



2018 PRESS KIT

MAZDA 3



DRIVING MATTERS: IT ALWAYS HAS AND IT ALWAYS WILL

Mazda builds vehicles that inspire, excite and—most of all—bring people joy. Every Mazda is beautiful, functional and has advanced safety technology to help give the driver more confidence behind the wheel. Meticulously engineered and artfully crafted, Mazda's lineup of award-winning cars and crossover SUVs are a study in what happens when an automaker obsesses over the minute details, constantly seeking to redefine the industry's standard of excellence.

Mazda was founded in 1920 as Toyo Kogyo Cork Ltd., manufacturing cork and later heavy machinery. Mazda's challenger spirit is a representation of its home city of Hiroshima, Japan, whose people rebuilt their beloved city after 1945. That spirit inspired Mazda to prevail against all odds, ultimately leading its spirit of innovation, from the three-wheeled Mazda Go pickup truck that helped rebuild the city to the mass-production of the rotary engine starting in 1967 to SKYACTIV Technology and beyond.

Mazda's "Never Stop Challenging" spirit led to the automaker entering the U.S. in 1970, building world-challenging sports cars, creating innovative, unrivaled technologies and reaching the pinnacle of motorsports achievements in 1991 with the Mazda 787B that won the 24 Hours of Le Mans, becoming the first and only Asian car to do so. The achievement wasn't a matter of luck or overnight success; it was the result of experience gained through 16 previous attempts to capture the podium.

Today, the goal of every Mazda is to instill it with a sense of *Jinba Ittai*—"horse and rider are one"—a philosophy in which cars and crossover SUVs are engineered to be intuitive, driver-centric and instill a sense of harmony and confidence. Mazda uses a holistic approach to shape the driving experience.

From body construction and engine technology, to the chassis and transmission, Mazda's innovative, lightweight SKYACTIV Technology provides more performance with more efficiency, deriving greater enjoyment from driving. Chassis dynamics are aided by Mazda's exclusive G-Vectoring Control, which uses the throttle provide smoother, more confident steering. Truth is, Mazda has always built cars around finesse rather than brute strength; innovation to do what's best rather than simply what's easy.

Complementing Mazda's driving dynamics are looks that thrill. Mazda's KODO-Soul of Motion design creates a sense of motion in every vehicle, even at a standstill. Mazda designers breathe life into sheet metal through craftsmanship. As a result, every Mazda is made to appeal to the senses and design is the language used to communicate that.

But Mazda cars and crossovers are more than pretty faces and excellent driving dynamics. Mazda's i-ACTIVSENSE safety suite complements the driving experience with tools like Smart City Brake Support autonomous low-speed emergency braking, Blind Spot Monitoring with Rear Cross-Traffic Alert and numerous other features. Because of these and Mazda's ultra-rigid SKYACTIV-BODY ring structure, every 2017 Mazda tested earned an Insurance Institute for Highway Safety's "Top Safety Pick+" recommendation when equipped with specific headlights and equipment.

In all, Mazda's designers and engineers have worked and continue to work tirelessly with the goal of creating the most eye-catching, exhilarating and safe vehicles on the road. They work to make the best cars and crossover SUVs in the world because driving matters.



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2018 MAZDA3 FACT SHEET

Year in and year out, Mazda3 collects accolades for its design, safety and value, all helping make it the best-selling Mazda in the world. The 2018 Mazda3 receives newly standard features that continue to reinforce the philosophy of putting people first. More safety features at more accessible price points will provide occupants with enhanced peace of mind. Available as a sedan or a hatchback, this compact car is able to handle all sorts of lifestyles, from active to family and everything in between. While passengers can appreciate the premium interior features, the driver will enjoy the driving dynamics set by the philosophy of Jinba Ittai—a harmony between the car and the driver. Subtle exterior tweaks for 2018 elevate the vehicle's KODO—Soul of Motion design, and help it stand out for its purity of design in addition to its purpose for drivers who appreciate style and substance.

Starting MSRP: \$18,095

EPA - Estimated Fuel Economy (mpg)		4-door City / Hwy / Combined	5-door City / Hwy / Combined
2.0 L	6MT	27 / 37 / 31	27 / 37 / 31
	6AT	28 / 37 / 31	28 / 37 / 32
2.5 L	6MT	25 / 34 / 29	25 / 33 / 28
	6AT	27 / 36 / 30	26 / 35 / 30

Quick Specs:

- 2.0-liter four-cylinder, SKYACTIV-G engine
 - 155 horsepower at 6000 rpm
 - 150-lb·ft torque at 4000 rpm
- 2.5-liter four cylinder SKYACTIV-G engine
 - 184 horsepower at 5,700 rpm
 - 185 lb·ft torque at 3,250 rpm
- SKYACTIV-MT 6-speed manual or SKYACTIV-DRIVE 6-speed automatic
- Standard G-Vectoring Control vehicle dynamics enhancement
- PZEV emissions (50 state)

Newly Standard Equipment for 2018:

- Smart City Brake Support is now standard on all Mazda3 models
- SKYACTIV-G 2.5-liter engine*
- Rear deck lip spoiler*
- Dark silver finish 18" alloy wheels* (new color)
- Overhead console with sunglasses holder and illuminated vanity mirrors (drive and passenger)*
- Bi-LED headlights with auto leveling**
- LED combination taillights and daytime running lights**

Updated Packages:

- BOSE®/Moonroof/Satellite Radio Package includes Bose® 9-speaker audio system, SiriusXM satellite radio with 4-month subscription
- Grand Touring Premium Equipment Package adds High Beam Control, Lane Departure Warning System, Lane-Keep Assist, Mazda Radar Cruise Control, Smart Brake Support and Traffic Sign Recognition

Safety and Security Highlights:

- Newly standard Smart City Brake Support
- Anti-theft engine immobilizer
- LATCH child seat safety tethers
- Rain-sensing windshield wipers*
- Advanced Blind Spot Monitoring with Rear Cross-Traffic Alert*
- Available Traffic Sign Recognition**

*Touring and above

** Grand Touring



EXTERIOR

1	Dark silver finish 18" alloy wheels*
2	Heated, dual power mirrors*
3	Bi-LED headlights with auto leveling**
4	LED daytime running lights**
5	LED combination taillights**
6	LED fog lights**
7	Rear deck lip spoiler (4-door models; not shown)*

*Touring and above

** Grand Touring



INTERIOR

1	Available full-color Active Driving Display**
2	MAZDA CONNECT™ infotainment system with 7-inch full-color touchscreen display
3	Multi-function Commander control
4	Electronic Parking Brake
5	Overhead console with sunglasses holder*
6	Illuminated vanity mirrors*
7	Heated front seats*
8	Perforated leather-trimmed seats**
9	Available BOSE® 9-speaker surround system with Centerpoint® 2 and AudioPilot® 2**

*Touring and above

** Grand Touring

2018 MAZDA3 OVERVIEW

Mazda3 has always been a car focused around its driver and passengers, putting them first. For 2018, Mazda3 receives newly standard features that continue to reinforce the philosophy of putting people first. More safety features throughout Mazda3's model range provide occupants with enhanced peace of mind. Available as a sedan or a hatchback, this compact car can handle all sorts of lifestyles, from active to family and everything in between. While passengers can appreciate the premium interior features, the driver will enjoy the driving dynamics set by the philosophy of *Jinba Ittai*—a harmony between the car and the driver. The subtle exterior tweaks for 2018 elevate the vehicle's KODO—Soul of Motion design.

**"BLEND OF TECHNOLOGY,
DESIGN AND DRIVING
DYNAMICS"**

With more than 5 million units sold since its introduction as a 2004 model and serving as Mazda's most popular model, Mazda3 continues to be a trailblazer in the compact car segment. Already known for its blend of technology, design and driving dynamics, the 2018 Mazda3 carries even greater value.



WHAT'S NEW?

Mazda3 comes with more standard features for 2018, providing a stronger value at all price points while adding refinement, elevating design and increasing usable performance. Here's an at-a-glance list of what's new and different about the 2018 Mazda3 (for a full list of changes, please see the spec deck on page 15):

- Smart City Brake Support standard on all Mazda3 models
- All Touring models equipped with SKYACTIV-G 2.5-liter engine
- All Touring models equipped with dark silver painted alloy wheels (new color)
- All Mazda3 4-door Touring and Grand Touring models now equipped with a rear deck lip spoiler
- Overhead console with sunglasses holder and illuminated vanity mirrors (driver and passenger) standard on all Touring models
- Touring Popular Equipment Package becomes BOSE®/ Moonroof/Satellite Radio Package (minor content change) reconfigured to include BOSE® 9-speaker audio system, SiriusXM satellite radio with 4-month subscription and moonroof
- Grand Touring Premium Equipment Package reconfigured to include High Beam Control, Lane Departure Warning System, Lane-Keep Assist, Mazda Radar Cruise Control, Smart Brake Support and Traffic Sign Recognition (all previously in separate Grand Touring i-ACTIVSENSE Safety Package)
- Bi-LED headlights with auto-leveling, LED combination tail lights and LED fog lights standard on Grand Touring models

DRIVING DYNAMICS

The strength of SKYACTIV Technology is that it allows ample performance and frugal real-world efficiency without ever compromising either.

The entry 2.0-liter, four-cylinder SKYACTIV-G engine makes 155 horsepower at 6,000 rpm and 150 lb-ft of torque at 4,000 rpm. When paired with the available SKYACTIV-DRIVE six-speed automatic, Mazda3 can achieve an EPA-estimated fuel economy of up to 28 mpg city/37 mpg highway/32 mpg combined. Models equipped with the 2.0-liter engine and automatic transmission come with a Sport Mode switch, which when activated uses a more aggressive transmission mapping for spirited driving. Previously, this was only available in 2.5-liter cars.

The 2.5-liter, four-cylinder SKYACTIV-G engine produces 184 horsepower at 5,700 rpm and 185 lb-ft of torque at 3,250 rpm. When paired with the available SKYACTIV-DRIVE six-speed automatic it can achieve an EPA-estimated fuel economy up to 27 mpg city/36 mpg highway/30 mpg combined. Both engines are available with a six-speed SKYACTIV-MT six-speed manual in addition to the automatic transmission, providing a sought-after option for enthusiasts.

The 2018 Mazda3 comes standard across all trim levels with G-Vectoring Control at no extra cost to the customer. This Mazda-exclusive technology uses engine timing to control chassis dynamics, leading to smoother, more accurate steering inputs resulting in greater confidence and control for the driver.



DRIVING DYNAMICS - CONTINUED

G-Vectoring Control is an example of Mazda's never-ending quest to enhance the *Jinba Ittai* driving experience, one that puts the driver as the priority in the design and development stages. Eight years in the making, this industry-exclusive technology exemplifies Mazda's human-centered design philosophy where careful thought and consideration was given to how to develop a technology that would help realize smooth, predictable and efficient movement. While it will largely go unnoticed to the vehicle occupants, G-Vectoring Control will undoubtedly make any driver a better one. The car goes where you want it to go, resulting in increased driver confidence and enhanced peace of mind.

Purely a software control system, G-Vectoring Control adds no weight to Mazda3, using throttle input and steering angle sensors, among other features, to decide when to reduce torque in a moment's notice. When the technology was being developed, initial thoughts were to have the vehicle use the brakes, but this method was deemed too slow to respond and unnatural-feeling to the driver and passengers. Engineers figured out that the subtle amount of "braking" needed to create a greater sense of stability could be had by reducing ignition spark, thereby effectively using engine braking without the driver and passengers ever noticing. The result increases Mazda3's front-tire contact patches, which aids in steering stability and turn-in when using the throttle.

Ironically, the worse the road conditions are, the better the technology works, regardless of the driver's skill level. So, whether it's driving in a straight line at high speeds, traversing winding roads or traveling at everyday low speeds, G-Vectoring Control provides a stronger sense of unity between driver and car, and provides passengers with a greater sense of security.

SOPHISTICATED DESIGN

Newly standard features further polish its exterior design, highlighting visual width, maturity and a look of solidity on the road. Mazda3 Grand Touring now comes with Bi-LED headlights with auto levelling, LED combination taillights and LED daytime running lights.

For 2018, 18-inch wheels with a new dark silver finish are standard on all Touring and Grand Touring trim levels. Four-door Mazda3 Touring models receive a body-colored rear deck lip spoiler.

A total of eight body colors are available in the U.S. including Machine Gray Metallic, Sonic Silver Metallic, Eternal Blue Mica, Soul Red Metallic, Deep Crystal Blue Mica, Titanium Flash Mica, Jet Black Mica and Snowflake White Pearl Mica.

For the interior, drivers have a choice between black or sand cloth in Mazda3 Sport models; black leatherette in Mazda3 Touring models; and black or Parchment leather in Grand Touring. The black leather interior features espresso-colored accents that add a touch of depth to the cabin's atmosphere.



TAKE COMFORT IN MAZDA3'S REFINEMENT

A sense of opulence without breaking the bank can be felt when experiencing the upscale interior design of the 2018 Mazda3. Appreciate a quieter ride with a return of last year's effective noise suppression allowing the Mazda3 to provide a 3db quieter ride at 25 mph over rough roads. Match this with the available BOSE® 9-speaker surround sound audio system to find your peaceful place nestled in Mazda3's seats.

Speaking of which, the seats have been refined to give occupants a level of comfort not found in most compact cars. The seats provide high-end appeal through the available cloth, leatherette or dual-stitched leather. A closer look reveal the large perforations in the upholstery that allow the seats to be breathable and create a soft feel.

Drivers can run their fingertips along a leather-wrapped steering wheel for a more comfortable grip. A lot of research went into studying how drivers grip a steering wheel and what shape would provide the best comfort, paired with materials that would help achieve this. For the Grand Touring trim level, the steering wheel is also available with heating elements, a rare feature in the compact class that will make winter driving more comfortable and safer for the drivers in the regions that see more of the winter season.

In Mazda3 Grand Touring, an available, full-color Active Driving Display greets drivers once behind the steering wheel, complete with a clearer and better-integrated MAZDA CONNECT™ display. The Active Driving Display is brighter and has better definition and contrast than the previous monochromatic display, making it easier to read at a glance.



AWARD WINNING SAFETY

In 2017, Mazda3 was awarded as Insurance Institute for Highway Safety "Top Safety Pick+" after having been subjected to a gruelling array of collision and pre-collision safety evaluations. Further improving upon last year's performance, all 2018 Mazda3 models have added Smart City Brake Support and a rearview camera as standard features. Mazda cares as much about your precious cargo as you do. That's why Mazda is including more safety features at more accessible price points to provide drivers and passengers with enhanced peace of mind.

Along with Smart City Brake Support, Advanced Blind Spot Monitoring with Rear Cross-Traffic Alert is available for the Mazda3 Touring and Grand Touring models as standard equipment. Smart City Brake Support operates between 2 and 19 mph, automatically applying the brakes during emergency situations in order to lessen the severity of an impending and inescapable collision. Advanced Blind Spot Monitoring assists in detecting objects in the driver's blind spots, detecting from as much as 164 ft. away—a greater distance than Mazda3 enjoyed previously. In addition, the Grand Touring trim level comes available with Traffic Sign Recognition, Lane-Keep Assist and Smart Brake Support. Traffic Sign Recognition displays the identified speed limit in the Active Driving Display, Lane-Keep Assist can perform minor steering corrections to help guide vehicles back to the lane when it senses potential unintentional lane departure and Smart Brake Support can slow the vehicle down in emergency situations at highway speeds.

Other safety and security highlights that continue for the 2018 Mazda3 include:

- Standard rearview camera
- Anti-theft engine immobilizer
- LATCH rear seat child seat safety tethers
- Ultra-stiff SKYACTIV-BODY



PACKAGING AND PRICING

The 2018 Mazda3 is a standout in its class, adding more standard features and enhancing the driving experience for both the driver and its passengers. From design to performance to safety, the Mazda3 is the complete package for anyone looking for a car that seamlessly blends substance with great driving dynamics.

Additionally, all Mazda3 models include G-Vectoring Control, a Mazda-exclusive technology that uses the engine to put a minute amount of weight on the front tires, making steering inputs more surefooted and increasing peace of mind with the goal of improving stability.

The entry-level Mazda3 Sport comes standard with cloth seating surfaces; a 2.0-liter, SKYACTIV-G engine that makes 155 horsepower; a 7-inch MAZDA CONNECT™ infotainment screen with Commander control knob; Bluetooth phone and audio pairing; one-touch driver's power window; power mirrors; remote keyless entry; and push-button ignition, among a long list of other standard items. Mazda3 Sport sedan models have an available Sport Preferred Equipment Package that includes 16-inch alloy wheels, Advanced Blind Spot Monitoring, Rear Cross-Traffic Alert, satin chrome interior trim and power heated outside mirrors with integrated turn signals. Mazda3 five-door models have 16-inch alloy wheels as standard.

The mid-level 2018 Mazda3 Touring carries an even greater level of equipment, starting with what's under its hood. Mazda3 Touring comes standard with a SKYACTIV-G 2.5 engine, making 184 horsepower. Previously, only 2017 Mazda3 Touring 2.5 hatchback and Grand Touring models carried the larger of the two engines. Mazda3 Touring comes with leatherette seating surfaces, heated front seats, Advanced Blind Spot Monitoring, Rear Cross-Traffic Alert, rain-sensing wipers, automatic on/off headlights, dual-zone automatic climate control, Mazda Advanced Keyless Entry, a six-way power driver's seat and a leather-wrapped steering wheel and shifter knob.

Mazda3 Touring equipment includes a new dark silver alloy wheel color, standard illuminated vanity mirrors and an overhead sunglasses holder. Available as part of the new BOSE®/Moonroof/Satellite package for Mazda3 Touring models are a nine-speaker premium audio system, SiriusXM satellite radio with a four-month subscription and a one-touch-open moonroof.

Headlining the Mazda3 lineup is the Grand Touring model, which comes standard with perforated black or parchment-colored leather seating surfaces with heated front seats, full-color Active Driving Display head-up unit and LED fog lights as well as previously optional equipment such as self-leveling bi-LED headlights, LED combination tail lights and LED daytime running lights.

Mazda3 Grand Touring's Premium **"STANDOUT IN ITS CLASS"** Equipment Package adds pivoting Adaptive Front-lighting System, a heated steering wheel, paddle shifters on automatic models, Mazda navigation system, auto-dimming interior mirror with Homelink, High Beam Control, Lane Departure Warning System, Lane-Keep Assist, Mazda Radar Cruise Control, Smart Brake Support and Traffic Sign Recognition. Previously, many of these features were available in a separate package at an additional cost.

Mazda3 is available with a choice of a SKYACTIV-MT six-speed manual or SKYACTIV-DRIVE six-speed automatic transmission; sedan or five-door hatchback body style; and in three trim levels, making it one of the most versatile vehicles available today for anyone from first-time new-car shoppers all the way up to those shopping for a premium compact. Mazda3 has been recognized by publications like Car and Driver and Ward's Automotive for its exceptional interior quality at any price point, as well as its outstanding driving dynamics and KODO—Soul of Motion design.

PACKAGING AND PRICING - CONTINUED

MSRP¹ for all models is as follows:

	SEDAN	FIVE-DOOR
Mazda3 Sport 6MT	\$18,095	\$19,345
Mazda3 Sport 6AT	\$19,145	\$20,395
Sport Preferred Equipment Package	\$1,000	N/A
Mazda3 Touring 6MT ²	\$20,090	\$20,840
Mazda3 Touring 6AT	\$21,140	\$21,890
Touring BOSE®/Satellite Radio/Moonroof Package	\$1,500	\$1,500
Mazda3 Grand Touring 6MT ³	\$23,145	\$23,895
Mazda3 Grand Touring 6AT	\$24,195	\$24,945
Grand Touring Premium Equipment Package	\$1,600	\$1,600

Premium Paint Colors

Machine Gray Metallic	\$300
Soul Red Crystal	\$300
Snowflake White Pearl Mica	\$200

¹MSRP does not include \$875 for destination and handling (\$920 in Alaska), taxes, title or additional fees. ²Dealers set actual sale prices. ³Standard with BOSE®/Satellite/Moonroof Package. ³Standard with Grand Touring Premium Equipment Package.



SEGMENT STANDARD

Mazda3 is and continues to be the measuring stick for the compact car segment, offering tremendous value at any price point, from entry-level Mazda3 Sport to the upmarket Mazda3 Grand Touring. It is easy to get captivated by the driving experience of the 2018 Mazda3, now with even more features that enhance the driver and passenger experience. These features elevate each trim level with a sense of enjoyment that is better felt behind the wheel than it is read on paper. Once again, the Mazda spirit has been perfectly embodied in a compact car that is simply designed to be driven.





***2018 MAZDA3
SPECIFICATION DECK***

LINEUP:

Mazda3 Sport 4DR
Mazda3 Touring 4DR
Mazda3 Grand Touring 4DR
Mazda3 Sport 5DR
Mazda3 Touring 5DR
Mazda3 Grand Touring 5DR

2018 MAZDA3

PRODUCT CHANGES FROM PRIOR MODEL YEAR

OVERVIEW

MODEL / SERIES / AVAILABILITY	NEW PACKAGE / OPTION CHANGES
<ul style="list-style-type: none"> • Mazda3 4DR models <ul style="list-style-type: none"> - Sport - SKYACTIV-MT 6 spd & SKYACTIV-DRIVE 6 spd - Touring - SKYACTIV-MT 6 spd & SKYACTIV-DRIVE 6 spd - Grand Touring - SKYACTIV-MT 6 spd & SKYACTIV-DRIVE 6 spd • Mazda3 5DR models <ul style="list-style-type: none"> - Sport - SKYACTIV-MT 6 spd & SKYACTIV-DRIVE 6 spd - Touring - SKYACTIV-MT 6 spd & SKYACTIV-DRIVE 6 spd - Grand Touring - SKYACTIV-MT 6 spd & SKYACTIV-DRIVE 6 spd - Touring 2.5 - SKYACTV-MT 6 spd & SKYACTIV-DRIVE 6 spd -- Dropped 	<p>POWER TRAIN CHANGES</p> <ul style="list-style-type: none"> • 4DR & 5DR Touring models <ul style="list-style-type: none"> Added as standard equipment - SKYACTIV-G 2.5L Engine <p>EXTERIOR CHANGES</p> <ul style="list-style-type: none"> • All 4DR & 5DR Touring and GT models <ul style="list-style-type: none"> Added as standard equipment - Dark silver finish alloy wheels • 4DR & 5DR GT models <ul style="list-style-type: none"> Added as standard equipment - Bi-LED headlights with auto leveling - LED combination taillights - LED daytime running lights • 4DR Touring models <ul style="list-style-type: none"> Added as standard equipment - Rear deck lip spoiler <p>INTERIOR CHANGES</p> <ul style="list-style-type: none"> • 4DR & 5DR Touring models <ul style="list-style-type: none"> Added as standard equipment - Overhead console w/ sunglasses holder - Illuminated vanity mirrors (driver & passenger) <p>SAFETY CHANGES</p> <ul style="list-style-type: none"> • 4DR & 5DR Sport models <ul style="list-style-type: none"> Added as standard equipment - Smart City Brake Support
	<p>OVERVIEW</p> <p>NEW PACKAGE / OPTION CHANGES</p> <ul style="list-style-type: none"> • Bose/Moonroof/Satellite radio Package <ul style="list-style-type: none"> Replaces prior Popular Equipment Package (4DR) & prior Touring 2.5 model (5DR) - Moonroof with one-touch open - Bose® 9 speaker surround sound system with Centerpoint® 2 and AudioPilot® 2 - SiriusXM satellite radio w/ 4 month subscription Dropped due to Touring standard equipment <ul style="list-style-type: none"> - Overhead console w/ sunglasses holder - Illuminated vanity mirrors (driver & passenger) - Rear deck lip spoiler (4DR only) • Premium Equipment Package -- Combined with prior i-ACTIVSENSE Safety Package <ul style="list-style-type: none"> - Pivoting Adaptive Front-lighting System - Heated steering wheel - Paddle shifters on steering wheel (AT only) - Mazda navigation system - Auto-dimming interior mirror with Homelink - High Beam Control - Lane Departure Warning System - Lane Keep Assist - Mazda Radar Cruise Control - Smart Brake Support - Traffic Sign Recognition Dropped due to GT standard equipment <ul style="list-style-type: none"> - Bi-LED headlights with auto leveling - LED combination taillights - LED daytime running lights • i-ACTIVSENSE Safety Package -- Dropped • i-ELOOP Package -- Dropped
	Product Changes and Features Availability <small>Features, options and package content subject to change.</small>

2018 MAZDA3

4 DOOR PRODUCT SUMMARY

Mazda3 Sport 4DR	Mazda3 Touring 4DR (adding to / in lieu of Mazda3 Sport 4DR)	Mazda3 Grand Touring 4DR (adding to / in lieu of Mazda3 Touring 4DR)
<p>Functional / Powertrain</p> <ul style="list-style-type: none"> • SKYACTIV-G 2.0L I4 with 155 HP • SKYACTIV-MT 6-speed manual or SKYACTIV-DRIVE 6-speed automatic transmission with manual shift and Sport mode function • SKYACTIV-VEHICLE DYNAMICS: G-Vectoring Control • Anti-lock brakes with Electronic Brakeforce Distribution and Brake assist • Dynamic stability control • Front and rear stabilizer bars • Hill Launch Assist • Front-wheel drive • Independent front MacPherson strut suspension • Independent rear S-type multi-link suspension • Power-assisted ventilated front & solid rear disc brakes • Rack-and-pinion steering with variable assist (Electric Power Assisted Steering) • Traction control system <p>Exterior</p> <ul style="list-style-type: none"> • 16" steel wheels • Black beltline trim • Body-color bumpers • Body-color door handles • Body-color dual power door mirrors (folding-type) • Clear-lens halogen headlights • Daytime running lights • Dual exhaust behind rear valence • High-mount center brake light - integrated with rear package shelf • Integrated rear window radio antenna • P215/45 R16 all-season tires • SKYACTIV-Body • SKYACTIV-Chassis • Variable-intermittent windshield wipers <p>Interior</p> <ul style="list-style-type: none"> • 12V power outlet • 3-spoke urethane steering wheel with illuminated controls • 5-passenger seating capacity • 60/40 split-fold-down rear seat; rear seat button release • 6-speaker sound system (door-mounted full-range speakers and tweeter speakers) • Air conditioning with pollen filter • Auto door locks (speed sensitive and transmission sensitive) • Auxiliary audio input jack • Bluetooth hands free phone & audio • Center console armrest w/ covered storage compartment • Cloth door panel inserts • Digital tachometer and analog speedometer • Driver & passenger side covered vanity mirror • Electronic Parking Brake • Front cupholders (2) • Front door storage pockets with bottle holders • Front dual map lights and dome light • Front seatback map pocket (passenger) • Full carpeting (black); carpet floor mats • Lever-type driver's seat lifter • MAZDA CONNECT™ infotainment system <ul style="list-style-type: none"> - 7" full-color touchscreen display - Multi-function Commander control - Infotainment system voice command - Radio Broadcast Data System program information - HD radio - SiriusXM® internet radio integration - Pandora® internet radio integration - Stitcher™ internet radio integration - SMS text message audio delivery and reply - E911 automatic emergency notification • Passenger assist grips (3) • Power door locks with 2-stage unlocking & central locking • Power windows with drive-side one-touch down/up • Push button start • Rear door bottle holders • Rear window defogger • Reclining front bucket seats • Remote hood and fuel door releases • Sport trim level type cloth-trimmed sport seats • Tachometer; resettable trip odometers • Tilt & telescopic steering column • Trip computer • USB audio inputs (2) <p>Safety</p> <ul style="list-style-type: none"> • 3-point safety-belts for all seat positions • Advanced dual front air bags (SRS) • Child-safety rear door locks • Collapsible steering column (following air bag deployment) • Dual front seat-mounted side-impact air bags • Engine-immobilizer anti-theft system • Front & rear side-impact door beams • Front safety-belt pretensioners with force limiters • Headrests adjustable - front & rear - all seating positions • Height adjustable front shoulder belt "B" pillar anchors • LATCH rear seat child safety-seat lower anchors & upper tethers • Rear door catch pad • Remote keyless entry • Remote keyless entry system w/ retractable key and panic mode • Side-impact air curtains (front & rear coverage) • SKYACTIV-Body Ring Structure • Tire pressure monitor system • Trunk entrapment release system • Whiplash-reducing front headrests • Smart City Brake Support <p>Product Changes and Features Availability</p> <p>Features, options and package content subject to change.</p>	<p>Functional / Powertrain</p> <ul style="list-style-type: none"> • SKYACTIV-G 2.5L I4 with 184 HP <p>Exterior</p> <ul style="list-style-type: none"> • 18" dark silver finish alloy wheels • Auto On/Off headlights • Bright beltline trim • Heated body-color dual power door mirrors w/ turn signal lamps • P215/45 R18 all-season tires • Rear deck lip spoiler (body color) <p>Interior</p> <ul style="list-style-type: none"> • 6-way power driver's seat with manual lumbar adjustment • Dual-zone (driver & front passenger) automatic climate control system • Leatherette seats and door panel inserts • Leather-wrapped gearshift knob • Leather-wrapped steering wheel • Mazda Advanced Keyless Entry • Rear seat armrest w/ cupholders • Variable heated front seats (driver & passenger) • Illuminated vanity mirrors (driver & passenger) • Overhead console w/ sunglasses holder <p>Safety</p> <ul style="list-style-type: none"> • Advanced Blind Spot Monitoring with Rear Cross Traffic Alert • Rain sensing windshield wipers 	<p>Functional / Powertrain</p> <p>Exterior</p> <ul style="list-style-type: none"> • BiLED headlights with auto leveling • LED combination taillights • LED daytime running lights • Black metallic finish grille insert • LED fog lights • Shark fin antenna <p>Interior</p> <ul style="list-style-type: none"> • Analog tachometer and digital speedometer • Bose® 9 speaker surround sound system with Centerpoint® 2 and AudioPilot® 2 • Color Active Driving Display for driving information • Moonroof with one-touch open • Perforated leather-trimmed seats • SiriusXM satellite radio w/ 4 month subscription <p>Safety</p>

2018 MAZDA3

5 DOOR PRODUCT SUMMARY

Mazda3 Sport SDR	Mazda3 Touring SDR (adding to / in lieu of Mazda3 Sport SDR)	Mazda3 Grand Touring SDR (adding to / in lieu of Mazda3 Touring SDR)
Functional / Powertrain	Functional / Powertrain	Functional / Powertrain
<ul style="list-style-type: none"> SKYACTIV-G 2.0L I4 with 155 HP SKYACTIV-MT 6-speed manual or SKYACTIV-DRIVE 6-speed automatic transmission with manual shift and Sport mode function SKYACTIV-VEHICLE DYNAMICS: G-Vectoring Control Anti-lock brakes with Electronic Brakeforce Distribution and Brake assist Dynamic stability control Front and rear stabilizer bars Hill Launch Assist Front-wheel drive Independent front MacPherson strut suspension Independent rear E-type multi-link suspension Power-assisted ventilated front & solid rear disc brakes Rack-and-pinion steering with variable assist (Electric Power Assisted Steering) Traction control system 	<ul style="list-style-type: none"> SKYACTIV-G 2.5L I4 with 184 HP 	
Exterior	Exterior	Exterior
<ul style="list-style-type: none"> 16" alloy wheels Antenna, roof-mounted short aerodynamic Black beltline trim Body-color bumpers Body-color door handles Body-color dual power door mirrors (folding-type) Clear-lens halogen headlights Daytime running lights Dual exhaust w/ bright tips High-mount center brake light - integrated with spoiler P205/55 R16 all-season tires Side door color (body color) Rear window wiper SKYACTIV-Body SKYACTIV-Chassis Variable-intermittent windshield wipers 	<ul style="list-style-type: none"> 18" dark silver finish alloy wheels Auto On/Off headlights Bright beltline trim Heated body-color dual power door mirrors w/ turn signal lamps P215/45 R18 all-season tires 	<ul style="list-style-type: none"> 8-LED headlights with auto leveling LED combination taillights LED daytime running lights Black metallic finish grille insert LED fog lights Shark fin antenna
Interior	Interior	Interior
<ul style="list-style-type: none"> 12V power outlet 3-spoke urethane steering wheel with illuminated controls 5-passenger sealing capacity 60/40 split fold-down rear seat; rear seat button release 6-speaker sound system (door-mounted full-range speakers and tweeter speakers) Air conditioning with pollen filter Auto door locks (speed sensitive and transmission sensitive) Auxiliary audio input jack Bluetooth hands free phone & audio Center console armrest w/ covered storage compartment Cloth door panel inserts Cruise control Digital tachometer and analog speedometer Driver & passenger-side covered visor vanity mirror Electronic Parking Brake Front cupholders (2) Front door storage pockets w/ bottle holders Front fog lamp and dome light Front seatback map pocket (passenger) Full carpeting (black); carpet floor mats Lever-type driver's seat lifter MAZDA CONNECT™ infotainment system <ul style="list-style-type: none"> - 7" full-color touchscreen display - Multi-function Commander control - Infotainment system voice command - Radio Broadcast Data System program information - HD radio - Aha™ internet radio integration - Pandora® internet radio integration - Stitcher™ internet radio integration - SMS text message audio delivery and reply - E911 automatic emergency notification Passenger assist grips (3) Power door locks with 2-stage unlocking & central locking Power windows with driver-side one-touch down/up Push button start Rear door bottle holders Rear window defroster Remote driver's bucket seats Remote hood and fuel door releases Sport trim level type cloth-trimmed sport seats Tachometer; resettable trip odometers Tilt & telescopic steering column Trip computer USB audio inputs (2) 	<ul style="list-style-type: none"> 8-way power driver's seat with manual lumbar adjustment Dual-zone (driver & front passenger) automatic climate control system Leatherette seats and door panel inserts Leather-wrapped gearshift knob Leather-wrapped steering wheel Mazda Advanced Keyless Entry Rear seat armrest w/ cupholders Variable heated front seats (driver & passenger) Illuminated vanity mirrors (driver & passenger) Overhead console w/ sunglasses holder 	<ul style="list-style-type: none"> Analog tachometer and digital speedometer Bose® 9 speaker surround sound system with Centerpoint® 2 and AudioPilot® 2 Color Active Driving Display for driving information Moonroof with one-touch open Perforated leather-trimmed seats SiriusXM satellite radio w/ 4 month subscription
Safety	Safety	Safety
<ul style="list-style-type: none"> 3-point safety-belts for all seat positions Advanced dual front air bags (SRS) Child-safety rear door locks Collapsible steering column (following air bag deployment) Dual front seat-mounted side-impact air bags Engine-immobilizer anti-theft system Front & rear side-impact door beams Front safety-belt pretensioners with force limiters Headrests, adjustable - front & rear - all seating positions Height adjustable front shoulder belt "B" pillar anchors LATCH rear seat child safety-seat lower anchors & upper tethers Rear door catch pins Side-impact air curtains (front & rear coverage) SKYACTIV-Body Ring Structure Tire pressure monitor system Whiplash-reducing front headrests Smart City Brake Support 	<ul style="list-style-type: none"> Advanced Blind Spot Monitoring with Rear Cross Traffic Alert Rain sensing windshield wipers 	
Product Changes and Features Availability		
Features, options and package content subject to change.		

2018 MAZDA3

EQUIPMENT AND FEATURES

	4-Door			5-Door		
	Sport	Touring	Grand Touring	Sport	Touring	Grand Touring
Engine & Transmission						
Active grille shutters (part of i-ELOOP)	---	---	---	---	---	---
Aluminum-alloy cylinder block and aluminum-alloy lower block	■	■	■	■	■	■
Exhaust, Stainless steel exhaust manifold, main silencer and pipe; dual outlet behind rear valence	■	■	■	---	---	---
Exhaust, Stainless steel exhaust manifold, main silencer and pipe; dual outlet with bright tip	---	---	---	■	■	■
Front Wheel Drive	■	■	■	■	■	■
SKYACTIV-VEHICLE DYNAMICS: G-Vectoring Control	■	■	■	■	■	■
i-ELOOP regenerative engine braking system	---	---	---	---	---	---
SKYACTIV-G 2.0L 4-cylinder engine	■	---	---	■	---	---
SKYACTIV-G 2.5L 4-cylinder engine	---	■	---	■	---	■
Transmission, SKYACTIV-DRIVE 6-speed AT with manual shift mode	Available	Available	Available	Available	Available	Available
Transmission, SKYACTIV-MT 6-speed	Available	Available	Available	Available	Available	Available
Transmission, Sport mode on AT	■	■	■	■	■	■
Suspension & Chassis						
Brakes, Anti-lock System w/ Electronic Brakeforce Distribution & Brake-Assist	■	■	■	■	■	■
Brakes, Power-assisted ventilated front disc/solid rear disc	■	■	■	■	■	■
Dynamic Stability Control with Traction Control System	■	■	■	■	■	■
Front Suspension - Independent MacPherson strut with coil springs	■	■	■	■	■	■
Hill Launch Assist	■	■	■	■	■	■
Rear Suspension - Independent multi-link with coil springs	■	■	■	■	■	■
Stabilizer bar, front	■	■	■	■	■	■
Stabilizer bar, rear	■	■	■	■	■	■
Steering, Electric Power Assist System	■	■	■	■	■	■
Steering, Variable power-assisted rack-and-pinion steering	■	■	■	■	■	■
Tires & Wheels						
16-inch alloy wheels	OPT	---	---	■	---	---
16-inch steel wheels with full wheel covers	■	---	---	---	---	---
18-inch dark silver finish alloy wheels	---	■	■	---	■	■
205/60 R16 all-season steel-belted radial tires	■	---	---	■	---	---
215/45 R18 all-season steel-belted radial tires	---	■	■	---	■	■
Temporary spare tire	■	■	■	■	■	■
Exterior						
Antenna, Integrated rear window	■	■	■	---	---	---
Antenna, roof-mounted "shark fin"	---	OPT*	■	---	---	■
Antenna, roof-mounted short aerodynamic	---	---	---	■	■	---
Beltline trim - black	■	---	---	■	---	---
Beltline trim - bright	OPT	■	■	---	■	■
Brake light - high-mount, integrated in trunk	■	■	■	---	---	---
Brake light - high-mount, spoiler-integrated	---	---	---	■	■	■
Daytime running lights	■	■	---	■	■	---
Daytime running lights - LED type	---	---	■	---	---	■
Fog lights - LED type	---	---	■	---	---	■
Grille - black metallic finish	---	---	■	---	---	■
Grille - matte-type finish	■	■	---	■	■	---
Headlights - automatic on/off	OPT	■	■	---	■	■
Headlights - Bi-LED (high & low beam) headlights w/ auto leveling	---	---	■	---	---	■
Headlights - clear-lens halogen	■	■	---	■	■	---
Mirrors, dual power remote mirrors - body-color, folding-type	■	---	---	■	---	---
Mirrors, heated dual power remote mirrors - body-color, folding-type with turn signal lamps	OPT	■	■	---	■	■
Rear combination lamp - LED type	---	---	■	---	---	■
Spoiler, rear deck lip (body color)	---	■	■	---	---	---
Spoiler, rear roof (body-color)	---	---	---	■	■	■
Wipers - rear, 1-speed with fixed-intermittent	---	---	---	■	■	■
Wipers - windshield, 2-speed with variable-intermittent	■	---	---	■	---	---
Wipers - windshield, automatic rain-sensing (adjustable sensitivity) with 2-speed and variable-intermittent	OPT	■	■	---	■	■

2018 MAZDA3

EQUIPMENT AND FEATURES

	4-Door			5-Door		
	Sport	Touring	Grand Touring	Sport	Touring	Grand Touring
Comfort & Convenience						
12-volt power outlet(s)	1	1	1	1	1	1
Air conditioning with pollen filter	■	■	■	■	■	■
Assist grips, passenger (3)	■	■	■	■	■	■
Auto-dimming interior mirror with Homelink	---	---	OPT**	---	---	OPT**
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	■	■	■	■	■	■
Centralized door locking feature - driver's & front passenger's-side	■	■	■	■	■	■
Coat hooks (2)	■	■	■	■	■	■
Cruise control with steering wheel-mounted controls - illuminated	■	■	■	■	■	■
Cup holders, rear door bottle holders (without storage pockets)	■	■	■	■	■	■
Cupholders, dual front	■	■	■	■	■	■
Cupholders, dual rear (integrated in armrest)	OPT	■	■	---	■	■
Dome light	■	■	■	■	■	■
Driver-side covered visor vanity mirror	■	---	---	■	---	---
Driver-side illuminated covered visor vanity mirror	---	■	■	---	■	■
Driver-side power window switches	■	■	■	■	■	■
Electronic Parking Brake	■	■	■	■	■	■
Footrest, driver-side	■	■	■	■	■	■
Front dual map lights	■	■	■	■	■	■
Heated steering wheel	---	---	OPT**	---	---	OPT**
Heater/defroster with multiple speed fan	■	■	■	■	■	■
Mazda Advanced Keyless Entry	---	■	---	---	■	■
Moonroof, power sliding-glass ("one-touch" open feature) with interior sunshade	---	OPT*	■	---	OPT*	■
Overhead console w/ sunglasses holder	---	■	■	---	■	■
Paddle shifters on steering wheel (AT only)	---	---	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 - auto door locks (speed sensitive and transmission sensitive)	■	■	■	■	■	■
Power door locks with 2-stage unlocking	■	■	■	■	■	■
Push button start	■	■	■	■	■	■
Rear cabin light	■	■	■	■	■	■
Rear heater ducts	■	■	■	■	■	■
Rear window defogger	■	■	■	■	■	■
Rearview mirror, day/night	■	■	■	■	■	■
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-mounted controls - illuminated	■	■	■	■	■	■
Storage pockets, front door with bottle holders	■	■	■	■	■	■
Storage, front seatback map pocket (passenger)	■	■	■	■	■	■
Storage, glove compartment	■	■	■	■	■	■
Vinyl-covered sunvisors with extensions	■	■	■	■	■	■
Windows, power with driver-side one-touch down/up feature	■	■	■	■	■	■

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EQUIPMENT AND FEATURES

	4-Door			5-Door		
	Sport	Touring	Grand Touring	Sport	Touring	Grand Touring
Seating & Trim						
5-passenger seating capacity	■	■	■	■	■	■
Cargo area cover, rigid (removable)	---	---	---	■	■	■
Center floor console trim - black	■	■	■	■	■	■
Decoration panel - silver	■	■	---	■	■	---
Decoration panel - satin silver	---	---	■	---	---	■
Door handle surround, inner - satin silver	---	---	■	---	---	■
Door handle surround, inner - silver	■	■	---	■	■	---
Door handle, inner - satin silver	■	■	■	■	■	■
Door trim, cloth - upper black or sand; lower black	■	---	---	■	---	---
Door trim, switch panel - piano black	■	■	■	■	■	■
Door trim, synthetic leather - upper black or parchment; lower black	---	---	■	---	---	■
Door trim, synthetic leather - upper black; lower black	---	■	---	■	---	---
Floor mats, front and rear - carpeted	■	■	■	■	■	■
Floor-mounted gear shift lever (A/T)	Available	Available	Available	Available	Available	Available
Floor-mounted gear shift lever (M/T)	Available	Available	Available	Available	Available	Available
Full cargo area trim	■	■	■	■	■	■
Full carpeting - black	■	■	■	■	■	■
Headrests, adjustable - front & rear - all seating positions	■	■	■	■	■	■
Headrests, whiplash-reducing active front headrests	■	■	■	■	■	■
HVAC center vent bezel - satin silver	---	---	■	---	---	■
HVAC center vent bezel - silver	■	■	---	■	■	---
HVAC control dial trim ring - black	■	---	---	■	---	---
HVAC control dial trim ring - satin silver	OPT	■	■	OPT	■	■
HVAC side vent bezel - satin silver	---	---	■	---	---	■
HVAC side vent bezel - silver	■	■	---	■	■	---
Interior trim color: black	■	■	■	■	■	■
Molded cloth headliner - gray	■	■	■	■	■	■
Rear seat, 60/40 split fold-down	■	■	■	■	■	■
Seats, 6-way power driver's seat with manual lumbar adjustment	---	■	■	---	■	■
Seats, cloth - black or sand	■	---	---	■	---	---
Seats, cloth - premium black or sand	OPT	---	---	---	---	---
Seats, perforated leather - black or parchment	---	---	■	---	---	■
Seats, leatherette - black	---	■	---	---	■	---
Seats, reclining front bucket seats	■	■	■	■	■	■
Seats, variable heated front seats (driver & passenger)	---	■	■	---	■	■
Shift boot surround - satin silver	■	■	■	■	■	■
Shift knob - leather-wrapped; black	---	■	■	---	■	■
Shift knob - urethane; black	■	---	---	■	---	---
Shift panel trim - piano black	■	■	■	■	■	■
Steering wheel spoke - black	■	---	---	■	---	---
Steering wheel spoke - satin silver	OPT	■	■	OPT	■	■
Steering wheel, 3-spoke leather wrapped; black	---	■	■	---	■	■
Steering wheel, 3-spoke urethane	■	---	---	■	---	---

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EQUIPMENT AND FEATURES

	4-Door			5-Door		
	Sport	Touring	Grand Touring	Sport	Touring	Grand Touring
Audio/Phone/Entertainment/Navigation Systems						
6-speaker sound system - full-range door-mounted type & tweeter speakers	■	■	---	■	■	---
AM/FM audio system with digital clock	■	■	■	■	■	■
Auxiliary audio input jack (3.5mm TRS)	■	■	■	■	■	■
Bluetooth hands free phone & audio	■	■	■	■	■	■
Bose® 9 speaker surround sound audio system with Centerpoint® 2 and AudioPilot® 2	---	OPT*	■	---	OPT*	■
MAZDA CONNECT	■	■	■	■	■	■
- 7" full-color touchscreen display						
- Multi-function Commander control						
- Infotainment system voice command						
- Radio Broadcast Data System program information						
- HD radio						
- Aha™ internet radio integration						
- Pandora® internet radio integration						
- Stitcher™ internet radio integration						
- SMS text message audio delivery and reply						
- E911 automatic emergency notification						
Mazda navigation system	---	---	OPT**	---	---	OPT**
Sirius satellite radio w/ 4 month subscription	---	OPT*	■	---	OPT*	■
USB audio input(s)	2	2	2	2	2	2
Instrumentation						
Color Active Driving Display for driving information	---	---	■	---	---	■
Gauges & controls illumination dimming control - dial-type	■	■	■	■	■	■
Gauges, analog tachometer and digital speedometer	---	---	■	---	---	■
Gauges, digital tachometer and analog speedometer	■	■	---	■	■	---
Shift indicator	MT only	MT only	MT only	MT only	MT only	MT only
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 coolant temp, battery charge, defogger-on, air bag/front seat belt pretensioner system, door-ajar, low fuel, low washer fluid, Anti-lock Brake System, cruise control on, tire pressure monitoring system	■	■	■	■	■	■

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EQUIPMENT AND FEATURES

	4-Door			5-Door		
	Sport	Touring	Grand Touring	Sport	Touring	Grand Touring
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 & passenger weight sensors (Mazda Advanced Restraint System)	■	■	■	■	■	■
Advanced Blind Spot Monitoring with Rear Cross Traffic Alert	OPT	■	■	---	■	■
Brakes, Anti-lock System w/ Electronic Brakeforce Distribution & Brake-Assist	■	■	■	■	■	■
Child-safety rear door locks	■	■	■	■	■	■
Collapsible steering column (following air bag deployment)	■	■	■	■	■	■
Dual front side-impact air bag supplemental restraint system (SRS) - front seat-mounted (front coverage)	■	■	■	■	■	■
Dynamic Stability Control with Traction Control System	■	■	■	■	■	■
Engine immobilizer anti-theft system	■	■	■	■	■	■
Front safety-belt pretensioners with force limiters	■	■	■	■	■	■
Headlights - Adaptive Front-lighting System	---	---	OPT**	---	---	OPT**
Headrests, adjustable - front & rear - all seating positions	■	■	■	■	■	■
Height adjustable front shoulder belt "B" pillar anchors	■	■	■	■	■	■
High Beam Control	---	---	OPT**	---	---	OPT**
Horn - single type	■	■	■	■	■	■
Keyless remote panic button feature (on key fob)	■	■	■	■	■	■
Lane Departure Warning System	---	---	OPT**	---	---	OPT**
Lane Keep Assist	---	---	OPT**	---	---	OPT**
LATCH rear seat child safety-seat lower anchors & upper tethers	■	■	■	■	■	■
Mazda Radar Cruise Control	---	---	OPT**	---	---	OPT**
Power door locks - auto door locks (speed sensitive and transmission sensitive)	■	■	■	■	■	■
Rear-view camera	■	■	■	■	■	■
Side air curtains - front & rear coverage	■	■	■	■	■	■
Side-impact door beams - front and rear	■	■	■	■	■	■
SKYACTIV-Body Ring Structure	■	■	■	■	■	■
Smart Brake Support	---	---	OPT**	---	---	OPT**
Smart City Brake Support	■	■	■	■	■	■
Traffic Sign Recognition	---	---	OPT**	---	---	OPT**
Tire Pressure Monitoring System	■	■	■	■	■	■
Trunk entrapment release system	■	■	■	---	---	---
Whiplash-reducing front seat headrests	■	■	■	■	■	■
Wipers - windshield, automatic rain-sensing (adjustable sensitivity) with 2-speed and variable-intermittent	OPT	■	■	---	■	■

* Bose/Moonroof/Satellite radio package is standard for MT model.

**Premium Equipment package is standard for MT model.

2018 MAZDA3

PACKAGES AND OPTIONS

Packages	Mazda3 4-Door			Mazda3 5-Door		
	Sport	Touring	Grand Touring	Sport	Touring	Grand Touring
(1PE) Preferred Equipment Package	OPT	--	--	--	--	--
(1MC) Bose / Moonroof / Satellite radio Package	--	OPT*	--	--	OPT*	--
(1PM) Premium Equipment Package			OPT**	--	--	OPT**
(JCR) Soul Red Paint	OPT	OPT	OPT	OPT	OPT	OPT
(JCP) Snowflake White Paint	OPT	OPT	OPT	OPT	OPT	OPT
(JCG) Machine Gray Paint	OPT	OPT	OPT	OPT	OPT	OPT

Preferred Equipment Package (1PE): Alloy wheels, power heated side mirror w/ turn lamps, Advanced Blind Spot Monitoring, Rear Cross Traffic Alert, rain-sensing wipers, auto On/Off headlights, bright beltline trim, premium cloth-trimmed sport seats, rear seat armrest w/ cupholders, satin silver steering wheel spoke and HVAC control dial trim ring

Bose / Moonroof / Satellite radio Package (1MC): Shark fin antenna, Bose® 9 speaker surround sound system with Centerpoint® 2 and AudioPilot® 2, SiriusXM satellite radio w/ 4 month subscription, moonroof with one-touch open

* This package is standard for Touring MT model.

Premium Equipment Package (1PM): Pivoting Adaptive Front-lighting System, heated steering wheel, paddle shifters on steering wheel (AT only), Mazda navigation system, auto-dimming interior mirror with Homelink, High Beam Control, Lane Departure Warning System, Lane Keep Assist, Mazda Radar Cruise Control, Smart Brake Support, Traffic Sign Recognition

** This package is standard for Grand Touring MT model.

2018 MAZDA3
COLOR AND TRIM 1

Interior Trim Type:		Mazda3 4-Door					Mazda3 5-Door				
		Sport		Touring		GT	Sport		Touring		GT
		Black Cloth	Sand Cloth	Black Leatherette	Black Leather	Parchment Leather	Black Cloth	Sand Cloth	Black Leatherette	Black Leather	Parchment Leather
		BW8	BW9	BX0	BX0	BX1	BW8	BW9	BX0	BX0	BX1
41W	Jet Black Mica	●	●	●	●	●	●	●	●	●	●
41V	Soul Red Metallic	●	●	●	●	●	●	●	●	●	●
42M	Deep Crystal Blue Mica	●	●	●	●	●	●	●	●	●	●
45B	Eternal Blue Mica	●	●	●	●	●	●	●	●	●	●
45P	Sonic Silver Metallic	●		●	●		●		●	●	
46G	Machina Gray Metallic	●		●	●		●		●	●	
25D	Snowflake White Pearl Mica	●	●	●	●	●	●	●	●	●	●
42S	Titanium Flash Mica	●	●	●	●	●	●	●	●	●	●

LEGEND:
 ● = Available



2018 MAZDA3

COLOR AND TRIM 2

Sport Cloth Trim

Black (BW8)



Sand (BW9)



Sport Package Cloth Trim

Black (BW8)



Sand (BW9)



GT Leather Trim

Black (BX0)



Parchment (BX1)



2018 MAZDA3

ACCESSORIES - PORT INSTALLED OPTIONS (PIO)

	4-Door			5-Door		
	Sport	Touring	GT	Sport	Touring	GT
AUDIO / VISUAL / ELECTRONICS						
Frameless Auto-Dim Mirror w/ Homelink® (MRF code)	X	X	X ¹	X	X	X ¹
Mazda Mobile Start (MMS code) (A/T only)	X	X	X	X	X	X
Mazda Navigation System (NVF code) (Fleet only)	X	X	X ¹	X	X	X ¹
Parking Sensors, Rear (PSR code)	X	X	X	X	X	X
EXTERIOR						
Appearance Package (1AP) -- includes Front Air Dam, Rear Skirt, Door Mirror Caps, Side Sill Extensions. JCB code added for 41W DMC credit.	X ²	X	X	N/A	N/A	N/A
Appearance Package (2AP) -- includes Front Air Dam, Rear Skirt, Door Mirror Caps, Side Sill Extensions, Rear Hatch Spoiler. JCB code added for 41W DMC credit.	N/A	N/A	N/A	X	X	X
Fog Lights (FOG code)	X	X	N/A	X	X	N/A
Rear Bumper Guard (RBS code)	X	X	X	X	X	X
Rear Lip Spoiler (RSP code)	X	N/A	N/A	N/A	N/A	N/A
Wheel Locks (WLK code)	X ²	X	X	X	X	X
INTERIOR						
Cargo Mat (CGM code)	X	X	X	X	X	X
Cargo Net (CGN code)	X	X	X	X	X	X
Cargo Tray (CGT code)	X	X	X	X	X	X
Floor Mats, All-Weather (FLA code)	X	X	X	X	X	X
Interior Lighting Kit (ILK code)	X	X	X	X	X	X
Door Sill Trim Plates (SCP code)	X	X	X	X	X	X

1) Not available with 1PM package

2) Requires 1PE package

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ACCESSORIES - DEALER INSTALLED OPTIONS (DIO)

	4-Door			5-Door		
	Sport	Touring	GT	Sport	Touring	GT
AUDIO / VISUAL / ELECTRONICS						
3.5mm Audio Cable	X	X	X	X	X	X
Mazda Factory Navigation (SD Card)	X	X	X ¹	X	X	X ¹
Mazda Mobile Start (Smartphone App)(AT only and requires hood switch)	X	X	X	X	X	X
Mirror, Frameless Auto-Dim w/ Homelink®	X	X	X ¹	X	X	X ¹
Parking Sensors, Rear (Color-keyed)	X	X	X	X	X	X
Remote Engine Start (AT only and requires hood switch)	X	X	X	X	X	X
EXTERIOR						
Air Dam, Front (Jet Black (41W) or Jet Black (41W) w/ Silver Accent)	X	X	X	X	X	X
Bike Carrier, Roof Rack Mount (Thule)	X	X	X	X	X	X
Car Cover	X	X	X	X	X	X
Car Cover Cable Lock	X	X	X	X	X	X
Cargo Box, Medium & Short Lengths (Thule)	X	X	X	X	X	X
Door Mirror Caps, Jet Black (41W)	X	X	X	X	X	X
Fog Lights, LED Type (and Fog Lights Switch)	X	X	N/A	X	X	N/A
Kayak Carrier, Roof Rack Mount (Thule)	X	X	X	X	X	X
License Plate Frame (w/ Mazda3, Zoom-Zoom, Mazda, or Mazdaspeed Logo)	X	X	X	X	X	X
License Plate Frame (Slimline / with or without Logos)	X	X	X	X	X	X
License Plate Frame Kit (w/Zoom-Zoom, Mazda, or Mazdaspeed Logo) includes License Plate Frame, Key Chain, & 4 Valve Stem Caps	X	X	X	X	X	X
Mazda Keychains (with Mazda, Zoom-Zoom, or Mazdaspeed Logos)	X	X	X	X	X	X
Mazda Valve Stem Caps (Black or Chrome) (with Mazda Logo)	X	X	X	X	X	X
Moonroof Wind Deflector (Smoked Acrylic)	N/A	X ²	X	N/A	X ²	X
Rear Aero Flares/Bumper Skirt (Jet Black (41W) 4DR) (Jet Black (41W) w/ Silver Accent 5DR)	X	X	X	X	X	X
Rear Bumper Guard	X	X	X	X	X	X
Rear Spoiler, Hatch Type	N/A	N/A	N/A	X	X	X
Rear Spoiler, Lip Type	X	N/A	N/A	N/A	N/A	N/A
Roof Luggage Basket (Thule)	X	X	X	X	X	X
Roof Moldings (for Roof Rack installation)	X	X	X	X	X	X
Roof Rack (Crossbar Type) (Requires Roof Moldings)	X	X	X	X	X	X
Side Sill Extensions (Jet Black (41W) only)	X	X	X	X	X	X
Side Window Deflectors (Smoked Acrylic)	X	X	X	X	X	X
Ski / Snowboard Carrier, Roof Rack Mount (Thule)	X	X	X	X	X	X
Splash Guards, Front (N/A w/ Side Sill Extensions)	X	X	X	X	X	X
Splash Guards, Rear (N/A w/ Rear Aero Flares / Bumper Skirt)	X	X	X	X	X	X
Surfboard Carrier, Roof Rack Mount (Thule)	X	X	X	X	X	X
Touch-Up Paint (Color keyed)	X	X	X	X	X	X
Wheel - 18" RAYS (Forged Alloy) (plus Center Cap)	N/A	X	X	N/A	X	X
Wheel - 16" OEM (w/ Gunmetal Finish) (plus Center Cap)	X	N/A	N/A	X	N/A	N/A
Wheel Locks (Black & Chrome finishes)	X	X	X	X	X	X
Wheel Lug Nuts (Black finish)	X	X	X	X	X	X
INTERIOR						
Ashtray, LED	X	X	X	X	X	X
Cargo Hooks, Set of 4 (Required for 5DR Cargo Net)	N/A	N/A	N/A	X	X	X
Cargo Mat (Carpet Type w/ Logo)	X	X	X	X	X	X
Cargo Net (Envelope Type for 4DR & Blanket Type for 5DR)	X	X	X	X	X	X
Cargo Storage Shelf (Rigid Storage Tray for 5DR)	N/A	N/A	N/A	X	X	X
Cargo Tray (All-Weather Type)	X	X	X	X	X	X
Collapsible Cargo Carrier	X	X	X	X	X	X
Door Sill Trim Plates (w/ Mazda3 Logo)	X	X	X	X	X	X
First Aid Kit	X	X	X	X	X	X
Floor Mats, All-Weather (Rubber Type)	X	X	X	X	X	X
Floor Mats, Carpet (Service / Replacement)	X	X	X	X	X	X
Interior Lighting Kit (White color illumination)	X	X	X	X	X	X
Pedals, Alloy (includes Accelerator, Brake, Clutch, & Footrest)	X	X	X	X	X	X
Roadside Assistance Kit	X	X	X	X	X	X
Soft Cargo Liner (w/ Flap for Rear Bumper Protection)	N/A	N/A	N/A	X	X	X
Windshield Sunscreen (Foldable Silver Reflective Material)	X	X	X	X	X	X

1) Not available with 1PM package

2) Requires 1MC package

2018 MAZDA3

SPECIFICATIONS		4-DOOR			5-DOOR		
		Sport	Touring	GT	Sport	Touring	GT
ENGINE AND ELECTRICAL							
Engine Type	Type-SKYACTIV-G 2.0L DOHC	Type-SKYACTIV-G 2.5L DOHC	16-valve 4-cylinder with Variable-Valve Timing	Type-SKYACTIV-G 2.0L DOHC	Type-SKYACTIV-G 2.5L DOHC		
Horsepower (SAE net)	155 @ 6300 rpm	184 @ 6700 rpm	16-valve 4-cylinder with Variable-Valve Timing	155 @ 6300 rpm	184 @ 6700 rpm		
Torque (lb.-ft.)	150 @ 4000 rpm	185 @ 3250 rpm	16-valve 4-cylinder with Variable-Valve Timing	150 @ 4000 rpm	185 @ 3250 rpm		
Redline	6800 RPM	6500 RPM	16-valve 4-cylinder with Variable-Valve Timing	6800 RPM	6500 RPM		
Displacement (cubic inches/cc)	121.9/1998	151.9/2488	16-valve 4-cylinder with Variable-Valve Timing	121.9/1998	151.8/2488		
Bore x Stroke (inches/mm)	3.29 x 3.59/83.5 x 91.2	3.50 x 3.94/89.0 x 100.0	16-valve 4-cylinder with Variable-Valve Timing	3.29 x 3.59/83.5 x 91.2	3.50 x 3.94/89.0 x 100.0		
Compression Ratio	10.0:1	13.0:1	16-valve 4-cylinder with Variable-Valve Timing	10.0:1	13.0:1		
Fuel System	Advanced Direct Injection						
Recommended Fuel	Regular Unleaded						
Oil Type	0W-20 GF5						
Valvetrain	4 valves per cylinder, Variable-Valve Timing						
Engine Block	Aluminum Alloy						
Cylinder Heads	Aluminum Alloy						
Emission Control (50 State Emissions)	PZEV (Tier3Bin30)	AT - PZEV (Tier3Bin30); MT - ULEV (Tier3Bin125)		PZEV (Tier3Bin30)	AT - PZEV (Tier3Bin30); MT - ULEV (Tier3Bin125)		
Ignition System		Distributor Less Ignition					
Alternator	12V / 100A	12V / 100A (E-LOOP 12V / 150A)		12V / 100A	12V / 100A (E-LOOP 12V / 150A)		
Battery (cold area)	55D 23L (75D 23L)	55D 23L (75D 23L) (E-LOOP Q-85)		55D 23L (75D 23L)	55D 23L (75D 23L) (E-LOOP Q-85)		
Starter	12V; 1.0kw	12V; 1.4kw		12V; 1.0kw	12V; 1.4kw		
DRIVE TRAIN							
Type							
Transmission (MT)	SKYACTIV-MT 6-speed manual	SKYACTIV-MT 6-speed manual		SKYACTIV-MT 6-speed manual	SKYACTIV-MT 6-speed manual		
Transmission (AT)	SKYACTIV-DRIVE 6-speed electronically-controlled Sport AT	SKYACTIV-DRIVE 6-speed electronically-controlled Sport AT		SKYACTIV-DRIVE 6-speed electronically-controlled Sport AT	SKYACTIV-DRIVE 6-speed electronically-controlled Sport AT		
Clutch Type	MT: Single dry plate with diaphragm spring	Single dry plate with diaphragm spring		Single dry plate with diaphragm spring	Single dry plate with diaphragm spring		
	AT: Torque converter with electronic lockup	Torque converter with electronic lockup		Torque converter with electronic lockup	Torque converter with electronic lockup		
Ratios (-1)	SKYACTIV-MT	SKYACTIV-MT		SKYACTIV-MT	SKYACTIV-MT		
1st	3.363	3.700		3.363	3.700		
2nd	1.947	1.947		1.947	1.947		
3rd	1.300	1.300		1.300	1.300		
4th	1.000	1.000		1.000	1.000		
5th	0.837	0.837		0.837	0.837		
6th	0.680	0.680		0.680	0.680		
Reverse	3.385	3.724		3.385	3.724		
Final Drive	3.850	3.850		3.850	3.850		
SKYACTIV-DRIVE Sport AT							
1st	3.552	3.552		3.552	3.552		
2nd	2.032	2.032		2.032	2.032		
3rd	1.452	1.452		1.452	1.452		
4th	1.000	1.000		1.000	1.000		
5th	0.708	0.708		0.708	0.708		
6th	0.599	0.599		0.599	0.599		
Reverse	3.893	3.893		3.893	3.893		
Final Drive	3.591	3.389		3.591	3.389		
CHASSIS							
Body Type	5-passenger, 5-door sedan						5-passenger, 5-door hatchback
Front Suspension		Independent, MacPherson strut					
Rear Suspension		Independent, Multi-link					
Shock Absorbers		Twin tube					
Steering Type		rack-and-pinion					
Power Assist		Electric Power Assist Steering					
Overall Steering Ratio		4.1					
Steering Wheel Turns-to-Lock		2.57					
Turning Circle, Curb-to-Curb (Radius - feet/m)		17.39 / 5.3					
Turning Circle, Wall-to-Wall (Diameter - feet/m)		37.07 / 11.30					
Braking System		Power assist, Anti-lock Brake System w/ Electronic Brakeforce Distribution & Brake Assist					
Front Brakes	Ventilated discs	11.02 inches	11.61 inches	11.02 inches	11.61 inches		
	Solid discs	10.43 inches	10.43 inches	10.43 inches	10.43 inches		
Wheels	16x6.5J	18X7J	16X6.5J	18X7J	16X6.5J		
Tires	205/60R16 91H all-season	215/45R18 89W all-season	205/60R16 91H all-season	215/45R18 89W all-season	215/45R18 89W all-season		
Brand	Bridgestone, Yokohama	Dunlop	Bridgestone, Yokohama	Dunlop	Bridgestone, Yokohama		
Tire Inflation Pressure, Fr/Rr (psi)	36 / 36	36 / 36	36 / 36	36 / 36	36 / 36		
Temporary Spare Tire	T12570D16	T12570D16	T12570D16	T12570D16	T12570D16		
Curb Weight (lbs.)	MT: 2967	2967	3100	2940	2940		3098

2018 MAZDA3

SPECIFICATIONS		4-DOOR		5-DOOR	
		<i>Sport</i>	<i>Touring, GT</i>	<i>Sport</i>	<i>Touring, GT</i>
FUEL ECONOMY					
Crankcase: No exchange OF/ Exchange OF (U.S. quarts)	4.2 / 4.4	4.5 / 4.8		4.2 / 4.4	4.5 / 4.8
EPA Mileage (City / Highway / Combined)	MT AT	27 / 37 / 31 28 / 37 / 31	25 / 34 / 29 27 / 36 / 30	27 / 37 / 31 28 / 37 / 32	25 / 33 / 28 26 / 35 / 30
CAPACITIES					
Fuel Tank Capacity (gallons)	13.2				
EPA Vehicle Size Category	Compact (Small Car)				
EPA Passenger Volume (cubic feet)	96.3				96.4
EPA Cargo Volume (cubic feet)	12.4				20.2
EPA Cargo Volume with rear seats down, (cubic feet)	N/A				47.1
EPA Total Volume (cubic feet)	108.7				116.6
EXTERIOR DIMENSIONS					
Wheelbase (inches)	106.3				
Track, Front (inches)	61.2				
Track, Rear (inches)	61.4				
Length (inches) w/License Plate Holder	180.3				175.6
Width (inches) w/o Body Side Protector					70.7
Height, unladen (inches)					57.3
Minimum Ground Clearance, laden (inches)					6.1
Weight Distribution, % front/rear	MT: 59 / 41 AT: 60 / 40	MT: 60 / 40 AT: 60 / 40		MT: 59 / 41 AT: 60 / 40	MT: 59 / 41 AT: 60 / 40
Coefficient of Drag (Cd)	0.260	0.260		0.280	0.280
Top Speed (MPH) with speed limiter	130	130		130	130
INTERIOR DIMENSIONS					
Headroom, front / rear without Moonroof (inches)	38.6 / 37.6	N/A		38.6 / 37.6	N/A
Headroom, front / rear with Moonroof (inches)	37.6 / 37.5			N/A	37.6 / 37.5
Leg Room, front / rear (inches)				42.2 / 35.8	
Shoulder Room, front/rear (inches)				57.2 / 54.4	
Hip Room, front/rear (inches)				55.5 / 53.5	
Rear Knee Clearance (inches)				0.6	



ABOUT MAZDA NORTH AMERICAN OPERATIONS

Mazda North American Operations is headquartered in Irvine, California, and oversees the sales, marketing, parts and customer service support of Mazda vehicles in the United States and Mexico through nearly 600 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 InsideMazda.MazdaUSA.com/Newsroom.

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