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MAZDA3 – RETHINKING WHAT’S POSSIBLE

- All-New 2004 MAZDA3 Redefines the Compact Vehicle Segment -

The all-new MAZDA3 combines the best qualities of its predecessors – GLC, 323, and, most recently, Protegé – and takes the compact class car to an entirely new level of refinement and quality. MAZDA3 introduces a fresh, confident vision to a segment that has left the customers of other brands wanting more. With the MAZDA3, Mazda provides to all those who seek a memorable driving experience a car that redefines style, build-quality and performance in a segment that has traditionally been focused on functionality and sales volume.

“The MAZDA3 is the best-designed, best-engineered, and most fun-to-drive C-segment (compact) vehicle in the current market,” said Akira Tanioka, MAZDA3 program manager. “It truly does exceed our most demanding expectations.”

The new MAZDA3 introduces unmistakable Mazda styling and functional intelligence to the compact segment. As with all new-generation Mazda vehicles, its exterior design is dynamic and strong with a presence that visually communicates the exciting, fun-to-drive character that is the essence of a Mazda. Its roomy interior is designed to evoke excitement and delight with high levels of interior functionality and comfort.

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Available in two body styles – 4-Door and 5-Door – and three versions – MAZDA3 *i*

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4-Door (2.0-liter engine), MAZDA3 *s* 4-door (2.3-liter engine) and MAZDA3 *s* 5-Door (2.3-liter engine) – there is a choice for all buyers.

MAZDA3's exterior design, whether the 5-Door or 4-Door, is meant to express movement combined with muscular solidity and stability. Building on methods used to develop the company's halo vehicle, RX-8, MAZDA3's interior is far roomier than the car's exterior indicates. It is sporty yet comfortable, with functional storage solutions so important to a vehicle in this segment.

The 5-Door is dynamic with solid proportions created by a long wheelbase and cabin, short overhangs, large-diameter wheels and aggressively flared front and rear fenders. Even when viewed from a distance, the MAZDA3 *s* 5-Door has an assertive presence. The car visually conveys its dynamics in a powerful and confident way, resulting in an exciting hatchback personality with design flair targeted to appeal to a youthful mindset.

Bold character lines extend from the prominent Mazda familial five-point grille up and over the hood to give a contoured look. The triangular C-pillar enhances the dynamic movement of the overall design, and the sculpted tailgate provides strength, stability and solidity.

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The MAZDA3 *i* and *s* 4-Door is a sedan, but a sedan with a personality all its own. It takes the traditional three-box design a step further with dynamic proportions and taut

contours, producing a refined yet sporty look, without sacrificing interior volume. A long wheelbase, short overhangs, a short but high rear deck and a compact-looking cabin combine to deliver a coupe-like design targeted at customers looking for an aggressive but sophisticated sedan.

Styling lines extending from the five-point grille through the hood convey a subtler, more elegant look than the 5-Door version. Flared front and rear fenders suggest muscularity and strength, but still with an air of sophistication. The compact-looking cabin gives an elegant yet sporty appearance when seen from the side.

The short, high, rear deck extends the lines flowing from the front of the vehicle for a powerful appearance. Elongated rear combination lamps and flared rear fenders enhance the firmly planted stance and look of stability.

Customer-led clinics and analysis for MAZDA3 resulted in exterior dimensions and design attributes that ensure one of the roomiest interiors in the compact car segment. MAZDA3 is one of the longest, widest and tallest vehicles in this segment. It also is relatively upright, despite its aggressive design. As a result, MAZDA3 is segment leading for front and rear shoulder-room and one of the best-in-class for knee-clearance, with a truly roomy interior with ample space for four adults to travel in comfort. All this is added to a host of intelligent storage compartments and a large, flexible luggage compartment.

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Designers were able to provide MAZDA3 with a tumble angle of just 20 degrees (tumble angle measures how upright the upper structure and windows are in relation to the lower

structure). This allows generous shoulder room front and back, without making the car look tall and boxy.

The long wheelbase and optimal shaping of the front seats assure generous knee clearance for rear passengers. The hip point was purposely set relatively high (more than an inch higher than Protegé) for a better view of the road and easy entry and exit. This also provides a more natural curve to the knee, making long trips more comfortable.

Unusual for a car in this class, MAZDA3 offers a standard tilt and telescopic steering wheel. Multi-adjustable driver and passenger seats allow occupants of practically all sizes to travel in comfort. Mazda designers and engineers even placed the parking brake beside and behind the gear lever, which they determined would allow smaller drivers to operate it more easily when the seat is in a forward position.

An uncluttered instrument panel, combined with clean-cut door trim, reinforce a feeling of spaciousness, comfort and quality. The prominent red-backlit, three-gauge instrument cluster is integral to the Mazda family look and feel, as is the three-spoke steering wheel with integrated audio controls and, when ordered, cruise control. Throughout, the interior of MAZDA3 suggests quality parts were chosen and extensive thought went into the "little details."

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A choice of contrasting interior colors and materials offers MAZDA3 owners an opportunity to express their own personality and taste. These choices enhance MAZDA3's

highly-ergonomic environment which, quite literally, envelops the driver to give greater comfort and control, and a heightened sense of connection to the car's overall performance.

Richly textured, beige fabric opens up the interior for a light yet still refined feeling. Bright and contrasting trim gives the car a youthful and sporty feel, while still remaining decidedly upscale. Optional on MAZDA3 s 4-Door and 5-Door is leather-trimmed seat upholstery – making MAZDA3 one of very few cars in this segment to offer such luxury.

Surprises abound in the interior: A large glovebox (big enough to hold a laptop computer, purse, two-liter beverage bottle or as many as 16 CD cases), a double-tiered center console/armrest and two cupholders in the center console and one more bottle holder in each door.

In addition, the top of the instrument panel and door trim feature a similar material with reduced sheen and improved continuity of grain for a strong sense of design unity and quality. The seam on the airbag cover has been eliminated for a neater appearance – MAZDA3 is one of very few vehicles on the market with this feature. Audio/clock displays and optional navigation system display are located at the top of the center panel for enhanced visibility and minimal driving distraction. Even knobs and push buttons were evaluated on the basis of touch and stroke, and designed to assure a positive, satisfying operating feel.

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The MAZDA3 s 5-Door offers segment-leading distance (width) between the rear wheel wells, which offers generous luggage compartment volume. When folded, the 60/40 rear

seatbacks give an almost flat load floor (7 degree angle), yet the cushions still are shaped to be comfortable when used for seating. Luggage compartment flexibility with a sub-trunk area means valuables can be stored out of sight. In addition, the front floor section of the luggage compartment can be used to separate the luggage space into upper and lower sections, and the rear floor section can be raised to create a partition between the front and rear of the luggage compartment.

Superior build quality characterizes the new MAZDA3. Fit and finish are of the same high standards pioneered by the MAZDA6 and continued with the RX-8. Intense efforts to ensure solid, instantly recognizable craftsmanship with the MAZDA3 exterior were undertaken to deliver outstanding build quality. Combined with MAZDA3's dynamic exterior design, it enhances the sense of satisfaction and pride of ownership every time the car is driven.

To give the feeling of quality, engineers concentrated on providing small, consistent gaps between body panels by identifying more than 300 abutting items, including headlights and front fenders, hood and front fenders, and trunk lid and rear fenders. Non-visible exterior sections receive the same care and attention to detail. Virtual simulation resulted in a simplification of door-opening surfaces prior to prototype build to achieve a cleaner, neater door appearance.

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The MAZDA3 s 4-Door is available with a sport package for a more aggressive personality and on-road presence. In developing the package, engineers focused on functional

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aesthetics and subtle details. More importantly, the development of the package was integral to the MAZDA3 program, and the resulting components combine seamlessly with the body contours in a way that cannot be achieved with aftermarket parts. The sport package includes specific front and rear bumpers, side-skirts, 17-inch alloy wheels, front fog lamps and unique taillights. The sport package is standard on MAZDA3 s 5-Door.

MAZDA3's engine line up is comprised of two MZR in-line, four-cylinder engines – 2.0-liter or 2.3-liter – that meet the demands of global customers looking for linear, lively power combined with low fuel consumption and emissions. Coupled to a smooth, electronically-controlled, four-speed automatic transmission with Sport A/T manual shift or a redesigned five-speed manual transmission, they contribute to that spirited driving experience that epitomizes Zoom-Zoom.

The 2.3-liter engine shares basic architecture with that of the MAZDA6. This is a Mazda-designed and -engineered engine, and is shared with other Ford brands and vehicles globally. Construction is all-aluminum for light weight and ease of production, and the deep-skirt block design ensures superior transmission coupling stiffness. Stiffness of the drivetrain was an area engineers paid particular attention to, in order to combat NVH (Noise Vibration Harshness). Engineers went so far as to specify lightweight pistons and connecting rods for lower overall engine noise.

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The MAZDA3 4-Door is available with either the 2.0-liter engine (MAZDA3 i 4-Door) or 2.3-liter engine (MAZDA3 s 4-Door), while the 5-Door is only available with the 2.3 (MAZDA3 s

5-Door). Producing 148hp at 6,500 rpm and 135 lb-ft of torque at 4,500 rpm, and returning 28 mpg in the city and 35 on the highway with the manual transmission, and 26/34 with the automatic, the MAZDA3 *i* 4-Door is both entertaining to drive and easy on the wallet.

In states requiring strict emissions, the MAZDA3 *i* is available meeting Partial Zero Emission Vehicle (PZEV) ratings. Due to changes made to exhaust plumbing and components, and to ECU programming, PZEV cars are rated at 144hp at 6,500 rpm and 132 lb-ft at 4,500 rpm. All PZEV cars are covered by a comprehensive 150,000-mile emission component warranty.

MAZDA3 *s* (both 4-door and 5-Door models) produces 160hp at 6,500 rpm and 150 lb-ft of torque at 4,500 rpm and meet the strict Tier II, Bin 5 federal emission regulations. Fuel economy is 25 mpg in the city and 32 on the highway with the manual transmission. With the automatic, fuel economy is 24/29. To provide power at higher rpm levels while not sacrificing low-rpm drivability, the 2.3-liter engine incorporates Variable Valve Timing (VVT) on the intake valves. In addition, balance shafts are used to cancel unwanted NVH.

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Shared by both engines are: a near-silent timing chain which needs no maintenance, unlike belts that require regular replacement; a stainless steel exhaust manifold to optimize exhaust gas flow for enhanced power and torque; and a low-friction finish on camshafts and lifters to minimize valvetrain noise and power-robbing friction. In addition, both engines are

also equipped with a variable intake system that alters the length of the intake tract to optimize engine efficiency at all engine speeds as well as maximize horsepower at high rpm and torque at low rpm.

Regardless of engine or body style choice, MAZDA3 is available with either a five-speed manual transmission or a four-speed automatic with manual shift mode.

MAZDA3's manual transmission received considerable attention during development. Because a cable-operated shift can often seem floppy or unconnected to the transmission, and often has poor in-gear feel, Mazda engineers worked hard to improve its feel. They chose to use all-new synchros to improve the gear-to-gear feel, as well as a Teflon coating on all internal components to reduce friction and NVH, as well as boost economy. Additionally, by ensuring the cable run is as straight as possible, much of the sloppy feel of some cable shifters was eliminated. The result is a transmission that is a pleasure to use, in the spirit of Miata and RX-8.

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Automatic transmissions see a 20 percent faster shift response, especially in the 1-2 shift, which most directly increases acceleration feel and reduces 0-60 times. All automatics include Mazda's Sport A/T system, which allows for manual operation of the automatic transmission. In addition, a slope-control logic provides natural deceleration on downhill grades and minimizes unwanted upshifts when driving uphill. All these changes improve the driving experience and minimize NVH.

To provide a flat cornering stance without sacrificing ride comfort, MAZDA3 is fitted with a MacPherson strut design for the front suspension because of its low cost and ease of packaging. However, to get the handling feel necessary for this car, 35mm pistons were chosen – large for this size of car – with built-in rebound springs to control wheel movement. The lower control arms are attached to a subframe with fluid-filled bushings, which allows engineers to tune the handling feel for the desired effect and to absolutely minimize road noise and shock transmission to the cabin. The use of fluid-filled bushings is very unusual for this class of car and allows engineers to tune the bushing to a specific frequency to tune out NVH without affecting steering feel.

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Rather than use a conventional engine-driven power-steering pump, MAZDA3's engineering team chose an electro-hydraulic power-assisted steering system (EHPAS). Using an electric motor to drive the pump minimizes drag on the engine, thereby increasing power and fuel economy, as well as minimizing NVH because there is one less item attached to the engine. The steering arms were kept short, and the steering gear mounted low on the subframe to minimize unwanted toe change in bounce and rebound situations. Of course, this means the car goes where you point it, under all road situations.

The rear suspension borrows much of its basic design from the E-link system on the larger MAZDA6, giving MAZDA3 a more expensive feel than other compact-class competitors. By positioning the springs and dampers separately, interior volume was maximized for more cargo room, reduced friction and excellent wheel travel. That wheel travel is kept in check with monotube dampers, also 35mm in diameter. Independent lower links, attached to a rubber-bushed subframe with bushings chosen for their ability to minimize toe change, increase straight-line stability – which reduces driver fatigue – and provides top-notch road-holding performance.

Even the best suspension system in the world cannot do its job if it is attached to a flexible mounting point. When compared to the Protegé and Protegé5 it replaces, MAZDA3 offers more than 40 percent greater flexural rigidity and greatly improved torsional rigidity. This means the car can have a suspension system with softer springs and dampers, providing top-level road holding along with a soft and supple ride.

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Brakes are all-disc on all cars, the fronts ventilated and the rears solid. MAZDA3 *i* 4-Door receives 10.9-inch front brakes and 10.4-inch rears. MAZDA3 *s* 4- and 5-Door models receive 11.8-inch fronts with 11.0-inch rears. ABS with EBD is optional on all cars.

Underneath the car, body engineers added braces to the subfloor and used

tailor-welded blanks for the inner side panels and gussets in the rear suspension to minimize flexing. Specific to the MAZDA3 5-Door are reinforcements throughout the hatch area linking the rear side members and the rear opening to improve torsional rigidity.

Should all of these active safety features still not allow an accident to be avoided, a three-fork safety structure directs crash energy from the front of the car to the outer side-members and into the hinge pillar. In addition, it sends energy laterally through a dash cross-member and sends energy downward into the side sills to minimize cabin deformation around the occupants' feet. All of these areas have been specifically strengthened, and they make for a rigid safety cage.

MAZDA3 has a collapsible steering wheel, but this one is designed to collapse forward rather than in a slightly downward direction, as testing has found this minimizes chest injuries. MAZDA3 also has a collapsible brake pedal that brakes away in the event of a severe frontal accident to minimize foot injuries – a feature also found in MAZDA6 and RX-8.

The option of side and side-curtain airbags means up to six airbags are available on MAZDA3. In addition, anti-lock brakes are available as an option on all models.

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Like every Mazda model, MAZDA3 comes with a four-year roadside assistance program. With a call to a toll-free number, MAZDA3 owners can access roadside assistance 24 hours a day, 365 days a year throughout the United States and Canada. For all 2004 Mazda vehicles,

the company will provide a free loaner car in the event a warrantable condition requires the use of alternative transportation.

The 2004 MAZDA3 is covered by a comprehensive four-year/50,000-mile warranty that covers every part on the vehicle except those subject to normal wear. In addition, MAZDA3 is covered by a five-year/unlimited-mileage corrosion warranty.

Mazda North American Operations is responsible for the sales and marketing, customer parts and service support of Mazda vehicles in the United States. Headquartered in Irvine, Calif., MNAO has more than 700 dealerships nationwide.

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