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## **MAZDA3: TAKING THE COMPACT VEHICLE SEGMENT TO A NEW LEVEL**

*– 2005 MAZDA3 Displays Attention to Detail Inside and Out –*

IRVINE, Calif. – Since its debut in the compact segment in 2004, the MAZDA3 has established a reputation as an innovative, stylish, performance-driven vehicle among consumers and automotive press alike. For 2005, changes to the MAZDA3 are limited to details – a new 15-inch wheel cover design, available Sirius® satellite radio and more color options.

By exceeding customers' expectations for superior value and providing a spirited Zoom-Zoom driving experience, Mazda continues to redefine what's possible in the compact vehicle segment. Instead of accepting the segment's reputation for catering only to functionality and sales volume, the 2005 MAZDA3 breaks new ground in style, build quality and performance in a segment previously perceived to be dull.

"The MAZDA3 isn't just fun to drive, it's fun to look at and it's fun to be in," said David Dildy, MAZDA3 vehicle line manager. "We defied the paradigm of C-segment [compact] vehicles inside and out by giving the MAZDA3 class-leading engine performance, a spacious interior, efficient functionality and a unique, distinctive style."

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**POWERTRAIN**

MAZDA3's engine lineup is comprised of a 2.0-liter and 2.3-liter powerplant. Each engine is an MZR in-line, four-cylinder unit, exceeding the demands of customers looking for linear power, low fuel consumption and extremely low emission levels. Mated to a smooth, electronically controlled, four-speed automatic transmission with Sport A/T manual shift or a silky five-speed manual transmission, each engine provides an experience behind the wheel epitomizing Zoom-Zoom.

In order to isolate passengers from component vibration – or NVH (Noise Vibration Harshness) – Mazda engineers paid considerable attention to developing a stiff drivetrain. The 2.3-liter engine has an all-aluminum construction, which allows for a lightweight yet strong engine block. An advanced deep-skirt block design also aids transmission coupling stiffness.

Through the use of lightweight pistons and connecting rods, engineers were able to eliminate a primary cause of NVH instead of simply adding more sound-deadening material to the chassis. The minimization of NVH is an excellent example of Mazda's extreme attention to detail, resulting in an automobile that looks, drives, feels and sounds like a much more expensive car than it really is. Details like these helped launch MAZDA3 straight to the top of its class.

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

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(MAZDA3 *s* 5-Door). Designed to deliver a healthy dose of Zoom-Zoom as well as the quality, dependability and reliability synonymous with Mazda, each engine has been optimized for performance and durability. The MAZDA3 *i* 4-Door 2.0-liter engine produces a healthy 148-horsepower at 6500 rpm and 135 lb-ft of torque at 4500 rpm. The 2.0-liter powerplant returns 28 mpg in the city and 35 on the highway with the manual transmission and 26/34 with the automatic.

Mazda made a significant effort to enhance the environmental-friendliness of the MAZDA3 family. The MAZDA3 *i* comes with optional Partial Zero Emission Vehicle (PZEV) equipment that eliminates evaporative emissions, making it one of the cleanest cars on the road today. Through re-engineered exhaust plumbing, the repositioning of the first catalytic converter and eco-friendly ECU programming, the PZEV-rated MAZDA3 *i* sacrifices little for its clean emissions. Engine output is a robust 144-horsepower at 6500 rpm and 132 lb-ft of torque at 4500 rpm. All PZEV cars are covered by a comprehensive 150,000-mile emission component warranty.

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Furthermore, Mazda's environmental considerations do not stop with the MAZDA3 *i*. Both 4-Door and 5-Door MAZDA3 *s* models meet strict Tier II Bin 5 Federal emission regulations, which mandate near-zero evaporative emissions. And while eco-friendly, the

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MAZDA3 s does not sacrifice performance, producing a robust 160-horsepower at 6500 rpm and 150 lb-ft of torque at 4500 rpm. To maximize power throughout the rpm range, the 2.3-liter engine incorporates Variable Valve Timing (VVT) on the intake valves for low rpm smoothness and high rpm punch. Yet fuel economy is still very efficient at 24 mpg city and 29 mpg highway with the automatic transmission and 25/32 with the manual transmission.

Both engines benefit from a maintenance-free timing chain that — unlike standard belts — does not require regular replacement. A stainless steel exhaust manifold optimizes exhaust gas flow for excellent power and torque which, combined with a low-friction finish on the camshafts and lifters that minimizes valvetrain noise and resistance, increases overall drivetrain efficiency. To further improve efficiency, both engines are equipped with a variable intake system that alters the length of the intake tract based on engine speed to maximize horsepower at high rpm and torque at low rpm. The MAZDA3's drivetrain also features an electro-hydraulic power-assisted steering system (EHPAS) that minimizes drag on the engine, thereby increasing power and fuel economy, as well as minimizing NVH.

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MAZDA3's manual transmission shares the crisp, sports-car throws of the Miata and RX-8, providing a healthy-dose of Zoom-Zoom regardless of whether you are on a twisty back- road

or heading to the grocery store. Enhanced synchros improve the gear-to-gear feel and a Teflon coating has been applied to all internal components to reduce friction and NVH.

Mazda engineers have created a refined yet sporty MAZDA3 driving experience.

Automatic transmissions yield fast shift responses and feature Mazda's Sport A/T system, which allows for manual gear selection. No detail, no matter how small, has been left unaccounted for by Mazda engineers in making the MAZDA3 a driver's car.

### **HANDLING**

The MAZDA3 is a compact car that thinks it's a sports car. Handling, a core component of Mazda's Zoom-Zoom philosophy, benefits from some serious hardware. The front suspension receives a MacPherson strut design, while engineers chose struts with large 35mm pistons with built-in rebound springs to enhance the overall handling feel and provide a flat cornering stance without sacrificing ride comfort. Fluid-filled bushings attach the lower control arms to the sub-frame, which deadens road noise and shock transmission without sacrificing suspension rigidity as a conventional rubber bushing would. The use of fluid-filled bushings is very unusual for this class of vehicle and allows engineers to tune the bushings to a specific frequency to cancel out NVH without affecting steering feel.

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Boasting reduced friction and excellent wheel travel, the MAZDA3 glides over the road. Overall suspension balance is aided by positioning the springs and dampers separately. Wheel travel is controlled by 35mm monotube dampers while independent lower links — attached to

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a rubber-bushed subframe with bushings chosen for their ability to minimize toe change — increase straight-line stability and road-holding performance.

The MAZDA3's extremely rigid frame anchors the advanced suspension components. The MAZDA3 offers more than 40 percent greater flexural rigidity and greatly improved torsional rigidity when compared to its predecessors, translating to a suspension system that incorporates softer springs and dampers for a soft and supple ride, yet offers enhanced road holding as well.

Each MAZDA3 features ventilated front and solid rear disc brakes. 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. Anti-Lock Brakes with EBD (Electronic Brakeforce Distribution) is optional on all models.

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## **INTERIOR STYLING**

Meticulous attention to detail extends to the interior of the 2005 MAZDA3. In response to customer feedback, all MAZDA3 models boast one of the roomiest interiors in the compact car segment. Engineers designed an interior that is longer, wider and taller than any vehicle in its class to create a cabin that offers the most front and rear shoulder room among compact sedans and one of the best in its class for knee-clearance. No longer will customers smirk when told a compact sedan has ample space for four adults to travel in comfort and style.

The MAZDA3 is the car other vehicles in its segment aspire to be. It offers amenities normally reserved for high-price luxury sedans without subsequent price increases. Standard tilt, telescopic and audio control features are integrated into the steering wheel to ensure driver comfort, airbags come standard and seating positions are designed to cushion legs for long-distance driving. To take luxury to a new level in the compact segment, optional leather-trimmed seat upholstery outfits the cabin in supple elegance.

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Mazda engineers have succeeded in making the MAZDA3 interior stand out from the crowd. To tailor each car to its owner's tastes, a choice of contrasting interior colors, materials and upscale amenities are available. New for 2005, all MAZDA3 models come equipped with a

Sirius® satellite radio compatible audio system. Sirius provides more than 120 satellite channels from coast to coast and is compatible with both the stock and upgraded sound systems. Mazda dealers need only add an antenna and satellite receiver kit (\$399 not including installation) and customers need only subscribe to activate the Sirius system. An elegant audio/clock display and optional navigation system display are located at the top of the center panel for enhanced visibility and minimal driving distraction. Little details such as knobs and push buttons were evaluated on the basis of touch and stroke and were designed to assure a positive, satisfying operating feel. Even the sound of the turn signal repeater was engineered to match the quiet and sophisticated interior of the MAZDA3.

In contrast to other cars in the compact segment, the MAZDA3 cabin offers excellent room for passengers and cargo. A cavernous glovebox easily swallows a laptop computer or up to 16 CD cases; a double-tiered center console/armrest provides support and additional storage; and the two cupholders in the center console, as well as a bottle holder in each door, further demonstrate Mazda's commitment to creating a comfortable, class-leading cabin.

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As either a 4- or 5-Door, the MAZDA3 sheds its classification as a compact car, and the MAZDA3 s 5-Door is a perfect example of an over-achiever. Offering segment-leading distance (width) between the rear wheel wells, the MAZDA3 s 5-Door boasts an expansive luggage compartment. The 60/40 rear seatbacks give an almost flat load floor (7 degree angle) when



folded, yet are extremely comfortable when upright. The luggage compartment can be organized efficiently to separate the cargo 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. A sub-trunk area allows valuables to be stored out of sight.

### **EXTERIOR STYLING**

The design and attention to detail in the interior of the 2005 MAZDA3 is matched only by the superior build quality of the stylish exterior. Fit and finish meet the exacting standards of excellence defined by the MAZDA6 and the RX-8. Mazda took extreme care to ensure small, consistent gaps between body panels. Non-visible exterior features receive the same care. For example, virtual simulations resulted in a simplification of door-opening surfaces to achieve a clean appearance.

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MAZDA3's solid proportions created by a long wheelbase, short overhangs, large-diameter wheels and aggressively flared front and rear fenders help convey visually the athletic tension and fun-to-drive character that is the essence of Mazda. The athletically contoured styling extends from the prominent Mazda familial five-point grille up and over the hood, is accentuated through the triangular C-pillar, flows over the rear and culminates in a sculpted tailgate featuring elongated rear combination lamps. New for 2005, the MAZDA3 4-Door *i*

receives a new 15-inch wheel cover design incorporating this contoured style. The coupe-like design produces a refined, sporty appearance and is targeted at customers looking for an aggressive but sophisticated sedan.

A comprehensive Sport Package, optional for the MAZDA3 s 4-Door and standard on MAZDA3 s 5-Door, incorporates specific front and rear bumpers, side-skirts, 17-inch alloy wheels, front fog lamps and unique taillights for an enhanced on-road presence. The Sport Package components combine seamlessly with the body contours in a way that cannot be achieved with aftermarket parts.

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## **SAFETY**

The MAZDA3 ranked in the top three out of 68 vehicles tested (RX-8 was number one) in a recent rollover study by the National Highway Traffic Safety Administration (NHTSA). It also performs well in both front- and side-impact testing, due in no small part to the three-fork safety structure which directs crash energy from the front of the car to the outer side-members and into the hinge pillar. The three-fork safety structure also sends energy laterally through a

dash cross-member and downward into the side sills to minimize cabin deformation around the occupants' feet. The class-leading, ultra-rigid safety cage lying beneath the skin of the MAZDA3 highlights the inside-out design approach to the 2005 model and is a perfect example of the amount of effort engineers have made to enhance features most consumers will never even see.

MAZDA3 has a uniquely designed collapsible steering wheel, engineered to collapse forward rather than in a slightly downward direction, minimizing potential chest injuries. MAZDA3 also has a collapsible brake pedal that breaks away in the event of a severe frontal accident to minimize foot injuries – a feature also found in MAZDA6 and RX-8 – but not in most compact cars. Unique safety-inspired options that further elevate the MAZDA3 above other cars in its segment are the optional side and side-curtain airbags – these side airbags are available on all models.

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### **WARRANTY**

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 2005 Mazda vehicles, the company will provide a free loaner car in the event a warrantable condition requires the use of alternative transportation.

The 2005 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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