

EDGE Competitive Comparison

2015 Corolla S Plus CVT vs. 2015 Mazda3 i Touring 6AT



VS.



2015 Corolla S Plus CVT

2015 Mazda3 i Touring 6AT

For 2015, Mazda3 returns poised as a stylish and fun-to-drive compact sedan with exciting drivetrain options, further expanded with 6-speed manual transmission now available on the 2.5-liter Mazda3 s models. Still, returning further refined for 2015, Corolla continues to stand out with impressive features, competitive performance and pricing and attractive styling, providing customers with an exciting and affordable lineup to choose from.



Competitor Highlights

- Sporty ride and handling with 4-wheel independent suspension
- Standard push button start on all trim levels
- SKYACTIV technology contributes to impressive performance and EPA-mpg ratings¹
- 3-year/36,000-mile roadside assistance
- MAZDA CONNECT™ infotainment system – standard in *i* Sport and above
- Standard Blind Spot Monitoring, Rear Cross Traffic Alert, available Forward Obstruction Warning, Lane Departure Warning and Smart City Brake Support
- Available i-ELOOP regenerative braking system



Corolla Key Advantages & Accolades



PERFORMANCE: While Mazda3 Touring bests Corolla S Plus in EPA-mpg estimates¹, Corolla S Plus features steering wheel-mounted paddle shifters and Sport Drive Mode for more fun behind the wheel. And if fuel economy is a priority, Corolla LE Eco models' EPA-mpg estimates¹ rival those of Mazda3



STYLING: Corolla S' performance is complemented by stylish qualities like LED headlights and LED Daytime Running Lights



TECHNOLOGY: Corolla offers more impressive connectivity when compared to Mazda3, especially with its available Driver Convenience Package including Entune® Premium Audio with Navigation and App Suite



COMFORT: Corolla features more cargo volume² as well as more passenger volume than Mazda3, with more front and rear leg room as well



SAFETY: Corolla S Plus features eight standard airbags while Mazda3 features six airbags and backup camera as an extra-cost option



VALUE: Corolla has received third party recognition for its long-term value compared to Mazda3³, plus, Corolla comes with ToyotaCare's no-cost factory-scheduled maintenance plan for two years or 25,000 miles



2014 KBB.com
5-Year Cost to
Own Award⁴



2014 Highest
Retained Value⁵



2014 Excellent Value⁶

2015 Corolla S Plus CVT vs. 2015 Mazda3 i Touring 6AT



Quick Facts

	2015 Corolla S Plus CVT	2015 Mazda3 i Touring 6AT
MSRP	\$19,895⁷	\$20,645 ⁸
Engine	1.8L 4-cyl. DOHC 16-Valve w/ Dual VVT-i	SKYACTIV-G 2.0L DOHC 4-cyl. w/ VVT
HP / Torque	132 @ 6000 rpm / 128 lb.-ft. @ 4400 rpm	155 @ 6000 rpm / 150 lb.-ft. @ 4000 rpm
Transmission	Continuously Variable Transmission with intelligence and Shift mode (CVTi-S)	SKYACTIV-Drive 6-speed electronically controlled automatic transmission w/ manual-shift mode
MPG ¹ (city/hwy/combined)	29/37/32	30/41/34
Cargo volume ² (cu. ft.)	13	12.4
Airbags	8	6
Standard audio	AM/FM/CD 6-speaker system with 6.1-in. touch-screen, MP3/WMA playback, USB port ⁹ , auxiliary jack	AM/FM/CD/MP3 6-speaker system with 7-in. touch-screen, HD Radio™¹⁰, Aha, Pandora®¹¹ and Stitcher integration, 2 USB ports⁹ and auxiliary input jack
Bluetooth® wireless technology ¹²	Standard	Standard



Head to Head

2015 Corolla S Plus CVT	WIN	2015 Mazda3 i Touring 6AT
PERFORMANCE / DESIGN		
Curb weight: 2865 lb.	➔	Curb weight: 2917 lb.
Power-to-weight ratio: 21.7	➔	Power-to-weight ratio: 18.8
MacPherson strut front, torsion beam rear suspension with front and rear stabilizer bars	➔	MacPherson strut front, multilink rear suspension with front and rear stabilizer bars
Ventilated 10.8-in. front disc brakes; solid 10.2-in. rear disc brakes	➔	Ventilated 11.02-in. front disc brakes; solid 10.43-in. rear disc brakes
Normal and Sport Drive Modes	➔	Not available; Sport mode only featured on s Touring and s Grand Touring
Steering wheel-mounted paddle shifters	➔	Not available
16-in. alloy wheels with P205/55R16 tires	=	16-in. alloy wheels with P205/60R16 tires
LED lowbeam headlights with halogen highbeams	➔	Halogen headlights
Integrated fog lights; LED Daytime Running Lights	➔	Fog lights; Daytime Running Lights

2015 Corolla S Plus CVT vs. 2015 Mazda3 i Touring 6AT



Head to Head

2015 Corolla S Plus CVT	WIN	2015 Mazda3 i Touring 6AT
AUDIO / MULTIMEDIA		
6 speakers	=	6 speakers
6.1-in. touch-screen	→	7-in. touch-screen
Standard USB port ⁹ with iPod ^{®13} connectivity and control	→	Two standard USB ports ⁹
HD Radio ^{™10} Available	→	HD Radio ^{™10}
SiriusXM Radio ¹⁴ w/ 3-month trial available	→	SiriusXM Radio w/ 4-month trial available (Technology Package, \$1600)
Available navigation with voice command	=	Available navigation with voice command (Technology Package, \$1600)
Available integrated apps (Entune [®] App Suite)	→	Includes integrated apps (MAZDA CONNECT [™])
Available AM/FM cache radio	←	Not available
COMFORT / CONVENIENCE		
Power tilt/slide moonroof available	=	Available power sliding moonroof with one-touch open and interior sunshade (Technology Package, \$1600)
6-way adjustable driver's seat	=	6-way adjustable driver's seat
Automatic climate control with dust and pollen filter and push-button controls	←	Air conditioning with pollen filter; available dual-zone automatic climate control (Technology Package, \$1600)
Available Smart Key System with Push Button Start	→	Mazda Advanced Keyless Entry with push button start
Cargo volume ² , cu. ft.: 13	←	Cargo volume ² , cu. ft.: 12.4
Passenger volume (cu. ft.): 97.5	←	Passenger volume (cu. ft.): 96.3
Head room, in. (front/rear): 38.3/37.1	→	Head room, in. (front/rear): 38.6/37.6
Leg room, in. (front/rear): 42.3/41.4	←	Leg room, in. (front/rear): 42.2/35.8

2015 Corolla S Plus CVT vs. 2015 Mazda3 i Touring 6AT



Head to Head

2015 Corolla S Plus CVT	WIN	2015 Mazda3 i Touring 6AT
SAFETY		
8 total airbags	←	6 total airbags
Driver knee airbag	←	Not available
Front passenger seat cushion airbag	←	Not available
Front Whiplash-Injury-Lessening (WIL) seats	=	Whiplash-reducing front seat headrests
Integrated backup camera with projected path	=	Rearview camera
Not available	→	Blind Spot Monitoring
Not available	→	Rear Cross Traffic Alert
WARRANTY / VALUE		
2-year/25,000-mile no-cost scheduled maintenance plan	←	Not included
2-year/unlimited-mile roadside assistance	=	3-year/36,000-mile roadside assistance
"Excellent" value rating – IntelliChoice.com ³ (2014 MY)	=	"Excellent" value rating – IntelliChoice.com ³ (2014 MY)
\$28,705 5-year cost of ownership – IntelliChoice.com ³ (2014 MY)	←	\$30,134 5-year cost of ownership – IntelliChoice.com ³ (2014 MY)

2015 Corolla S Plus CVT vs. 2015 Mazda3 i Touring 6AT



Mazda3 at a Glance

<i>i SV</i>	<i>i Sport</i>
Key standard features:	Sport adds these key features:
<p>Mechanical</p> <ul style="list-style-type: none"> • SKYACTIV-G 2.0L DOHC 4-cyl. engine with VVT • SKYACTIV 6-speed MT w/ overdrive • Available SKYACTIV-Drive 6-speed electronically controlled automatic transmission w/ manual-shift mode <p>Exterior</p> <ul style="list-style-type: none"> • 16-in. steel wheels with wheel covers • Daytime Running Lights • Halogen headlights • Power adjustable manual-folding outside mirrors • Remote keyless illuminated entry system <p>Interior</p> <ul style="list-style-type: none"> • 3-spoke steering wheel • 6-way manual adjustable driver's seat • Air conditioning with pollen filter and rear heater duct • Push button start <p>Audio/In-Cabin Technology</p> <ul style="list-style-type: none"> • 4-speaker AM/FM stereo with auxiliary input jack and USB port <p>Safety & Security</p> <ul style="list-style-type: none"> • 6 standard airbags • Anti-Lock Braking System (ABS), Brake Assist (BA), Dynamic Stability Control with Traction Control System, Electronic Brakeforce Distribution (EBD), Hill Launch Assist, • Temporary spare tire 	<p>Interior</p> <ul style="list-style-type: none"> • 60/40 split fold-down rear seatback • Cruise control with steering wheel-mounted controls <p>Audio/In-Cabin Technology</p> <ul style="list-style-type: none"> • 2 USB ports • 6-speaker stereo • <i>Bluetooth</i>®¹² hands-free phone and audio • Mazda Connect – 7-in. touch-screen, infotainment voice command, HD Radio™¹⁰, Aha, Pandora®¹¹ and Stitcher integration, SMS text message audio delivery and reply and E911 automatic emergency notification

2015 Corolla S Plus CVT vs. 2015 Mazda3 i Touring 6AT



Mazda3 at a Glance

<i>i</i> Touring	<i>i</i> Grand Touring
Touring adds these key features:	Grand Touring adds these key features:
Exterior <ul style="list-style-type: none"> • 16-in. alloy wheels • Fog lights • Heated outside mirrors with turn signal lamps • Mazda Advanced Keyless Entry • Rear spoiler Interior <ul style="list-style-type: none"> • 3-spoke leather-wrapped steering wheel with red stitching • Dual zone automatic climate control • Leather-wrapped shift knob with red stitching Safety & Security <ul style="list-style-type: none"> • Blind Spot Monitoring with Rear Cross Traffic Alert • Rearview camera 	Exterior <ul style="list-style-type: none"> • Power sliding-glass moonroof with one-touch open and interior sunshade • Roof-mounted shark fin antenna Interior <ul style="list-style-type: none"> • 6-way power adjustable driver's seat with manual lumbar adjustment • Leatherette-trimmed seats Audio/In-Cabin Technology <ul style="list-style-type: none"> • Bose® 9 speaker surround sound audio system with Centerpoint® 2 and AudioPilot® 2 • CD player • Mazda navigation system • SiriusXM Satellite Radio w/ 4-month subscription
<i>s</i> Touring	<i>s</i> Grand Touring
s Touring adds these key features:	s Grand Touring adds these key features:
Mechanical <ul style="list-style-type: none"> • SKYACTIV-G 2.5L DOHC 4-cyl. w/ VVT • SKYACTIV 6-speed MT w/ overdrive • Available SKYACTIV-Drive 6-speed electronically controlled automatic transmission w/ manual-shift mode and sport function Exterior <ul style="list-style-type: none"> • 18-in. alloy wheels • Steering wheel-mounted paddle shifters (AT only) Interior <ul style="list-style-type: none"> • Active driving display 	Exterior <ul style="list-style-type: none"> • Automatic rain-sensing 2-speed and variable-intermittent windshield wipers • Bi-Xenon high and low beam High-Intensity Discharge (HID) headlights w/ auto leveling, automatic on/off • LED Daytime Running Lights Interior <ul style="list-style-type: none"> • Auto-dimming mirror with HomeLink® • Perforated leather-trimmed seats

2015 Corolla S Plus CVT vs. 2015 Mazda3 i Touring 6AT

1. 2015 EPA-estimated mileage. Actual mileage will vary. 2. Cargo and load capacity limited by weight and distribution. 3. 2014 Corolla S Plus and 2014 Mazda Mazda3 Automatic transmission. IntelliChoice, www.IntelliChoice.com. 4. 2014 model-year vehicle's projected cost to own for the initial five-year ownership period is based on the average Kelley Blue Book 5-Year Cost to Own data which considers depreciation and costs such as fuel and insurance. For more information, visit www.kbb.com. 5. 2014 IntelliChoice, www.IntelliChoice.com; Compact Passenger Car. Based on 2014 model year study. 6. 2014 IntelliChoice, www.IntelliChoice.com; Popular Brand. Based on 2014 model year study. 7. MSRP excludes the Delivery, Processing and Handling Fee of \$825 for cars, \$885 for Small/Medium Trucks (Sienna, RAV4, Highlander Gas, Highlander Hybrid, FJ Cruiser, 4Runner and Tacoma), \$925 for Large SUVs (Sequoia, Land Cruiser) and \$1100 for Large Trucks (Tundra). Historically, vehicle manufacturers and distributors have charged a separate fee for processing, handling and delivering vehicles to dealerships. Toyota's charge for these services is called the "Delivery, Processing and Handling Fee" and is based on the value of the processing, handling and delivery services Toyota provides as well as Toyota's overall pricing structure. Toyota may make a profit on the Delivery, Processing and Handling Fee. Excludes taxes, license, title and available or regionally required equipment. The Delivery, Processing and Handling Fee in AL, FL, GA, NC, SC, AR, LA, MS, OK and TX will be higher. Actual dealer price will vary. 8. Total MSRP does not include \$795 destination charge and additional costs for vehicles equipped with available packages, options or accessories. Destination charge \$840 in Alaska. Actual dealer price may vary. 9. May not be compatible with all WMA/MP3 players and like models. 10. HD Radio™ Technology manufactured under license from iBiquity Digital Corporation U.S. and Foreign Patents. HD Radio™ and the HD, HD Radio, and "Arc" logos are proprietary trademarks of iBiquity Digital Corp. 11. PANDORA®, the PANDORA® logo, and the Pandora trade dress are trademarks or registered trademarks of Pandora Media, Inc., used with permission. 12. The Bluetooth® word mark and logos are registered trademarks owned by Bluetooth SIG, Inc. and any use of such marks by Toyota is under license. A compatible Bluetooth enabled phone must first be paired. Phone performance depends on software, coverage & carrier. 13. iPod® is a registered trademark of Apple, Inc. All rights reserved. 14. SiriusXM services require a subscription after 3-month trial period. Subscriptions governed by SiriusXM™ Customer Agreement available at SiriusXM.com. If you decide to continue your SiriusXM™ service at the end of your complimentary trial, the plan you choose will automatically renew and bill at then-current rates unless you call 1-866-635-2349 to cancel. Fees and programming subject to change. Available only to those at least 18 years of age in the 48 contiguous United States and D.C.