

MAZDA CORPORATION RELEASES UPDATED MAZDA3

HIROSHIMA, Japan (July 13, 2016) – Mazda Motor Corporation has released [an updated Mazda3](#), which goes on sale in Japan today.

Mazda's new-generation lineup, which is designed to offer *Jinba Ittai* driving performance and an ideal driving position, got its start with the launch of Mazda CX-5 in 2012.

These products have been developed based on a human-centered development philosophy supported with research into human traits and sensations in order to ensure a pleasing driving feel.

The new Mazda3 features G-Vectoring Control (GVC), the first in a series of new SKYACTIV-VEHICLE DYNAMICS technologies that provide integrated control of the engine, transmission, chassis and body to enhance the car's *Jinba Ittai* feel, and a range of other design and equipment updates.

"Mazda is striving to become an irreplaceable presence in the lives of our customers, to create a special bond with them and to be a 'one-and-only' brand they will choose again and again," said Masamichi Kogai, Mazda's President and CEO.

"In order to do that, we will continue updating our models with next-generation technologies based on our human-centered development philosophy, without concern for the timing of redesigns."

The 2017 Mazda3 goes on sale in the U.S. later this year.

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Additional assets available online:

 **PHOTOS** [\(1\)](#)

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