



2010 Mazda3
Zoom-Zoom



2010 MAZDA3

Well, aren't you the defiant one. The rebel. You've come to the all-new MAZDA3 after all. Which says that you're someone who's not ready to walk away from your convictions. To surrender joy in the name of practicality, to nix the word "more" from your vocabulary. Go on then. Rise up. Read on. Prepare to lay your claim to the land of the goose bump and the white knuckle. We're with you. We build cars for people like you. We are people like you. One flag we'll never wave? A white one.



One with everything. Your days of having to settle for stripped-down econo-boxes are over. Because the all-new MAZDA3 offers up a complete menu of unexpected surprises.* Like bold, new styling. Enhanced aerodynamics for great fuel economy. A power-adjustable driver's seat with 3-position memory. Dual-zone automatic climate control. Heated side mirrors with integral signal indicators. Advanced Keyless Entry and Push Button Start. Bluetooth^{®†} hands-free phone and audio capabilities. A 10-speaker Bose[®] Surround Sound Audio System. A pivoting Adaptive Front-lighting System with Bi-Xenon headlights. And that's just for appetizers.



CONVENIENCE	TECHNOLOGY	
PUSH BUTTON START		ADAPTIVE FRONT-LIGHTING SYSTEM
BLUETOOTH [®] PHONE AND AUDIO		BOSE [®] 10-SPEAKER SURROUND SOUND
HEATED FRONT SEATS w/5 SETTINGS		IPOD [®] CONNECTION
DUAL-ZONE CLIMATE CONTROL		TRACTION CONTROL SYSTEM
		ADVANCED KEYLESS ENTRY SYSTEM
		NAVIGATION SYSTEM
		RAIN-SENSING WIPERS
		DYNAMIC STABILITY CONTROL

* Optional equipment featured. † Bluetooth is a registered trademark of Bluetooth SIG, Inc.



Optimum power: Both MAZDA3 engines are advanced, all-aluminum, 16-valve, DOHC designs. Both also utilize variable valve timing to optimize low-end torque, high-rpm power and fuel efficiency.



Responsive shift options: A dialed-in 6-speed manual gearbox is standard on all MAZDA3s models. A fuel-efficient 5-speed manual gearbox is standard on all MAZDA3i models. In addition, a 5-speed Sport AT automatic transmission, with a manual-shift mode, is also available on both s and i models.



More pedal to the metal. Less pump to the tank. Performance, meet fuel efficiency. Fuel efficiency, meet performance. It's the ultimate win-win. Because the all-new MAZDA3 offers up a choice of two spirited yet fuel-efficient engines. The MAZDA3i features a responsive 148-hp* 2.0-liter engine that delivers a pump-friendly 33 mpg highway/25 mpg city.† While the MAZDA3s kicks in with a potent, new, higher-output 167-hp‡ 2.5-liter engine that combines top-shelf performance with excellent fuel economy. We can't think of two more exhilarating ways to make every drop of fuel count. And all without sacrificing a single drop of adrenaline.

* 144 hp (PZEV). † EPA estimated fuel economy manual transmission. Actual results may vary. ‡ 165 hp (PZEV).



Serious performance engineering. Now go play. You always knew the big black asphalt track out there could be as fun as the loopy plastic orange one from your kid days. You just needed the ride to go with it. The all-new MAZDA3 hits the road with some serious performance hardware. Including a sport-tuned suspension that delivers a true and accurate driving line. A precise rack-and-pinion steering system rigidly mounted for immediate response to driver input. Fade-resistant 4-wheel disc brakes with ABS, Electronic Brakeforce Distribution and Brake Assist. Front and rear stabilizer bars that defy the inertia of unwanted body motion. Plus, on most models, advanced safety technology that includes both Dynamic Stability Control* and Traction Control System. So get ready for some really serious fun. In the all-new MAZDA3.

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



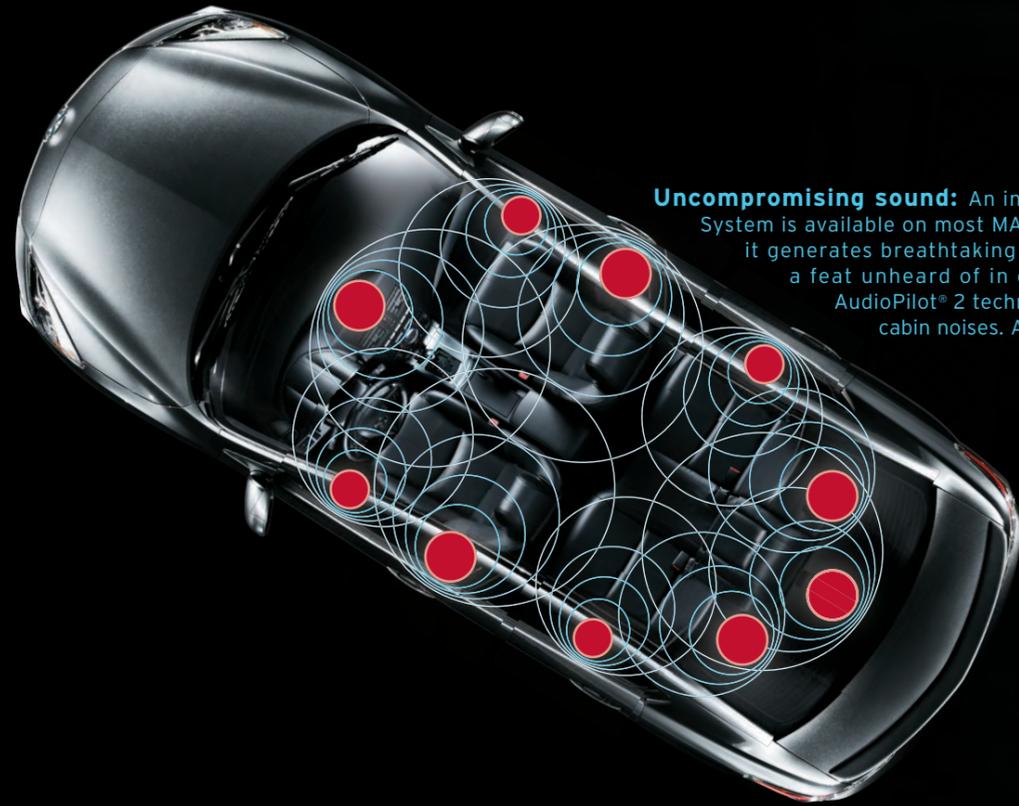
Push Button Start: Now available on MAZDA3s, it enables you to instantly fire up your new MAZDA3 without the need of an ignition key.



No more fumbling: What's even better than the Push Button Start? MAZDA3's Advanced Keyless Entry fob. Which allows you to lock and unlock doors, trunk or the rear liftgate. All without your key fob having to ever leave your pocket.



Nothing else remotely like it. The instant you touch the Advanced Keyless Entry button on the door, your MAZDA3 recognizes you. And comes to life before your eyes. The door unlocks. An innovative, sequential Welcome Lighting System casts a warm illumination across the interior. An 8-way power driver's seat automatically hits your personal setting. Push a button, and the engine starts. And that's just for starters. The leather-trimmed tilt steering wheel is outfitted with lighted controls for audio, Bluetooth®* and cruise control. Bi-Xenon headlights, rain-sensing wipers, a dual-zone automatic climate control and heated front seats with five settings also await the command of your touch. And, oh yes, the whole time, your key never leaves your pocket.



Uncompromising sound: An innovative Bose® Centerpoint® Surround Sound System is available on most MAZDA3 models. Boasting 242 watts and 10 speakers, it generates breathtaking 360° synthesized surround sound from regular CDs—a feat unheard of in other cars in its class*. Equally impressive, its patented AudioPilot® 2 technology automatically compensates for distracting road, wind and cabin noises. All to ensure nothing comes between you and the music that moves you.



Technically, it's a genius. Oh, the technological treats that await you in the all-new MAZDA3s. An innovative Multi Information Display elegantly integrates audio system info, trip computer calculations, systems data, ambient temperature and maintenance reminders. And with the Grand Touring model's available compact navigation system, it's all in living color. An auxiliary-audio input jack and Bluetooth®† hands-free phone and audio capabilities are standard. SIRIUS Satellite Radio®‡ and iPod® Integration Module are available. And it's all linked to a sound system you have to hear to believe. Clearly, when it comes to the latest and greatest in all things techno, MAZDA3 is beyond smart; it's flat-out gifted.

*2007 *Automotive News* Economy Small Cars. † Bluetooth is a registered trademark of Bluetooth SIG, Inc. ‡ SIRIUS Satellite Radio reception requires a subscription and Mazda satellite radio receiver accessory kit. Available only in the U.S., except Alaska and Hawaii.

iPod is a registered trademark of Apple, Inc. iPod screen shown requires iPod Integration Module.



Sumptuous, exquisite and other unexpected adjectives will come to mind. The elegant interior refinements in the all-new MAZDA3 will inspire the kind of superlatives you normally associate with pricey luxury cars. On Grand Touring models for example, meticulously stitched leather accents the MAZDA3's high-bolstered sport seats, steering wheel and even the shifter. Graceful, sweeping lines, superb detailing and subtle textures come together with uncompromising fit and finish. And excellence. And distinction. And so forth. Words can definitely describe the craftsmanship that went into the all-new MAZDA3. Just maybe not the ones you expected.

2.0-liter DOHC engine with variable valve timing

Air conditioning with integral pollen filter and ambient-temperature display

Anti-lock Brake System (ABS) with Electronic Brakeforce Distribution and Brake Assist

Steering-wheel-mounted controls for the audio system, cruise control and Bluetooth^{®†} functions

Precise rack-and-pinion steering with electrohydraulic power assist

Side-impact air curtains[‡] with coverage for front and rear passengers

Tilt and telescopic steering wheel

Dual front side-impact air bags[‡]

Halogen headlights

Advanced dual front air bags[‡]

Sport-tuned, 4-wheel independent suspension

Auxiliary-audio input jack

Front and rear stabilizer bars

Available Bose[®] Centerpoint[®] Surround Sound System

Traction Control System

Whiplash-reducing active front headrests

Dynamic Stability Control^{*}

Bluetooth^{®†} hands-free phone and audio capability

16" alloy wheels

6-speaker AM/FM/CD audio system with automatic level control

Tire-Pressure Monitoring System

MAZDA 3*i* Touring

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

† Bluetooth is a registered trademark of Bluetooth SIG, Inc.

‡ Always wear your seat belt and secure children in the rear seats in appropriate child restraints.

What'll it carry? What've you got? Once again, Mazda elevates the category. This time with unexpected room and versatility.

The MAZDA3 5-Door is designed to be all about you, the open road and a ton of stuff. Including a convenient 5th door and 60/40 split fold-down rear seat. With more overall interior room than a VW Rabbit, 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, new 167-hp* engine has more than enough juice to get it all to whatever exciting Point B you have in mind.



Safety conscious? Safety obsessed is more like it. You're literally able to "see around corners" with the Bi-Xenon Adaptive Front-lighting System* that turns the headlights up to 15° as you steer. Power-assisted 4-wheel disc brakes and Anti-lock Brake System (ABS) offer you better stopping power. Front and rear crumple zones and side-impact door beams help protect everyone inside. Along with dual front air bags, dual front side-impact air bags and side-impact air curtains† Plus active, whiplash-reducing, front-seat headrests. Collapsible steering column. Even a Tire-Pressure Monitoring System that warns you when one or more tires are low. Impressive? Yes. But not surprising. At Mazda, we've always believed that the best kind of driving experience is a safe one.



Added safety: LED (light-emitting diode) taillights are standard on Grand Touring models. Faster-reacting, brighter and longer-lasting than conventional lightbulbs. Heated outside mirrors with integrated turn signal indicators are also standard.



Hidden strengths: Mazda's "Triple H" construction system is standard on all MAZDA3 models. It provides extra steel reinforcements to add further strength to critical body areas. Among its key benefits are enhanced structural integrity, improved overall handling and greater impact protection.

* Adaptive Front-lighting System standard on Grand Touring models.

† Always wear your seat belt and secure children in the rear seats in appropriate child restraints.

On any given weekend, more Mazdas and Mazda-powered cars are road-raced than any other car.* At Mazda, motorsports is in our blood. It's part of our heritage. And it's a passion that spans decades, inspiring us to compete in 18 distinct club and pro-level motorsports series. For example, Mazda engineers developed a high-output, turbocharged MZR-R racing engine for American Le Mans Series LMP2 Class competition (see opposite page). They started with a reliable MZR engine similar to the ones available in eight Mazdas—including the MAZDA3—and engineered a fully race-prepared engine that delivers an amazing 500 horsepower. These are the same engineers who work their mechanical magic on the Mazda you drive every day. That's why we say you'll find "the soul of a sports car" in every Mazda we make. On the track or the street, Mazda is all about designing, engineering and winning. Zoom-Zoom. Forever.



Even without a turbocharger, we're racing into the record books. This nonturbocharged version of Mazda's remarkable 2.3-liter MZR engine is the most powerful engine ever used in the Cooper Tires Atlantic Championship Powered by Mazda racing series. Capable of generating 300 horsepower and propelling a race car up to 175 mph, it has already shattered many long-standing records.



Mazda Motorsports—powering growth. Mazda's motorsports program has been uniquely designed to grow driver talent—from karting all the way up to the top of endurance sports-car racing. Our motorsports ladder system enables aspiring young drivers to perfect their skills and let their inner racer rule the road.



(Top Row From Left) CLOSED WHEEL: Skip Barber Driving and Racing Schools, Club Racing, Playboy Mazda MX-5 Cup, Grand-Am KONI Challenge, SPEED World Challenge Touring Car, Grand-Am Rolex GT Series, American Le Mans (shown opposite page). (Second Row From Left) OPEN WHEEL: Karting, Skip Barber National Series, Star Mazda Championship presented by Goodyear, Cooper Tires Atlantic Championship Powered by Mazda.

* Based on Sports Car Club of America racing data.

MAZDA 3 Exterior Paint Colors



MAZDA 3 Wheels



16" Steel



16" Alloy



17" Alloy

MAZDA 3 Color Combinations

MAZDA 3 4-Door		<i>i</i> SV	<i>i</i> Sport	<i>i</i> Touring		<i>s</i> Sport		<i>s</i> Grand Touring	
	INTERIOR TRIM	BLACK CLOTH	BLACK CLOTH	BLACK CLOTH	DUNE CLOTH	BLACK CLOTH	DUNE CLOTH	BLACK LEATHER	DUNE LEATHER
Black Mica		◆	◆	◆	◆	◆	◆	◆	◆
Velocity Red Mica						◆		◆	
Copper Red Mica					◆	◆		◆	◆
Celestial Blue Mica						◆		◆	
Gunmetal Blue Mica			◆	◆		◆		◆	
Liquid Silver Metallic	◆	◆	◆	◆	◆	◆		◆	◆
Graphite Mica			◆	◆	◆	◆		◆	◆
Crystal White Pearl Mica			◆	◆	◆	◆		◆	◆

MAZDA 3 5-Door		<i>s</i> Sport		<i>s</i> Grand Touring	
	INTERIOR TRIM	BLACK CLOTH	DUNE CLOTH	BLACK LEATHER	DUNE LEATHER
Black Mica		◆	◆	◆	◆
Velocity Red Mica		◆		◆	
Copper Red Mica			◆		◆
Celestial Blue Mica		◆		◆	
Gunmetal Blue Mica		◆		◆	
Liquid Silver Metallic	◆	◆		◆	◆
Graphite Mica		◆	◆	◆	◆
Crystal White Pearl Mica		◆	◆	◆	◆

MAZDA 3 Upholstery

Black Cloth



MAZDA 3*i*

Dune Cloth



MAZDA 3*i*

Black Cloth



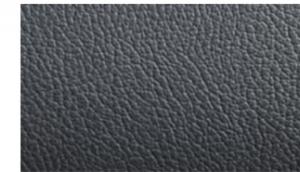
MAZDA 3*s*

Dune Cloth



MAZDA 3*s*

Black Leather



MAZDA 3*s*

Dune Leather



MAZDA 3*s*

The assurance to Zoom-Zoom. Forever.

We want your new MAZDA3 to be a source of pride, exhilaration and peace of mind for years to come. Which is why every new 2010 Mazda sold in the U.S. is protected by all of the following:

- A 3-year/36,000-mile* "bumper-to-bumper" limited warranty
- A 3-year/36,000-mile* 24/7 Emergency Roadside Assistance program
- A 5-year/60,000-mile* limited powertrain warranty
- A 5-year/unlimited-mileage warranty against body rust-through

For details, please see your Mazda Dealer, visit MazdaUSA.com, or call toll-free 800-639-1000.

*Whichever comes first.

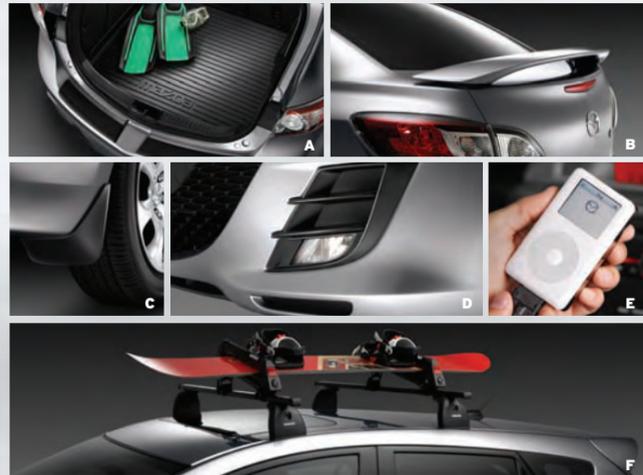
Making the Zoom-Zoom connection easier.

CHASE Whether you're buying or leasing a new Mazda, Certified Pre-Owned Mazda or a used vehicle, Chase Auto Finance can help make the financing process a more convenient and satisfying experience. As one of the largest auto lenders in America, Chase is known for its first-class customer service, wide range of financing options and highly competitive rates. To find out which Chase purchase or lease plan best meets your needs, talk to your Mazda Dealer. Or for more information, visit MazdaUSA.com.

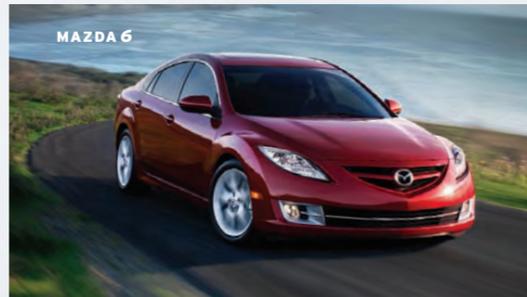
Once you have it, outfit it accordingly.

One of the most enjoyable aspects of buying a new MAZDA3 is being able to enhance its appearance and performance with Genuine Mazda Accessories. What's more, all Genuine Mazda Accessories installed by your Mazda Dealer, prior to or at initial vehicle retail delivery, carry the same new-vehicle limited warranty as your new Mazda. See your dealer for details.

- In-Dash 6-Disc CD/MP3 Changer
- Front Air Dam
- Rear Aero Flares & Center Underskirt Kit
- Side Sill Extensions
- Ashtray w/LED Illumination
- Cigarette Lighter
- SIRIUS Satellite Radio Receiver Kit†
- Compass Auto-Dimming Mirror
- Compass Auto-Dimming Mirror with HomeLink®
- Portable Navigation Devices by Garmin®
- Remote Engine Start (AT only)
- Hands-Free Device—Portable Bluetooth‡
- Car Kit (Motorola T305)
- 3.5-mm Audio Cable
- Car Cover
- Car Cover Cable Lock
- Front Mask
- Fuel-Filler Door, Chrome Finish
- License Plate Frames ("MAZDA3" & "Zoom-Zoom")
- Moonroof Wind Deflector (Late Availability)
- Rear Bumper Guard (5-Door only)
- Touch-Up Paint
- Wheel Locks
- Interior Lighting Kit (Late Availability)
- All-Weather Floor Mats
- Cargo Mat
- Cargo Net
- First Aid Kit
- Carpet Floor Mats (Set of 4)
- Roadside Assistance Kit
- Windshield Sunscreen



A. Cargo Tray. Keeps the cargo-area carpet clean and free from damage. Cleans easily with soap and water.
B. Rear Wing Spoiler (4-Door i only). Nothing else finishes off the sporty look of a new MAZDA3 sport sedan like a racing-inspired rear wing spoiler.
C. Front & Rear Splash Guards (Rear: 4-Door i only. Front: 4-Door i and s). Give your new MAZDA3 extra protection from dirt, mud, rocks and other road debris.
D. Fog Lights (4-Door i only). These foul-weather friends provide extra visibility whenever you need it—plus a factory-installed look.
E. Mazda iPod® Integration Module. Taking your Apple® iPod along for the ride just became a lot easier. Mazda's iPod Integration Module allows you to play your iPod through your MAZDA3's audio system with crystal-clear sound and a built-in battery charger. Works with all 30-pin, dock-connector-equipped iPods.
F. Roof Rack. Sleek and aerodynamically designed, this durable, removable roof rack is a convenient way to increase cargo capacity. Versatile design accepts bicycle, ski/snowboard and cargo carrier attachments and features 165-lb capacity evenly distributed. (Attachments sold separately.)



† SIRIUS Satellite Radio requires a subscription and Mazda satellite radio receiver accessory kit. Available only in the U.S., except Alaska and Hawaii.

‡ Bluetooth is a registered trademark of Bluetooth SIG, Inc.

MAZDA3 Model Availability

Model Availability	MAZDA 3i 4-Door	MAZDA 3s 4-Door	MAZDA 3s 5-Door
SV	•	–	–
Sport	•	•	•
Touring	•	–	–
Grand Touring	–	•	•

MAZDA3 Specifications & Capacities

Specifications	MAZDA 3i 4-Door	MAZDA 3s 4-Door/5-Door
Engine size and type	2.0L DOHC 16-valve 4-cylinder with variable valve timing	2.5L DOHC 16-valve 4-cylinder with variable valve timing
Horsepower	148* @ 6500 rpm	167* @ 6000 rpm
Torque (lb-ft)	135* @ 4500 rpm	168* @ 4000 rpm

EPA Estimated Fuel Economy			
City/highway mpg	Manual	25/33	21/29
	Automatic	24/33	22/29

Curb Weight			
	Manual	2868 lb	2963 lb/3005 lb
	CA, CT, MA, ME, NJ, NY, OR, PA, RI, VT, WA	2870 lb	2963 lb/3005 lb
	Automatic	2928 lb	3025 lb/3064 lb
	CA, CT, MA, ME, NJ, NY, OR, PA, RI, VT, WA	2932 lb	3025 lb/3064 lb

Exterior Dimensions	MAZDA 3i 4-Door	MAZDA 3s 4-Door	MAZDA 3s 5-Door
Wheelbase/overall length (in)	103.9/180.7	103.9/180.9	103.9/177.4
Overall width (in)	69.1	69.1	69.1
Overall height (in)	57.9	57.9	57.9
Track, front/rear (in)	60.4/59.8	60.2/59.6	60.2/59.6

Interior Dimensions			
Headroom, front/rear (in)	38.9/37.5	38.9/37.5	38.9/38.0
Headroom, front/rear with moonroof (in)	38.1/37.4	38.1/37.4	38.1/37.4
Legroom, front/rear (in)	42.0/36.2	42.0/36.2	42.0/36.2
Shoulder room front/rear (in)	54.9/54.0	54.9/54.0	54.9/54.0

Capacities			
EPA passenger volume (cu ft)	94.1	94.1	94.6
EPA cargo volume (cu ft)	11.8	11.8	17.0
Fuel capacity (U.S. gallons)	14.5	15.9	15.9

MAZDA3 Engine & Mechanical

Engine & Transmission	MAZDA 3i 4-Door	MAZDA 3s 4-Door	MAZDA 3s 5-Door
2.0L DOHC 16-valve 4-cylinder engine with 148 hp*	S	–	–
2.5L DOHC 16-valve 4-cylinder engine with 167 hp*	–	S	S
5-speed manual overdrive transmission	S	–	–
6-speed manual overdrive transmission	–	S	S
5-speed Sport AT automatic transmission	(Available)†	(Available)	(Available)

Suspension & Brakes			
Rack-and-pinion steering with electrohydraulic variable assist	S	S	S
Power-assisted 4-wheel disc brakes	S	S	S
Anti-lock Brake System (ABS) with Electronic Brakeforce Distribution (EBD) and Brake Assist	S	S	S
Dynamic Stability Control (DSC)‡	T	S	S
Traction Control System (TCS)	T	S	S
Independent strut-type front suspension	S	S	S
Independent multilink rear suspension	S	S	S
Front and rear stabilizer bars	S	S	S

MAZDA3 Interior

Comfort & Convenience	MAZDA 3i 4-Door	MAZDA 3s 4-Door	MAZDA 3s 5-Door
Power windows with driver's one-touch-down feature	S	S	S
Power door locks with 2-stage unlocking	T	S	S
Speed- and transmission-sensing auto door locks	T	S	S
Center console armrest with dual covered storage compartments and 12V power point	S	S	S
Dual front cup holders with cover	S	S	S
Dual front map lights; cargo area light; ignition-keyhole light	S	S	S
Driver's and passenger's covered visor vanity mirrors (illuminated on MAZDA 3s models)	S	S	S
White-on-black gauges with red nighttime illumination	S	–	–

Electroluminescent gauges with tri-mode lighting: blue (entry); white-on-black (daytime); red-on-black (nighttime)	–	S	S
Welcome Lighting System	–	S	S
Center instrument display panel (audio & clock)	S	S	S
Multi Information Display (MID) with outside temp, trip computer, maintenance reminder and audio information	–	S	S
Tilt/telescopic steering wheel	S	S	S
Leather-wrapped steering wheel and shift knob	–	S	S
Cruise control with steering-wheel-mounted controls	T	S	S
Heater/defroster with multiple-speed blower and rear heater ducts	S	S	S
Rear window defogger; front side-window demisters	S	S	S
CFC-free air conditioning (includes outside ambient temp on center instrument panel and pollen filter)	Sport/T	S	S
Dual-zone automatic climate control	–	GT	GT
Rear center armrest with cup holders	S	S	S
Removable rigid cargo cover	–	–	S
Remote keyless illuminated entry system with answer-back feature	T	S	S
Remote trunk-lid release	S	S	–
Remote fuel-filler-door release	S	S	S

Seating & Trim			
Reclining front bucket seats	S	S	S
Sport front bucket seats	–	S	S
Lever-type driver's seat lifter	S	S	S
8-way power driver's seat with 3-position memory	–	GT	GT
Heated front seats with five settings	–	GT	GT
60/40 split fold-down rear seatback	S	S	S
Full cloth upholstery and carpet floor mats	S	S	S
Leather-trimmed seats	–	GT	GT

Audio			
AM/FM/CD/MP3-compatible stereo with 4 speakers and automatic level control	S	–	–
AM/FM/CD/MP3-compatible stereo with 6 speakers and automatic level control	T	S	S
Steering-wheel-mounted audio controls	S	S	S
Auxiliary-audio input jack	S	S	S
Bluetooth® audio and hands-free phone capability	T	S	S

S: Standard O: Optional P: Package T: Touring model GT: Grand Touring model

A: Dealer-available accessory –: Not available

* 2.0L: 144 hp, 132 lb-ft / 2.5L: 165 hp, 167 lb-ft in CA, CT, MA, ME, NJ, NY, OR, PA, RI, VT and WA.

† Not available on SV.

‡ Dynamic Stability Control (DSC) is an electronic system designed to help the driver maintain control under adverse conditions. It is not a substitute for safe driving practices. Factors including speed, road conditions and driver steering input can all affect whether DSC will be effective in preventing loss of control. Please see your Owner's Manual for further details.

§ Bluetooth is a registered trademark of Bluetooth SIG, Inc.

¶ Always wear your seat belt and secure children in the rear seats in appropriate child restraints.

MAZDA3 Safety & Security

Safety & Security	MAZDA 3i 4-Door	MAZDA 3s 4-Door	MAZDA 3s 5-Door
Advanced front air bags† with belt-use, passenger-weight and driver's seat-position sensors	S	S	S
Front side-impact air bags and side-impact air curtains‡	S	S	S
Front seat-belt pretensioners with force limiters	S	S	S
Active front headrests	S	S	S
3-point seat belts for all 5 seating positions	S	S	S
Tire-Pressure Monitoring System (TPMS)	S	S	S
Rear child-safety door locks and LATCH child-safety-seat anchors	S	S	S
Engine-immobilizer antitheft system	S	S	S

MAZDA3 Exterior

Body	MAZDA 3i 4-Door	MAZDA 3s 4-Door	MAZDA 3s 5-Door
Front grille, black with chrome accent	S	–	–
Front grille, body-color, sport type	–	S	S
5-mph body-color bumpers	S	–	–
5-mph body-color bumpers, sport type	–	S	S
Side sill extensions	–	–	S
Rear lip spoiler	–	S	–
Rear liftgate spoiler	–	–	S
Dual body-color power remote outside mirrors	S	S	S
Mirror-mounted turn signal indicators	–	S	S
Heated outside mirrors	–	GT	GT
Variable-intermittent windshield wipers	S	S	S
Rain-sensing front windshield wipers	–	GT	GT
Rear wiper/washer with intermittent setting	–	–	S
Clear-lens halogen headlights	S	S	S
Bi-Xenon High-Intensity-Discharge (HID) auto-leveling headlights	–	GT	GT
Adaptive Front-lighting System (AFS)	–	GT	GT
Clear-lens halogen fog lights	O/A	S	S
Clear-lens taillights	S	S	S
LED clear-lens taillights	–	GT	GT
Integrated rear window antenna	S	S	–
Roof-mounted radio antenna	–	–	S

Tires & Wheels			
16-inch steel wheels with full wheel covers	S	–	–
16-inch alloy wheels	T	–	–
17-inch alloy wheels	–	S	S
205/55R16 H-rated steel-belted all-season radial tires	S	–	–
205/50R17 V-rated steel-belted all-season radial tires	–	S	S

MAZDA3 Models

MAZDA3i 4-Door Touring

Includes the following features in addition to or in place of MAZDA3i 4-Door Sport:

- 16-inch alloy wheels
- Dynamic Stability Control* (DSC)
- Traction Control System (TCS)

- Cruise control with steering-wheel-mounted controls

- Power door locks with 2-stage unlocking

- Speed- and transmission-sensing auto door locks

- Remote keyless entry with answer-back feature

- Bluetooth†‡ audio and hands-free phone capability

- 6-speaker audio system

* Dynamic Stability Control (DSC) is an electronic system designed to help the driver maintain control under adverse conditions. It is not a substitute for safe driving practices. Factors including speed, road conditions and driver steering input can all affect whether DSC will be effective in preventing loss of control. Please see your Owner's Manual for further details.

† Bluetooth is a registered trademark of Bluetooth SIG, Inc.

MAZDA3 Options & Option Packages

Options/Option Packages	MAZDA 3i 4-Door SV	MAZDA 3i 4-Door Sport	MAZDA 3i 4-Door Touring	MAZDA 3s 4- & 5-Door Sport	MAZDA 3s 4- & 5-Door Grand Touring
Moonroof, 6-Disc CD Changer and Bose® Audio System Package: Power sliding-glass moonroof with one-touch-open feature; in-dash 6-disc CD/MP3 changer; Bose® 242-watt Centerpoint® 10-speaker Surround Sound System	–	–	0	0	0
Tech Package: Full-color Multi Information Display (MID) with compact navigation system; Mazda Advanced Keyless Entry & Push Button Start System; SIRIUS Satellite Radio™ with 6-month subscription; perimeter alarm	–	–	–	0	0
Pearlescent paint (Crystal White Pearl Mica)	–	0	0	0	0
All-weather floor mats	O/A	O/A	O/A	O/A	O/A
Front air dam	–	–	–	A (4-DR) O/A (5-DR)	A (4-DR) O/A (5-DR)
Cargo mat	O/A	O/A	O/A	O/A	O/A
Cargo net	O/A	O/A	O/A	O/A	O/A
Cargo tray	O/A	O/A	O/A	O/A	O/A
Compass auto-dimming mirror	O/A	O/A	O/A	O/A	O/A
Compass auto-dimming mirror with HomeLink®	O/A	O/A	O/A	O/A	O/A
Fog lights	O/A	O/A	O/A	S	S
Fuel-filler door, chrome	O/A	O/A	O/A	O/A	O/A
In-dash 6-disc CD/MP3 changer (not available with Moonroof, 6-Disc CD Changer and Bose® Audio System Package)	O/A	O/A	O/A	O/A	O/A
Moonroof wind deflector (Late Availability)	–	–	O/A	O/A	O/A
Rear bumper guard (5-Door only)	–	–	–	O/A	O/A
Mud guard package	O/A	O/A	O/A	–	–
Rear wing spoiler	O/A	O/A	O/A	–	–
Remote engine start (AT only)	–	O/A	O/A	O/A	O/A
SIRIUS Satellite Radio™ with 6-month subscription	O/A	O/A	O/A	O/A/P	O/A/P
Rear aero flares and rear center underskirt (5-Door only)	–	–	–	O/A	O/A
Wheel locks (set of 4)	–	–	O/A	O/A	O/A

† SIRIUS Satellite Radio requires a subscription and Mazda satellite radio receiver accessory kit. Available only in the U.S., except Alaska and Hawaii.

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 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.

MAZDA 3s 4-Door Grand Touring

Includes the following features in addition to or in place of MAZDA 3s 4-Door Sport:

- Bi-Xenon High-Intensity-Discharge (HID) auto-leveling headlights
- Adaptive Front-lighting System (AFS)
- Nagare-inspired illuminated headlight detail

- Automatic on/off headlights

- LED clear-lens taillights

- Heated outside mirrors

- Rain-sensing front windshield wipers

- Dual-zone automatic climate control

- Leather-trimmed seats

- 8-way power driver's seat with 3-position memory

- Heated front seats with five settings

MAZDA 3s 5-Door Grand Touring

Includes the following features in addition to or in place of MAZDA 3s 5-Door Sport:

- Bi-Xenon High-Intensity-Discharge (HID) auto-leveling headlights
- Adaptive Front-lighting System (AFS)
- Nagare-inspired illuminated headlight detail

- Automatic on/off headlights

- LED clear-lens taillights

- Heated outside mirrors

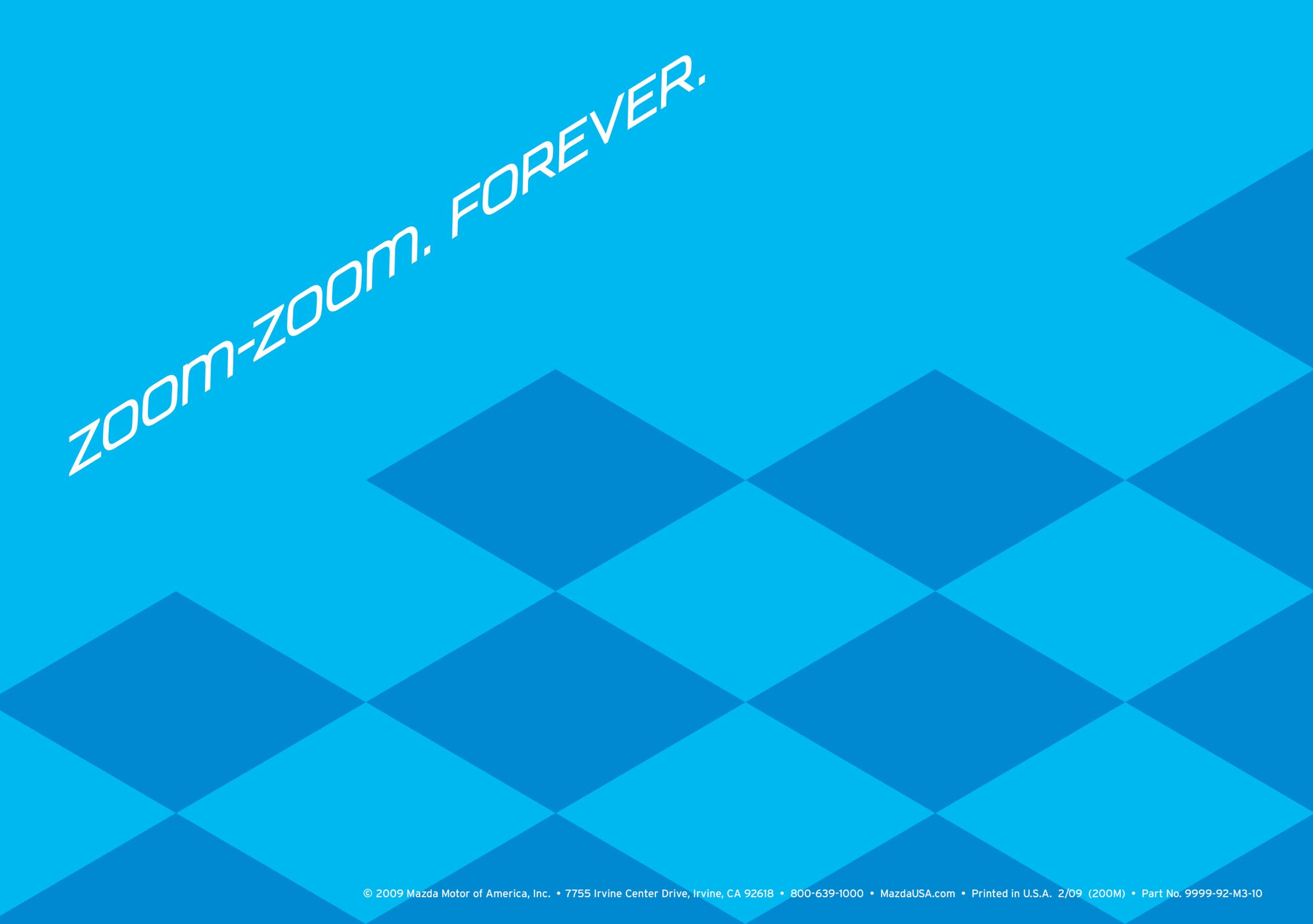
- Rain-sensing front windshield wipers

- Dual-zone automatic climate control

- Leather-trimmed seats

- 8-way power driver's seat with 3-position memory

- Heated front seats with five settings



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