

2017 MAZDA3 RAISES THE STANDARD WITH G-VECTORIZING CONTROL, REFINED PERFORMANCE

MAZDA'S COMPACT FOUR-DOOR SEDAN AND FIVE-DOOR HATCH RETURNS WITH FINE-TUNED HANDLING, UPSCALE CABIN AND PREMIUM MACHINE GRAY PAINT

IRVINE, Calif. (August 9, 2016) – From being named a finalist for World Car of the Year, to landing on *Car and Driver's* 10Best list every year it's been eligible, to numerous awards for the quality and sophistication of its interior, the current-generation Mazda3 has become a standard by which compact cars are judged.

Now, it's time to up the game again.

Mazda North American Operations (MNAO) today introduced the U.S.-spec [2017 Mazda3](#), which gains notable improvements in refinement, packaging and handling.

The 2017 Mazda3's exterior tweaks are subtle, but effectively elevate the vehicle's KODO—Soul of Motion design, adding a bolder grille, available LED headlights and tail lights, and a redesigned rear bumper on five-door models that extends an upscale, monochromatic look to the lower valences. Occupants are treated to an interior that should make anyone seriously question the need to go for a more expensive offering from any other car company.

Perforated black or almond-colored leather seating surfaces are available. The 2017 Mazda3's leather-wrapped steering wheel has been redesigned for a more comfortable grip, and is newly available with heating elements, a rare feature in its class.

Other interior improvements include an electronic parking brake as standard equipment, freeing up space for storage, and a sliding covered center console design borrowed from its big brother, the Mazda6. Front passengers are treated with storage space in new door pockets that are three times larger than in previous models.

Alas, pragmatism is nothing without purpose, which Mazda3 delivers without compromise. The new Mazda3 will come standard with G-Vectoring Control (GVC), an all-new, Mazda-exclusive technology that uses the engine in conjunction with the steering, throttle inputs and suspension to provide sharper chassis control, leading to a need for fewer steering corrections and greater driver- and passenger-confidence.

Much as Mazda3's already engaging steering has improved with GVC, Mazda's engineers have upped the ante with improved NVH damping, too. The 2017 Mazda3 is a substantial 3dB quieter 25 mph over rough roads, thanks to tighter body gaps, improved sound insulation and redesigned weather stripping versus its 2016 predecessor.

With the 2017 updates also come the adoption of available Advanced Blind Spot Monitoring and Traffic Sign Recognition as well as a new, full-color Active Driving Display. These safety features complement Mazda3's i-ACTIVSENSE suite, which includes Rear Cross-Traffic Alert, Mazda Radar Cruise Control, Smart City Brake Support and Smart Brake Support for highway speeds.

All of these improvements add up to a compelling offering that should captivate those who value the serenity of a winding back road on a Sunday afternoon, yet still crave a practical, attractive and efficient vehicle.

The 2017 Mazda3 arrives in dealers in September, with pricing and packing to be announced closer to its on-sale date.

Mazda North American Operations is headquartered in Irvine, Calif., and oversees the sales, marketing, parts and customer service support of Mazda vehicles in the United States and Mexico through nearly 700 dealers. Operations in Mexico are managed by Mazda Motor de Mexico in Mexico City. For more information on Mazda vehicles, including photography and B-roll, please visit the online Mazda media center

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