

## **BENEFITED BY MORE STANDARD FEATURES, 2020 MAZDA3 IS REFINED FOR EVERY SENSE**

### **MORE STANDARD I-ACTIVSENSE FEATURES ELEVATE THE COMPACT CAR EXPERIENCE**

**EFFECTIVE FEBRUARY 3, 2020, ALL 2020 MAZDA3 VEHICLES RELEASED FROM PORT AFTER THIS DATE WILL INCREASE DESTINATION AND HANDLING TO \$945 (\$990 IN ALASKA).**

2020 Mazda3 goes on sale in the fall of 2019 with a starting MSRP<sup>[1]</sup> of \$21,500

Mazda i-Activsense features are now standard on the 2020 Mazda3 base trim to help provide even more peace of mind for the driver

Bold styling, exhilarating driving dynamics and premium features elevate Mazda3 to a class above

IRVINE, Calif. (September 24, 2019) – Last November the all-new Mazda3 made a bold statement in its debut with striking redesigns for both the hatchback and the sedan. Embodying Mazda's latest iteration of its Kodo design language, both variations are purposely crafted to forego traditional sharp body lines and opt for sleek styling that flows throughout.

The thoughtful touches and attention to detail continue to the interior of the Mazda3. Lush materials with a simplistic design are surrounded by intuitive technology features such as an 8.8-inch large center display with the latest Mazda Connect system that can be operated thru the commander control or voice command. A seven-inch digital gauge display maintains a timeless analog theme but is benefited by a reconfigurable display to provide the driver with more information. Dual USB ports, push button start, an electronic parking brake and ample storage are among its many high-quality standard features.

The 2020 Mazda3 hatchback and sedan returns its sophisticated styling and exhilarating driving experience with the goal of further separating itself from its class with enough premium features to rival luxury automakers' offerings. Mazda engineers never settle, they are constantly finding ways to improve the vehicle. From making calculated adjustments to the suspension to being able to provide more safety features, there is a motivation to exceed expectations and create a premium experience that will help continue to elevate the brand.

For 2020, the Mazda3 sedan is an elegant, front-wheel drive compact car that features Driver Attention Alert that displays an alert and sound when it detects driver fatigue or decreased attentiveness, Mazda Radar Cruise Control with Stop and Go function, Smart Brake Support, Lane Departure Warning with Lane-Keep Assist and High Beam Control as standard features. Automatic on/off headlights and rain-sensing windshield wipers join previously standard features such as a matte finished front grille, 16-inch alloy wheels, cloth seating surfaces and door trims, power-folding door mirrors and power windows with one-touch down/up feature.

Mazda3 hatchback is available with i-Activ all-wheel drive and comes standard with Apple CarPlay™ and Android Auto™ infotainment technologies, Mazda Advanced Keyless Entry, leatherette seating surfaces and door trims, leather-wrapped steering wheel and shift knob, automatic dual-zone climate control, rain-sensing windshield wipers, a black metallic front grille, rear roof spoiler, 18-inch alloy wheels and power windows with one-touch driver down/up feature. Standard i-Activsense safety features in the 2020 Mazda3 hatchback includes Driver Attention Alert, Mazda Radar Cruise Control with Stop and Go function, Smart Brake Support, Blind Spot Monitoring with Rear Cross-Traffic Alert, Lane Departure Warning with Lane-Keep Assist and High Beam Control.

Mazda3 Select, a sedan only trim level, is available with i-ACTIV all-wheel drive and incorporates premium features such as Apple CarPlay™ and Android Auto™ infotainment technologies, Mazda Advanced Keyless Entry, leatherette seating surfaces and door trims, leather-wrapped steering wheel and shift knob, automatic dual-zone climate control, door mirrors with integrated turn signal indicators and 18-inch wheels.

The mid-trim Mazda3 Preferred is highlighted by a Bose® premium 12-speaker audio system with custom tuning to provide more powerful bass and higher audio quality. Other upgrades to the audio experience are an aluminum speaker grille, shark fin antenna and SiriusXM satellite radio with three-month trial subscription. Available with i-Activ all-wheel drive, the driver is comforted with heated front seats, eight-way power driver's seat, power lumbar support, two-position driver memory system and memory position door mirrors.

For the most elevated Mazda3 driving experience, the top-trim Mazda3 Premium builds upon all other trim levels by adding exceptional features that include windshield-projected Active Driving Display, leather seats, power moonroof, signature front and rear LED lighting, Adaptive Front-lighting System and paddle shifters when the Mazda3 is equipped with Skyactiv-Drive six-speed automatic transmission. Mazda's predictive i-Activ all-wheel drive is available for this trim level. Mazda3 Premium sedan adds new 18-inch bright finish alloy wheels that matches its sophisticated styling. For a sportier design, the Mazda3 Premium hatchback features 18-inch black finish alloy wheels.

Mazda will continue to offer its Skyactiv-MT six-speed manual transmission, available only on Mazda3 Premium hatchbacks equipped with front-wheel drive.

All 2020 Mazda3s come equipped with G-Vectoring Control Plus and a Skyactiv-G 2.5-liter engine that is rated to deliver 186 horsepower at 6,000 rpm and 186 lb-ft of torque at 4,000 rpm. To build upon the fuel efficiency Mazda's SKYACTIV engines are known for, cylinder-deactivation technology is standard on all Mazda3 hatchbacks, Mazda3 Premium sedans and Mazda3 sedans equipped with i-Activ all-wheel drive.

## **MSRP<sup>[2]</sup> FOR ALL MODELS IS AS FOLLOWS:**

<b>TRIM</b>	<b>HATCHBACK</b>	<b>SEDAN</b>
Mazda3 FWD 6AT	\$23,700	\$21,500
Mazda3 Select FWD 6AT		\$22,700
Mazda3 Preferred FWD 6AT	\$25,200	\$24,200
Mazda3 Premium FWD 6MT	\$27,500	-
Mazda3 Premium FWD 6AT	\$27,500	\$26,500
Mazda3 AWD 6AT	\$25,100	-
Mazda3 Select AWD 6AT	-	\$24,100
Mazda3 Preferred AWD 6AT	\$26,600	\$25,600
Mazda3 Premium AWD 6AT	\$28,900	\$27,900

<b>PREMIUM PAINT COLORS</b>	
Soul Red Crystal Metallic	\$595
Machine Gray Metallic	\$300
Snowflake White Pearl Mica	\$200

Mazda North American Operations is headquartered in Irvine, California, 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 at [InsideMazda.MazdaUSA.com/Newsroom](https://www.insidemazda.com/MazdaUSA.com/Newsroom).

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<sup>[1]</sup>MSRP does not include \$920 for destination and handling (\$965 in Alaska), taxes, title or additional fees. Dealers set actual sale prices.

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Additional assets available online:

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

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