

2016 MAZDA3



MORE OF EVERYTHING. ESPECIALLY FUN.

Versatile. Nimble. Striking. The MAZDA3 is all of these things, and more. Our engineers built the MAZDA3 with technology that optimizes driving dynamics, control, fuel economy – and fun. Because driving matters. From SKYACTIV TECHNOLOGY's fuel-saving engineering and our innovative connectivity features, to our advanced safety features and stunning KODO design, the MAZDA3 is the culmination of courageous engineering, creative design and fearless conviction. Better than ever before and as versatile as it's always been, the MAZDA3 proves that one car can offer everything – all in a fun-to-drive, affordable package.



*“This is one of those cars that demands to be driven
and I’m more than willing to oblige.”*

– Harry Pegg, theautonet.com



MORE INNOVATION. EVEN MORE EXHILARATION.

Exhilaration has always run in the MAZDA3 family. SKYACTIV TECHNOLOGY takes it to a whole new level. With a lighter, yet stronger body, chassis and powertrain, the MAZDA3 delivers superb performance and handling. Its sure-footed, nimble ride includes a precisely tuned 4-wheel independent suspension system, rack-and-pinion steering with rpm-sensing variable power assist for accurate manoeuvring and Dynamic Stability Control* for road-gripping turns. And amplifying the thrill is your choice of the spirited 2.0 L or 2.5 L SKYACTIV-G engines, with the 2.5 L offering up 184 horsepower worth of fun. Precise. Powerful. Performance-oriented. The MAZDA3 proves that more than ever before, passion and performance is in its blood.

/ FREE FLOWING /

Even the design of the MAZDA3's grille improves fuel economy. The MAZDA3 GT with Technology Package is equipped with an active air shutter system that temporarily closes the grille shutters to limit excess airflow to the engine bay, improving aerodynamics.

*Dynamic Stability Control is not a substitute for safe driving practices.

ALWAYS AHEAD OF THE REST.

The MAZDA3 never stops pushing the limits of innovation and design - from its excellent fuel efficiency and cutting-edge technologies, to its premium available amenities and head-turning design. From the inside out, the MAZDA3 exceeds expectations in every way, delivering more of everything and settling for nothing less than the best - as you can see from these standard and available advanced features and innovations.

- 4-wheel disc brakes

Anti-lock Brake System

Electronic Brake Force Distribution
- Six standard air bags**

Blind Spot Monitoring† ‡ ‡

Rear Cross Traffic Alert†

High Beam Control system†

Adaptive Front Lighting System†

Smart City Brake Support†

Lane Departure Warning System†
- SKYACTIV-G 2.0 L and 2.5 L gasoline engines

SKYACTIV-MT manual transmission

SKYACTIV-Drive automatic transmission

i-ELOOP regenerative braking system†

SKYACTIV-Body

SKYACTIV-Chassis

Up to 60% ultra-high- and high-tensile steel
- Bluetooth® hands-free phone and audio capability*

Bose® audio with Centerpoint® 2 surround technology, AudioPilot® 2 noise compensation technology and SurroundStage® signal processing with 9 speakers▼
- MAZDA CONNECT* infotainment system with:

7-inch colour touchscreen display*

HMI Commander Switch*

HD Radio*

Integrated Stitcher™ Internet Radio***

Integrated Aha™ Internet Radio***

SMS text message audio delivery and reply*

USB and auxiliary audio input jacks
- SiriusXM™ Satellite Radio†

Voice-activated navigation systemΩ

Active Driving Display†
- Auto-dimming rearview mirror†

60/40-split fold-down rear seatback† ‡ ‡

Dual-stitched perforated leather-trimmed seats▼

Push Button Start

Power glass moonroof with interior sunshade, tilt-up ventilation and one-touch open feature■
- 18-inch alloy wheels†

4-wheel independent suspension

Active air shutter†

Advanced Keyless Entry System†

Rain-sensing windshield wipers† ‡

Rearview camera**

Cruise control*

Up to 1,334 L of cargo space (Sport models)

Up to an estimated 5.7 L/100 km highway▲

Soul Red Metallic paint† ‡ ‡

KODO “Soul of Motion” Design

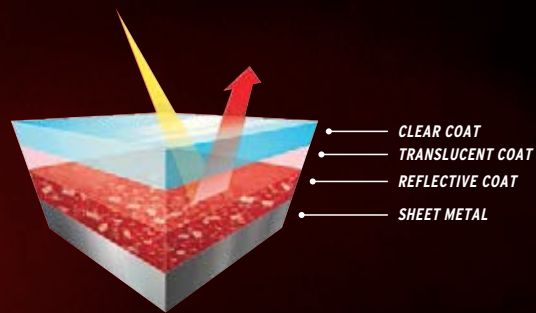
Automatic on/off headlights† ‡

Bi-Xenon (HID) headlights†

LED taillights†



*Standard on the GX, GS and GT models.
ΩAvailable on the GX and GS models and standard on the GT model.
†Available on the GT model with Technology Package.
‡Standard on the GT model.
††Standard on the GS and GT models.
**Always wear your seat belt and secure children in the rear seat in appropriate child restraints.
‡‡Always check your mirrors. Be aware of the traffic around you.
▲Estimated fuel economy based on Government of Canada's 5-cycle testing method for the Mazda3 sedan G, GX and GS with 2.0 L engine and automatic transmission. Your actual fuel consumption may vary depending on how, where and when you drive.
▼Available on the GT model with Luxury Package.
†††Standard on the Mazda3 sedan GS and GT models, and standard on the Mazda3 Sport GX, GS and GT models.
◆Rearview camera does not provide a comprehensive view of the entire rear area of this vehicle. Always check your surroundings.
***Available on the GX, GS and GT models with free downloadable Aha and Stitcher apps.
†††Optional on the GS and GT models.
■Optional on the GS model and standard on the GT model.



/ THE BIRTH OF SOUL /

To create Soul Red Metallic*, we put an entirely new three-coat painting process into action. By using two separate coats of high-brightness aluminum flakes and high-chroma red pigment, we created a deep and vivid colour that's unlike any other red on the road.

*Optional on the GS and GT models.

A REFLECTION ON PASSIONATE ENGINEERING.

The MAZDA3 is a testament to obsessive engineering down to the simplest detail. To achieve a greater level of precision and artistry, Mazda engineers sculpt every design in hard clay rather than relying solely on computer-aided design. By using special tools crafted by the artists themselves, Mazda is able to produce a design so precise that it measures within a fraction of a millimetre of the engineers' original vision. Extreme craftsmanship? Sure. But at Mazda, defying convention is how we build cars worth driving.

魂動
KODO : SOUL of MOTION

WHEN BODY MEETS SOUL.

Every muscular line and refined curve of the MAZDA3 embodies the most dramatic expression of our KODO "Soul of Motion" design yet. Slightly lower and wider, the crouching stance, prominent grille and piercing headlights make a formidable first impression. Yet KODO design is as functional as it is beautiful. The stunning sculpted exterior is crafted to also deliver superb aerodynamics. And with an exceptionally low coefficient of drag, the MAZDA3 produces better fuel economy, performance and handling than ever before. With Mazda, there's always more than meets the eye.

/ KODO DESIGN /

Like the wind or the flow of water, KODO is a unique expression of power and beauty seen in instantaneous motion. It's a cheetah pouncing on its prey. It's the moment a sword strikes in the ancient Japanese art of kendo. It's power, speed, dignified tension and sophisticated beauty. And it's highly seductive.

SKYACTIV TECHNOLOGY

ENGINEERING WITH HARMONY IN MIND.

While other car companies compromise power to improve fuel efficiency, we've taken a dramatically different approach. Far more than just an engine with hybrid-like efficiency, SKYACTIV TECHNOLOGY is a holistic system that takes the entire car into consideration. A matrix of next-generation innovations seamlessly works together to improve both fuel economy and the overall driving experience. Power and performance are delivered in abundance, along with efficiencies that offer up to a fuel-sipping estimated 5.7 L/100 km highway*.

mazda.ca/skyactiv

01 // SKYACTIV-G /

By re-imagining the combustion engine with a lofty compression ratio of 13:1, increased power no longer requires fuel-consuming engine displacement. Get up to an estimated 5.7 L/100 km highway* on sedan models and 5.9 L/100 km highway* on Sport hatchback models.

02A // SKYACTIV-DRIVE /

Our engineers created a new kind of precise, high-performance automatic transmission that combines the direct feel of a manual transmission with the silky smoothness of an automatic. And with the Drive Selection switch (standard on the GT model), you get sharper, more responsive acceleration in addition to sporty performance.

02B // SKYACTIV-MT /

This six-speed manual transmission has the shortest shift throw in its class. Inspired by the legendary MX-5 Miata, it's also smaller, lighter and stronger than any we've built before.

03 // SKYACTIV-CHASSIS /

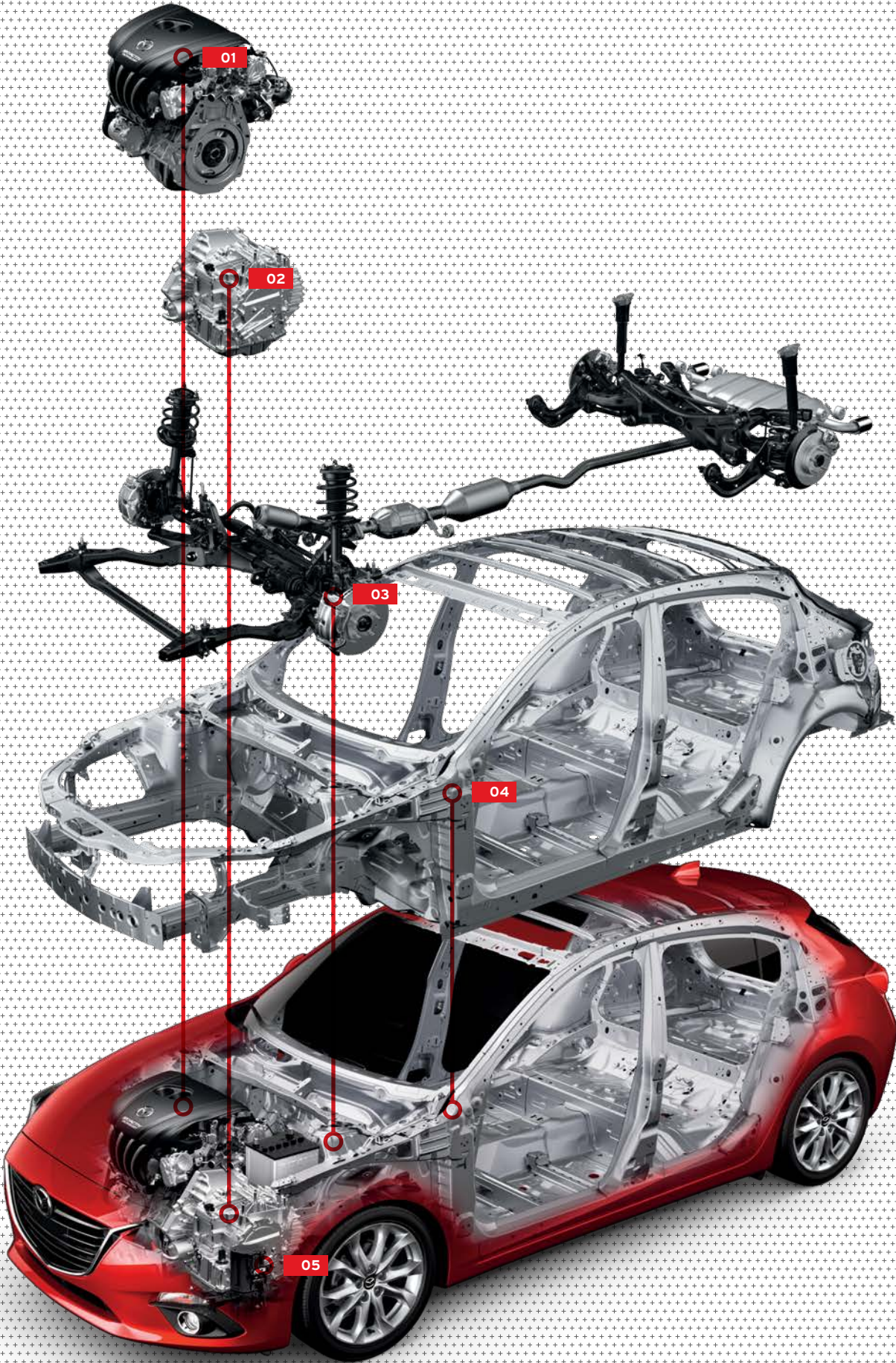
Engineered together with the SKYACTIV-Body to work in perfect harmony, the steering and suspension systems achieve two seemingly contradictory goals at once: To be nimble at low speeds, yet stable at high speeds. Plus, its lighter weight allows for a more direct and agile feel.

04 // SKYACTIV-BODY /

We are constantly searching for new ways to make you safer behind the wheel. That's why Mazda was the first auto manufacturer to use ultra-high-tensile steel in a production vehicle. Because we crafted an efficient structural design and used ultra-high-tensile steel in critical areas, the MAZDA3's body is lighter than normal, yet it's stiffer and stronger.

05 // i-ELOOP /

The MAZDA3 features i-ELOOP**, a regenerative engine braking system that engages every time you lift your foot off the accelerator. i-ELOOP converts the car's own inertia into electricity, charging the battery, preventing fuel from being wasted and improving fuel economy by as much as 5 percent*.



*5.7 L/100 km highway for the Mazda3 sedan G, GX and GS with 2.0 L engine and automatic transmission and 5.9 L/100 km highway for the Mazda3 Sport GX and GS with 2.0 L engine and either the automatic or manual transmission. Estimated fuel economy based on Government of Canada's approved 5-cycle testing method. Your actual fuel consumption may vary depending on how, where and when you drive. For comparison purposes only. For more information on 5-cycle testing, visit mazda.ca/5cycle.
#Actual results will vary based on driving conditions.
**Available on the GT model with Technology Package.



BRINGING THE DRIVING EXPERIENCE TO LIFE.

Welcome to a fully engaging and revitalizing driving experience. Inside the 2016 MAZDA3, you'll find a richly contoured, driver-oriented environment that empowers focused, yet stimulating, driving. From the moment you open the door and the centre gauge lights up, you'll know you're in for a real treat. And when you fire up the engine with the push of a button, a new level of connectedness is undeniable. The side gauges illuminate. The available Active Driving Display* rises to greet you. And once on the road, the cockpit's design around a theoretical vanishing point keeps you forward-focused, helping you fix your attention on the road ahead more easily.

/ DASH YOUR INHIBITIONS /

A first of its kind for the MAZDA3, the available Active Driving Display* projects critical driving information like speed, navigation, safety alert and cruise control right within your line of sight. Strategically positioned directly within the driver's field of view above the gauge cluster, this innovative heads-up display allows you to process information faster while keeping your eyes focused on the road.

/ TAKE CONTROL /

Conveniently located on your steering wheel, paddle shifters† allow you to upshift and downshift without taking your hands off the wheel or your eyes off the road.

*Standard on the GT model.
†Optional on the GT model.

COMPLETELY CONNECTED. EFFORTLESSLY ENGAGING.

Staying connected to the world while you're connected to the road is now effortless, instinctive and fun. With the innovative MAZDA CONNECT infotainment system, you'll enjoy a fully integrated relationship between you and your MAZDA3. All you have to do is pair your smartphone with the MAZDA3 via Bluetooth®† wireless connectivity to download and stream popular social media, music and infotainment apps such as Aha™* and Stitcher™*. Control the system and view information on the available 7-inch colour touchscreen display‡, including the available voice-activated navigation system**. Also enjoy access to standard USB audio input ports and available SiriusXM™ Satellite Radio‡. Even with all these options, we still help you keep your eyes on the road. All the functions displayed on your touchscreen can also be operated with the available multi-function HMI Commander Switch‡, conveniently located at your fingertips on the centre console.



/ ENTERTAIN /

Of course AM/FM radio is always a choice, but now there are new ways to explore music and infotainment options via your Bluetooth®†-enabled and Internet-connected device. Connect to your Facebook and Twitter feeds, listen to your own playlist or choose something from the integrated Internet radio apps such as Aha™ and Stitcher™*.

/ COMMUNICATE /

With voice commands, making and receiving calls is as easy as pushing a button and saying hello. Thanks to the MAZDA3's Bluetooth®† hands-free phone and audio streaming, you stay entertained with streaming audio from your compatible mobile device. SMS Text Message Audio Delivery and Reply† is available on select MAZDA3 models, so you can enjoy fully integrated text display and audio readout, and the ability to reply by choosing from a number of preset return messages.

/ NAVIGATE /

Our convenient available navigation system** offers the advanced features of today's navigation devices, including voice commands and advanced lane guidance. Plus, getting around town - or out of town - has never been easier thanks to the system's 3D interactive map with step-by-step audio directions.



*Available on the GX, GS and GT models with free downloadable Aha and Stitcher apps.
†Standard on the GX, GS and GT models.
‡Available on the GT model with Technology Package and a SiriusXM™ Satellite Radio subscription (free 6-month subscription comes with package).
**Available on the GX and GS models and standard on the GT model.

IN TUNE WITH YOU

A connected driving experience encompasses every sense, including your sense of hearing. That's why the latest Bose® Centerpoint® 2 Surround Sound System† is available in the MAZDA3 GT. Specifically engineered to reproduce high-quality sound for the MAZDA3's interior dimensions, its 9 speakers enable listeners to enjoy a surround sound experience from nearly any stereo source, including CDs, MP3 devices, radio and available SiriusXM™ Satellite Radio*. Centerpoint® 2 surround technology analyzes the stereo signal and converts it to surround sound, creating a truly immersive experience. SurroundStage® delivers a balanced 360 sound field to each seat, so everyone feels as though they are in the middle of the music. While AudioPilot® 2 technology constantly monitors and adjusts the music to compensate for the effects of unwanted noise.

IN EVERY SENSE.



/ SPEAKERS /

A 2.5-inch (60 mm) mid-high range speakers x 2 **B** Front-door 9-inch (230 mm) woofer x 2 **C** Front 3.25-inch (80 mm) mid-high range centre speaker x 1
D Rear-door 5.25-inch (130 mm) wide-range speakers x 2 **E** 2.5-inch (60 mm) mid-high range speakers x 2 **F** Digital amplifier with 8 channels of custom equalization

†Available on the GT model with Luxury Package.
*Available on the GT model with Technology Package.





/ THE HOLE TRUTH /

By making the seat perforations moderately large and the distances between them small, our engineers created leather-trimmed upholstery* that's not only soft and breathable, but also absorbs road noise for an enhanced audio-listening environment.

/ PERFECT FIT /

The MAZDA3's sport seats are contoured to mould perfectly to the body, giving you and your passengers a more comfortable and connected ride, no matter how long the commute. And with the available dual-stitched leather-trimmed upholstery*, the seats are as carefully crafted as they are beautiful.

*Available on the GT model with Luxury Package.

DON'T JUST DRIVE. EXPERIENCE.

The MAZDA3's interior appointments offer luxury you simply won't find in comparable affordable compact cars. Using high-end materials and refined finishes, like the satin chrome accents and a carbon fibre-look meter hood, the MAZDA3 offers a unique, understated beauty. The streamlined dash and instrument panel improve visibility for the driver and front passenger, while giving a feeling of spaciousness typically found in luxury vehicles. By repositioning the back seats slightly closer to the centre of the cabin, passengers have a broader view of the cockpit and road ahead. And by redesigning the front seatbacks to contour inwards, we created additional legroom and more foot room. Chances are, you've never seen an interior like this in another car in its class.



FLEXIBLE STORAGE. ROOM TO ROOM.

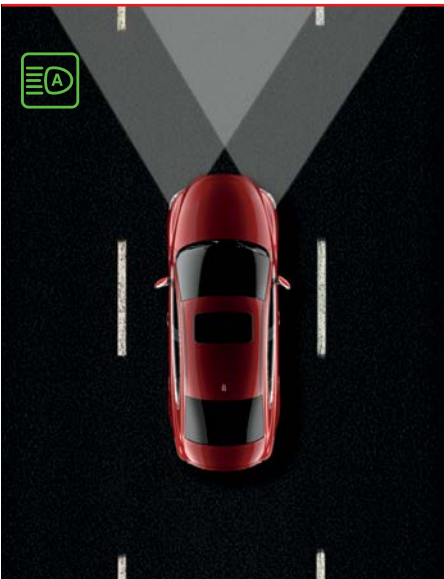
With the MAZDA3 Sport hatchback, you can enjoy all the conveniences of a compact car without ever compromising cargo space. With a generous 1,334 L of cargo space with the rear seats folded, you'll have enough room for all your camping gear, work gear, party gear or whatever gear you need. Plus, the easy-access lift-gate means easy loading. And when you have more passengers than gear? The MAZDA3 Sport offers plenty of versatility with 60/40-split fold-down rear seats. Simply fold down one section of the rear seat to allow for both passenger room and cargo. And when you need to be all about passengers, the MAZDA3 Sport accommodates five with room to spare.



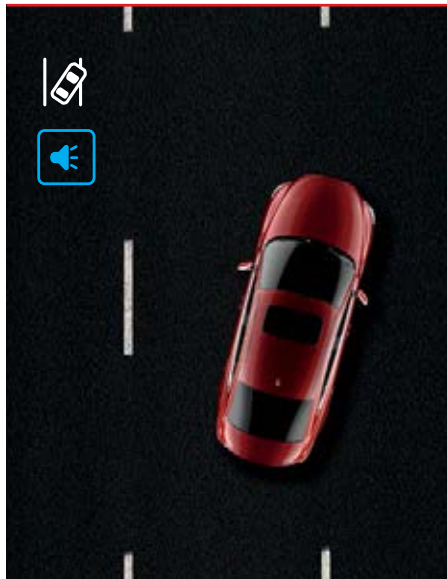
LIFE IN THE FAST LANE NEVER FELT SO SAFE.

You don't necessarily expect safety innovations to improve the driving experience - unless you're a performance-obsessed automaker like Mazda. For the MAZDA3, our engineers insisted on offering i-ACTIVSENSE safety innovations - a collection of advanced safety technologies that take safety to a whole new level. Taking an active approach to safety, i-ACTIVSENSE is designed to put you closely in tune with your surroundings. It's based on the belief that by making you more aware of road conditions, you'll be better prepared to either help prevent an accident or lessen its severity.

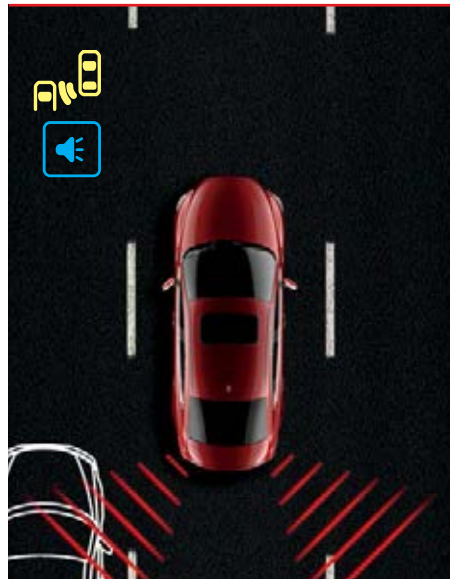
i-ACTIVSENSE



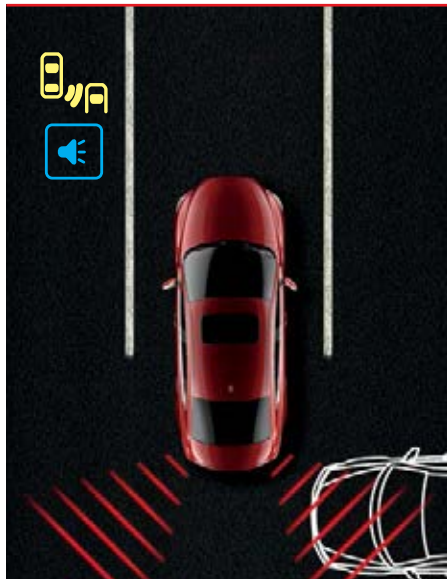
/ HIGH BEAM CONTROL (HBC) /
High Beam Control[†] helps the driver see better at night by maximizing opportunities to use the high beams. The system automatically switches to the low beams when it detects oncoming traffic and/or a vehicle ahead.



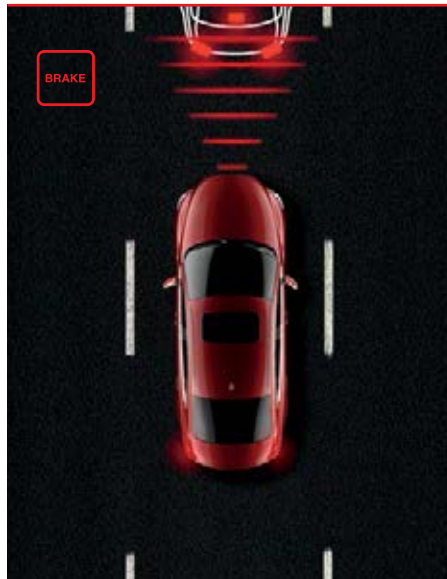
/ LANE DEPARTURE WARNING SYSTEM (LDWS) /
The Lane Departure Warning System[†] gives audible and visual warnings when drivers are about to unintentionally depart from their lane at a speed of 70 km/hour or higher.



/ BLIND SPOT MONITORING (BSM) /
Blind Spot Monitoring^{†▲} radar sensors detect objects in the left or right blind spots. If the driver signals a lane change while an object is present, a light in your corresponding side mirror blinks and a warning chime sounds.



/ REAR CROSS TRAFFIC ALERT (RCTA) /
When backing up, Rear Cross Traffic Alert[†] detects a vehicle approaching from the side and promptly alerts the driver with an audible warning, as well as a visual warning in the driver's-side mirror.



/ SMART CITY BRAKE SUPPORT (SCBS) /
At low speeds, Smart City Brake Support[†] detects objects ahead and prepares the vehicle to stop by adjusting the brake pads closer to the disc. If no driver action is taken, the system automatically applies the brakes.



/ ADAPTIVE FRONT LIGHTING SYSTEM (AFS) /
The MAZDA3's KODO-design Adaptive Front Lighting System[†] is not only striking, but also provides a sharper vision of the road ahead. It automatically adjusts the angle of the vehicle's headlights according to the steering angle and vehicle speed. When cornering or approaching intersections at night, the beam of the headlights illuminates the path the car will actually follow, thereby enhancing driver safety. Beautiful design fused with highly advanced technologies. There's no better way to illuminate your journey.

▲Always check your mirrors. Be aware of traffic around you.
†Available on the GT model with Technology Package.

– John LeBlanc, driving.ca

PAINT COLOURS	MAZDA3 G	GX	MAZDA3 & MAZDA3 Sport GS/GT	GT with Luxury or Technology Packages	
	BLACK CLOTH	BLACK CLOTH	BLACK CLOTH	BLACK LEATHER	OFF-WHITE LEATHER
Snowflake White Pearl		●	●	●	
Aluminum Metallic	●	●	●	●	
Soul Red Metallic			●	●	●
Jet Black Mica	●	●	●	●	●
Meteor Grey Mica			●	●	
Deep Crystal Blue Mica	●	●	●	●	●
Titanium Flash Mica		●	●	●	

● = Available

16" steel wheels with full wheel covers (G/GX)	16" alloy wheels (GS)	18" alloy wheels (GT)

SPECIFICATIONS	G/GX/GS	GT
Engine type	SKYACTIV-G 2.0 L DOHC 16-valve 4-cylinder	SKYACTIV-G 2.5 L DOHC 16-valve 4-cylinder
Displacement	1,998 cc	2,488 cc
Compression ratio	13.0:1	13.0:1
Horsepower SAE net	155 @ 6,000 rpm	184 @ 5,700 rpm
Torque SAE net lb. ft.	150 @ 4,000 rpm	185 @ 3,250 rpm
Fuel system	Direct Injection	Direct Injection
Recommended fuel	Regular	Regular
FUEL ECONOMY CITY/HIGHWAY (L/100 KM)*	MAZDA3	MAZDA3 Sport
6MT (G)	8.0/5.8	-
6MT (GX/GS)	8.0/5.8	8.2/5.9
6AT (GX/GS)	7.9/5.7	8.0/5.9
6MT (GT)	9.3/6.4	9.2/6.6
6AT (GT)	8.4/6.1	8.7/6.5
6AT with i-ELOOP (GT)	8.2/5.9	8.2/6.0

*Estimated fuel economy based on Government of Canada's approved 5-cycle testing method. Your actual fuel consumption may vary depending on how, where and when you drive. For comparison purposes only. For more information on 5-cycle testing, visit mazda.ca/5cycle.

CURB WEIGHT (KG)	G	GX/GS	GT
MAZDA3	1,291 (MT)	1,299 (MT)	1,359 (MT)
	-	1,327 (AT)	1,383 (AT)
MAZDA3 Sport	-	1,300 (MT)	1,361 (MT)
	-	1,330 (AT)	1,384 (AT)

Black Cloth (G/GX)

Premium Black Cloth (GS/GT)

Black Leather
(GT with Luxury or Technology Packages)

Off-White Leather
(GT with Luxury or Technology Packages)

EXTERIOR DIMENSIONS	MAZDA3	MAZDA3 Sport
Wheelbase (mm)		2,700
Overall width (mm)		2,053
Overall height (mm)		1,455
Track (fr/r) (mm)		1,555/1,560
Overall length (mm)	4,580	4,460
Turning circle, curb-to-curb (m)		10.6
INTERIOR DIMENSIONS		
Headroom (fr/r) (mm)	981/955	981/955
Headroom (fr/r) with moonroof (mm)	956/952	956/952
Legroom (fr/r) (mm)	1,073/909	1,073/909
Shoulder room (fr/r) (mm)	1,452/1,382	1,452/1,382
CAPACITIES		
Seating	5	5
Cargo volume (L)	350	572 (behind rear seats) 1,334 (with rear seats folded)
Passenger volume (L)	2,727	2,730
Fuel tank (L)	50	50



MAZDA3 & MAZDA3 SPORT FEATURES

ENGINE & TRANSMISSION	MAZDA3				MAZDA3 SPORT		
	G	GX	GS	GT	GX	GS	GT
SKYACTIV-G 2.0 L DOHC 16-valve 4-cylinder engine	S	S	S	-	S	S	-
SKYACTIV-G 2.5 L DOHC 16-valve 4-cylinder engine	-	-	-	S	-	-	S
SKYACTIV-MT 6-speed manual transmission	S	S	S	S	S	S	S
SKYACTIV-Drive 6-speed automatic transmission with SPORT mode	-	0	0	-	0	0	-
SKYACTIV-Drive 6-speed automatic transmission with SPORT mode and paddle shifters	-	-	-	0	-	-	0
Drive Selection switch	-	-	-	0	-	-	0
Front engine/front-wheel drive	S	S	S	S	S	S	S
SUSPENSION & BRAKES							
Power-assisted 4-wheel disc brakes	S	S	S	S	S	S	S
Anti-lock Brake System (ABS) with Electronic Brake Force Distribution (EBFD)	S	S	S	S	S	S	S
i-ELOOP regenerative braking system	-	-	-	TECH	-	-	TECH
Rack-and-pinion steering with rpm-sensing variable power assist	S	S	S	S	S	S	S
Front independent MacPherson strut suspension with coil springs	S	S	S	S	S	S	S
Rear independent multi-link suspension with coil springs	S	S	S	S	S	S	S
Front and rear stabilizer bars	S	S	S	S	S	S	S
Dynamic Stability Control (DSC)	S	S	S	S	S	S	S
Traction Control System (TCS)	S	S	S	S	S	S	S
SAFETY & SECURITY							
Dual front air bags, dual front side air bags and dual side air curtains	S	S	S	S	S	S	S
Engine immobilizer theft-deterrent system	S	S	S	S	S	S	S
Anti-theft alarm system	-	S	S	S	S	S	S
Whiplash-reducing front seat headrests	S	S	S	S	S	S	S
Rear seat headrests	S	S	S	S	S	S	S
3-point safety belts for all occupants	S	S	S	S	S	S	S
Driver's and front passenger's safety-belt pretensioners with force limiters	S	S	S	S	S	S	S
Blind Spot Monitoring system (BSM)	-	-	-	TECH	-	-	TECH
Rear Cross Traffic Alert (RCTA)	-	-	-	TECH	-	-	TECH
Lane Departure Warning System (LDWS)	-	-	-	TECH	-	-	TECH
Smart City Brake Support (SCBS)	-	-	-	TECH	-	-	TECH
Integrated child-seat anchors	S	S	S	S	S	S	S
EXTERIOR							
Body-coloured door handles	S	S	S	S	S	S	S
Rear spoiler	-	-	-	S	S	S	S
Body-coloured power-operated door mirrors	S	S	S	S	S	S	S
Heated door mirrors	-	-	S	S	-	S	S
Side turn signal on door mirrors	-	-	S	S	-	S	S
Halogen headlights	S	S	S	-	S	S	-
Bi-Xenon HID headlights with LED signature headlight	-	-	-	S	-	-	S

EXTERIOR (cont'd)	MAZDA3				MAZDA3 SPORT		
	G	GX	GS	GT	GX	GS	GT
Automatic headlight shut-off	S	S	-	-	S	-	-
Automatic on/off headlights	-	-	S	S	-	S	S
Adaptive Front Lighting System (AFS) with automatic headlight levelling	-	-	-	TECH	-	-	TECH
High Beam Control system (HBC)	-	-	-	TECH	-	-	TECH
LED taillights	-	-	-	S	-	-	S
Active air shutter	-	-	-	TECH	-	-	TECH
Variable intermittent windshield wipers	S	S	-	-	S	-	-
Rain-sensing intermittent windshield wipers	-	-	S	S	-	S	S
Rear window defroster	S	S	S	S	S	S	S
Intermittent rear wiper	-	-	-	-	S	S	S
Fog lights	-	-	-	S	-	-	S
Dual sport exhaust	S	S	S	S	-	-	-
Dual sport exhaust with bright finish	-	-	-	-	S	S	S
Black window trim	S	S	-	-	S	-	-
Bright finish window trim	-	-	S	S	-	S	S
WHEELS & TIRES							
16" steel wheels with full wheel covers	S	S	-	-	S	-	-
16" alloy wheels	-	-	S	-	-	S	-
18" alloy wheels	-	-	-	S	-	-	S
205/60R16 all-season tires	S	S	S	-	S	S	-
215/45R18 all-season tires	-	-	-	S	-	-	S
Temporary spare tire	S	S	S	S	S	S	S
COMFORT & CONVENIENCE							
Air conditioning with manual climate controls	-	S	S	S	S	S	S
Dual-zone automatic climate controls	-	-	-	LP	-	-	LP
Steering-wheel-mounted cruise controls	-	S	S	S	S	S	S
Tilt and telescopic steering wheel	S	S	S	S	S	S	S
Internal fuel door, trunk/hatch and hood releases	S	S	S	S	S	S	S
Day/night rearview mirror	S	S	S	S	S	S	S
Auto-dimming rearview mirror with HomeLink® wireless control system	-	-	-	TECH	-	-	TECH
Speed-sensing double-action power door locks	S	S	S	S	S	S	S
Remote keyless entry system with trunk release and panic mode	S	S	S	-	S	S	-
Advanced Keyless Entry System with panic mode	-	-	-	S	-	-	S
Push Button Start	S	S	S	S	S	S	S
Illuminated entry	S	S	S	S	S	S	S
Power windows with driver's one-touch up and down feature and timer	S	S	S	S	S	S	S
Front room lamp	S	-	-	-	-	-	-
Front room lamp with spot lamp	-	S	S	S	S	S	S
Rear room lamp	-	S	S	S	S	S	S
Cargo/trunk light	S	S	S	S	S	S	S
Driver's and passenger's sunvisors with vanity mirror	S	S	-	-	S	-	-

COMFORT & CONVENIENCE (cont'd)	MAZDA3				MAZDA3 SPORT		
	G	GX	GS	GT	GX	GS	GT
Driver's and passenger's sunvisors with illuminated vanity mirror	-	-	S	S	-	S	S
12-volt power outlet with retained power	S	S	S	S	S	S	S
Dual front cup holders	S	S	S	S	S	S	S
Passenger assist grips	S	S	S	S	S	S	S
Coat hooks	S	S	S	S	S	S	S
Power glass moonroof with interior sunshade, tilt-up ventilation and one-touch open feature	-	-	0	S	-	0	S
SEAT & TRIM							
6-way manually adjustable driver's seat	S	S	S	S	S	S	S
6-way power-adjustable driver's seat	-	-	-	LP	-	-	LP
Driver's manual lumbar support	-	-	-	LP	-	-	LP
4-way manually adjustable passenger's seat	S	S	S	S	S	S	S
Heated front seats	-	-	S	S	-	S	S
Folding bench rear seatback	S	S	-	-	-	-	-
60/40-split fold-down rear seatback	-	-	S	S	S	S	S
Rear centre armrest with cup holders	-	-	S	S	-	S	S
Cloth upholstery	S	S	-	-	S	-	-
Premium cloth upholstery	-	-	S	S	-	S	S
Cloth door trim	S	S	S	S	S	S	S
Leather-trimmed upholstery	-	-	-	LP	-	-	LP
Leather-like door trim	-	-	-	LP	-	-	LP
Leather-wrapped steering wheel	-	-	S	S	-	S	S
Leather-wrapped shift knob	-	-	S	S	-	S	S
Leather-wrapped parking brake handle	-	-	S	S	-	S	S
Piano black decorative panel	S	S	S	-	S	S	-
Silver decorative panel	-	-	-	S	-	-	S
Custom-fitted floor mats	S	S	S	S	S	S	S
INSTRUMENT PANEL & STORAGE							
Tachometer	-	S	S	S	S	S	S
Exterior temperature gauge	-	-	S	S	-	S	S
Warning lights for low fuel level, low windshield washer fluid, door ajar, check engine, oil pressure and air bags	S	S	S	S	S	S	S
Trip computer	-	S	S	S	S	S	S
Rearview camera	-	S	S	S	S	S	S
Navigation-ready (requires navigation SD card accessory)	-	S	S	-	S	S	-
Voice-activated navigation system	-	-	-	S	-	-	S
HMI Commander Switch	-	S	S	S	S	S	S
Active Driving Display (ADD)	-	-	-	S	-	-	S
Overhead console with sunglasses holder	-	-	S	S	-	S	S
Centre console with leather-like lid	-	-	-	LP	-	-	LP
Front door storage pockets with bottle holders	S	S	S	S	S	S	S
Passenger's side seat-back pocket	S	S	S	S	S	S	S

AUDIO	MAZDA3				MAZDA3 SPORT		
	G	GX	GS	GT	GX	GS	GT
AM/FM radio with 4 speakers	S	-	-	-	-	-	-
AM/FM radio with 6 speakers	-	S	S	-	S	S	-
AM/FM radio and CD player with MP3 functionality and 6 speakers	-	-	-	S	-	-	S
9-speaker premium Bose® audio system with Centerpoint® 2 surround technology, AudioPilot® 2 noise compensation technology and SurroundStage® signal processing	-	-	-	LP	-	-	LP
HD Radio	-	S	S	S	S	S	S
Audio display screen	S	-	-	-	-	-	-
7-inch colour touchscreen display with MAZDA CONNECT	-	S	S	S	S	S	S
Integrated Aha™ Internet Radio functionality†	-	S	S	S	S	S	S
Integrated Stitcher™ Internet Radio functionality†	-	S	S	S	S	S	S
SMS text message audio delivery and reply†	-	S	S	S	S	S	S
Bluetooth® hands-free phone capability	-	S	S	S	S	S	S
Steering-wheel-mounted Bluetooth® and audio controls	-	S	S	S	S	S	S
USB and auxiliary audio input	S	-	-	-	-	-	-
USB (2) and auxiliary audio input	-	S	S	S	S	S	S
SiriusXM™ Satellite Radio with fin antenna (<i>free 6-month subscription</i>)	-	-	-	TECH	-	-	TECH
S = Standard O = Optional LP = Luxury Package TECH = Technology Package - = Not available							

MAZDA3 & MAZDA3 SPORT PACKAGES

Luxury Package (GT): Dual-zone automatic climate controls, leather-trimmed upholstery, 6-way power-adjustable driver's seat, driver's seat manual lumbar support, leather-like door trim, centre console with leather-like lid and 9-speaker premium Bose® audio system with Centerpoint® 2 surround technology, AudioPilot® 2 noise compensation technology and SurroundStage® signal processing.

Technology Package (GT): i-ELOOP regenerative braking system, Blind Spot Monitoring system (BSM), Rear Cross Traffic Alert (RCTA), Lane Departure Warning System (LDWS), Smart City Brake Support (SCBS), Adaptive Front Lighting System (AFS) with automatic headlight levelling, High Beam Control system (HBC), active air shutter, auto-dimming rearview mirror with HomeLink® wireless control system and SiriusXM™ Satellite Radio. (Technology Package requires Luxury Package and automatic transmission.)

†Aha, Stitcher and SMS text functionality are a part of MAZDA CONNECT and are only compatible with certain devices.
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MAZDA3 ACCESSORIES. IT'S YOUR MAZDA – MAKE IT YOUR OWN.

Customize your new MAZDA3 with Genuine Mazda Accessories. When installed by your Mazda Dealer prior to or at initial vehicle retail delivery, Genuine Mazda Accessories carry the same new-vehicle limited warranty as your new Mazda. Ask your dealer for details.

01 // 18" GLOSS BLACK WHEELS WITH MACHINED FACE /

These 18-inch Gloss Black Wheels give your MAZDA3 added style to match its sleek exterior design.



02 // 18" GLOSS BLACK WHEELS /

Bring out your MAZDA3's dark side with these 18-inch Dark Alloy Wheels.

03 // AERO KIT /

Give your MAZDA3 a bold, aerodynamic stance. Accessorize your ride with our Brilliant Black Aero Kit that includes Front Air Dam, Side Sills, Rear Diffuser and Rear Spoiler. Pick and choose only the accessories you like or go all out and deck your drive with all four.



06 // ALL-WEATHER FLOOR MATS /

Fitted perfectly to your MAZDA3, these All-Weather Floor Mats guard against water, sand, mud, snow or whatever you drag through the door.



04 // CARGO TRAY /

Life doesn't have to be messy, at least inside your MAZDA3. This flexible, durable Cargo Tray* protects against spills and other damage. Removes easily for quick cleanup.



07 // REAR BUMPER GUARD /

Tailored and sleek, our durable stainless steel Rear Bumper Guard not only looks great, but also helps protect the rear bumper from chips and scratches.



05 // MAZDA MOBILE START /

With Mazda Mobile Start, now you can remotely start, lock or unlock your Mazda using a smartphone app. You can even activate a panic alarm, and if you've forgotten where you parked your Mazda, you can use the app to find it virtually anywhere.



08 // NAVIGATION SYSTEM /

Get where you need to go with our in-dash, integrated navigation system. Enjoy advanced lane guidance, 3D interactive map, intuitive voice commands and much more.



Visit mazda.ca for Accessory options.

*Please remember to properly secure all cargo.

Mazda

UNLIMITED

3-YEAR
NEW VEHICLE
UNLIMITED MILEAGE WARRANTY

3-YEAR
ROADSIDE ASSISTANCE
UNLIMITED MILEAGE

5-YEAR
POWERTRAIN
UNLIMITED MILEAGE WARRANTY

7-YEAR
ANTI-PERFORATION
UNLIMITED MILEAGE WARRANTY

NEVER STOP IMPROVING. NEVER STOP PUSHING THE LIMITS.
THIS IS THE MAZDA WAY.
AND IT'S THE PHILOSOPHY THAT GUIDES EVERYTHING WE DO,
FROM THE ENGINEERING AND DESIGN OF OUR NEW VEHICLES
TO THE KIND OF WARRANTY WE OFFER.

A first-of-its-kind warranty that lets you drive
as much as you want, as far as you want.

Standard on all 2015 and 2016 models.

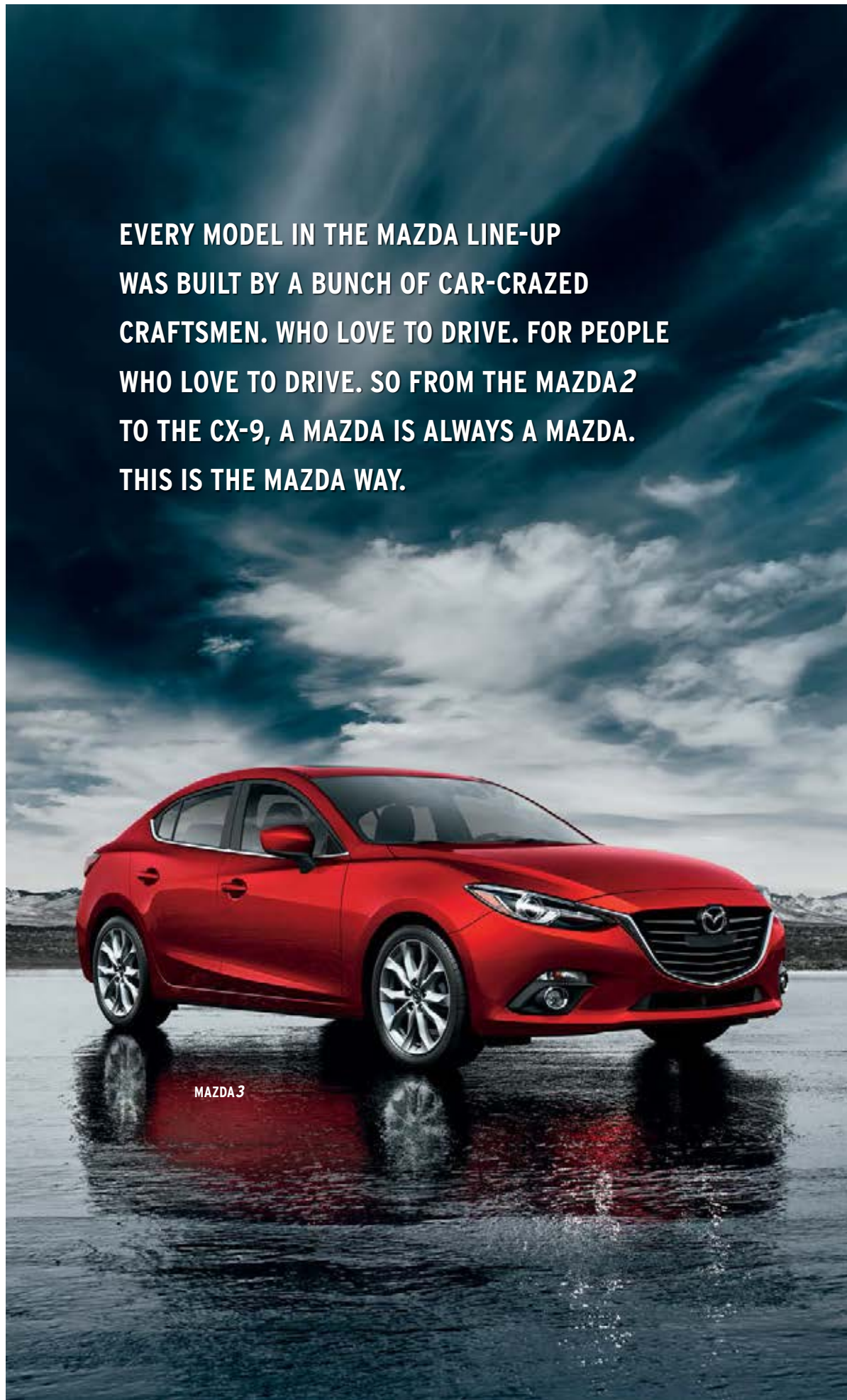
It should come as no surprise that Mazda, a car company committed to an unrivalled driving experience, would defy convention to introduce a revolutionary new warranty program that lets you keep on driving. Introducing Mazda Unlimited, a first-of-its-kind warranty that lets you drive as much as you want, as far as you want. There are no limits on how far you can go. This is the Mazda Way.

What does Mazda Unlimited mean for you?

- Added confidence in the quality of the product you are driving
- Added protection, knowing Mazda will be there, kilometre after kilometre
- Added value, knowing that if you ever sell, trade or upgrade to a new vehicle during the warranty period, **Mazda Unlimited** will be transferable to the new owner
- Added peace of mind, knowing that there are no limits to how far you can go

To learn more about the Mazda Unlimited Warranty, visit mazdaunlimited.ca.

EVERY MODEL IN THE MAZDA LINE-UP
WAS BUILT BY A BUNCH OF CAR-CRAZED
CRAFTSMEN. WHO LOVE TO DRIVE. FOR PEOPLE
WHO LOVE TO DRIVE. SO FROM THE MAZDA2
TO THE CX-9, A MAZDA IS ALWAYS A MAZDA.
THIS IS THE MAZDA WAY.



MAZDA3

MAZDA2



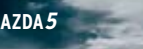
MX-5

A red Mazda MX-5 sports car is shown from a front-three-quarter view, parked on a wet, reflective surface. The car's sleek design and open-top configuration are highlighted. The background features a dramatic, cloudy sky, and the wet pavement creates a clear reflection of the car and the sky above.

MAZDA3 SPORT

A red Mazda3 Sport car is shown from a front-three-quarter view, parked on a highly reflective surface that creates a clear mirror image of the vehicle. The background features a range of snow-capped mountains under a dramatic, cloudy sky. The car's design is sleek and aerodynamic, with visible alloy wheels and a sporty front grille.

MAZDA 5

A red Mazda 5 minivan is shown from a front-three-quarter view, parked on a dark, reflective surface. The car's reflection is clearly visible below it. The background features a cloudy sky and a distant shoreline with hills. The text "MAZDA 5" is printed in white, bold, sans-serif font in the upper left corner of the image.

MAZDA6

A red Mazda6 sedan is shown from a front-three-quarter view, parked on a wet, reflective surface. The car's reflection is clearly visible on the ground. The background features a cloudy sky and a distant shoreline with some buildings. The car is a four-door model with alloy wheels and a sleek design.

CX-3

A red Mazda CX-3 SUV is shown from a front-three-quarter view, parked on a wet, reflective surface. The car's reflection is clearly visible in the wet pavement. The background features a cloudy sky and a distant shoreline with some buildings. The car is a compact crossover with a distinctive grille and alloy wheels.

CX-5

A red Mazda CX-5 SUV is shown from a front-three-quarter view, parked on a wet, reflective surface. The car's reflection is clearly visible on the ground. The background features a cloudy sky and distant mountains. The text 'CX-5' is positioned in the upper left corner of the image.

CX-9

A red Mazda CX-9 SUV is shown from a front-three-quarter view, parked on a wet, reflective surface. The car's reflection is clearly visible on the ground. The background is a cloudy sky. The car is a bright red color with silver multi-spoke wheels. The Mazda logo is visible on the front grille.

OUR PROMISE.

At Mazda, we're passionate about what we do. We pay attention to the details, and we take an unconventional approach. You can see it in our designs, feel it in how our cars drive, and experience it in the way we treat you as a customer. Our dealerships are here to help you make the right choice, so everything we do is focused on ensuring that you get exactly what you want - surpassing your expectations. Mazda doesn't settle, and neither should you. Let our Mazda Dealers:

- / Provide you with a comfortable environment
- / Earn your trust
- / Respect and value your time
- / Give you useful information and advice
- / Help you make the best decision

Getting the personalized experience you deserve at your Mazda Dealer.

This is the Mazda Way.

FINANCING WITHOUT THE FUSS Whether you're buying or leasing a new Mazda, or a used vehicle, Mazda Financial Services can help make the financing process more convenient and satisfying. Mazda Financial Services is known for first-class customer service, a wide range of financing options and highly competitive rates. To find out which purchase or lease plan is right for you, talk with your Mazda Dealer or visit mazda.ca.

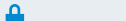
MAZDA ROADSIDE ASSISTANCE PROGRAM As part of our commitment to your total satisfaction, 2016 MAZDA3 owners are automatically enrolled in our Roadside Assistance Program. Roadside Assistance protects your MAZDA3 for the duration of the 3-year basic limited warranty. Should you require assistance during this period, our service will help to get your vehicle back on the road and minimize any inconvenience. For complete details on this program, see your Mazda Dealer or visit mazda.ca.

MAZDA MOBILITY ASSISTANCE PROGRAM Mazda Canada believes that vehicle access is vital for everyone. Under this program, physically challenged customers who purchase or lease a new, unused Mazda vehicle may be eligible to receive assistance from Mazda Canada Inc. to aid with the cost of acquiring and installing adaptive driving aids on their vehicle. For complete details on this program, see your Mazda Dealer.

MAZDA TEST-DRIVE EXPERIENCE Exhilaration begins with the Mazda Test-Drive Experience - a uniquely designed road trip engineered to take you miles beyond the ordinary test-drive. Down local streets, on-ramps, highways and off-ramps. Through straightaways, S-curves and corners. It's all about putting a Mazda to the test under real-world conditions. It's about discovering the superb acceleration, braking, steering, handling and ride quality that every Mazda offers. And rediscovering that fun, connected-to-the-road feeling we call Zoom-Zoom.

READY TO ROLL Our pre-delivery commitment means every new Mazda is inspected, gassed up and fitted with floor mats.





 For peace-of-mind motoring, we've created Mazda Added Protection Plan (M.A.P.) extended warranty plans. M.A.P. plans complement your Mazda Limited Warranty and protect you from unexpected repair expenses and the rising cost of repairs. All M.A.P. plans include Personal Budget and Repair Inflation Protection. In addition, all M.A.P. plans include Premium Roadside Assistance, Tire Road Hazard coverage and OEM Collision Part Coverage. Premium Roadside Assistance extends the roadside assistance coverage offered during the new-vehicle limited-warranty period throughout the M.A.P. term. The Premium Roadside Assistance offers Towing, Winching, Battery Boost, Out-of-Fuel Coverage, Tire Service, Lockout Service, Emergency Travel Expense Reimbursement and Travel Planning and Dealer Locator. Should you ever decide to sell your Mazda vehicle, M.A.P. is transferable to future owners and will enhance the resale value of your vehicle. The Mazda Added Protection Plan is fully backed and administered by Mazda Canada Inc. For more information, please contact your Mazda Dealer.





 Ask your dealer about Mazda's competitive program for recent university and college graduates.

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. Options and accessories shown or described in this brochure are available at extra cost and may be offered only in combination with other options or subject to additional ordering requirements or limitations. E. & O. E.

IT TAKES CONVICTION TO STAND UP TO THE NAYSAYERS.
A CREATIVE FIRE THAT'S UNAFRAID OF THE BLANK PAGE.
AND THE COURAGE TO FLIP CONVENTIONAL WISDOM ON ITS HEAD.
BECAUSE THIS IS THE ONLY WAY TO CHANGE THE GAME.
AND THE ONLY WAY TO BUILD CARS WORTH DRIVING.
TODAY, OUR SKYACTIV TECHNOLOGY IS CHANGING THE GAME.
IT'S HOW WE REINVENTED THE GASOLINE ENGINE,
DRAMATICALLY IMPROVING ITS EFFICIENCY
WITHOUT SACRIFICING HEART-POUNDING PERFORMANCE.
IT'S HOW WE ENGINEERED A LIGHTER CAR THAT'S EVEN STRONGER,
SAFER, MORE RESPONSIVE, AND MORE EXHILARATING TO DRIVE.
THESE ARE ACTIONS, NOT WORDS. PROOF, NOT THEORIES.
MAKING THE IMPOSSIBLE POSSIBLE.

THIS IS THE MAZDA WAY.



zoom-zoom

Find out more on:



Get more detailed information on your MAZDA3. Check out our website at mazda.ca for specifications and features, option packages, pricing, financing, to get a quote and find a dealer near you.

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