

For Immediate Release

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2009 MAZDA3: FUN-TO-DRIVE, FUEL EFFICIENT AND AFFORDABLE

Offering European sophistication, exhilarating driving performance, advanced technology and best-in-class safety, the MAZDA3 is a leader in the compact sedan segment and continues to be Mazda's best-selling vehicle globally. The perfect sedan for consumers that don't want to sacrifice fun behind the wheel for fuel economy, the 2009 MAZDA3 delivers a total driving experience far greater than its price tag would have buyers believe.

MAZDA3 received many new and upgraded features mid-year 2008 that will carryover into the 2009 model year including the addition of the i Touring Value model, which replaces the i Touring Model and features standard Anti-lock Brake System (ABS), side-impact air bags, side air curtains, 17-inch alloy wheels, fog lights, color-keyed grille bar, leather-wrapped steering wheel and shift knob, MP3 compatible CD player and a piano-black decoration panel. In addition, all Grand Touring models are equipped with a standard eight-way power driver's seat, and all MAZDA3 2.3-liter models and MAZDASPEED3 models receive an interior freshening. A factory-installed Sirius satellite radio with six month subscription is also included with the optional Navigation system (Grand Touring Model). The 2009 MAZDA3 i Sport receives standard SAC/SAB/ABS.

"Our buyer is young, active and highly social and the MAZDA3 is the ideal car for them; it's the most exciting car in its class," said Gary Roudebush, MAZDA3 Group Manager. "MAZDA3 offers a superb chassis, excellent handling, fuel efficiency and affordability."

TWO BODY STYLES, TWO PERSONALITIES

MAZDA3 is offered in two body styles - a 4-Door sedan and a 5-Door hatchback - and in three different models - MAZDA3 i, MAZDA3 s and the MAZDASPEED3 (covered in a separate release). Both the 4-Door s sedan and 5-Door s have an athletic look: the 4-Door promotes a feeling of sophistication, while the 5-Door exudes a youthful personality.

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INTERIOR DESIGN

Particular attention was paid to the interior quality on all models. A piano black insert on the dash is standard on all models. The 2.0-liter 4-Door i sedan features two interior colors: beige or black. The 2.3-liter s models feature black or sand interior and electroluminescent gauges. Leather seating surfaces are standard on s Grand Touring models, along with a standard power driver seat.

The 5-passenger MAZDA3 continues to offer a rewarding interior environment with excellent front and rear head room and leg room combined for a total interior volume of 105.8 cubic feet (94.3 cubic feet passenger compartment/11.5 cubic feet of cargo area) for 4-Door models, and 112.4 cubic feet (95.3 cubic feet passenger compartment/17.1 cubic feet of cargo area) for 5-Door models.

The front interior features reclining sport-type bucket seats, while the rear seat is a 60/40 split fold-down. Standard interior features include a 3-spoke steering wheel with audio controls, 4-speaker AM/FM/CD audio system, Sirius satellite radio compatible, auxiliary audio input jack and tilt and telescopic steering column. Heated front seats are standard on Grand Touring models. MAZDA3 continues to offer great interior amenities including a trip computer and power windows and doors.

MATURED POWERTRAIN LINE UP

The engine lineup for the MAZDA3 includes the MZR 2.0-liter for i models and MZR 2.3-liter on s models, both P-ZEV compliant in California-emission states, Tier 2 Bin 5 in Federal states. All horsepower ratings are compliant with new SAE measuring standards, with the 2.0-liter engine producing 148 horsepower (144 hp in P-ZEV trim) at 6,500 rpm and maximum torque of 135 lb-ft (132 lb-ft in P-ZEV trim) at 4,500 rpm. The 2.3-liter engine produces 156 horsepower (151 hp in P-ZEV trim) of maximum power at 6,500 rpm and maximum torque of 150 lb-ft at 4,500 rpm (149 lb-ft at 4,500 rpm in P-ZEV trim).

Both 2.0- and 2.3-liter engines continue to employ a high-accuracy electronic throttle control, along with sequential valve timing (S-VT). Optimal adjustment of the engine's intake valve operation in response to running conditions achieves high charging efficiency. Together with a variable induction system (VIS), this allows the engine to achieve powerful torque throughout the whole rev range. Despite its commanding performance, the MAZDA3 is a fuel-sipper, not a guzzler.

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The 2.0-liter engine with manual transmission gets 24/32 (city/highway) miles per gallon, while the larger 2.3-liter engine with manual transmission gets 22/29 (city/highway) miles per gallon.

A five-speed manual transmission remains standard on all models. Also carrying-over is the availability of Sport AT automatic transmissions for the both the 2.0-liter (four-speed) and 2.3-liter (five-speed) and both have functions that allow the driver to sequentially shift gears up or down.

BUILT ON MAZDA3'S ACCLAIMED BODY AND CHASSIS

MAZDA3's body shell provides a solid foundation and features a high rigidity. Front suspension mountings are joined to the fender frame by brackets, and the number one tunnel member connecting the transmission tunnel on the body's underside extends to the left and right frame side members. These arrangements result in a stiffer, safer body and even sportier handling and ride control.

MAZDA3 suspension combines front independent MacPherson struts with a rear multi-link design with front and rear stabilizer bar.

HIGH LEVELS OF SAFETY

For occupant protection, front dual airbags and seat-mounted side and roof-mounted curtain airbags are standard. In addition, impact-absorbing trim on the steering column minimizes injury to the driver's knees and a collapsible brake pedal helps reduce the risk of lower leg injury in the event of a frontal collision.

Unchanged - but still class-leading - are four-wheel disc brakes with ventilated discs in the front and solid discs in the rear form the basis for a comprehensive active safety system. Four-wheel ABS and electronic brakeforce distribution (EBD) with brake assist are standard on all models. Dynamic stability control (DSC) and traction-control are standard on Touring and Grand Touring s models. Passive safety systems feature a rigid body shell that provides exceptional collision safety.

All 2009 Mazdas come with a roadside assistance program. With a call to a toll-free number, owners can access roadside assistance 24 hours a day, 365 days a year throughout the United States and Canada. In addition, a comprehensive three-year/36,000-mile warranty covers every part on the vehicle except those subject to normal wear and all models receive a five-year/60,000 mile powertrain warranty and a five-year/unlimited-mileage corrosion warranty.

Headquartered in Irvine, Calif., Mazda North American Operations oversees the sales, marketing, parts and customer service support of Mazda vehicles in the United States, Canada and Mexico through nearly 900 dealers. Operations in Canada are managed by Mazda Canada, Inc., located in Ontario, Canada, and in Mexico by Mazda Motor de Mexico in Mexico City.

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