

2013 Mazda3



mazda

WHAT DO YOU DRIVE?

Is it inspiring?

What were the people who built your car thinking?

Are they just another behemoth car maker following the rules?

Or do they break them?

Do they push the boundaries of tradition and habit

to achieve the unachieved?

Are they insightful craftsmen,

obsessing over the details with a crazed passion?

Building less - building better -

for a discerning few?

Are you one of the few

who cares about what you drive,

how it drives

and the way it makes you feel?

We're with you.

Because we believe if it's not worth driving,

it's not worth building.

We build Mazdas.

What do you drive?

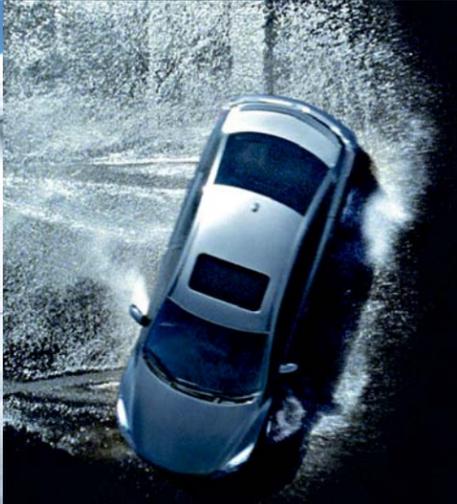
ZOOM-ZOOM

Drivers, choose your exhilaration.

The 2013 MAZDA3 is packed with a choice of exhilarating driving options. Whatever your style, there's a MAZDA3 for you. Whether you choose the 4-door sedan or 5-door hatchback, a 2.0 L or 2.5 L engine, every MAZDA3 is designed to let you personalize your mix of power, efficiency and convenience. For the ultimate balance of performance and fuel economy, explore the trims that feature our groundbreaking SKYACTIV-G engine with either a SKYACTIV-Drive automatic transmission or a SKYACTIV-MT manual transmission. And for the true performance addict, there's the notorious MAZDASPEED3. No matter which one you choose, every MAZDA3 comes with a few things standard - performance, passion and no compromise.

Engineered from the ground up with zero compromise.

At Mazda, refusing to compromise is in our blood. It's at the heart of every car we build. Take the 2013 MAZDA3. It performs like a sports car, is refined like a luxury car and priced like an economy car. Fuel efficient, fully loaded and a class leader, it's the culmination of an entire line of Mazda innovations distilled into a single vehicle. It's a reminder of what Mazda is capable of and a symbol of what's to come. It's what happens when our best engineers, designers and craftsmen set out not to make a car, but to make a stand without compromise. Because at Mazda, we believe drivers shouldn't settle for anything less.



Exceeding expectations comes standard.

Why settle for basic, bland or boring when you can have driving passion, comfort and common sense. Be it a sport-tuned suspension, keyless entry or Dynamic Stability Control, every MAZDA3 comes fully equipped with features you wouldn't expect in a compact car. And the best part? They're all standard.

Power door locks and mirrors

4-wheel disc brakes

Power windows with driver's one-touch down and switch illumination

Anti-lock Brake System (ABS) with Electronic Brake Force Distribution (EBFD)

Dynamic Stability Control (DSC) and Traction Control System (TCS)

Precise rack-and-pinion steering with Electro-Hydraulic Power Assist

Sport-tuned 4-wheel independent suspension with front and rear stabilizer bars

AM/FM CD player with 4 speakers, MP3 functionality and USB/auxiliary audio input jack

Advanced dual front air bags

Dual front side air bags

Side-impact air curtains with front- and rear-passenger coverage

Active front headrests for added whiplash protection

Keyless entry with 2-action unlock feature

16-inch wheels

It's not the first 4.9 L/100 km (58 mpg)* sedan, just the first one worth driving.



Outstanding performance, low emissions and exceptional fuel economy in one car?

Yes. SKYACTIV TECHNOLOGY achieves the unheard of.

Because when we engineer zero compromise, we aim for absolute.

And to pull that off meant obsessively analyzing everything we ever did, then starting with a clean slate.

It meant engineering from the ground up and re-engineering everything to work together in unprecedented harmony.

But most importantly, it meant re-imagining what's possible.



We imagined an engine that pushes engineering boundaries by delivering the compression ratio of a Formula 1 race car at 12:1, creating 15% more low rpm torque - yet 15% better fuel economy - all on 87 octane fuel.



We imagined a smooth-shifting automatic transmission so smart it perfectly rev-matches downshifts faster than a dual-clutch transmission, while helping to improve fuel economy.



We imagined a manual transmission that helps maximize fuel efficiency more than any of its predecessors, built with less material but just as rigid. A transmission that's smaller, lighter, stronger and has the shortest shift throw in its class.

We imagined it all and more, and then we made it reality.

Fuel economy. Performance. Together.

Introducing SKYACTIV TECHNOLOGY from Mazda.

The future of driving begins now. www.mazda.ca/skyactiv

*Estimated highway fuel economy on the MAZDA3 GS-SKY AT. Actual results may vary. MPG is listed in Imperial gallons.



It's open to just about anything.

Once again, Mazda elevates the category. This time with unexpected room and versatility. The MAZDA3 Sport is designed to be all about you, the open road and a ton of stuff. Including a convenient fifth door and 60/40-split fold-down rear seat. With more overall interior room, it's able to easily transport longer, larger items - and still leave room for a backseat driver. Fold down the whole rear seat, and you've got additional cargo space for sports equipment, camping gear, luggage and whatever else gets you through the long haul.* Or short haul. And speaking of haul, the potent 167-hp engine (GT model) has more than enough juice to get it all to whatever exciting Point B you have in mind.

*Please remember to properly store all cargo.

Every family has its wild child.

The MAZDASPEED3 is an uncompromising expression of pure performance. A turbocharged, intercooled, direct-injected jolt of automotive adrenaline, it's definitely a beast under the hood. We're talking a powerful combination of 263 hp and 280 lb.ft. of torque, all courtesy of an arsenal of go-fast enhancements that include a high-output all-aluminum MZR 2.3 L engine, specific forged crankshaft and connecting rods, plus optimally tuned intake and exhaust. Connecting that power to the pavement is a 6-speed manual gearbox optimized to exploit the engine's wide torque band and Dynamic Stability Control* with a Traction Control System. Also in play: larger-diameter ventilated front disc brakes, ABS with Electronic Brake Force Distribution and Brake Assist; thicker-diameter front and rear stabilizer bars; and a MAZDASPEED suspension system. Precisely engineered to efficiently transform every drop of gas into rocket fuel, the MAZDASPEED3 is a straight-up tuner that's so good, it's just asking for trouble.



> **Transmission:** A precise 6-speed close-ratio short-throw manual gearbox is standard and ready to transfer MAZDASPEED3's copious power to the pavement. It's teamed with a standard torque-sensing conical limited-slip differential and Mazda's torque management system.

>> **Engine:** An all-aluminum turbocharged and intercooled MZR 2.3 L engine rockets the MAZDASPEED3 down the road. Its Direct-Injection Spark Ignition optimizes combustion, torque and fuel efficiency, plus tuned intake and exhaust systems always provide peak performance.

>>> **Foot Pedals:** Competition-inspired drilled aluminum pedals - just the kind of performance-oriented form and function you'd expect from MAZDASPEED3.





Driver-focused. To keep you road-focused.

From the moment you sit in the MAZDA3, it's crystal clear that every technological touch point was specifically designed to keep you focused on the drive, not the technology itself. An available 8-way, power-adjustable driver's seat[†] positions you for optimum control. The centre stack is positioned to make it easier for you to see the gauges and controls, while convenient steering-wheel-mounted controls put audio*, cruise control*, navigation** and Bluetooth®* hands-free capabilities within thumbs' reach. Get a clear view of the road with the help of available rain-sensing wipers[‡] and dual power remote heated outside mirrors[‡]. At Mazda, we believe technology should focus on you, so you can focus on driving.

*Standard on GS-SKY and GT models, available on the GX model with Convenience Package.

**Standard on GT models.

†Standard on the GT model, available with the Leather Package on the GS-SKY model.

‡Standard on the GS-SKY and GT models.

When you obsess over details, every stitch counts.

For enthusiasts who believe that a car's precision shouldn't stop at the way it handles on the road, the MAZDA3's interior offers a level of craftsmanship that brings to mind the look and feel of a luxury car. On GT models and GS-SKY models with Leather Package, we meticulously stitched real leather to the MAZDA3's high-bolstered seats, steering wheel and shifter. But we didn't stop there. Every dashboard is exquisitely crafted to flow seamlessly, complementing the graceful lines and curves throughout the rest of the interior. It's an environment that is both comfortable and refined, down to the smallest of details.

How do we deliver technology? At your command.

Beyond its curvaceous exterior, the MAZDA3 is packed with thoughtful technological conveniences designed to move you and your passengers in comfort. From the intelligent key system that instantly recognizes you at the touch of a button, to its sequential welcoming illumination that welcomes you by automatically raising the interior lights in an elegant sequence, the MAZDA3 comes well equipped with a wide array of technological features that keep you informed, entertained and connected.

Multi-Information Display

Located in the upper dashboard near the driver's natural line of sight is an innovative Multi-Information Display that elegantly integrates audio system info, trip computer calculations, systems data, ambient temperature and maintenance reminders. (Standard on the GS-SKY, GT and MAZDASPEED3 models.)

Navigation System

Get to where you're going with ease with the available compact navigation system. It provides you with turn-by-turn directions and features automatic zoom, route highlighting and active road name display. And with steering-wheel-mounted controls, programming is within thumbs' reach. (Standard on the GT model and available with the MAZDASPEED3 Technology Package.)



Intelligent Key System with Keyless Entry & Start

Even before you enter your MAZDA3, it's already anticipating your arrival. Its intelligent key system recognizes you and comes to life before your eyes. It remotely locks or unlocks doors, trunk or rear lift-gate - all without you having to take your keyless entry fob out of your pocket. (Standard on the GT model and available on the GS-SKY Touring Edition and MAZDASPEED3 Technology Package.)



Dual-Zone Automatic Climate Controls

Keep yourself and your front passenger comfortable by customizing the environment with available dual-zone automatic climate controls. (Standard on the GT and MAZDASPEED3 models and available on the GS-SKY Touring Edition.)



Bluetooth® Hands-Free Phone and Audio

Keeping your eyes on the road and hands on the wheel has never been easier. With voice commands, making and receiving calls is as easy as pushing a button and saying hello, while staying entertained with streaming audio is now wireless. (Standard on GS-SKY, GT and MAZDASPEED3 models. Available on the GX model with Convenience Package.)



Push-Button Ignition

Eliminate the need for an ignition key with the push-button start. It's standard on the MAZDA3 GT model, available on the GS-SKY Touring Edition, and available with the MAZDASPEED3 Technology Package.

Surround sound that scores a perfect 10 in speakers.

Standard on the MAZDA3 GT and the MAZDASPEED3 and available on the GS-SKY Touring Edition is an exclusive Bose® Centerpoint® Surround Sound System you can't get anywhere else. Specifically tuned for the MAZDA3's unique cabin acoustics, it features 10 high-performance neodymium magnet speakers powered by a 265-watt amplifier. No matter where you sit, exclusive processing technology turns ordinary CDs or MP3 discs into 360° of pure audio exhilaration. It's high fidelity you simply have to hear to believe.



- A** 3.25-inch Twiddler® neodymium mid/high range speaker
- B** Two 1-inch neodymium tweeters (in L/R A-pillars)
- C** Two 6.5-inch neodymium wide-range speakers (in L/R front doors)
- D** Two 5.25-inch neodymium wide-range speakers (in L/R rear doors)
- E** Two 3.25-inch Twiddler® neodymium mid/high-range speakers (in L/R rear deck)
- F** One 9-inch, high-performance Nd® woofer (centre-mounted in rear deck)
- G** 10-speaker premium Bose® audio system with Centerpoint® Surround Sound System and AudioPilot® noise compensation technology

Burn rubber, not fuel.

At Mazda, we strive to transform every single drop of fuel into pure adrenaline. No matter which MAZDA3 you choose, you can count on one thing: Every engine, transmission and suspension system is precisely engineered to deliver a lot of fun with very little gas.

Engines

Advanced, all-aluminum, 16-valve, MZR race-proven engines power the MAZDA3 family, all of which utilize variable valve timing to help minimize fuel consumption while maximizing performance. MAZDA3 GX and MAZDA3 Sport GX models feature a 2.0 L engine rated at 6.0 L/100 km highway/8.2 L/100 km city*. The 2.5 L 167-hp engine turns in 7.0 L/100 km highway/10.2 L/100 km city*. And for the ultimate in fuel efficiency, the MAZDA3 GS-SKY sedan with the all-new SKYACTIV-G 2.0 L engine delivers 155 hp and up to 4.9 L/100 km highway, while the MAZDA3 Sport GS-SKY delivers up to 5.0 L/100 km highway†.

Transmissions

The MAZDA3 GT and the MAZDA3 Sport GT offer a precise 6-speed manual or an optional electronically controlled 5-speed Sport mode automatic transmission. The MAZDA3 GX and MAZDA3 Sport GX models offer the same 5-speed automatic or a 5-speed manual. The GS-SKY models offer the fuel-saving options of the all-new 6-speed SKYACTIV-MT manual or available SKYACTIV-Drive 6-speed Sport mode automatic transmission.

Standard Front and Rear Independent Suspension

The responsive, spirited performance of MAZDA3's engines is complemented by a precisely tuned 4-wheel independent suspension system. Standard on all models, this sophisticated suspension combines front MacPherson struts with an advanced multi-link design at the rear, along with front and rear stabilizer bars. Also standard on all MAZDA3 models is a Traction Control System that helps provide the drive wheels with a better grip during quick acceleration and Dynamic Stability Control‡ that helps make every turn more precise, more responsive, more enjoyable and unquestionably Mazda.

Electro-Hydraulic Power-Assist Steering

The MAZDA3's revolutionary Electro-Hydraulic Power-Assist Steering utilizes hydraulic pressure from a pump driven by an electric motor that works independently of the car's engine. The result? Improved pinpoint steering power, enhanced agility and increased fuel economy.



*Estimated fuel economy with manual transmission. Actual results may vary.
†Estimated fuel economy with automatic transmission. Actual results may vary.
‡Dynamic Stability Control (DSC) is not a substitute for safe driving practices.

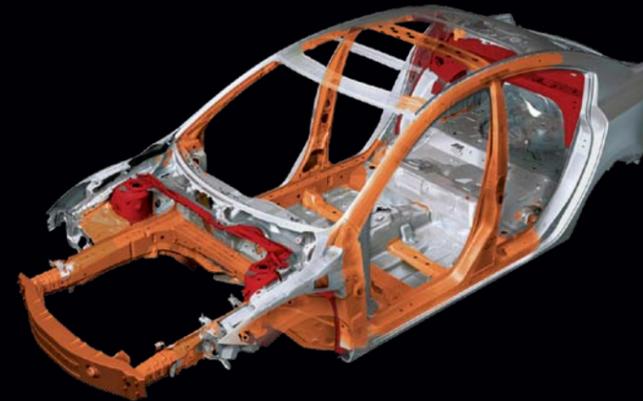


Bi-Xenon Adaptive Front Lighting System.

The best way to protect you and your passengers starts with seeing what's ahead of you. The MAZDA3 GT comes fully equipped with an available Adaptive Front Lighting System and self-levelling Bi-Xenon high-intensity discharge headlights. These headlights are specifically designed to help you see around corners at night, literally. As you turn into a corner, the adaptive inside headlights move up to 15° in the direction of your turn, thereby improving visibility and allowing you to spot potential hazards and dangers up ahead.

Structural Safety

Stronger, safer yet lighter, every MAZDA3 utilizes Mazda's "Triple H" construction system that reinforces the floor, sides and roof, resulting in a safe, secure structure around the driver and passenger compartments. Its high-tensile steel reinforcements increase the strength of critical body areas and enhance basic structural integrity, as well as improve overall handling and provide increased impact protection.



Air Bags

Advanced dual front air bags* that utilize inflators with both crash-zone and passenger's seat weight sensors are standard on all MAZDA3 models - as are dual front side-impact air curtains* with coverage for front and rear passengers.



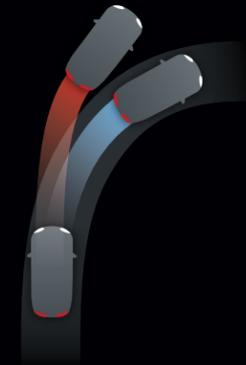
Blind-Spot Monitoring System

A class-leading, state-of-the-art Blind-Spot Monitoring System[†] (GT model) utilizes motion sensor technology and automatically warns you of an approaching vehicle or object in your blind spots by activating an icon in the appropriate side mirror. The icon blinks and a warning beeps when the driver initiates the turn signal.



Brakes

Stopping is as much about performance as anything, so we equipped the MAZDA3 with a wide range of standard braking features. Like 4-wheel disc brakes. An Anti-lock Brake System so the driver can make controlled stops. Electronic Brake Force Distribution to determine how much force to apply to the brakes. And Brake Assist to reduce stopping distance in emergency situations.



Active Safety

Standard Dynamic Stability Control[‡] modulates the throttle and brakes when a sudden loss of traction is detected to help keep the vehicle stable during a turn. Standard Traction Control System detects any loss of traction, then adjusts the throttle to provide the drive wheels with a better grip on the road and more sure-footed acceleration during difficult driving conditions.

*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.
[‡]Dynamic Stability Control (DSC) is not a substitute for safe driving practices.

MAZDA3 & MAZDA3 Sport Colour Combinations

| PAINT COLOURS | GX | | GS-SKY | | GT | |
|------------------------|-------------|-------------|---------------------|---------------------|---------------|---------------|
| | BLACK CLOTH | BEIGE CLOTH | BLACK CLOTH/LEATHER | BEIGE CLOTH/LEATHER | BLACK LEATHER | BEIGE LEATHER |
| Black Mica | • | | • | | • | |
| Crystal White Pearl | • | • | • | • | • | • |
| Indigo Lights Mica | • | | • | | • | |
| Velocity Red Mica | • | | • | | • | |
| Newport Slate Metallic | • | | • | | • | |
| Sky Blue Mica | • | | • | | • | |
| Aluminum Metallic Mica | • | | • | | • | |
| Graphite Mica | • | | • | | • | |

• = Available

MAZDA3 & MAZDA3 Sport Upholstery

| Black Cloth (GX) | | Beige Cloth (GX) | |
|---|--|---|--|
| Black Cloth (GS-SKY) | | Beige Cloth (GS-SKY) | |
| Black Leather (GT) | | Beige Leather (GT) | |
|  |  |  |  |
|  |  | | |

MAZDA3 & MAZDA3 Sport Wheel Options

| 16" steel wheels (GX) | 16" alloy wheels (GS-SKY) | 17" alloy wheels (GT) |
|---|---|---|
|  |  |  |

MAZDA3 & MAZDA3 Sport Features

| ENGINE & TRANSMISSION | MAZDA3 GS-SKY | | MAZDA3 Sport GS-SKY | |
|--|---------------|------|---------------------|------|
| | GX | GT | GX | GT |
| 2.0 L DOHC 16-valve 4-cylinder engine | S | - | S | - |
| SKYACTIV-G 2.0 L DOHC 16-valve 4-cylinder engine | - | S | - | S |
| 2.5 L DOHC 16-valve 4-cylinder engine | - | - | S | - |
| 5-speed manual transmission | S | - | S | - |
| 6-speed manual transmission | - | - | S | - |
| SKYACTIV-MT 6-speed manual transmission | - | S | - | S |
| 5-speed Sport mode automatic transmission | 0 | - | 0 | - |
| SKYACTIV-Drive 6-speed Sport mode automatic transmission | - | 0 | - | 0 |
| Front-wheel drive | S | S | S | S |
| SUSPENSION & BRAKES | | | | |
| Power-assisted 4-wheel disc brakes | S | S | S | S |
| Anti-lock Brake System (ABS) with Electronic Brake Force Distribution (EBFD) | S | S | S | S |
| Rack-and-pinion with Electro-Hydraulic Power-Assist Steering | S | S | S | S |
| Front independent strut suspension with coil springs | S | S | S | S |
| Rear independent multi-link suspension with coil springs | S | S | S | S |
| Front and rear stabilizer bars | S | S | S | S |
| Dynamic Stability Control (DSC) | S | S | S | S |
| Traction Control System (TCS) | S | S | S | S |
| SAFETY & SECURITY | | | | |
| Dual front air bags, dual front side air bags and dual side air curtains | S | S | S | S |
| Engine immobilizer theft-deterrent system | S | S | S | S |
| Anti-theft alarm system | S | S | S | S |
| Active adjustable front seat headrests | S | S | S | S |
| Adjustable rear seat headrests | S | S | S | S |
| Adjustable front safety-belt anchors | S | S | S | S |
| 3-point safety belts for all occupants | S | S | S | S |
| Driver's and front passenger's safety-belt pretensioners and load limiters | S | S | S | S |
| Integrated child-seat anchors | S | S | S | S |
| Child-proof door locks | S | S | S | S |
| Side-door impact-protection beams | S | S | S | S |
| EXTERIOR | | | | |
| Side sill extensions | - | - | - | S |
| Black front grille with matte finish grille bar | S | S | - | S |
| Black front grille with glossy black grille bar | - | GS-L | S | GS-L |
| Body-coloured door handles | S | S | S | S |
| Body-coloured roof spoiler | - | - | - | S |
| Body-coloured sporty roof spoiler | - | - | - | S |
| Rear lip spoiler | - | TE | S | - |
| Body-coloured power-operated door mirrors | S | S | S | S |
| Dual heated door mirrors | - | S | S | S |
| Halogen headlights | S | S | - | S |
| Bi-Xenon headlights (HID) | - | - | S | - |
| Automatic headlight control | - | S | S | S |
| Adaptive Front Lighting System (AFS) with automatic headlight levelling | - | - | S | - |
| Sporty LED taillights | - | TE | S | - |
| Variable intermittent windshield wipers | S | - | - | - |

MAZDA3 & MAZDA3 Sport Features (cont'd)

| EXTERIOR (cont'd) | MAZDA3 GS-SKY | | MAZDA3 Sport GS-SKY | |
|--|---------------|------|---------------------|------|
| | GX | GT | GX | GT |
| Rain-sensing intermittent windshield wipers | - | S | S | - |
| Rear window defroster | S | S | S | S |
| Rear wiper | - | - | - | S |
| Sporty fog lights | - | GS-L | S | GS-L |
| Sporty exhaust outlet garnish | - | S | - | - |
| Dual sport exhaust outlet garnish | - | - | S | - |
| 2.5 L badge | - | - | S | - |
| Roof rack mounting hardware | S | S | S | S |
| WHEELS & TIRES | | | | |
| 16" steel wheels | S | - | - | S |
| 16" alloy wheels | CP | S | - | CP |
| 17" alloy wheels | - | - | S | - |
| 205/55R16 all-season tires | S | S | - | S |
| 205/50R17 all-season tires | - | - | S | - |
| Temporary spare tire | S | S | S | S |
| COMFORT & CONVENIENCE | | | | |
| Air conditioning with Micron air filter | 0/CP | S | S | 0/CP |
| Manual climate controls | S | S | - | S |
| Dual-zone automatic climate controls | - | TE | S | - |
| Rear seat heater ducts | S | S | S | S |
| Steering-wheel-mounted cruise controls | CP | S | S | CP |
| Tilt and telescopic steering wheel | S | S | S | S |
| Internal fuel door release | S | S | S | S |
| Internal trunk release | S | S | S | - |
| Day/night rearview mirror | S | S | - | S |
| Auto-dimming rearview mirror | - | TE | S | - |
| Power door locks | S | S | S | S |
| Speed-sensing door locks | S | S | S | S |
| Driver's and front passenger's central locking switch | S | S | S | S |
| Keyless entry with 2-action unlock feature (includes two transmitters) | S | S | S | S |
| Intelligent key system (keyless entry and start) with push-button ignition | - | TE | S | - |
| Illuminated entry | S | S | S | S |
| Power windows with driver's one-touch down and switch illumination | S | S | S | S |
| Trunk/cargo light | S | S | S | S |
| Map lamps | S | S | S | S |
| Driver's and passenger's sunvisors with vanity mirror | S | S | S | S |
| 12-volt power outlet (2) | S | S | S | S |
| Dual front cup holders | S | S | S | S |
| Passenger assist grips (3) | S | S | S | S |
| Coat hooks (2) | S | S | S | S |
| Blind-Spot Monitoring System (BSM) | - | - | S | - |
| Power glass moonroof with tilt and slide | - | 0 | S | - |
| SEAT & TRIM | | | | |
| Reclining front bucket seats with thigh support | S | S | S | S |
| Adjustable driver's seat lifter | S | S | - | S |
| 8-way power-adjustable driver's seat | - | GS-L | S | - |

MAZDA3 & MAZDA3 Sport Specifications and Capacities

| SPECIFICATIONS | MAZDA3 GX | MAZDA3 GS-SKY | MAZDA3 GT | MAZDA3 Sport GX | MAZDA3 Sport GS-SKY | MAZDA3 Sport GT |
|---------------------------------------|---------------------------------|---|---------------------------------|---------------------------------|---|---------------------------------|
| Engine type | 2.0 L DOHC 16-valve 4-cylinder | SKYACTIV-G 2.0 L DOHC 16-valve 4-cylinder | 2.5 L DOHC 16-valve 4-cylinder | 2.0 L DOHC 16-valve 4-cylinder | SKYACTIV-G 2.0 L DOHC 16-valve 4-cylinder | 2.5 L DOHC 16-valve 4-cylinder |
| Displacement | 1,999 cc | 1,998 cc | 2,489 cc | 1,999 cc | 1,998 cc | 2,489 cc |
| Compression ratio | 10.0:1 | 12.0:1 | 9.7:1 | 10.0:1 | 12.0:1 | 9.7:1 |
| Horsepower SAE net | 148 @ 6,500 rpm | 155 @ 6,000 rpm | 167 @ 6,000 rpm | 148 @ 6,500 rpm | 155 @ 6,000 rpm | 167 @ 6,000 rpm |
| Torque SAE net lb. ft. | 135 @ 4,500 rpm | 148 @ 4,100 rpm | 168 @ 4,000 rpm | 135 @ 4,500 rpm | 148 @ 4,100 rpm | 168 @ 4,000 rpm |
| Fuel system | Electronic Fuel Injection (EFI) | Electronic Fuel Injection (EFI) | Electronic Fuel Injection (EFI) | Electronic Fuel Injection (EFI) | Electronic Fuel Injection (EFI) | Electronic Fuel Injection (EFI) |
| Recommended fuel | Regular | Regular | Regular | Regular | Regular | Regular |
| Fuel economy city/highway (L/100 km)* | | | | | | |
| Manual | 8.2/6.0 | 7.7/5.0 | 10.2/7.0 | 8.2/6.0 | 7.6/5.1 | 10.2/7.0 |
| Automatic | 8.7/6.0 | 7.1/4.9 | 9.2/6.8 | 8.7/6.0 | 7.1/5.0 | 9.2/6.8 |
| Curb weight (kg) | | | | | | |
| Manual | 1,304 | 1,304 | 1,378 | 1,312 | 1,318 | 1,387 |
| Automatic | 1,332 | 1,340 | 1,404 | 1,343 | 1,351 | 1,412 |

| EXTERIOR DIMENSIONS | |
|----------------------------------|-------------|
| Wheelbase (mm) | 2,640 |
| Overall width (mm) | 1,755 |
| Overall height (mm) | 1,470 |
| Track (fr/fr) (mm) | |
| 16" wheels | 1,535/1,520 |
| 17" wheels | 1,530/1,515 |
| Overall length (mm) | |
| MAZDA3 | 4,595 |
| MAZDA3 Sport | 4,505 |
| Turning circle, curb-to-curb (m) | 10.4 |

| INTERIOR DIMENSIONS | MAZDA3 | MAZDA3 Sport |
|-------------------------------------|------------------|------------------|
| Headroom (fr/fr) (mm) | 987/953 | 987/964 |
| Headroom (fr/fr) with moonroof (mm) | 967/950 | 967/957 |
| Legroom (fr/fr) (mm) | 1,068/919 | 1,068/919 |
| Shoulder room (fr/fr) (mm) | 1,395/1,371 | 1,395/1,371 |
| CAPACITIES | | |
| Seating | 5 | 5 |
| Cargo volume (L) | 335 | 481 |
| Passenger volume (L) | 2,665 | 2,678 |
| Total interior volume (L) | 3,000 | 3,159 |
| Fuel tank | | |
| 2.0 L | 55 L (GX/GS-SKY) | 55 L (GX/GS-SKY) |
| 2.5 L | 60 L (GT) | 60 L (GT) |

*Estimated fuel economy. Your actual fuel consumption may vary.

MAZDA3 & MAZDA3 Sport Features (cont'd)

| SEAT & TRIM (cont'd) | MAZDA3 | | | MAZDA3 Sport | | |
|---|--------|--------|----|--------------|--------|----|
| | GX | GS-SKY | GT | GX | GS-SKY | GT |
| Adjustable heated front seats | - | S | S | - | S | S |
| 60/40-split fold-down rear seatback | S | S | S | S | S | S |
| Rear centre armrest with 2 cup holders | - | S | S | - | S | S |
| Cloth upholstery | S | S | - | S | S | - |
| Leather-trimmed upholstery | - | GS-L | S | - | GS-L | S |
| Leather-wrapped 3-spoke steering wheel | - | S | S | - | S | S |
| Leather-wrapped shift knob | - | S | S | - | S | S |
| Leather-like door trim | - | GS-L | S | - | GS-L | S |
| Silver finish on inner door handles | - | S | S | - | S | S |
| Custom-fitted floor mats | S | S | S | S | S | S |
| INSTRUMENT PANEL & STORAGE | | | | | | |
| Tachometer | S | S | S | S | S | S |
| Exterior temperature gauge | S | S | S | S | S | S |
| Ignition key illumination | S | S | 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 |
| Trip computer with fuel economy/range and average speed data | - | S | S | - | S | S |
| Multi-Information Display (MID) | - | S | S | - | S | S |
| Navigation system | - | - | S | - | - | S |
| Centre console box with lid | S | S | - | S | S | - |
| Centre console box with leather-like sliding lid | - | GS-L | S | - | GS-L | S |
| Overhead console with sunglasses storage | - | - | S | - | - | S |
| Front door storage pockets with bottle holders | S | S | S | S | S | S |
| Rear door bottle holders | S | S | S | S | S | S |
| Illuminated glove compartment | S | S | S | S | S | S |
| Passenger's side seat-back pocket | S | S | S | S | S | S |
| AUDIO | | | | | | |
| AM/FM CD player with 4 speakers and MP3 functionality | S | - | - | S | - | - |
| AM/FM CD player with 4 speakers, 2 tweeters and MP3 functionality | CP | S | S | CP | S | S |
| Bluetooth® hands-free phone integration with Audio Profile | CP | S | S | CP | S | S |
| 10-speaker premium Bose® audio system with Centerpoint® Surround Sound System and AudioPilot® noise compensation technology | - | TE | S | - | TE | S |
| USB and auxiliary audio input | S | S | S | S | S | S |
| SiriusXM® Satellite Radio (free 6-month subscription) | - | - | S | - | - | S |
| HD radio | - | - | S | - | - | S |
| Steering-wheel-mounted audio controls | CP | S | S | CP | S | S |
| S = Standard O = Optional CP = Convenience Package GS-L = Leather Package TE = Touring Edition - = Not available | | | | | | |

MAZDA3 & MAZDA3 Sport Packages

CONVENIENCE PACKAGE (GX): 16" alloy wheels, air conditioning with Micron air filter, Bluetooth® hands-free phone integration with Audio Profile, AM/FM CD player with 4 speakers, 2 tweeters and MP3 functionality and steering-wheel-mounted cruise and audio controls.

LEATHER PACKAGE (GS-SKY): Black front grille with glossy black grille bar, sporty fog lights, 8-way power-adjustable driver's seat, leather-trimmed upholstery, leather-like door trim and soft leather-like sliding console box lid.

TOURING EDITION (GS-SKY): Intelligent key system (keyless entry and start) with push-button ignition, sporty LED taillights, dual-zone automatic climate controls, auto-dimming rearview mirror, 10-speaker premium Bose® audio system with Centerpoint® Surround Sound System and AudioPilot® noise compensation, and rear lip spoiler (spoiler available on MAZDA3 sedan only).

MAZDASPEED3 Colour Combinations

| PAINT COLOURS | BLACK WITH RED CLOTH/LEATHER |
|-------------------------|--|
| Black Mica | ● |
| Crystal White Pearl* | ● |
| Velocity Red Mica* | ● |
| Aluminum Metallic Mica* | ● |
| ● = Available | *With Black Mica on the inner roof spoiler, rear bumpers and door mirrors. |

MAZDASPEED3 Upholstery

Black with Red Cloth/Leather

**MAZDASPEED3 Wheels**

18" alloy wheels

**MAZDASPEED3 Specifications and Capacities**

| SPECIFICATIONS | |
|---------------------------------------|--|
| Engine type | 2.3 L DOHC 16-valve 4-cylinder MZR with DISI turbo |
| Displacement | 2,260 cc |
| Compression ratio | 9.5:1 |
| Horsepower SAE net | 263 @ 5,500 rpm |
| Torque SAE net lb. ft. | 280 @ 3,000 rpm |
| Fuel system | Electronic Fuel Injection (EFI) |
| Recommended fuel | Unleaded premium |
| Fuel economy city/highway (L/100 km)* | 11.5/8.0 |
| Curb weight (kg) | 1,461 (min), 1,509 (max) |

*Estimated fuel economy. Your actual fuel consumption may vary.

| EXTERIOR DIMENSIONS | |
|--------------------------------------|-------------|
| Wheelbase (mm) | 2,640 |
| Overall length (mm) | 4,510 |
| Overall width (mm) | 1,770 |
| Overall height (mm) | 1,460 |
| Track (fr/r) (mm) | 1,535/1,525 |
| Turning circle, curb-to-curb (m) | 11.0 |
| INTERIOR DIMENSIONS | |
| Headroom (fr/r) (mm) | 987/964 |
| Legroom (fr/r) (mm) | 1,068/919 |
| Shoulder room (fr/r) (mm) | 1,395/1,371 |
| Total interior volume (L) | 3,159 |
| CAPACITIES | |
| Seating | 5 |
| Passenger volume (L) | 2,678 |
| Cargo volume (L) | 481 |
| Cargo volume (rear seats folded) (L) | 1,213 |
| Fuel tank (L) | 60 |

MAZDASPEED3 Features

| ENGINE & TRANSMISSION | |
|--|----------|
| 2.3 L DOHC 16-valve 4-cylinder MZR engine | S |
| Direct Injection Spark Ignition (DISI) Turbo system | S |
| 6-speed manual transmission | S |
| Front-wheel drive | S |
| Limited-Slip Differential (LSD) | S |
| SUSPENSION & BRAKES | |
| Front: Sport-tuned independent strut with coil springs | S |
| Rear: Sport-tuned independent multi-link with coil springs | S |
| Front and rear stabilizer bars | S |
| Rack-and-pinion steering with Electro-Hydraulic Power Assist | S |
| Oversized power-assisted front and rear disc brakes | S |
| Traction Control System (TCS) | S |
| Dynamic Stability Control (DSC) | S |
| SAFETY & SECURITY | |
| Dual front air bags, dual side air bags and dual side air curtains | S |
| Side-door impact-protection beams | S |
| Engine immobilizer theft-deterrent system | S |
| Anti-theft alarm system | S |
| Front active adjustable headrests | S |
| Adjustable rear seat headrests | S |
| Adjustable front safety-belt anchors | S |
| Integrated child-seat anchors | S |
| 3-point safety belts for all occupants | S |
| Driver's and front passenger's safety-belt pretensioners and load limiters | S |
| Child-proof door locks | S |
| EXTERIOR | |
| MAZDASPEED3 unique body-coloured front grille | S |
| MAZDASPEED3 unique body-coloured/black "inner" roof spoiler | S |
| MAZDASPEED3 unique body-coloured side sill extensions | S |
| MAZDASPEED3 unique body-coloured/black sporty bumpers | S |
| Fog lights | S |
| Automatic headlight control | S |
| Body-coloured door handles | S |
| Black mica power-operated heated door mirrors | S |
| Intermittent rear wiper | S |
| LED taillights | S |
| Rain-sensing intermittent windshield wipers | S |

MAZDASPEED3 Features (cont'd)

| EXTERIOR (cont'd) | |
|--|----------|
| Rear window defroster | S |
| Roof rack mounting hardware | S |
| Dual sport exhaust outlet garnish | S |
| LED turn signal on door mirrors | S |
| Bi-Xenon (HID) headlights | S |
| Adaptive Front Lighting System (AFS) with automatic headlight levelling | TP |
| Blind-Spot Monitoring System (BSM) | TP |
| WHEELS & TIRES | |
| 18" MAZDASPEED3 dark grey alloy wheels | S |
| 225/40R18 tires | S |
| Temporary spare tire | S |
| INTERIOR | |
| MAZDASPEED3 half-leather sporty bucket seats | S |
| Heated front seats | S |
| MAZDASPEED3 unique floor mats | S |
| MAZDASPEED3 unique moulded cloth door trim | S |
| MAZDASPEED3 unique scuff plates | S |
| Alloy foot pedals and driver's side alloy foot rest with perforated design | S |
| Black leather-wrapped shift knob with red stitching | S |
| Black leather-wrapped 3-spoke steering wheel with red stitching | S |
| 60/40-split fold-down rear seatback | S |
| 8-way power-adjustable driver's seat | TP |
| Chrome finish on inner door handles | S |
| Air conditioning with Micron air filter | S |
| Dual-zone automatic climate controls | S |
| Exterior temperature gauge | S |
| Steering-wheel-mounted cruise controls | S |
| Tilt and telescopic steering wheel | S |
| Internal fuel door release | S |
| Power door locks | S |
| Central locking switch on driver's and front passenger's door | S |
| Intelligent key system (keyless entry) with push-button ignition | TP |
| Illuminated entry | S |
| Power windows with driver's side one-touch up and down feature and switch illumination | S |
| Rear heater ducts | S |
| Trunk/cargo light | S |
| Driver's and passenger's sunvisors with illuminated covered vanity mirrors | S |

| INTERIOR (cont'd) | |
|---|----------|
| Overhead console with storage | S |
| Passenger assist grips (3) | S |
| Front ashtray | S |
| 12-volt power outlet | S |
| Coat hooks (2) | S |
| Auto-dimming rearview mirror | S |
| Dual front cup holders | S |
| Map lamps | S |
| Centre console box with lid | S |
| Front door storage pockets with bottle holders | S |
| Rear door bottle holders | S |
| Illuminated lockable glove compartment | S |
| Passenger's side seatback pocket | S |
| Rear centre armrest with 2 cup holders | S |
| MAZDASPEED3 unique tri-mode electroluminescent gauge | S |
| Ignition key illumination | S |
| Tachometer | S |
| Warning lights for oil pressure, check engine, low windshield washer fluid, low fuel level, door ajar and air bags | S |
| Multi-Information Display (MID) | S |
| Full-screen navigation system | TP |
| Trip computer with fuel economy/range and average speed data | S |
| AUDIO | |
| AM/FM CD player with MP3 functionality | S |
| 10-speaker premium Bose® audio system with Centerpoint® Surround Sound System and AudioPilot® noise compensation technology | S |
| Bluetooth® hands-free phone integration with Audio Profile | S |
| Steering-wheel-mounted audio controls | S |
| USB and auxiliary audio input | S |
| SiriusXM® Satellite Radio (free 6-month subscription) | TP |
| S = Standard TP = Technology Package | |

MAZDASPEED3 Package

TECHNOLOGY PACKAGE: Adaptive Front Lighting System (AFS) with automatic headlight levelling, Blind-Spot Monitoring System (BSM), 8-way power-adjustable driver's seat, intelligent key system (keyless entry) with push-button ignition, full-screen navigation system, and SiriusXM® Satellite Radio.

Features in **bold** type are unique to MAZDASPEED3.

**IF IT'S NOT WORTH DRIVING,
IT'S NOT WORTH BUILDING.**

**WE BUILD MAZDAs.
WHAT DO YOU DRIVE?**

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Visit mazda.ca for Accessory Options.

MAZDA WARRANTY The basic warranty on MAZDA3 covers all parts found to be factory defective for 3 years or 80,000 km, whichever comes first. Additional warranties cover powertrain components for a period of 5 years or 100,000 km, whichever comes first, body sheet metal perforation for 8 years and unlimited mileage and specific emission control components for up to 8 years or 128,000 km. Exclusions from coverage are limited to maintenance items or adjustments (repairs not requiring parts replacement) on vehicles over 12 months old and repairs due to normal wear and tear. Ask your Mazda Dealer for additional information.

ROADSIDE ASSISTANCE PROGRAM As part of our commitment to your total satisfaction, 2013 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.

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 checked out, gassed up and fitted with floor mats.

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.



For peace-of-mind motoring, we've created the Mazda Added Protection Plan (M.A.P.). M.A.P. complements your Mazda Limited Warranty for up to 7 years or 160,000 km, and protects 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.

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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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