lose touch. Mazda Connected Services<sup>1</sup> enables you to access your vehicle's health status report, start the engine, lock and unlock the doors remotely and more, all through the MyMazda App on your mobile device—complimentary for the first three years of ownership!<sup>2</sup> Your Mazda3 can also be equipped with in-car Wi-Fi<sup>2</sup> capabilities and provide access to emergency services like automatic 911<sup>3</sup> dialing and roadside assistance. It's technology that stays with you, where and when you need it most.

Always keeping you connected—it's all part of Mazda's driver-centric philosophy. And why we place every control within your reach, so you can stay focused on the road ahead. An intuitive instrument panel places gauges and displays within your line of sight to minimize distraction.

And for an enhanced experience, the Mazda Connect™ Infotainment System is available with Apple CarPlay™ integration<sup>4</sup> for your iPhone® (shown) and Android Auto™ integration.<sup>4</sup>



**1** Connected services are subject to change at any time without notice. Mazda Connected Services is provided during a 3-year trial period; annual subscription fees apply thereafter. Use of MyMazda App and compatible phone are required. Data fees may apply. **2** Mazda Connect 4G LTE Wi-Fi powered by Verizon is available during 6-month/2GB trial period (whichever comes first); monthly subscription fees apply thereafter. Vehicle cellular connectivity and availability of vehicle GPS signal are required. **3** Mobile 911 automatically calls 911 from a paired hands-free device when a moderate to severe collision is detected. Specific phone settings are required. There are limitations to the system. **4** Apple CarPlay shown while using iOS 13. Android and Android Auto are trademarks of Google LLC. Apple CarPlay, iPhone and Siri are trademarks of Apple Inc. **IMPORTANT SAFETY AND PRIVACY INFORMATION:** Never drive while distracted or while using a hand-held device. Driving while distracted can result in the loss of vehicle control, resulting in a collision causing property damage, serious injury or death. Please see your Owner's Manual for important feature details and related privacy information.

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## BALANCING SILENCE AND SOUND

Letting the right amount of sound in and keeping distracting noises at bay. This is the very essence of Mazda's approach to sound. In the cabin of the Mazda3, vibrations from the road are reduced, and sound insulating materials subdue outside clamor. Measures like this set the stage for a more refined listening experience.

Through extensive research, our engineers calculated the spatial effects and the delay and reflections of sound to discover the optimal speaker placement and calibrations. Bringing this all beautifully to life is an available 12-speaker premium audio system from Bose® creating the perfect soundtrack for your journey.

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## THE HUMAN TOUCH

The Mazda Takumi are the artisans and craftsmen who hone their skills for years, even decades, to achieve mastery. From their first sketch to the final stitch, their passion, patience and persistence are poured into every design. The Takumi masters are so highly skilled, they can carve a block of clay into a work of art. Instinctually, they use their sight, as well as their touch, to ensure that every curve is perfectly proportioned to their final vision: the Mazda3. A process that continues until this human energy breathes life into the vehicle. From designer to driver, this connection ultimately creates an enriching emotional bond between you and your Mazda.







## REDEFINING REFINEMENT

With you in mind, the Takumi set out to create beautiful elements through shape, texture and color. Expert fabricators craft a range of distinct and expressive upholstery designs using soft textures and premium stitching. Sophisticated palette choices of warm Greige tones, or Deep Red leather, create a welcoming and modern environment. Every inch of our upholstery is designed to make your driving experience better. An elegant level of refinement—reserved just for you.







Every Mazda is designed to inspire.

We refine, so you can focus on the essential.

Our measurements are emotions. Our stats, stories.

Each decision is made to heighten your mood, your senses and your abilities.

Because to us, the road is a source of discovery, to which there is no end.

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**ENGINE**

SKYACTIV®-G 2.0 DOHC 16-valve, 4-cylinder engine

- 155 hp @ 6,000 rpm
- 150 lb-ft torque @ 4,000 rpm

SKYACTIV-G 2.5 DOHC 16-valve, 4-cylinder engine

- 186 hp @ 6,000 rpm
- 186 lb-ft torque @ 4,000 rpm

Cylinder Deactivation (Sedan models with Select Package and/or i-ACTIV AWD®)

SKYACTIV-G 2.5 Dynamic Pressure Turbo 16-valve 4-cylinder engine

- 250 hp @ 5,000 rpm (with 93 octane fuel)
- 320 lb-ft torque @ 2,500 rpm (with 93 octane fuel)
- 227 hp @ 5,000 rpm (with 87 octane fuel)
- 310 lb-ft torque @ 2,000 rpm (with 87 octane fuel)

**TRANSMISSIONS & DRIVETRAIN**

SKYACTIV-Drive 6-speed automatic with manual-shift and Sport modes (Standard)

SKYACTIV-MT 6-speed manual transmission (Available on MAZDA3 2.5 S HATCHBACK FWD with Premium Package only)

Front-wheel drive (standard)

Available i-ACTIV AWD® (Not available on MAZDA3 2.0 SEDAN)

SKYACTIV-VEHICLE DYNAMICS with G-Vectoring Control Plus

**FUEL ECONOMY<sup>a</sup>** EPA-estimated MPG (city/highway)

MAZDA3 SEDAN	FWD	AWD
SKYACTIV-G 2.0	28/36	NA
SKYACTIV-G 2.5	26/35	25/33
SKYACTIV-G 2.5 TURBO	NA	23/32

MAZDA3 HATCHBACK	FWD	AWD
SKYACTIV-G 2.5	24/33 (MT) ; 26/34 (AT)	25/31
SKYACTIV-G 2.5 TURBO	NA	23/31

**DIMENSIONS**

	SEDAN	HATCHBACK
Overall length / Wheelbase (in)	183.5/107.3	175.6/107.3
Width / Height (in)	70.7/56.9	70.7/56.9

**CARGO VOLUME**

	SEDAN (Trunk)	HATCHBACK (Rear Seats Up)
	13.2 cubic feet	20.1 cubic feet

<sup>a</sup> EPA-estimated mileage. Actual results will vary.



**MAZDA3 2.5 TURBO HATCHBACK**

Pre-production Mazda3 2.5 Turbo shown with Premium Plus Package. Available late 2020.



AVAILABLE EXTERIOR COLORS<sup>1</sup>



**MAZDA3 2.5 TURBO SEDAN**

Pre-production Mazda3 2.5 Turbo shown with Premium Plus Package. Available late 2020.



AVAILABLE EXTERIOR COLORS<sup>1</sup>

**KEY FEATURES**

SKYACTIV-G 2.5 Dynamic Pressure Turbo engine  
 SKYACTIV-Drive 6-speed automatic with manual-shift and Sport modes  
 SKYACTIV-VEHICLE DYNAMICS with G-Vectoring Control Plus  
 18-inch alloy wheels with Black finish and P215/45 R18 tires  
 Black dual folding power heated side mirrors with integrated turn signals and memory function  
 LED headlights with auto on/off and taillights with signature lighting  
 Adaptive Front-lighting System  
 Power sliding-glass moonroof with one-touch open and tilt feature  
 Dual-zone automatic climate control  
 Windshield-projected full-color Active Driving Display  
 Leatherette-trimmed seats with seatback pocket  
 8-way power-adjustable driver's seat with power-adjustable lumbar support and 2-position memory  
 Mazda Advanced Keyless Entry System

7-inch LCD meter display  
 Bluetooth® hands-free phone and audio streaming  
 Apple CarPlay™ integration<sup>2</sup>  
 Android Auto™ integration<sup>2</sup>  
 MAZDA CONNECT™ Infotainment System<sup>3</sup> with:  
 8.8-inch full-color display, Multifunction Commander control, Infotainment system voice command, HD Radio™, Pandora® integration, Radio Broadcast Data System program information, SMS text message audio delivery and reply and Mobile 911 automatic emergency notification<sup>19</sup>  
 Mazda Connected Services (3-year trial)<sup>4</sup>  
 Bose® 12-speaker premium audio system with Centerpoint® and AudioPilot®  
 SiriusXM Satellite Radio with 3-month subscription<sup>5</sup>  
 Heated steering wheel with audio and cruise controls

Paddle shifters  
 60/40 split fold-down rear seatback  
 Advanced front air bags, front side-impact air bags and side-impact air curtains<sup>6</sup>  
 Driver's and front passenger's knee air bag<sup>6</sup>  
 Dynamic Stability Control<sup>7</sup> and Traction Control System  
 Rearview camera<sup>8</sup>  
 Tire Pressure Monitoring System  
 LATCH child-seat anchors and upper tethers  
 Blind Spot Monitoring<sup>9</sup> with Rear Cross Traffic Alert<sup>9</sup>  
 Smart Brake Support<sup>10</sup>  
 Driver Attention Alert<sup>11</sup>  
 Mazda Radar Cruise Control with Stop & Go<sup>12</sup>  
 Lane Departure Warning System<sup>13</sup>  
 Lane-keep Assist<sup>13</sup>  
 High Beam Control

**PREMIUM PLUS PACKAGE ADDS:**

Black rear lip spoiler (Sedan only)  
 Black rear roofline spoiler (Hatchback only)  
 Black front air dam (Hatchback only)  
 Front air guides (Hatchback only)  
 Mazda Navigation System  
 Perforated leather-trimmed sport seats  
 Front & rear parking sensors<sup>14</sup>  
 360° View Monitor<sup>15</sup>  
 Traffic Jam Assist<sup>16</sup>  
 Smart Brake Support-Rear<sup>17</sup>  
 Smart Brake Support-Rear Crossing<sup>18</sup>  
 Frameless auto-dimming rearview mirror with Homelink®  
 Auto-dimming driver's side mirror



Please refer to the next two pages for important qualifiers.





### MAZDA3 2.5 S HATCHBACK

Premium Package shown



AVAILABLE EXTERIOR COLORS<sup>1</sup>



### MAZDA3 2.5 S SEDAN

Premium Package shown



AVAILABLE EXTERIOR COLORS<sup>1</sup>



### MAZDA3 2.0 SEDAN



AVAILABLE EXTERIOR COLORS<sup>1</sup>

#### KEY FEATURES

SKYACTIV®-G 2.5 DOHC 16-valve, 4-cylinder engine  
 SKYACTIV-Drive 6-speed automatic with manual-shift and Sport modes  
 SKYACTIV-VEHICLE DYNAMICS with G-Vectoring Control Plus  
 16-inch alloy wheels with P205/60 R16 tires  
 Body-color dual folding power side mirrors  
 LED headlights with auto on/off, combination taillights and daytime running lights  
 Rain-sensing windshield wipers  
 Air conditioning  
 Cloth-trimmed seats with seatback pocket  
 Power windows with one-touch up/down feature  
 Power door locks with remote keyless entry system  
 7-inch LCD meter display  
 8-speaker audio system  
 Bluetooth® hands-free phone and audio streaming

Apple CarPlay™ integration<sup>2</sup>  
 Android Auto™ integration<sup>2</sup>  
 MAZDA CONNECT™ Infotainment System<sup>3</sup> with:  
 8.8-inch full-color display, Multifunction Commander control, Infotainment system voice command, HD Radio™, Pandora® integration, Radio Broadcast Data System program information, SMS text message audio delivery and reply and Mobile 911 automatic emergency notification<sup>19</sup>  
 Mazda Connected Services (3-year trial)<sup>4</sup>  
 USB audio input ports (2)  
 Steering-wheel-mounted audio and cruise controls  
 60/40 split fold-down rear seatback  
 Driver's and front passenger's sun visors with extension and vanity mirror  
 Driver's and front passenger's knee air bag<sup>6</sup>

Advanced front air bags, front side-impact air bags and side-impact air curtains<sup>6</sup>  
 Dynamic Stability Control<sup>7</sup> and Traction Control System  
 Rearview camera<sup>8</sup>  
 Tire Pressure Monitoring System  
 LATCH child-seat anchors and upper tethers  
 Smart Brake Support<sup>10</sup>  
 Driver Attention Alert<sup>11</sup>  
 Lane-keep Assist<sup>13</sup>  
 Lane Departure Warning System<sup>13</sup>  
 Mazda Radar Cruise Control with Stop & Go<sup>12</sup> (Stop & Go not available with MT)  
 High Beam Control

#### SELECT PACKAGE ADDS:

Cylinder Deactivation  
 Available i-ACTIV AWD®  
 18" alloy wheels with P215/45 R18 tires  
 Body-color dual folding power side mirrors with integrated turn signals  
 Blind Spot Monitoring<sup>9</sup> with Rear Cross Traffic Alert<sup>9</sup>  
 Dual-zone automatic climate control  
 Leather-wrapped steering wheel & shift knob  
 Leatherette-trimmed seats  
 Mazda Advanced Keyless Entry  
 Rear center armrest with cup holders

#### PREFERRED PACKAGE ADDS:

Power side mirrors with memory function  
 Power sliding-glass moonroof with one-touch open and tilt feature  
 Front grille with Black finish  
 Front lower bumper decoration in Black  
 8-way power-adjustable driver's seat with power-adjustable lumbar support and 2-position memory  
 Heated front seats with three-level adjustment  
 Overhead console with sunglasses holder  
 Vanity mirror illumination

#### PREMIUM PACKAGE ADDS:

Available Skyactiv-MT 6-speed manual transmission (Hatchback only)  
 18-inch alloy wheels with Bright (Sedan)/Black (Hatchback) finish  
 LED headlights and taillights with signature lighting  
 Adaptive Front-lighting System  
 Mazda Navigation System  
 Paddle shifters (AT only)  
 Windshield-projected full-color Active Driving Display  
 Bose® 12-speaker premium audio system with Centerpoint® and AudioPilot®  
 SiriusXM Satellite Radio with 3-month subscription<sup>5</sup>  
 Aluminum front door speaker grilles  
 Shark fin antenna

#### KEY FEATURES

SKYACTIV®-G 2.0 DOHC 16-valve, 4-cylinder engine  
 SKYACTIV-Drive 6-speed automatic with manual-shift and Sport modes  
 SKYACTIV-VEHICLE DYNAMICS with G-Vectoring Control Plus  
 16-inch alloy wheels with P205/60 R16 tires  
 Body-color dual folding power side mirrors  
 LED headlights with auto on/off, combination taillights and daytime running lights  
 Rain-sensing windshield wipers  
 Air conditioning  
 Cloth-trimmed seats with seatback pocket  
 Power windows with one-touch up/down feature  
 Power door locks with remote keyless entry system  
 7-inch LCD meter display  
 8-speaker audio system  
 Bluetooth® hands-free phone and audio streaming

USB audio input ports (2)  
 Steering-wheel-mounted audio and cruise controls  
 60/40 split fold-down rear seatback  
 MAZDA CONNECT™ Infotainment System<sup>3</sup> with:  
 8.8-inch full-color display, Multifunction Commander control, Infotainment system voice command, HD Radio™, Pandora® integration, Radio Broadcast Data System program information, SMS text message audio delivery and reply and Mobile 911 automatic emergency notification<sup>19</sup>  
 Mazda Connected Services (3-year trial)<sup>4</sup>  
 Driver's and front passenger's sun visors with extension and vanity mirror  
 Advanced front air bags, front side-impact air bags and side-impact air curtain<sup>6</sup>  
 Driver's and front passenger's knee air bag<sup>6</sup>

Dynamic Stability Control<sup>7</sup> and Traction Control System  
 Rearview camera<sup>8</sup>  
 Tire Pressure Monitoring System  
 LATCH child-seat anchors and upper tethers  
 Smart Brake Support<sup>10</sup>  
 Driver Attention Alert<sup>11</sup>  
 Mazda Radar Cruise Control with Stop & Go<sup>12</sup>  
 Lane Departure Warning System<sup>13</sup>  
 Lane-keep Assist<sup>13</sup>  
 High Beam Control

<sup>1</sup> Available exterior colors, some available at extra cost, vary based on vehicle and package combinations. Visit MazdaUSA.com to see all the vibrant color choices available. <sup>2</sup> Requires compatible phone and standard text and data rates apply. Third-party interface providers are solely responsible for their product functionality and third-party terms and privacy statements apply. Don't drive while distracted or while using a hand-held device. Android and Android Auto are trademarks of Google LLC. Apple CarPlay and iPhone are trademarks of Apple Inc. <sup>3</sup> Don't drive while distracted. Even with voice commands, only use Mazda Connect™ / other devices when safe. Some features may require cellular or Wi-Fi service; some features may be locked out while the vehicle is in motion. Not all features are compatible with all phones. Message and data rates may apply. <sup>4</sup> Connected services are subject to change at any time without notice. Mazda Connected Services is provided during a 3-year trial period; annual subscription fees apply thereafter. Use of MyMazda App and compatible phone are required. Data fees may apply. Never drive while distracted or while using a hand-held device. Please see your Owner's Manual for important feature details and related privacy information. <sup>5</sup> SiriusXM Satellite Radio reception requires a subscription and Mazda satellite radio. Subscriptions to SiriusXM services are sold by SiriusXM after a 3-month trial subscription to the Sirius All Access package expires and are continuous until you call SiriusXM at 1-866-635-2349 to cancel. See SiriusXM Customer Agreement for complete terms at www.siriusxm.com. Sirius satellite service available only to those at least 18 and older in the 48 contiguous U.S.A., D.C., and P.R. (with coverage limitations). Sirius, XM and all related marks and logos are trademarks of Sirius XM Radio Inc. <sup>6</sup> Always wear your seat belt and secure children in the rear seat in appropriate child restraints. <sup>7</sup> Dynamic Stability Control (DSC) is an electronic system designed to help the driver maintain control under adverse conditions. It is not a substitute for safe driving practices. Factors including speed, road conditions and driver steering input can all affect whether DSC will be effective in preventing loss of control. Please see your Owner's Manual for further details. <sup>8</sup> Rearview camera does not provide a comprehensive view of the entire rear area of this vehicle. Always check your surroundings. <sup>9</sup> Always check your mirrors. Be aware of the traffic around you. There are limitations to the range and detection of the system. Please see your Owner's Manual for further details. <sup>10</sup> Smart Brake Support operates under certain conditions between about 6.2 and 50 mph when the object is a pedestrian or bicycle and 2 mph or higher when the object is a vehicle. It is not a substitute for safe and attentive driving and is only designed to reduce damage in the event of a collision. There are limitations to the operation and detection of the system. Please see your Owner's Manual for further details. <sup>11</sup> Driver Attention Alert operates under certain driving conditions above 40 mph. It is not a substitute for safe and attentive driving. There are limitations to the range and detection of the system. Please see your Owner's Manual for further details. <sup>12</sup> Mazda Radar Cruise Control (MRCC) with Stop & Go is not a substitute for safe and attentive driving. There are limitations to the range and detection of the system. Driver action is required to resume MRCC with Stop & Go after a complete stop. Please see your Owner's Manual for further details. <sup>13</sup> Lane Departure Warning System and Lane-keep Assist operate under certain conditions above 40 mph. Neither system is a substitute for safe and attentive driving. There are limitations to the range and detection of each system. Please see your Owner's Manual for further details. <sup>14</sup> Always check your mirrors. Be aware of your surroundings. There are limitations to the range and detection of the system. Please see your Owner's Manual for further details. <sup>15</sup> 360° View Monitor may not provide a comprehensive view of the entire surrounding area of this vehicle. Always check your surroundings visually. Please see your Owner's Manual for further details. <sup>16</sup> Traffic Jam Assist is not a substitute for safe and attentive driving. There are limitations to the range and detection of the system. Please see your Owner's Manual for further details. <sup>17</sup> Smart Brake Support—Rear operates under certain conditions between about 2 and 4 mph when an obstruction is detected at the rear of the vehicle. It is not a substitute for safe and attentive driving and is only designed to reduce damage in the event of a collision. There are limitations to the operation and detection of the system. Please see your Owner's Manual for further details. <sup>18</sup> Smart Brake Support—Rear Crossing operates under certain conditions when a vehicle approaches from the rear left or rear right while you reverse out of a parking space. It is not a substitute for safe and attentive driving and is only designed to reduce damage in the event of a collision. There are limitations to the operation and detection of the system. Please see your Owner's Manual for further details. <sup>19</sup> Mobile 911 automatically calls 911 from a paired hands-free device when a moderate to severe collision is detected. Specific phone settings are required. There are limitations to the system. Please see your Owner's Manual for further details. **PRODUCT CHANGES AND OPTIONS AVAILABILITY:** Following publication of this brochure, certain changes in standard equipment, options, prices and the like—or product delays—may have occurred which would not be included in these pages. Your Mazda Dealer is your best source for up-to-date information. Mazda reserves the right to change product specifications at any time without incurring obligations.







## BEAUTIFULLY ACCESSORIZED

Mazda has created thoughtfully designed accessories that perform seamlessly with your Mazda3. From our Rear Hatch Spoiler to the Thule® Universal Flat Top and Roof Racks (shown), all are crafted to the contours of your vehicle to enhance the already exquisite design! Plus, when installed by your Mazda Dealer, all Genuine Mazda Accessories carry the same New Vehicle Limited Warranty<sup>2</sup> as your new Mazda. Wherever your journey takes you, we've designed our accessories to not only work with you, but to complement your style, too.

To learn more about Genuine Mazda Accessories, visit [Accessories.MazdaUSA.com](http://Accessories.MazdaUSA.com).

- Alloy Wheels
  - 18-inch Polished
  - 18-inch Matte Black
  - 18-inch Gloss Black / 18-inch Forged BBS®
- All-Weather Floor Mats (Low Wall / High Wall)
- Ash Cup
- Cargo Net
- Carpet Cargo Mat
- Cargo Tray
- Collapsible Cargo Carrier
- Door Mirror Caps
- First Aid Kit
- Frameless Auto-Dimming Rearview Mirror
- Frameless Auto-Dimming Rearview Mirror with HomeLink®
- Front Air Dam
- Illuminated Doorsill Trim Plates (Set of 4)
- Interior Lighting Kit
- Key Chains
- License Plate Frames
- Moonroof Wind Deflector
- Navigation (SD Card)
- Rear Bumper Guard
- Rear Diffuser
- Rear Hatch Spoiler
- Rear Lip Spoiler (Sedan)
- Roadside Assistance Kit
- Roof Rack
- Side Sill Extensions
- Side Window Deflectors
- Soft Cargo Liner
- Splash Guards (Front & Rear)
- Sport Pedal Set
- Thule® Roof Rack Attachments
- Tire Valve Stem Caps (Chrome or Black)
- Touch-Up Paint
- Wheel Locks (Chrome or Black)
- Windshield Sunscreen
- Wireless Charging Pad



<sup>1</sup> All roof attachments require Roof Rack (Roof Rails and Crossbars). Roof Rails, Crossbars and attachments sold separately. Please remember to properly secure all cargo. <sup>2</sup> Genuine Mazda Accessories sold and installed by a Mazda Dealer are covered for the duration of the New Vehicle 36-month/36,000-mile Limited Warranty, or if vehicle is outside of the New Vehicle Limited Warranty, then 12-months/12,000-miles from the installation date. Please refer to your Warranty Information booklet or check with your Mazda Dealer for details. **IMPORTANT ACCESSORY INFORMATION** Items are subject to availability. With all accessories, please check with your Mazda Dealer for applicable models. In some cases, parts in addition to those shown will be required for proper installation. In all cases, professional installation by your Mazda Dealer is recommended. Please see your Mazda Dealer for product details and availability.





## THE ESSENCE COLLECTION

Inspired by the precision of Japanese tailoring. Brought to life with a balance of exceptional materials, finishes and graphics that nod to the energy, intuition and ability of the human spirit. This is the Essence line. A collection of inspired clothing and lifestyle accessories that pays tribute to Mazda's deeply held philosophy that drives the development of our cars forward.

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