



2010 MAZDA3 SPECIFICATION DECK

24-Mar-09
Version 2010.11

PRODUCTION TIMING:

Job #1: 4DR - October 2008
Job #1: 5DR - November 2008
Job #1: MAZDASPEED3 - TBD

LINEUP:

MAZDA3i SV 4DR
MAZDA3i Sport 4DR
MAZDA3i Touring 4DR
MAZDA3s Sport 4DR
MAZDA3s Grand Touring 4DR
MAZDA3s Sport 5DR
MAZDA3s Grand Touring 5DR
MAZDASPEED3 Sport 5DR

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2010 MAZDA3 PRODUCT CHANGES

OVERVIEW

MODEL / SERIES / AVAILABILITY

- MAZDA3*i* Models (2.0L Engine)
 - SV 4DR - 5 speed MT only
 - Sport 4DR - 5 speed MT & 5 speed AT
 - Touring 4DR - 5 speed MT & 5 speed AT
- MAZDA3*s* models (2.5L Engine)
 - Sport 4DR - 6 speed MT & 5 speed AT
 - Grand Touring 4DR - 6 speed MT and 5 speed AT
 - Sport 5DR - 6 speed MT and 5 speed AT
 - Grand Touring 5DR - 6 speed MT and 5 speed AT

- MAZDASPEED3
 - Sport 5DR - 6 speed MT

EXTERIOR CHANGES

- *ALL NEW DESIGN*
- All-new Colors Added:
 - Velocity Red Mica (27A)
 - Celestial Blue Mica (38J)
 - Gunmetal Blue Mica(38L)
 - Liquid Silver Metallic(38P)
 - Graphite Mica(38R)
- New 16" wheel cover, 16" and 17" alloy wheel designs
 - 16" wheels standard on all *i* models
 - 17" wheels standard on all *s* models
 - Newly Designed 18" wheels on MAZDASPEED3
- 4DR & 5DR *s* models
 - Body colored outer mirror w/turn signal lamps
 - Lip Spoiler (4DR only)
 - Dual exhaust w/bright tips
- 4DR & 5DR GT models
 - Bi-Xenon headlights w/auto leveling
 - Adaptive Front-lighting System (AFS)

INTERIOR CHANGES

- *ALL-NEW DESIGN*
- 4DR *i* Touring model
 - Bluetooth hands free phone & audio
 - Auto door locks (speed & transmission sensitive)
- 4DR & 5DR *s* models
 - MID driver information system
 - Welcome lighting system
 - Driver and front passenger sport seats
- 4DR, 5DR GT, and MAZDASPEED3 models
 - Dual zone automatic climate control system
 - Variable heated front driver & passenger seats (NA on MAZDASPEED3)
 - 8-Way Power Driver's seat w/3-position memory (NA on MAZDASPEED3)

FUNCTIONAL CHANGES

- All-new 2.5L powertrain on *s* models
- 6-Speed MT standard on all 2.5L models

NEW PACKAGE / OPTION CHANGES

- Moonroof & Bose Pkg:
 - 242-Watt Bose Centerpoint 10-speaker surround sound audio system with Audiopilot
 - In-dash 6-disc CD changer -MP3 compatible
 - Moonroof with one-touch open
- Tech Pkg:
 - Full color MID with compact navigation
 - Sirius satellite radio* w/6-mth subscription
 - Advanced keyless system
 - Push button start
 - Perimeter alarm
- MAZDASPEED3 Tech Pkg:
 - 242-Watt Bose Centerpoint 10-speaker surround sound audio system with Audiopilot
 - In-dash 6-disc CD changer -MP3 compatible
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 - Full color MID with compact navigation
 - Advanced keyless system
 - Push button start
 - Perimeter alarm

SAFETY CHANGES

- Dynamic Stability Control standard *i* Touring
- Traction Control standard *i* Touring
- Standard active front headrests

Product Changes and Features Availability

Features, options and package content subject to change.

**2010 MAZDA3
PRODUCT SUMMARY**

MAZDA3i SV 4DR	MAZDA3i Sport 4DR	MAZDA3i Touring 4DR	MAZDA3s Sport 4DR	MAZDA3s Grand Touring 4DR	MAZDA3s Sport 5DR	MAZDA3s Grand Touring 5DR
	<i>(adding to / in lieu of MAZDA3i SV 4DR)</i>	<i>(adding to / in lieu of MAZDA3i 4DR)</i>	<i>(adding to / in lieu of MAZDA3i Touring 4DR)</i>	<i>(adding to / in lieu of MAZDA3s Sport 4DR)</i>	<i>(adding to / in lieu of MAZDA3s Sport 4DR)</i>	<i>(adding to / in lieu of MAZDA3s Sport 5DR)</i>
<p>Functional / Powertrain</p> <ul style="list-style-type: none"> 2.0L DOHC I4 with 148HP Power-assisted ventilated front & solid rear disc brakes 5-speed manual transmission Front and rear stabilizer bars Front-wheel drive Independent front MacPherson strut suspension Independent rear E-type multi-link suspension Rack-and-pinion steering with variable assist (EHPAS) Anti-lock brakes (ABS) with Electronic Brakeforce Distribution (EBD) and Brake assist. <p>Exterior</p> <ul style="list-style-type: none"> 16" steel wheels P205/55 R16 all-season tires Black urethane grille insert & trim (matte-type finish) with chrome accent Body-color bumpers Body-color door handles Body-color dual power door mirrors (folding-type) Clear-lens halogen headlights Clear-lens taillights Variable-intermittent windshield wipers High-mount center brake light - integrated with trunk lid Integrated rear window radio antenna Single exhaust outlet with bright tip <p>Interior</p> <ul style="list-style-type: none"> 12V power outlet (2) 3-spoke urethane steering wheel with audio controls 4-speaker sound system (door-mounted speakers) 5-passenger seating capacity AM/FM CD modular audio system with ALC & digital clock (MP3 Compatible) Auxiliary audio input jack Black gauges w/ white lettering Center console armrest w/ covered storage compartment Center instrument panel display (audio & clock) Door handles (inner) - black Driver & passenger-side covered visor vanity mirror Driver-side storage bin Front cupholders w/ lid (2) Front door storage pockets with bottle holders Front dual map lights; dome light Front seatback map pocket (passenger) Full carpeting (black); Carpet floor mats IP decoration panel - Black i trim level type cloth-trimmed seat upholstery & door panel inserts 60/40 split fold-down rear seat; Rear seat button release Power windows with driver-side one-touch down Lever-type driver's seat lifter Passenger assist grips (3) Rear Seat armrest w/cupholders Rear door bottle holders Rear window defogger Reclining front bucket seats Red nighttime gauges & controls illumination Remote hood, trunk and fuel door releases SIRIUS Satellite Radio-ready head unit Tachometer; resettable trip odometers Tilt & telescopic steering column Urethane shift knob & parking brake handle w/ black-color button 	<p>Functional / Powertrain</p> <ul style="list-style-type: none"> 5-speed manual or 5-speed sport automatic transmission <p>Exterior</p> <p>Interior</p> <ul style="list-style-type: none"> Air conditioning with pollen filter Ambient temperature display 	<p>Functional / Powertrain</p> <ul style="list-style-type: none"> Dynamic stability control (DSC) Traction control system (TCS) <p>Exterior</p> <ul style="list-style-type: none"> Alloy wheels <p>Interior</p> <ul style="list-style-type: none"> Steering wheel with audio, cruise & Bluetooth controls Power door locks with 2-stage unlocking & Central locking Delayed courtesy lights Cruise control 6-speaker sound system (includes 4 full-range and 2 tweeter speakers) Bluetooth hands free phone & audio IP Decoration Panel - silver Door handles (inner) - silver Auto door locks (speed sensitive and transmission sensitive) 	<p>Functional / Powertrain</p> <ul style="list-style-type: none"> 2.5L DOHC I4 with 168 HP 6-speed manual or 5-speed sport automatic transmission <p>Exterior</p> <ul style="list-style-type: none"> Sport-type body-color front & rear bumpers Sport-type grille insert & trim 17" alloy wheels P205/50 R17 all-season tires Body colored outer mirror w/tum signal lamps Lip Spoiler Fog Lights Dual exhaust w/bright tips <p>Interior</p> <ul style="list-style-type: none"> s trim level type cloth-trimmed seat upholstery & door panel inserts s trim level type sport designed/shaped seats Illuminated vanity mirrors (Driver & Pass) Electroluminescent gauges with red & blue nighttime illumination with white stylus Parking brake knob-silver Leather wrapped steering wheel Center console w/ sliding padded armrest Multi Information Display MID(Dot Monochrome) driver information system w/outside temperature display, trip computer, maintenance reminder, and audio information Leather wrapped shift knob Shift knob insert - silver Welcome lighting system (outside illumination and interior lighting) Steering wheel insert - silver Front/Rear vertical door grips - silver Overhead sunglass holder 	<p>Functional / Powertrain</p> <p>Exterior</p> <ul style="list-style-type: none"> Automatic on/off headlights Rain-sensing front windshield wipers Bi-Xenon (high & low beam) High-Intensity Discharge (HID) headlights w/auto leveling Adaptive Front-lighting System (AFS) LED rear combination taillights Heated body colored outer mirror w/tum signal lamps Nagare inspired illuminated headlight detail <p>Interior</p> <ul style="list-style-type: none"> Dual zone (driver and passenger) automatic climate control system 5 position variable heated front seats (driver and passenger) Leather trimmed seats and door panel inserts 8-Way Power Driver's seat w/3-position memory, activated from key fob Padded door armrests 	<p>Functional / Powertrain</p> <p>Exterior</p> <ul style="list-style-type: none"> Rear roof spoiler Side sill extensions Antenna, roof-mounted short aerodynamic Rear window wiper <p>Interior</p> <ul style="list-style-type: none"> Dual zone (driver and passenger) automatic climate control system 5 position variable heated front seats (driver and passenger) Leather trimmed seats and door panel inserts 8-Way Power Driver's seat w/3-position memory, activated from key fob Padded door armrests 	<p>Functional / Powertrain</p> <p>Exterior</p> <ul style="list-style-type: none"> Automatic on/off headlights Rain-sensing front windshield wipers Bi-Xenon (high & low beam) High-Intensity Discharge (HID) headlights w/auto leveling Adaptive Front-lighting System (AFS) LED rear combination taillights Heated body colored outer mirror w/tum signal lamps Nagare inspired illuminated headlight detail <p>Interior</p> <ul style="list-style-type: none"> Dual zone (driver and passenger) automatic climate control system 5 position variable heated front seats (driver and passenger) Leather trimmed seats and door panel inserts 8-Way Power Driver's seat w/3-position memory, activated from key fob Padded door armrests

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PRODUCT SUMMARY**

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	<i>(adding to / in lieu of MAZDA3i SV 4DR)</i>	<i>(adding to / in lieu of MAZDA3i 4DR)</i>	<i>(adding to / in lieu of MAZDA3i Touring 4DR)</i>	<i>(adding to / in lieu of MAZDA3s Sport 4DR)</i>	<i>(adding to / in lieu of MAZDA3s Sport 4DR)</i>	<i>(adding to / in lieu of MAZDA3s Sport 5DR)</i>
Safety <ul style="list-style-type: none"> • Triple-H body construction • "Crashable" brake pedal • Tire pressure monitor system • 3-point safety-belts for all seat positions • Advanced dual front air bags (SRS) • Dual front seat-mounted side-impact air bags • Side-impact air curtains (front & rear coverage) • Child-safety rear door locks • Collapsible steering column (following air bag deployment) • Engine-immobilizer anti-theft system • Front & rear side-impact door beams • Front safety-belt pretensioners with force limiters • Height adjustable front shoulder belt "B" pillar anchors • LATCH rear seat child safety-seat lower anchors & upper tethers • Rear door catch pins • Trunk entrapment release system • Whiplash-reducing active front headrests 	Safety	Safety <ul style="list-style-type: none"> • Remote keyless entry system w/retractable key and panic mode and trunk release 	Safety	Safety	Safety	Safety
Product Changes and Features Availability Features, options and package content subject to change.						

**2010 MAZDA3
EQUIPMENT AND FEATURES**

	2.0L 4DR			2.5L 4DR		2.5L 5DR		MAZDASPEED3
	i SV	i Sport	i Touring	s Sport	s Grand Touring	s Sport	s Grand Touring	Sport
Engine & Transmission								
2.0L DOHC 16-valve 4-cylinder engine with VVT (LFX)	■	■	■	---	---	---	---	---
2.3L Direct Injection Spark Ignition (DISI) Turbocharged 16-valve 4-cylinder engine (L3T)	---	---	---	---	---	---	---	■
2.5L DOHC 16-valve 4-cylinder engine with VVT (L5X)	---	---	---	■	■	■	■	---
Aluminum-alloy cylinder block and aluminum-alloy lower block	■	■	■	■	■	■	■	■
Engine cover - black urethane	■	■	■	■	■	■	■	■
Exhaust, Stainless steel exhaust manifold, main silencer and pipe; single outlet with bright tip	■	■	■	---	---	---	---	---
Exhaust, Stainless steel exhaust manifold, main silencer and pipe; dual outlet with bright tip	---	---	---	■	■	■	■	---
Exhaust, Sport tuned with bright tip	---	---	---	---	---	---	---	■
Front Wheel Drive	■	■	■	■	■	■	■	■
Transmission, 5-speed MT	■	■	■	---	---	---	---	---
Transmission, 6-speed MT	---	---	---	---	---	---	---	---
Transmission, 5-speed Sport AT with manual mode	---	Available	Available	Available	Available	Available	Available	---
Underhood insulator pad	■	■	■	■	■	■	■	■
Suspension & Chassis								
Brakes, Power-assisted ventilated front disc/solid rear disc	■	■	■	■	■	■	■	---
Brakes, Enlarged MAZDASPEED power-assisted ventilated front disc/solid rear brakes	---	---	---	---	---	---	---	■
Brakes, Anti-lock (ABS) w/ Electronic Brakeforce Distribution (EBD) & Brake-Assist	■	■	■	■	■	■	■	■
Dynamic stability control (DSC) with Traction control system (TCS)	---	---	■	■	■	■	■	■
Limited Slip Differential	---	---	---	---	---	---	---	■
Mazda Torque Management System	---	---	---	---	---	---	---	■
Front Suspension - MAZDASPEED Sport Independent MacPherson strut with coil springs	---	---	---	---	---	---	---	■
Rear Suspension - MAZDASPEED Sport Independent E-type multi-link with coil springs	---	---	---	---	---	---	---	■
Front Suspension -Independent MacPherson strut with coil springs	■	■	■	■	■	■	■	---
Rear Suspension - Independent multi-link with coil springs	■	■	■	■	■	■	■	---
Stabilizer bar, front	■	■	■	■	■	■	■	---
Stabilizer bar, rear	■	■	■	■	■	■	■	---
Stabilizer bar, MAZDASPEED enlarged front	---	---	---	---	---	---	---	■
Stabilizer bar, MAZDASPEED enlarged rear	---	---	---	---	---	---	---	■
Steering, Variable power-assisted rack-and-pinion steering	■	■	■	■	■	■	■	■
Steering, Electro Hydraulic Power Assist (EHPAS) System	■	■	■	■	■	■	■	■
Tires & Wheels								
16-inch steel wheels with full wheel covers	■	■	---	---	---	---	---	---
16-inch alloy wheels	---	---	---	---	---	---	---	---
17-inch alloy wheels	---	---	---	■	■	■	■	---
18-inch alloy wheels	---	---	---	---	---	---	---	■
205/55 R16 all-season steel-belted radial tires	■	■	■	---	---	---	---	---
205/50 R17 all-season steel-belted radial tires	---	---	---	■	■	■	■	---
225/40 R18 93Y	---	---	---	---	---	---	---	■
Temporary spare tire	■	■	■	■	■	■	■	■
Exterior								
Antenna, Integrated rear window	■	■	■	■	■	---	---	---
Antenna, roof-mounter short aerodynamic	---	---	---	---	---	■	■	■
Back-up lights - clear-lens	■	■	■	■	■	■	■	■
Brake light - high-mount, integrated in trunk	■	■	■	■	■	---	---	---
Brake light - high-mount, interior-type (top of rear window)	---	---	---	---	---	■	■	---
Brake light - high-mount, spoiler-integrated	---	---	---	---	---	---	---	■
Bumpers - body-color (front & rear)	■	■	■	---	---	---	---	---
Bumpers - body-color sport type (front & rear)	---	---	---	■	■	---	---	---
Bumpers - body-color MAZDASPEED (front & rear)	---	---	---	---	---	---	---	■
Door handles - body-color	■	■	■	■	■	■	■	■
Headlights - clear-lens halogen	■	■	■	---	---	■	■	■
Headlights - Bi-Xenon (high & low beam) High-Intensity Discharge (HID) headlights w/auto leveling	---	---	---	---	---	■	---	---
Headlights - Adaptive Front-lighting System (AFS)	---	---	---	---	---	---	---	---
Headlights - automatic on/off	---	---	---	---	---	■	---	---
Headlights - Nagare inspired illuminated headlight detail	---	---	---	---	---	---	---	---
Fog lights - clear-lens halogen	ACC	ACC	ACC	■	■	■	■	■
Front Air Dam	---	---	---	---	---	ACC	ACC	---
Fuel door - body-color	■	■	■	■	■	■	■	■
Fuel-Filler Door, Chrome	ACC	ACC	ACC	ACC	ACC	ACC	ACC	ACC
Mirrors, Dual power remote mirrors - body-color, folding-type	■	■	■	---	---	---	---	---
Mirrors, Dual power remote mirrors - body-color, folding-type with turn signal lamps	---	---	---	■	---	■	---	■
Mirrors, Heated Dual power remote mirrors - body-color, folding-type with turn signal lamps	---	---	---	---	■	---	---	---
Mud Guards, Front & Rear	ACC	ACC	ACC	---	---	---	---	---
Rear Aero Flares & Rear Center Under Skirt	---	---	---	---	---	ACC	ACC	---
Rear Bumper Guard	---	---	---	---	---	ACC	ACC	---
Rear Wing Spoiler	ACC	ACC	ACC	---	---	---	---	---
Roof molding - black	■	■	■	■	■	■	■	■
Side Sill Extensions	---	---	---	---	---	---	---	---
Spoiler, rear roof-end spoiler (body-color)	---	---	---	---	---	■	■	---
Spoiler, MAZDASPEED rear roof-end large floating (body-color)	---	---	---	---	---	---	---	■
Spoiler, lip or rear deck (body color)	---	---	---	■	■	---	---	---
Taillights - clear-lens multi-reflector	■	■	■	■	---	---	---	■
Taillights - clear-lens with LED	---	---	---	---	---	---	---	---
Wheel Locks	---	---	ACC	ACC	ACC	ACC	ACC	ACC
Windshield Wipers, 2-speed with variable-intermittent	■	■	■	■	---	■	---	■
Windshield Wipers, Automatic rain-sensing (adjustable sensitivity) with 2-speed and variable-intermittent	---	---	---	---	---	---	---	---
Windshield Wipers, 1-speed with fixed-intermittent (rear)	---	---	---	---	---	■	---	■
Comfort & Convenience								
12-volt power outlets (2)	■	■	■	■	■	■	■	■
Air Conditioning with pollen filter	---	■	■	■	■	■	■	■
Advanced keyless entry	---	---	---	OPT	OPT	OPT	OPT	OPT
Ambient (outside) temperature display	---	■	■	■	■	■	■	■
Assist grips, passenger (3)	■	■	■	■	■	■	■	■

**2010 MAZDA3
EQUIPMENT AND FEATURES**

	2.0L 4DR			2.5L 4DR		2.5L 5DR		MAZDASPEED3
	i SV	i Sport	i Touring	s Sport	s Grand Touring	s Sport	s Grand Touring	
Automatic climate control system with display - Dual Zone	---	---	---	---	■	---	■	■
Cargo area light	■	■	■	■	■	---	---	---
Cargo area light with ON/OFF switch	---	---	---	---	---	---	---	---
Center console armrest with covered storage compartments	■	■	■	■	■	■	■	■
Center console with sliding padded armrest	---	---	---	■	■	■	■	■
Centralized door locking feature - driver's & front passenger's-side	---	---	■	■	■	■	■	■
Cigarette lighter	■	■	■	■	■	■	■	■
Compass/AutoDim Mirror	ACC	ACC	ACC	ACC	---	ACC	---	ACC
Compass/AutoDim Mirror w/ Homelink	ACC	ACC	ACC	ACC	---	ACC	---	ACC
Compass/AutoDim Mirror w/ Homelink	---	---	---	---	ACC	---	ACC	---
Compass/AutoDim Mirror	---	---	---	---	ACC	---	ACC	---
Coat hooks (2)	■	■	■	■	■	■	■	■
Cruise control with steering wheel-mounted controls - illuminated	---	---	■	■	■	■	■	■
Cup holders, rear door bottle holders (without storage pockets)	■	■	■	■	■	■	■	■
Cupholders, dual front with lid	■	■	■	■	■	■	■	■
Cupholders, dual rear (integrated in armrest)	■	■	■	■	■	■	■	■
Delayed courtesy lights (dual map & dome lights)	---	---	■	■	■	■	■	■
Dome light	■	■	■	■	■	■	■	■
Driver-side covered visor vanity mirror	■	■	■	---	---	---	---	---
Driver-side illuminated covered visor vanity mirror	---	---	---	■	■	■	■	■
Footrest, driver-side	■	■	■	■	■	■	■	---
Footrest, driver-side aluminum	---	---	---	---	---	---	---	---
Front dual map lights	■	■	■	■	■	■	■	■
Front side-window demisters	■	■	■	■	■	■	■	■
Heater/defroster with multiple speed fan	■	■	■	■	■	■	■	■
Illuminated driver-side power window switches	---	---	■	■	■	■	■	■
Illuminated glove compartment	■	■	■	■	■	■	■	■
Illuminated ignition keyhole	■	■	■	■	■	■	■	■
Illuminated exterior and interior welcome mode	---	---	---	■	■	■	■	■
Illumination: Blue ambient lighting and interactive instrument display	---	---	---	■	■	■	■	■
Moonroof, power sliding-glass ("one-touch" open feature) with interior sunshade	---	---	OPT	OPT	OPT	OPT	OPT	---
Passenger-side covered visor vanity mirror	■	■	---	---	---	---	---	---
Passenger-side illuminated covered visor vanity mirror	---	---	---	■	■	■	■	■
Power door lock switches - driver's-side & front passenger-side	---	---	■	■	■	■	■	■
Power door locks with 2-stage unlocking	---	---	■	■	■	■	■	■
Power door locks - Auto door locks (speed sensitive and transmission sensitive)	---	---	■	■	■	■	■	■
Push button start	---	---	---	OPT	OPT	OPT	OPT	OPT
Rear heater ducts	■	■	■	■	■	■	■	■
Rear window defogger	■	■	■	■	■	■	■	■
Rearview mirror, day/night	■	■	■	■	■	■	■	■
Remote Engine Start	---	ACC	ACC	ACC	ACC	ACC	ACC	---
Remote fuel door release	■	■	■	■	■	■	■	■
Remote hood release	■	■	■	■	■	■	■	■
Remote keyless illuminated entry system w/ "answer back" feature	---	---	■	■	■	■	■	■
Remote trunk lid release (interior switch)	■	■	■	■	---	---	---	---
Steering column, tilt & telescopic	■	■	■	■	■	■	■	---
Steering wheel, 3-spoke leather wrapped with red stitching	---	---	---	---	---	---	---	■
Steering wheel, 3-spoke leather-wrapped	---	---	---	■	■	■	■	---
Steering wheel, 3-spoke urethane	■	■	■	---	---	---	---	---
Steering wheel-mounted audio controls - illuminated	■	■	■	■	■	■	■	■
Storage bin - driver's side	■	■	■	■	■	■	■	■
Storage pockets, front door with bottle holders	■	■	■	■	■	■	■	■
Storage, front seatback map pocket (passenger)	■	■	■	■	■	■	■	■
Storage, glove compartment with illumination	■	■	■	■	■	■	■	■
Vinyl-covered sunvisors	■	■	■	■	■	■	■	■
Windows, power with driver-side one-touch down/up feature	■	■	■	■	■	■	■	■
Seating & Trim								
5-passenger seating capacity	■	■	■	■	■	■	■	■
60/40 split fold-down rear seat	■	■	■	■	■	■	■	■
Aluminum pedals	---	---	---	---	---	---	---	---
Cargo area cover, rigid (removable)	---	---	---	---	---	---	---	---
Cargo Mat	ACC	ACC	ACC	ACC	ACC	ACC	ACC	---
Cargo Net	ACC	ACC	ACC	ACC	ACC	ACC	ACC	ACC
Cargo Tray	ACC	ACC	ACC	ACC	ACC	ACC	ACC	---
Center floor console trim - black	■	■	■	■	■	■	■	■
Console center panel (Audio and A/C) Silver	■	■	■	■	■	■	■	■
Decoration Panel - Driver and passenger side - Black	■	■	---	---	---	---	---	---
Decoration Panel - Driver and passenger side - Silver	---	---	---	■	■	■	■	---
Decoration Panel - Black/Red	---	---	---	---	---	---	---	---
Door handles (inner) - black	■	■	■	■	■	■	■	---
Door handles (inner) - silver	---	---	---	---	---	---	---	---
Door trim, cloth - upper black; lower black	■	■	---	---	---	---	---	---
Door trim, cloth - upper black; lower black or dune	---	---	■	---	---	---	---	---
Door trim, synthetic leather - upper black; lower black or dune	---	---	---	---	■	---	---	---
Door trim, cloth, MAZDASPEED black and red	---	---	---	---	---	---	---	■
Floor mats, All - Weather	ACC	ACC	ACC	ACC	ACC	ACC	ACC	ACC
Floor mats, front and rear - carpeted	■	■	■	■	■	■	■	---
Floor mats, front and rear - MAZDASPEED	---	---	---	---	---	---	---	---
Floor-mounted gear shift lever (M/T and optional A/T)	■	■	■	■	■	■	■	■
Full cargo area trim	■	■	■	■	■	■	■	■
Full carpeting - Black	■	■	■	■	■	■	■	■
Headrests, adjustable - front & rear (all onboard seating positions)	■	■	■	■	■	■	■	■
Headrests, Whiplash-reducing active front headrests	■	■	■	■	■	■	■	■
Interior trim color: black	■	■	---	---	---	---	---	---
Interior trim color: black, or two-tone dune/black	---	---	---	---	■	---	---	---
Interior trim color: MAZDASPEED black / red	---	---	---	---	---	---	---	■
Molded cloth headliner - Gray	■	■	■	■	■	■	■	■
Parking brake handle, urethane w/black release button	■	■	■	---	---	---	---	---
Parking brake handle, urethane w/bright-color release button	---	---	---	■	■	■	■	■
Power window sw panel - black	■	■	■	■	■	■	■	■

**2010 MAZDA3
EQUIPMENT AND FEATURES**

	2.0L 4DR			2.5L 4DR		2.5L 5DR		MAZDASPEED3
	<i>i SV</i>	<i>i Sport</i>	<i>i Touring</i>	<i>s Sport</i>	<i>s Grand Touring</i>	<i>s Sport</i>	<i>s Grand Touring</i>	<i>Sport</i>
Scuff plates - urethane type	■	■	■	■	■	■	■	■
Scuff plates - MAZDASPEED metal insert	---	---	---	---	---	---	---	---
Seats, cloth - black	■	■	---	---	---	---	---	---
Seats, cloth - black or dune	---	---	---	---	---	---	---	---
Sport Seats, cloth - black or dune	---	---	---	■	---	---	---	---
Sport Seats, leather - black or dune	---	---	---	---	■	---	---	---
Sport Seats, leather & cloth MAZDASPEED unique	---	---	---	---	---	---	---	■
Seats, 8-way power driver's Seat with memory	---	---	---	---	■	---	■	---
Seats, 5 position variable heated front seats (driver and passenger)	---	---	---	---	---	---	---	---
Seats, base surround covers and controls - black	■	■	■	■	■	■	■	■
Seats, reclining front bucket seats	■	■	■	■	■	■	■	■
Shift knob - urethane (M/T and optional A/T); black	■	■	■	---	---	---	---	---
Shift knob - leather-wrapped (M/T and optional A/T); black with silver insert	---	---	---	■	■	■	■	---
Shift knob - leather-wrapped; black with ring	---	---	---	---	---	---	---	---
Steering wheel switch bezel - black	■	■	■	---	---	---	---	---
Steering wheel switch bezel - silver	---	---	---	■	■	■	■	■
Audio/Phone/Entertainment/Navigation Systems								
4-speaker sound system - full-range door-mounted type	■	■	---	---	---	---	---	---
6-speaker sound system (includes 2 tweeters)	---	---	■	■	■	■	■	■
AM/FM/CD (MP3 Compatible) audio system with digital clock	■	■	■	■	■	■	■	■
Audio system Automatic Level Control (ALC) - 1/2/3 & off settings	■	■	■	■	■	■	■	■
Auxiliary audio input jack	■	■	■	■	■	■	■	■
Bluetooth hands free phone & audio	---	---	■	■	■	■	■	■
Bose® Centerpoint® 10-speaker Surround Sound System with AudioPilot®	---	---	OPT	OPT	OPT	OPT	OPT	OPT
Compact Navigation system with full color display	---	---	---	---	OPT	---	OPT	OPT
In-Dash 6-Disc CD (MP3 Compatible) Changer (modular audio)	OPT/ACC	OPT/ACC	OPT/ACC	OPT/ACC	OPT/ACC	OPT/ACC	OPT/ACC	OPT
Satellite radio-compatible audio system (requires additional dealer-installed hardware)	■	■	■	■	■	■	■	■
Sirius Satellite Radio w/6 Month Subscription	ACC	ACC	ACC	OPT/ACC	OPT/ACC	OPT/ACC	OPT/ACC	OPT
Instrumentation								
Center instrument panel display (audio & clock)	■	■	■	■	■	■	■	■
Gauge illumination dimming control button (number illumination only)	---	---	---	■	■	■	■	■
Gauge illumination, red nighttime	■	■	■	---	---	---	---	---
Gauges & controls illumination dimming control - dial-type	■	■	■	■	■	■	■	■
Gauges, Black with white lettering	■	■	■	---	---	---	---	---
Gauges, Electroluminescent (black-out type) with red & blue nighttime illumination and white stylus	---	---	---	■	■	■	■	---
Gauges, Electroluminescent (black-out type) MAZDASPEED3 type, white stylus, and boost gauge	---	---	---	---	---	---	---	■
Multi Information Display MID(Dot Monochrome) driver information system w/outside temperature display, Trip Computer, maintenance reminder, and audio information	---	---	---	■	■	■	■	■
Tachometer	■	■	■	■	■	■	■	■
Trip Computer, four-function including current and average fuel economy, distance-to-empty, and average vehicle speed	---	---	---	■	■	■	■	■
Trip odometers, resettable (2)	■	■	■	■	■	■	■	■
Warning lights: brake system, high-beam headlights, turn signals/hazard warning on, check engine, engine oil pressure, engine temp, battery charge, defogger-on, air bag/front seat belt pretensioner system, door-ajar, low fuel, Anti-lock Brake System, cruise control on, tire pressure monitoring system	■	■	■	■	■	■	■	■
Safety & Security								
3-point safety belts for all seating positions (2 front; 3 rear)	■	■	■	■	■	■	■	■
5-mph bumpers	■	■	■	■	■	■	■	■
Advanced dual front air bags (SRS) - with crash-zone & driver's seat position/passenger weight sensors (Mazda Advanced Restraint System)	■	■	■	■	■	■	■	■
Brakes, Anti-lock (ABS) w/ Electronic Brakeforce Distribution (EBD) & Brake-Assist	■	■	■	■	■	■	■	■
Child-safety rear door locks	■	■	■	■	■	■	■	■
Collapsible steering column (following air bag deployment)	■	■	■	■	■	■	■	■
"Crashable" brake pedal	■	■	■	■	■	■	■	■
Dual front side-impact air bag supplemental restraint system (SRS) - front seat-mounted (front coverage)	■	■	■	■	■	■	■	■
Dynamic stability control (DSC) with Traction control system (TCS)	---	---	■	■	■	■	■	■
Engine immobilizer anti-theft system	■	■	■	■	■	■	■	■
Front safety-belt pretensioners with force limiters	■	■	■	■	■	■	■	■
Headrests, Whiplash-reducing active front headrests	■	■	■	■	■	■	■	■
Height adjustable front shoulder belt "B" pillar anchors	■	■	■	■	■	■	■	■
Horn - single type	■	■	■	■	■	■	■	■
Keyless remote panic button feature (on key fob)	---	---	---	■	■	■	■	---
LATCH rear seat child safety-seat lower anchors & upper tethers	■	■	■	■	■	■	■	■
Power door locks - Auto door locks (speed sensitive and transmission sensitive)	---	---	■	■	■	■	■	■
Side air curtains - front & rear coverage	■	■	■	■	■	■	■	■
Side-impact door beams - front and rear	■	■	■	■	■	■	■	■
Theft-Deterrent Security System	---	---	---	---	OPT	---	OPT	OPT
Tire pressure monitoring system	■	■	■	■	■	■	■	■
"Triple-H" construction	■	■	■	■	■	■	■	■
Trunk entrapment release system	■	■	■	■	■	---	---	---
Trunk lid opener cancel system (trunk latch type)	---	---	---	---	---	---	---	---
Whiplash-reducing front seat headrests	■	■	■	■	■	■	■	■

2010 MAZDA3 PACKAGES AND OPTIONS

	MAZDA3i			MAZDA3s				MAZDASPEED3
	SV 4DR	Sport 4DR	Touring4 DR	Sport 4DR	GT 4DR	Sport 5DR	GT 5DR	Sport 5DR
(2MC) Moonroof, 6CD changer with BOSE Audio system (MP3 Capable)	--	--	OPT	OPT	OPT	OPT	OPT	--
(1TE) Tech Package	--	--	--	OPT	OPT	OPT	OPT	--
(JCP) Crystal White Paint	--	OPT	OPT	OPT	OPT	OPT	OPT	--
(1MT) MAZDASPEED Tech Package	--	--	--	--	--	--	--	OPT

Moonroof & Bose Pkg:

242-Watt Bose Centerpoint 10-speaker surround sound audio system, in-dash 6-disc CD changer -MP3 compatible, moonroof with one-touch open

Tech Pkg:

Full color MID with compact navigation, Sirius satellite radio* w/6-mth subscription, advanced keyless system, push button start, and perimeter alarm

* Body colored satellite radio antenna (shark fin) on 4-Door, Satellite radio antenna integrated with black whip radio antenna on 5-Door

MAZDASPEED Tech Package:

242-Watt BOSE Centerpoint 10-speaker surround sound audio system, in-dash 6-disc CD changer - MP3 compatible, Sirius satellite radio* with 6-mth subscription, full color NAVI with compact navigation, perimeter alarm, advanced keyless system, push button start

* Body colored satellite radio antenna (shark fin) on 4-Door, Satellite radio antenna integrated with black whip radio antenna on 5-Door

2010 MAZDA3 ACCESSORIES

ACCESSORIES	MAZDA3i			MAZDA3s				MAZDASPEED3
	SV 4DR	Sport 4DR	Touring 4DR	Sport 4DR	GT 4DR	Sport 5DR	GT 5DR	Sport 5DR
AUDIO / VISUAL / ELECTRONICS								
In-Dash 6-Disc CD Changer, MP3 Compatible (CDC) 1.	Port/Dealer	Port/Dealer	Port/Dealer	Port/Dealer	Port/Dealer	Port/Dealer	Port/Dealer	---
Remote Engine Start (A/T only) (RSE) 6.	---	Port/Dealer	Port/Dealer	Port/Dealer	Port/Dealer	Port/Dealer	Port/Dealer	---
Remote Engine Start (A/T only) (RST) 7.	---	---	---	Port/Dealer	Port/Dealer	Port/Dealer	Port/Dealer	---
SIRIUS Satellite Radio w/6 Month Subscription (N/A AK & HI) (SAT) 8.	Port/Dealer	Port/Dealer	Port/Dealer	Port/Dealer	Port/Dealer	Port/Dealer	Port/Dealer	Port/Dealer
EXTERIOR								
Front Air Dam (ADD)	---	---	---	---	---	Port/Dealer	Port/Dealer	---
Fuel-Filler Door, Chrome (FLD)	Port/Dealer	Port/Dealer	Port/Dealer	Port/Dealer	Port/Dealer	Port/Dealer	Port/Dealer	Port/Dealer
Fog Lights (FOG)	Port/Dealer	Port/Dealer	Port/Dealer	---	---	---	---	---
Mud Guards, Front & Rear (MGB)	Port/Dealer	Port/Dealer	Port/Dealer	---	---	---	---	---
Rear Aero Flares & Rear Center Under Skirt (RAF)	---	---	---	---	---	Port/Dealer	Port/Dealer	---
Rear Bumper Guard (RBS)	---	---	---	---	---	Port/Dealer	Port/Dealer	---
Rear Wing Spoiler (RSW)	Port/Dealer	Port/Dealer	Port/Dealer	---	---	---	---	---
Wheel Locks (WLK)	---	---	Port/Dealer	Port/Dealer	Port/Dealer	Port/Dealer	Port/Dealer	Port/Dealer
INTERIOR								
Cargo Mat (CGM)	Port/Dealer	Port/Dealer	Port/Dealer	Port/Dealer	Port/Dealer	Port/Dealer	Port/Dealer	---
Cargo Net (CGN)	Port/Dealer	Port/Dealer	Port/Dealer	Port/Dealer	Port/Dealer	Port/Dealer	Port/Dealer	Port/Dealer
Cargo Tray (CGT)	Port/Dealer	Port/Dealer	Port/Dealer	Port/Dealer	Port/Dealer	Port/Dealer	Port/Dealer	---
Floor Mats, All-Weather (FLA)	Port/Dealer	Port/Dealer	Port/Dealer	Port/Dealer	Port/Dealer	Port/Dealer	Port/Dealer	Port/Dealer
Compass/AutoDim Mirror (MCR) 2.	---	---	---	---	Port/Dealer	---	Port/Dealer	---
Compass/AutoDim Mirror w/ Homelink (MHR) 3.	---	---	---	---	Port/Dealer	---	Port/Dealer	---
Compass/AutoDim Mirror (MRC) 4.	Port/Dealer	Port/Dealer	Port/Dealer	Port/Dealer	---	Port/Dealer	---	Port/Dealer
Compass/AutoDim Mirror with Homelink (MRH) 5.	Port/Dealer	Port/Dealer	Port/Dealer	Port/Dealer	---	Port/Dealer	---	Port/Dealer

1. N/A on 2MC equipped models

2. N/A on GT 4-door equipped with MRC, MRH, or MHR, and the GT hatch with MHR

3. N/A on GT 4-door equipped with MRC, MRH, or MCR, and the GT hatch with MCR

4. N/A on all GT and Touring models equipped with MRH, MCR, and MHR, and hatch Sports equipped with MRH

5. N/A on all GT and Touring models equipped with MRC, MCR, and MHR, and hatch Sports equipped with MRC

6. N/A with 1TE or MT

7. Requires AT and 1TE

8. N/A with 1TE

NOTE: Carpet Floor Mats (FLM) are standard equipment on all vehicles

2010 MAZDA3 COLOR AND TRIM

Interior Trim Type		MAZDA3i						MAZDA3s			
		i SV		i Sport		i Touring		s Sport and s GT			
		<i>Black Cloth</i>	<i>Dune Cloth</i>	<i>Black Cloth</i>	<i>Dune Cloth</i>	<i>Black Cloth</i>	<i>Dune Cloth</i>	<i>Black Cloth</i>	<i>Dune Cloth</i>	<i>Black Leather</i>	<i>Dune Leather</i>
		<i>BS9</i>	<i>BT2</i>	<i>BS9</i>	<i>BT2</i>	<i>BS9</i>	<i>BT2</i>	<i>BS9</i>	<i>BT2</i>	<i>BS9</i>	<i>BT2</i>
16W	Black Mica	●		●		●	●	●	●	●	●
27A	Velocity Red Mica							●		●	
32V	Copper Red Mica						●		●		●
38J	Celestial Blue Mica							●		●	
38L	Gunmetal Blue Mica			●		●		●		●	
38P	Liquid Silver Metallic	●		●		●		●		●	
38R	Graphite Mica					●	●	●	●	●	●
34K	Crystal White Pearl Mica			●		●	●	●	●	●	●

LEGEND:

● = Available

SPECIFICATIONS

	4-DOOR <i>i</i>	4-DOOR <i>s</i>	5-DOOR <i>s</i>	5-DOOR MAZDASPEED
ENGINE AND ELECTRICAL				
Engine Type	Type-LFX 2.0L DOHC 16-valve 4-cylinder with VVT	Type-L5X 2.5L DOHC 16-valve 4-cylinder with VVT	Type-L5X 2.5L DOHC 16-valve 4-cylinder with VVT	Type-L3T 2.3L Direct Injection Spark Ignition (DISI) Turbocharged 16-valve 4-cylinder
Horsepower (SAE net)	148 @ 6500 rpm (PZEV* = 144 @ 6500 rpm)	167 @ 6000 rpm (PZEV = 165 @ 6000 rpm)	167 @ 6000 rpm (PZEV = 165 @ 6000 rpm)	263 @ 5500 rpm
Torque (lb.-ft.)	135 @ 4500 rpm (PZEV = 132 @ 4500 rpm)	168 @ 4000 rpm (PZEV = 167 @ 4000 rpm)	168 @ 4000 rpm (PZEV = 167 @ 4000 rpm)	280 @ 3000 rpm
Redline	6500 RPM	6200 RPM	6200 RPM	6700 RPM
Displacement (cubic inches/cc)	122.0/1999	151.9/2489	151.9/2489	138/2260
Bore x Stroke (inches/mm)	3.44 x 3.27/87.5 x 83.1	3.50 x 3.94/89.0 x 100.0	3.50 x 3.94/89.0 x 100.0	3.44 x 3.70/87.5 x 94.0
Compression Ratio	10.0:1	9.7:1	9.7:1	9.5:1
Fuel System		electronic fuel injection		Direct Injection
Recommended Fuel		Regular unleaded		Premium unleaded (91 octane required)
Valvetrain		4 valves per cylinder, Variable-Valve Timing		
Engine Block		Aluminum Alloy		
Cylinder Heads		Aluminum Alloy		
Emission Control (FED)		Tier2-BIN5		
Emission Control (CAL = CA, MA, ME, NY, VT, PA, CT, RI, WA, OR, NJ)		PZEV*		
Ignition System		Distributor Less Ignition		
Alternator		12V - 100amp		12V - 110amp
Battery (cold area)		50D 20L (75D 23L i models & 80D 26L s models)		55D 23L (80D 26L)
Starter	12V: 1.0kw		12V: 1.4kw	12V: 1.4kw
DRIVETRAIN				
Type		FWD		
Transmission (MT)	5-Speed Manual		6-speed manual	6-speed manual
Transmission (AT)	5-speed electronically-controlled Sport AT (FN5)		5-speed electronically-controlled Sport AT (FN5)	N/A
Clutch Type	MT AT	Single dry plate with diaphragm spring Torque converter with electronic lockup		Single dry plate with diaphragm spring N/A
Ratios (:1)		2.0L MT	2.5L MT	2.3L MT
	1st	3.307	3.454	3.214
	2nd	1.842	2.059	1.913
	3rd	1.310	1.392	1.366
	4th	0.970	1.030	1.025
	5th	0.755	0.837	0.948
	6th	Not Equipped	0.717	0.79
	Reverse	3.166	3.198	3.456
	Final Drive	4.105	4.105	1-4th: 4.187; 5-6th:3.526
		2.0L SPORT AT	2.5L SPORT AT	
	1st	3.620	3.620	
	2nd	1.925	1.925	
	3rd	1.285	1.285	
	4th	0.933	0.933	
	5th	0.692	0.692	
	Reverse	3.405	3.405	
	Final Drive	3.458	3.652	
CHASSIS				
Body Type	5-passenger, 4-door sedan		5- passenger, 5-door hatchback	
Front Suspension			Independent, MacPherson strut	
Rear Suspension			Independent, Multi-link	
Shock Absorbers			Telescopic, double acting	
Steering Type			Rack-and-pinion	
Power Assist			Electro-Hydraulic Power Assist Steering (EHPAS)	
Overall Steering Ratio			16.2:1	16.2:1
Steering Wheel Turns-to-Lock			2.94	2.7
Turning Circle, Curb-to-Curb (Radius - feet/m)			17.1/5.2	18.04/5.5
Turning Circle, Wall-to-Wall (Diameter - feet/m)			35.8/10.9	Diagonal Hydraulic
Braking System			Power assist; Anti-lock Brake System (ABS) w/ Electronic Brakeforce Distribution (EBD) & Brake Assist	
Front Brakes	Ventilated discs	10.94 inches	11.81 inches	12.6 inches
Rear Brakes	Solid discs	10.43 inches	11.02 inches	11.02 inches
Parking Brake			Mechanical, hand-operated on rear wheels	
Wheels	16 x 6.5J		17 x 7.0JAL	
Tires	P205/55 R16 all-season		P205/50 R17 all-season	P205/50 R17 all-season
Brand	TOYO, BS		TOYO, YOKOHAMA	TOYO, YOKOHAMA
Tire Inflation Pressure, Fr/Rr (psi)	35/35		35/35 (16") / 32/32 (17")	
Temporary Spare Tire			T115/70D15	T125/70D17
Curb Weight (lbs.)	MT	2868 (PZEV = 2870)	2963 (PZEV = 2963)	3005 (PZEV = 3005)
	AT	2928 (PZEV = 2932)	3025 (PZEV = 3025)	3064 (PZEV = 3064)

Memo:

* Partial Zero Emission Vehicle (PZEV) includes: a) SULEV emission level for 150,000 miles; b) zero evaporative emissions; c) emission warranty for 150,000 miles or 15 years.

SPECIFICATIONS

	4-DOOR <i>i</i>	4-DOOR <i>s</i>	5-DOOR <i>s</i>	5-DOOR MAZDASPEED
EPA Mileage (City/Highway)				
MT	25/33	21/29	21/29	18/25
AT	24/33	22/29	22/29	-----
* These estimates reflect new EPA methods beginning with 2008 models				
Crankcase: not exchange OF/ Exchange OF (U.S. quarts)				
	4.1 / 4.5	4.9 / 5.3	4.9 / 5.3	5.6 (w/ oil filter replacement), 6.0 (without)
Engine Coolant (U.S. quarts)	7.9		7.9	7.9
Fuel Tank Capacity (gallons)	14.5	15.9	15.9	15.9
EPA Passenger Volume (cubic feet)	94.1		94.6	94.6
EPA Cargo Volume (cubic feet)	11.8		17.0	17.0
EPA Cargo Volume with rear seats down, (cubic feet)	N/A		42.8	42.8
EPA Total Volume (cubic feet)	105.9		111.6	111.6
EPA Vehicle Size Category		Compact (Small Car)		
Wheelbase (inches)				
		103.9		103.9
Track, Front (inches)				
		16"- 60.4 / 17"- 60.2		18" - 60.4
Track, Rear (inches)				
		16"- 59.8 / 17"- 59.6		18" - 60.0
Length (inches) w/License Plate Holder	180.7	180.9	177.4	177.6
Width (inches) w/o Body Side Protector		69.1		69.7
Height, unladen (inches)		57.9		57.5
Minimum Ground Clearance, laden (inches)		4.7		4.7
Weight Distribution, % front:rear			60/40	
Coefficient of Drag (Cd)	0.29		0.31	0.32
Top Speed (MPH) with speed limiter		116.8		155.3
Headroom, front/rear without Moonroof (inches)				
	38.9/37.5		38.9/38.0	38.9/38.0
Headroom, front/rear with Moonroof (inches)				
	38.1/37.4		38.1/37.7	Not Equipped
Leg Room, front/rear (inches)				
		42.0/36.2		42.0/36.2
Shoulder Room, front/rear (inches)				
		54.9/54.0		54.9/54.0
Hip Room, front/rear (inches)				
		53.7/52.2		53.7/ 52.2
Rear Knee Clearance (inches)				
		0.5		0.5