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NEW MAZDA3 MAKES CONVINCING CASE FOR DRIVING A SEDAN, EVEN A COMPACT ONE

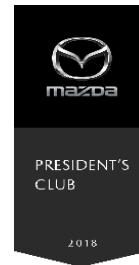
forbes.com By: Dale Buss



[Mazda3](#) may be doing a more effective job of carrying the brand's message of moving upscale than any of the company's other models.

Sure, Mazda sells way more CX-5 units, its flagship SUV that represents a perfect match for the moment and the market. There's plenty to like about the Mazda6 full-size sedan, where the brand has put a lot of resources over the last few years into making it a worthy competitor in an important segment. And the MX-5 Miata remains Mazda's fun bin.

But in fielding the fully redesigned 2019 [Mazda3](#) compact sedan, Mazda has provided well-rounded performance, upscale interior, and user-friendly technology. And that's saying a lot, because previous iterations of the Mazda3 also were nudging both product realities and consumer perceptions in that direction.



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"The Mazda3 demonstrates how we're putting premium touches and capabilities in all our vehicles," Dino Bernacchi, chief marketing officer for Mazda North America, told me. "We're not looking for the lowest common denominator but we're looking at the right space. Consumers have been looking for the kinds of features we offer in that segment."

An example of how Mazda keeps adding to the premium feel of [Mazda3](#) is this year's addition of all-wheel drive as an option, which remains a rarity for small sedans even though automakers have been making it broadly available in just about every other class of vehicles. "There are very few [compacts] that add all-wheel drive as a capability," Bernacchi said, "but we believe there is plenty of room to grow in that segment."

Also, Bernacchi noted, Mazda improved how Mazda3 handles noise, vibration and harshness -- signature properties that consumers look for, especially in smaller vehicles where they suspect corners might have been cut. "People in this segment care about the quality of vehicles and how they drive, so we've made dynamic improvements in craftsmanship inside and outside."

Mazda3 starts at about \$21,000, one of the highest base prices for a conventional gas-powered compact car, with [hatchback](#) prices starting at \$23,600. While the number of models in the U.S. still being offered with a standard transmission is shrinking, Mazda indicates that it considers Mazda3 a driver's car by still making a stick shift available -- and only in the Premium trim level, where prices start at \$27,500. A Mazda3 in a hatchback with all-wheel drive can run as high as nearly \$29,000.



They're equipped with a 2.5-liter, four-cylinder engine that is good for 186 horsepower. While that doesn't seem like a lot of punch, Mazda3 is a light car that can deliver fast acceleration with its standard six-speed automatic transmission. And the Mazda3 power plant delivers an estimated 27 mpg in the city and 36 mpg on the highway.

The ride is a great balance of responsiveness and coddling, especially

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MAZDA3 THROUGH THE YEARS: THE EVOLUTION OF AN ENTHUSIAST FAVORITE

motortrend.com By: Stefan Ogbac

Mazda has long had a reputation for building vehicles that are fun to drive. From the Miata to the CX-5, Mazda's have historically offered higher levels of engagement compared to their rivals. Since its introduction in the early 2000s, the [Mazda3](#) has been a compelling choice for driving enthusiasts; a compact [sedan](#) or [hatchback](#) that offered sporty handling and communicative steering in a class not known for driving excitement.

Carrying the torch as the successor to the Protégé (which replaced the 323), the Mazda3 offered a compelling blend of affordability, fun, well-built interior and versatility. When it first arrived for the **2004** model year, we praised it for its confidence-



inspiring driving dynamics. "This isn't distressed merchandise you must settle for; it's a right-size rocket you'll want to drive," we said back in 2004. There was even a 263-hp Mazdaspeed3 variant

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remarkable in a car this small. Steering is sharp and direct and requires few corrections.

Go inside to understand some of the reasons that Mazda has been able to assign premium positioning to Mazda3. The cabin design is up-to-date and upscale, with mostly soft cabin surfaces, excellent fit and finish, sturdy build, and pleasingly ergonomic controls. Second-row passenger space can be a squeeze for adults. And while the sedan version of Mazda3 also remains decidedly compact in the trunk-space department, it did pick up about a cubic foot compared with the trunk of the 2018 Mazda3. The hatchback offers 20.1 cubic feet of cargo space versus 13.2 cubic feet of trunk space in the sedan.

Infotech also is up to date in Mazda3, with a revamped standard system including an 8.8-inch screen and standard Android Auto and Apple CarPlay in all but the base trim levels.

Also standard is a rear-view camera, with hatchback models adding standard automatic high beams, adaptive cruise control, driver attention and drowsiness monitoring, lane-departure warning, lane-keep assist, blind-spot monitoring, rear-cross traffic alert, forward-collision warning and automatic emergency braking.

2019 MAZDA MX-5 MIATA EARNS THREE AWARDS IN JUST SIX DAYS

torquenews.com By: John Goreha

The 2019 Mazda Miata is piling up awards at an amazing pace. Mazda had better expand its trophy case fast.

On May 23rd, the Southern Automotive Media Association (SAMA) presented the 2019 Mazda [Miata](#) with its Topless In



Miami award for best compact convertible. The Miata was a media favorite that day and the Miata

shared the podium with Mercedes-AMG and Rolls Royce drop tops. Tamara Mlynarczyk accepted the Award for Mazda.

complete with a six-speed manual to lure in enthusiasts looking for the hottest of hot hatches.

Now in its fourth generation, the Mazda3 remains one of the most engaging compact cars you can buy and is now available with all-wheel drive. The fourth-generation Mazda3 recently went on sale, and it points the model in a new direction that's consistent with Mazda's premium ambitions. Take a look at how the Mazda3 has evolved through the years:

2004 – 2008



2009 – 2013



2014 - 2018



2019



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camp).
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The kitchen will be open
with food for purchase.



Just six days later, the New England Motor Press Association (NEMPA) named the Mazda Miata the Best In Class Convertible following voting at its annual Ragtop Ramble and Crustacean Crawl. The [Miata](#) is a perennial winner of this award, and as a member of the NEMPA group, this writer can attest to its popularity on the entire East Coast. Trevor Smith accepted the award for Mazda at the annual NEMPA MIT awards banquet.



On that same day, WheelsTV named the Mazda Miata the Pre-Owned Vehicle Award winner for 2019. This award is presented to a vehicle that has outstanding value, reliability, and popularity in the used car marketplace.

So, the Mazda [MX-5 Miata](#) earned three awards in just six days. Just doing some quick math, that rate is about 15 Miata awards per month or 180 awards per year.



Of course, there aren't that many awards to win. We Miata fans, owners, and testers need to leave a little time for driving.

Mazda Miata Quick Facts:

Mazda has sold over 1 million Miatas. Now in its fourth generation, the ND Miata is available with a quality Haartz soft top or as a retractable hard top (RT). The Mazda Miata recently gained a bump in power and other upgrades to what was already a solid performer. "Miata is always the answer" as the saying goes. In case, the question was, "which convertible is winning all of the awards this spring?"

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