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For Immediate Release

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2014 MAZDA3

- Redesigned Global Best-Seller Offers All-New Technologies in Fuel Efficiency, HMI and Safety -

SAN DIEGO (September 16, 2013) – Highly-anticipated and much-sSpeculated, the [2014 Mazda3](#) is all-new, representing the third generation of Mazda's best-selling vehicle worldwide. With more than 3.5 million vehicles sold, [Mazda3](#) is the brand's most recognizable nameplate, one that carries as much ardor as it does expectations. As the first vehicle in North America to launch [SKYACTIV®¹ TECHNOLOGY](#), Mazda's breakthrough engineering and manufacturing philosophy, the 2012 Mazda3 achieved the new segment-defining number of 40 miles per gallon (mpg) with nary a vehicle evolution but a definitive engineering revolution. SKYACTIV TECHNOLOGY presented impressive numbers on paper with its high fuel economy to fun-factor performance ratio being 1:1, and met or bettered those figures in real-world experience. For 2014, Mazda3 not only receives the full suite of SKYACTIV technologies but a complete [KODO "Soul of Motion"](#) makeover as well as offers all-new active safety technologies with [i-ACTIVSENSE](#) and introduces an all-new "heads-up" HMI/infotainment system known as MAZDA CONNECT™.

"No doubt one of the most important launches for Mazda in recent memory, if not *the* most important, the all-new 2014 Mazda3 is as eye opening as it is door opening," says Jim O'Sullivan, president and CEO, Mazda North American Operations (MNAO). "Mazda3 introduced SKYACTIV TECHNOLOGY to North America with great success. Mazda3 again is the leader in new product technology with i-ACTIVSENSE and MAZDA CONNECT, two all-new technology suites to further push the envelope of expectations in vehicle safety and comfort."

On sale now, the 2014 Mazda3 is 100-percent removed from its non-SKYACTIV predecessors. Shedding pounds, gaining efficiency and outfitted in a new wardrobe of KODO sheet metal, Mazda3 is poised to challenge its competitive-natured compact car colleagues. Available in four-door and five-door forms, Mazda3 is offered in four trim levels – SV (sedan only), Sport, Touring and Grand Touring. Pricing starts at less than \$17,000² MSRP for sedans and less than \$19,000 MSRP for five-door configurations.

¹ SKYACTIV is a registered trademark of Mazda Motor Corporation (MC).

² Starting price is manufacturer's suggested retail price (MSRP) for lowest trim level. MSRP does not include \$795 destination charge (Alaska \$840), title, taxes, license, options and dealer charges. Actual prices set by dealer and may vary.



Measured Balance

Lower and leaner, the 2014 Mazda3 sits on a wheelbase of 106.3 inches, which is 2.4 inches longer than the previous generation, yet the sedan is 0.6 inches shorter in overall length at 180.3 inches. The five-door extends to a smaller 175.6 inches, a savings of 1.8 inches from the previous model. With a height of 57.3 inches and a width of 70.7 inches, the Mazda3 reduces its overall height by 0.6 inches and gains 1.6 inches in its toned hips, all while retaining similar headroom space and offering comfortable a rear legroom are of 35.8 inches. The rear seatbacks were lengthened nearly 2.0 inches for added passenger comfort. Front and rear shoulder room also was increased – 2.3 inches to 57.2 inches in front, 0.4 inches to 54.4 inches in the second row. Conceived with efficiency of space and engaging comfort in mind, the all-new Mazda3 packs a powerful punch far above its weight class. Evidence is a first glance at its aggressive-yet-refined character lines courtesy of KODO.

Whether outfitted with the standard 16-inch full-cover steel wheels or higher trim-equipped 16-inch and 18-inch aluminum alloy wheels each set expresses fluid motion, one tire rotation at a time. The vehicle's cab rearward posture and highly raked profile further emphasize its sophisticated agility. The new familial face that is KODO design leaves little to the imagination and much to be desired as every nuance and twist of each purpose-filled sheet metal stroke creates an ever-attractive feast for the eyes. From the dynamic signature wing of the five-point grille to the expansive hood cresting over sleekly slanted headlamps, and through the wide-stance muscular fenders flexing into taut character lines from panel to panel, KODO begets the Mazda3 a presence like no other.

And each chiseled feature is not without reason as both sedan and five-door models achieve a best-in-class coefficient of drag (C_d) at 0.255 and 0.275, respectively, when equipped with active grille shutters and [i-ELOOP](#), the world's first capacitor-based regenerative engine braking system to power all of a vehicle's electrical components. Sedans without i-ELOOP have a C_d of 0.26 while five-door versions have a 0.28 C_d . All figures are improvements over the previous model year. Mounted in front of the radiator, the active grille shutters automatically open and close in accordance with driving conditions to improve aerodynamic performance while contributing to real-world gains in fuel economy. Both are all-new features for the Mazda3.

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With its name derived from “Intelligent Energy Loop,” i-ELOOP is a capacitor-based [regenerative engine braking system](#) that converts a vehicle’s kinetic energy into electricity as the car when the accelerator pedal is released. The electricity captured is then stored for later use to power all the vehicle’s electrical components, such as headlights, climate controls and audio systems. This reduces the need for the engine to burn extra fuel in order to generate electricity and, therefore, improves fuel economy without sacrificing driving performance. While the increased engine braking caused by the hard-charging alternator is too small for drivers to feel, the smooth power delivery coming from the capacitor means the electrical systems do not operate differently with i-ELOOP. Exact fuel savings will vary based on electrical load and individual driving habits.

Inspired Interior

The interior is just as expressive and purposeful, starting with the driver-oriented cockpit. In following with Mazda’s *Jinba-Ittai* philosophy of a rider and horse connected as one, everything from the arrangement of switches and knobs to the physical location of driving controls such as the shifter, the driver (rider) and Mazda3 (horse) perfect an understood dance to the melody of winding S-curves and long straightaways. For example, the pedals have been laid out symmetrically to the left and right of the driver’s center-line for further precision and comfort. A new hinged organ-type accelerator pedal is now standard equipment for added safety as well as lessens the natural fatigue associated with frequent pedal pressure, such as during stop-and-go commutes.

Another example of Mazda’s design and engineering teams’ attention to detail is the location of the A-pillars. Repositioned 3.9 inches rearward increases the range of vision for all occupants and adds precision to driving maneuvers. The outside mirrors also are mounted onto the doors instead of the industry-norm placement being at the base of the A-pillar post. This location allows for an expanded scope of visibility when looking over mirrors at what was once a blind spot.

Designed not only to appeal to the senses, each control and function has been specifically placed with intuitive utility in mind. The less time spent focusing on adjusting switches and tapping on-screen touch-display commands, the more time a driver is engaged in the act of driving, remaining alert to what is on the road ahead, which allows for quick, accurate and less impulsive reactions to ever-changing road conditions. A seamless and instinctive interior makes for a safer, more enjoyable driving *and* riding experience.

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The 2014 Mazda3 also is the first vehicle to feature Mazda's all-new Active Driving Display, a clear pop-up panel that is vertically mounted behind the meter hood to provide vehicle speed, navigation directions and other pertinent driving information safely and directly within the driver's line of sight. This feature not only decreases the amount of time a driver is focused away from the road ahead but the virtual information display being located beyond the instrument panel falls in line with where a driver's eyes would naturally be looking. The Active Driving Display automatically folds back into a hidden position when the ignition is shut off.

The redesigned meter cluster features a centrally-positioned analog gauge flanked by a pair of wing-shaped digital displays. The dial face for the center gauge is characterized by three-dimensional metallic numerals while its red-ringed border pulses in brightness when the driver's door is opened, a flirty wink to the vehicle's inescapable sporty DNA. From the gauge clusters extends a decorative dash panel outfitted in satin chrome with piano black trim pieces adorning select areas of the center console and front door inserts. The superior feel of the various textures, grains and touch points provides an unexpected yet definitive above-segment feeling of quality.

The seat architecture and materials also have been paid close attention to. A two-toned almond-colored leather seat trim is new for 2014 and features contrasting gray stitching to emphasize craftsmanship in the needlework patterns while red thread is used with the black leather seat trim. The seats' structure was reshaped with an added focus on comfort, space and weight yet did not sacrifice its sporty look and feel.

For example, a minimalist approach to the front seatbacks reduced their width and thickness, providing more knee room for rear seat passengers when compared to the previous model year. Shoulder room for all occupants was increased as well. Additionally, the driver's seat cushion was made larger and the seat back optimized to create a more natural seating position with ample lateral support, a welcome modification for those entertaining long commutes.

Available in cloth (Black, Sand), leatherette (Black) and leather (Black, Almond) seat materials, the multitude of exterior and interior color combinations and accents further showcases the attention made to the finer interior points and to the varying degree of consumer preferences.

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Unplugged Yet Connected

All new for Mazda vehicles and being launched with the 2014 Mazda3 is a new HMI (Human Machine Interface) approach and MAZDA CONNECT, a next-generation infotainment system. Based on the heads-up cockpit concept, the new HMI system aims to help drivers maintain proper posture, concentrate on the road and drive more safely, even while handling larger amounts of data. The information used is divided into groups, and an innovative screen layout is employed to let the driver safely balance their primary job of driving while obtaining other peripheral information. MAZDA CONNECT was developed to be a less distracting and more intuitive in-vehicle operating system, its purpose to increase overall safety as well as create a more pleasurable driving experience.

MAZDA CONNECT connects via Bluetooth® to a smartphone and can easily be updated to ensure users always have access to the latest features and services without the need to swap out hardware. In addition to the current music access channels via standard AM/FM radio, CD and USB/auxiliary port connections, [Pandora®](#) internet radio and premium content such as [Sirius® Satellite Radio](#) and [HD Radio™ Technology](#), new features such as internet-based apps [Aha by HARMAN™](#) and [Stitcher™](#) will be available. An optional [Bose®](#) premium audio system with Centerpoint® 2 virtual surround sound playback will bring the harmonies and vocals to life for even the most discerning of audiophiles.

The system also can read short messages aloud while the vehicle is in motion using text-to-voice technology. Short Message Service (SMS) messages can be received and shown on the seven-inch full-color touch screen monitor. The system can then articulate the messages as well as allow users to send replies using customizable fixed phrases. A new speech recognition system also allows users to repeat and shuffle audio tracks, as well as search and select folders. When connected with a smartphone, [Twitter®](#) and [Facebook](#) updates can be read by the system with audio responses available using the Shout function. Additionally, the system also allows users to search the internet for business information, map directions and learn Yelp reviews through the Aha Radio app. An SD card-based navigation system is optional.

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Adaptive, Attractive – Technology That Is SKYACTIV

For the North American market, the 2014 Mazda3 will be offered with two engine choices: a SKYACTIV-G 2.0-liter gasoline engine and a larger SKYACTIV-G 2.5-liter gasoline engine. Both advanced direct injection engines feature a new high-tumble 4-2-1 exhaust system that increases engine output.

The SKYACTIV-G 2.0-liter produces 155 horsepower at 6,000 rpm and 150 lb-ft of torque at 4,000 rpm. As compared to the outgoing MZR 2.5-liter engine, the torque output on the SKYACTIV-G 2.5-liter engine at low- to mid-range speeds is increased by 10 to 15 percent, and its weight is reduced by 10 percent. The SKYACTIV-G 2.5-liter produces a peak of 184 horsepower at 5,700 rpm and 185 lb-ft of torque at 3,250 rpm, both figures are increases of more than 10 percent over the MZR engine.

The 2014 Mazda3 will be available with a choice of transmissions with the [SKYACTIV-MT](#) six-speed manual or [SKYACTIV-Drive](#) six-speed automatic. SKYACTIV-MT offers the short, crisp shift pattern reminiscent of the [MX-5 Miata](#). SKYACTIV-Drive achieves a direct shift feel and quick gear changes that contribute to quick acceleration while maximizing the best features of a direct-shift gearbox and a conventional torque-converter system.

Straight line stability, tire grip and ride comfort have been greatly improved by tuning the suspension system's springs, dampers and stabilizers. Mazda's new mechatronic column-type electric power assist steering system is compact and lightweight, with a gearing ratio of 14.0:1. The brake response also was improved to be even more responsive, allowing for excellent vehicle control and feel as well as a braking distance amongst the best in the segment. Such improvements also reduce rolling resistance, all benefiting fuel economy.

A new lightweight material that exhibits a high level of noise absorption is introduced on the dash insulator and floor mats, and insulating material also is positioned for maximum effectiveness behind the instrument panel. These measures achieve a level of cabin quietness that is highly competitive within the compact car class, and on par in class-above segments. Although variable from market to market, the expanded use of high tensile-strength steel and the complete reevaluation of more than 300 separate components has led to significant weight savings. In the U.S. market, the savings is approximately 100 lbs., depending on trim level.

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Mazda3 is sold in more than 120 countries and accounts for 30 percent of the Mazda's annual global sales. Expectations are high for the vehicle to perform on the sales floor as well as it does on the road. With the combined excellence of KODO design and better-than-paper performance of SKYACTIV TECHNOLOGY, the 2014 Mazda3 is crafted in a compact car-sized package that is hard to beat.

Enhanced Experiences, Affordable Accessorizing

For 2014, model lines and packages have been streamlined yet standard features and additional offerings abound throughout. The four trims – SV, Sport, Touring and Grand Touring – are preceded by an *i* or *s* to signify engine size. The standard engine reserved for *i*-designated trim levels (SV, Sport, Touring and Grand Touring) remains the SKYACTIV-G 2.0-liter, which produces 155 horsepower at 6,000 rpm and 150 lb-ft of torque at 4,000 rpm. For *s* designated models, the larger SKYACTIV-G 2.5-liter gasoline engine will be standard equipment and boasts 184 horsepower at 5,700 rpm and 185 lb-ft of torque at 3,250 rpm.

The sedan-only *i* SV is available with either [SKYACTIV-MT](#) six-speed manual or [SKYACTIV-Drive](#) six-speed automatic transmissions. However, this entry-level model can hardly be called “base.” In addition to SKYACTIV TECHNOLOGY, the 2014 Mazda3 *i* SV model offers new standard features such as push-button start, automatic power door locks, a remote keyless entry system, daytime running lights and a USB connection port. Also standard are a matte-finish front grille, 16-inch full-cover steel wheels, body-color door handles and bumpers, dual-power folding outside mirrors, power windows with driver-side one-touch down/up, a tilt-and-telescopic adjustable steering column, air conditioning with a pollen filter, trim-specific cloth sport seats, a fold-down rear seat, a four-speaker AM/FM audio system and an auxiliary input jack.

Moving up to the *i* Sport adds illuminated steering wheel controls, a 60/40-split fold-flat rear seat, Bluetooth® hands-free phone and audio connectivity, cruise control, a trip computer, a CD player, map lights, body-color side mirrors and a tachometer. Sport models are available in either sedan or new-for-2014 five-door form and can be fitted with either transmission.

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Mid-level *i* Touring models feature all-new 16-inch aluminum alloy wheels, heated body-color folding outside mirrors with turn signal indicators, bright beltline trim, a rear seat folding armrest with cup holders, the Mazda Advanced Keyless Entry & Start system, Touring-specific premium cloth-trimmed sport seats as well as a leather-wrapped brake handle, shift knob and three-spoke steering wheel with contrast stitching. A body-color rear deck lip spoiler becomes standard on sedans while a rear roof spoiler is fitted onto all five-door models. A Blind Spot Monitoring (BSM) system with Rear Cross Traffic Alert (RCTA) also is standard on all *i* Touring models. The Mazda3 *i* Touring is available for sedan and five-door models with SKYACTIV-MT as the standard transmission and SKYACTIV-Drive available to add.

A Touring Technology Package is available for all *i* Touring models. This option adds dual-zone automatic climate control, an overhead console with sunglasses holder, illuminated vanity mirrors, a shark fin antenna, and MAZDA CONNECT, which features a seven-inch full-color touch screen display, an SD card-based navigation system, a multi-function commander control for display screen operations, a rearview camera, a Bose® Centerpoint® 2 nine-speaker Surround Sound System with AudioPilot® 2, HD Radio™ Technology, Sirius/XM satellite radio with a four-month complimentary subscription, Aha by HARMAN™ radio integration, Pandora® internet radio compatibility, Stitcher™ internet radio integration, E911 automatic emergency notification and SMS text message receipt and delivery, two USB ports and voice command.

The *i* Grand Touring is available with either manual or automatic transmissions and features the equipment of an *i* Touring with the Technology Package as well as a six-way power-adjustable driver's seat with manual lumbar adjustment, leatherette seats and door panel inserts, variable heated front seats and a moonroof with a one-touch open function.

[Fuel economy](#) for *i* sedans is estimated at 29 city/41 highway/33 combined mpg (6MT) and 30 city/41 highway/34 combined mpg (6AT), as rated by the U.S. Environmental Protection Agency (EPA). All five-door *i* models are rated at 29 city/40 highway/33 combined mpg with a manual transmission and 30 city/40 highway/33 combined mpg when equipped with an automatic.

The more powerful SKYACTIV-G 2.5-liter gasoline engine is reserved for *s* models, which are available only as Touring and Grand Touring trim levels. At launch, the SKYACTIV-Drive six-speed automatic transmission will be the only transmission option available, but the SKYACTIV-MT six-speed manual is confirmed to be offered at a later date.



Estimated fuel economy for the *s*-designated sedan is 28 city/39 highway/32 combined mpg or 28 city/39 highway/32 combined mpg when equipped with i-ELOOP. Five-doors are estimated to achieve 27 city/37 highway/31 combined mpg or 28 city/38 highway/32 combined mpg with i-ELOOP. All *i* and *s* trims deliver their fuel economies equipped with standard temporary spare tire.

The Mazda3 *s* Touring is equipped not only with the robust SKYACTIV-G 2.5-liter engine but boasts 18-inch aluminum alloy wheels, bi-xenon headlights with manual leveling, a piano black-finish front grille, halogen fog lights, LED combination taillights, LED daytime running lights, the all-new Active Driving Display, steering wheel-mounted paddle shifters, a six-way power-adjustable driver's seat with manual lumbar adjustment, leatherette seats and door panel inserts, and variable heated front seats in addition to the features available on the *i* Touring with Technology Package.

A Sport mode button also is standard and offers a more direct response in terms of accelerator feel and a heightened sense of linearity. All Mazda3 vehicles equipped with a SKYACTIV-Drive six-speed automatic transmission feature a manual shift option but the Sport mode feature (*s* models only) adjusts the shift mapping – and to a lesser extent the throttle response – to better match more engaging driving conditions, such as twisty roads. The transmission will hold gears longer and not upshift or downshift as much while manually shifting when driving through turns.

The top-of-the-line *s* Grand Touring features all the equipment of the *s* Touring with Technology Package as well as auto on/off headlights, bi-xenon headlights with auto leveling, a pivoting Adaptive Front-lighting System (AFS), rain-sensing windshield wipers, an auto dimming rearview mirror, perforated leather-trimmed seats and a power moonroof with a one-touch open function. A Touring Technology Package for the *s* Grand Touring model adds the i-ELOOP regenerative engine braking system, active grille shutters, High Beam Control (HBC), a Lane Departure Warning System (LDWS) and [Smart City Brake Support](#) (SCBS).

SCBS is an added safety component designed to assist a driver in reducing the extent of front collisions when traveling at speeds between 2 and 19 miles per hour. When the imbedded laser sensor detects an obtrusive object ahead of the vehicle and the system calculates there may be a high risk for collision, the brake pedal travel is reduced in order to hasten braking. Should the driver fail to perform an avoidance maneuver, the SCBS system will activate an automatic braking function. While the system will not eliminate accidents, its intent is to minimize them and reduce the severity of an impact.



The 2014 Mazda3 is available in eight striking colors, including the premium metallic finish Soul Red. Two new-to-Mazda hues – Titanium Flash Mica and Deep Crystal Blue – are introduced for the first time. Blue Reflex, Liquid Silver, Snowflake White Pearl, Meteor Gray and Jet Black round out the color kaleidoscope. A choice of Black or Sand cloth seats as well as Black or Almond leather seats is available based on trim level. Leatherette-trimmed seats are offered only in Black.

Segment-Leading Safety

The 2014 Mazda3 introduces several all-new safety systems under the umbrella known as [i-ACTIVSENSE](#). These technologies use sensing devices such as milliwave radars and cameras to support the driver in recognizing hazards, avoiding collisions and minimizing damage, should accidents occur. While these systems will not eliminate accidents, their intent is to minimize them and reduce the severity of a crash.

The features available under i-ACTIVSENSE for North America are:

- High Beam Control (HBC) – The system automatically switches the headlamps between high and low beams.
- Blind Spot Monitoring (BSM) – This safety confirmation system detects objects located in blind-spot areas to the sides and rear of the vehicle and issues a visual alert within the outside mirrors for the driver to see. Should the turn signal be on for the direction in which the “blind” object is located, audible beeps will alert the driver.
- Lane Departure Warning System (LDWS) – This system monitors the lane markings on the road and issues a warning to the driver when it predicts that the vehicle is going to depart from its lane unintentionally.
- Forward Obstruction Warning (FOW) – This system monitors the vehicle ahead and issues both audible and visual alerts to help the driver take evasive action when it determines a high risk of collision to exist. FOW operates when traveling between speeds of 9 and 92 mph.
- Smart City Brake Support (SCBS) – When traveling at speeds of less than 19 mph, SCBS helps prevent or minimize a collision with a vehicle. Should the imbedded laser sensor detect an object, and the system calculates there may be a high risk for collision, the brake pedal travel is reduced in order to hasten braking. Should the driver fail to perform an avoidance maneuver, the system will activate an automatic braking function.
- Mazda Radar Cruise Control (MRCC) – The system determines the difference in speed and distance to the vehicle in front and will automatically adjust the cruising speed in order to maintain a safe distance.



- Adaptive Front-lighting System (AFS) – Optimizes distribution of light from the headlights in accordance to driving circumstances. Depending on vehicle speed and steering input, AFS points the low-beam headlights into the direction the driver intends to travel.

The added combination of the [SKYACTIV-Body](#) and [SKYACTIV-Chassis](#) enhances the *Jinba-Ittai* spirit by offering high performance, lightweight materials for added strength and stability. Carefully engineered load-transfer ensures a firm grip on the road that the driver can sense. The SKYACTIV-Body provides increased rigidity of 30 percent compared to the previous model while reducing weight as well. 1,800MPa ultra high-tensile steel also is utilized in the front and rear bumpers for additional weight savings as well as increased strength.

The SKYACTIV-Body efficiently absorbs impact energy from any direction and minimizes the chance of the cabin structure being compromised. Other standard safety features for the 2014 Mazda3 include six airbags (advanced dual front, front-seat mounted and full-length side curtain), whiplash-reducing front headrests, headrests for all seating positions, power-assisted ventilated front and solid rear disc solid brakes, anti-lock brakes (ABS) with Electronic Brakeforce Distribution (EBD) and Brake Assist, daytime running lights, Dynamic Stability Control (DSC), a Traction Control System (TCS), Hill Launch Assist, a collapsible steering column (following air bag deployment), a trunk entrapment release system, a tire pressure monitoring system (TPMS), three-point safety belts for all seating positions, front seatbelt pretensioners with force limiters as well as Lower Anchors and Tethers for Children (LATCH) in the rear seats.

i Touring and above models feature a Blind Spot Monitoring (BSM) system and Rear Cross Traffic Alert (RCTA) as standard equipment. A rearview camera is an available option on *i* Touring models and is standard on *i* Grand Touring as well as *s* Touring and Grand Touring models. The Adaptive Front-lighting System (AFS) and rain sensing wipers are standard on the *s* Grand Touring. High Beam Control (HBC), a Lane Departure Warning System (LDWS) and Smart City Brake Support (SCBS) are available as part of the Grand Touring Technology Package for the *s* Grand Touring models.

Mazda North American Operations is headquartered in Irvine, Calif., and oversees the sales, marketing, parts and customer service support of [Mazda vehicles](#) in the United States and Mexico through nearly 700 dealers. Operations in Mexico are managed by Mazda Motor de Mexico in Mexico City. For more information on Mazda vehicles, including photography and B-roll, please visit the online Mazda media center at www.mazdausamedia.com.