# 2027 MAZDA3: PRICING AND PACKAGING

**Mazda3 expands everyday convenience through enhanced connectivity for 2027 model year**
**Mazda3 2.5 S Preferred Hatchback model offers i-Activ AWD for under $30,000[1]**
**Expanded premium content and features offer greater value in both sedan and hatchback models**

IRVINE, Calif. , Nov. 3, 2026 /PRNewswire/ -- Mazda North American Operations today announces pricing and packaging for the 2027 Mazda3. Available in both sedan and hatchback body styles, the Mazda3 offers greater value with the broader expansion of key features that customers prefer, such as wireless Apple CarPlay and Android Auto connectivity, along with wireless phone charging. Similarly, for enthusiasts who like to row their own gears Mazda3 2.5 S Hatchback continues to offer an available 6-speed manual transmission, and that package also receives greater comfort and convenience features. These refinements to the lineup allow more customers to tailor their Mazda3 to their lifestyle, whether prioritizing all-weather confidence, everyday convenience, engaging performance or premium craftsmanship.

The 2027 Mazda3 continues to deliver the engaging driving dynamics, sophisticated design and human-centric craftsmanship that has distinguished it within the compact segment. The bold Kodo design remains a defining element of both body styles and is available in curated selection of exterior colors including Jet Black Mica, Premium Quartz Metallic and Deep Crystal Blue Mica, as well as optional Snowflake White Pear Mica, Machine Gray Metallic, Soul Red Crystal Metallic, Polymetal Gray Metallic and Ceramic Metallic.

Across the lineup Mazda3 offers responsive Skyactiv-G powertrains, a suite of standard i-Activsense safety technologies and premium interior appointments designed to elevate the driving experience. Available features such as wireless smartphone integration, Bose premium audio, advanced driver-assistance technologies and expanded AWD availability help make the 2027 Mazda3 the most versatile Mazda3 lineup yet.

**MAZDA3 2.5 S (Sedan Only)**

The 2.5 S offers a compelling combination of engaging performance, everyday convenience and standard technology from the start. All Mazda3 2.5 S models are powered by a naturally aspirated Skyactiv-G 2.5-liter engine that produces 186 horsepower and 186 lb-ft of torque on 87 octane fuel. A six-speed automatic transmission with front-wheel drive is standard. This tried-and-true powertrain is paired with G-Vectoring Control Plus (GVC Plus), Dynamic Stability Control, Traction Control, Hill Launch Assist and Off-Road Traction Assist, all of which can help improve driver confidence in a variety of driving scenarios.

Standard features include 16-inch alloy wheels, LED headlights, LED tail lights, cloth-trimmed seats, push-button engine start, an eight-speaker audio system with Mazda Harmonic Acoustics, Apple CarPlay ™ and Android Auto ™ integration, and Mazda Connected Services capability.

The 2.5 S also features a full suite of standard safety and driver-assistance technologies including Blind Spot Monitoring, Rear Cross Traffic Alert, Lane Departure Warning, Lane-Keep Assist, High Beam Control, Rear Seat Alert, Hill Launch Assist, Auto Hold, Smart Brake Support and Mazda Radar Cruise Control with Stop & Go.

**MAZDA3 2.5 S SELECT SPORT**

Building upon the 2.5 S, the Select Sport adds 18-inch black metallic alloy wheels, a gloss black front grille and rear spoiler (Hatchback only) and exterior trim, black heated side mirrors, leatherette-trimmed seats, a leather shift knob and steering wheel, dual-zone automatic climate control, rain-sensing windshield wipers, illuminated vanity mirrors, and a rear center armrest with cup holders, an overhead console with sunglass holder, front seatback map pocket, and Mazda Advanced keyless entry. The 2.5 S Select Sport also features wireless Apple CarPlay™ and Android Auto™ functionality with Alexa Built-In for greater everyday connectivity and convenience.

**MAZDA3 2.5 S PREFERRED**

The 2.5 S Preferred trim adds elevated comfort and convenience features, including a power sliding-glass moonroof, eight-way power-adjustable driver's seat with memory, side mirrors which auto-tilt while in reverse, heated front seats, and additional premium interior finishes like a Qi wireless phone charger. The 2.5 S Preferred model Hatchback is also available with all-wheel drive, allowing buyers to pair these features with Mazda's predictive i-Activ AWD® system.

**MAZDA3 2.5 S PREMIUM (Sedan Only)**

The Premium trim introduces additional craftsmanship to the Mazda3 2.5 S Sedan lineup, with leather interior available in black or red, 12-speaker Bose Premium Audio with HD radio, and standard i-Activ AWD. The Premium trim also adds Traffic Sign Recognition to the list of safety equipment.

**MAZDA3 2.5 S PREMIUM PLUS (Hatchback Only)**

Newly positioned within the Mazda3 lineup, the Mazda3 2.5 S Premium Plus Hatchback blends a high level of equipment with the enthusiast favorite six-speed Skyactiv-MT manual transmission with front wheel drive.

Visual cues for the Premium Plus Hatchback include front and rear LED Signature illumination. Inside, drivers will appreciate the larger 10.25-inch center display with touchscreen functionality for Apple CarPlay and Android Auto, as well as the heated steering wheel, an active driving display which projects on the windshield for easier viewing, as well as an adaptive front lighting system which can swivel as the vehicle drives through curves for improved visibility.

**MAZDA3 2.5 TURBO PREMIUM PLUS**

At the top of the Mazda3 lineup is the Turbo Premium Plus, which provides the signature Mazda premium driving experience powered by Mazda's turbocharged Skyactiv-G 2.5-liter engine, producing up to 250 horsepower and 320 lb-ft of torque on 93 octane fuel, or 227 horsepower and 310 lb-ft on regular 87 octane. This engine is paired exclusively with i-Active AWD and paddle shifters for greater control.

The 2.5 Turbo Premium Plus model features more aggressive bodywork to denote its greater performance potential. Sedan models feature a black rear spoiler, and Hatchback models feature a more prominent front air dam, front air guides and 2.5 Turbo-specific black rear hatch spoiler. At the rear of the vehicle, "AWD" and "Turbo" badging, along with the larger tail pipes are the last thing slower traffic will see as you zoom past.

Inside, the 2.5 Turbo Premium Plus gains Homelink functionality, along with SiriusXM radio connectivity that features a three-month trial. Additionally, Sedan customers can choose between white or black leather trimmed seats, while Hatchback buyers can opt for black or red leather. A frameless auto-dimming rear view mirror wraps things up inside.

The top-spec Mazda3 also gains a 360-degree view monitor with front and rear parking sensors, Smart Brake Support – Rear and Rear Cross Traffic Braking, and with Cruising and Traffic Support for a more relaxed and supported drive.

**PRICING**

**MSRP[2] FOR THE 2027 MAZDA3 IS AS FOLLOWS:**

| Model | Drivetrain | Hatchback | Sedan |
|---|---|---|---|
| Mazda3 2.5 S | FWD | N/A | $24,750 |
| Mazda3 2.5 S Select Sport | FWD | $27,040 | $25,740 |
| Mazda3 2.5 S Preferred | FWD | $28,040 | $27,490 |
| Mazda3 2.5 S Preferred | AWD | $29,990 | N/A |
| Mazda3 2.5 S Premium | AWD | N/A | $30,415 |
| Mazda3 2.5 S Premium Plus 6MT | FWD | $31,950 | N/A |

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|---|---|---|---|
| Mazda3 2.5 S Premium Plus | AWD | $33,350 | N/A |
| Mazda3 2.5 Turbo Premium Plus | AWD | $38,190 | $37,040 |

**PREMIUM PAINT COLORS:**

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|---|---|
| Machine Gray Metallic | $595 |
| Soul Red Crystal Metallic | $595 |
| Snowflake White Pearl Mica | $595 |
| Polymetal Gray Metallic | $595 |
| Ceramic Metallic | $595 |

**About Mazda North American Operations**

Proudly founded in Hiroshima, Japan, Mazda has a history of sophisticated craftsmanship and innovation, and a purpose to enrich life-in-motion for those it serves. By putting humans at the center of everything it does, Mazda aspires to create uplifting experiences with our vehicles and for people. 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, Canada, Mexico and Colombia through approximately 795 dealers. Operations in Canada are managed by Mazda Canada Inc. in Richmond Hill, Ontario; operations in Mexico are managed by Mazda Motor de Mexico in Mexico City; and operations in Colombia are managed by Mazda de Colombia in Bogota, Colombia. For more information on Mazda vehicles, including photography and B-roll, please visit the online Mazda media center at news.mazdausa.com.

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| [1] MSRP does not include $1,315 for destination and handling ($1,360 in Alaska), taxes, title or additional fees. Dealers set actual sale prices. |
| [2] MSRP does not include $1,315 for destination and handling ($1,360 in Alaska), taxes, title or additional fees. Dealers set actual sale prices. |

SOURCE Mazda North American Operations

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Additional assets available online:
**PHOTOS** (1)

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