



mazda



2019 PRESS KIT

MAZDA3



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## 2019 MAZDA3 | FACT SHEET



Mazda3 is part of a long line of groundbreaking Mazda vehicles that have helped make it the best-selling Mazda in the world. The 2019 Mazda3 sets a new milestone as the first production model to lead Mazda into a bold new era. Blending beautiful design and exhilarating driving dynamics, Mazda3 was developed to inspire and create an emotional bond with its customers in two very distinct ways. A completely new design approach was taken when styling the sedan and hatchback, each embodying strikingly different personalities.

**Starting MSRP<sup>1</sup>: \$21,000**

EPA – Estimated Fuel Economy (mpg)		MAZDA3 SEDAN City / Hwy / Combined	MAZDA3 HATCHBACK City / Hwy / Combined
FWD	6MT	-	25 / 35 / 29
FWD	6AT	26 / 35 / 30 27 / 36 / 30 (Premium package)	26 / 35 / 30
i-ACTIV AWD	6AT	25 / 33 / 28	24 / 32 / 27

[1] MSRP does not include \$895 for destination and handling (\$940 in Alaska), taxes, title or additional fees. Dealers set actual sale prices.

# 2019 MAZDA3 | FACT SHEET

## QUICK SPECS

- 2.5-liter four-cylinder, Skyactiv-G engine
  - 186 horsepower at 6,000 rpm
  - 186 lb-ft of torque at 4,000 rpm
- Standard G-Vectoring Control Plus
- Front-wheel drive or available predictive i-ACTIV all-wheel drive
- Skyactiv-Drive six-speed automatic
- Skyactiv-MT six-speed manual transmission (Mazda3 Premium hatchback FWD only)
- Cylinder-deactivation technology (Mazda3 hatchback, Mazda3 Premium sedan and Mazda3 sedan equipped with i-ACTIV AWD)

## NEW OPTION PACKAGES

- Mazda3 Select (sedan only)
- Mazda3 Preferred
- Mazda3 Premium

## STANDARD FEATURE HIGHLIGHTS

- New 8.8-inch wide center display with Mazda Connect™ infotainment system
- New 3-way layout 8-speaker sound system
- New steering wheel design
- New knee air bags
- 7-inch TFT reconfigurable gauge cluster display
- Push-button ignition
- Rearview camera
- LED headlights and taillights

## DESIGN HIGHLIGHTS

- Exterior and interior featuring the latest evolution of Kodo design
- New commander control
- New Polymetal Gray exterior color exclusive to Mazda3 hatchback
- New Red leather interior color exclusive to Mazda3 hatchback
- New Greige leatherette interior color
- Leather-wrapped steering wheel and shift knob\* (standard on Mazda3 hatchback)
- Leather seats\*\*\*
- Power moonroof\*\*\*

## TECHNOLOGY HIGHLIGHTS

- Apple CarPlay™ and Android Auto™ standard on Mazda3 hatchback
- Standard Bluetooth phone and audio pairing
- BOSE® premium 12-speaker audio system with aluminum speaker grille\*\*
- Heated front seats\*\*
- Windshield-projected Active Driving Display\*\*\*

## i-ACTIVSENSE SAFETY HIGHLIGHTS

*(standard on Mazda3 hatchback)*

- New Driver Attention Alert\*
- Lane Departure Warning with Lane-Keep Assist\*
- Blind Spot Monitoring with Rear Cross-Traffic Alert\*
- Smart City Brake Support\*
- Mazda Radar Cruise Control\*

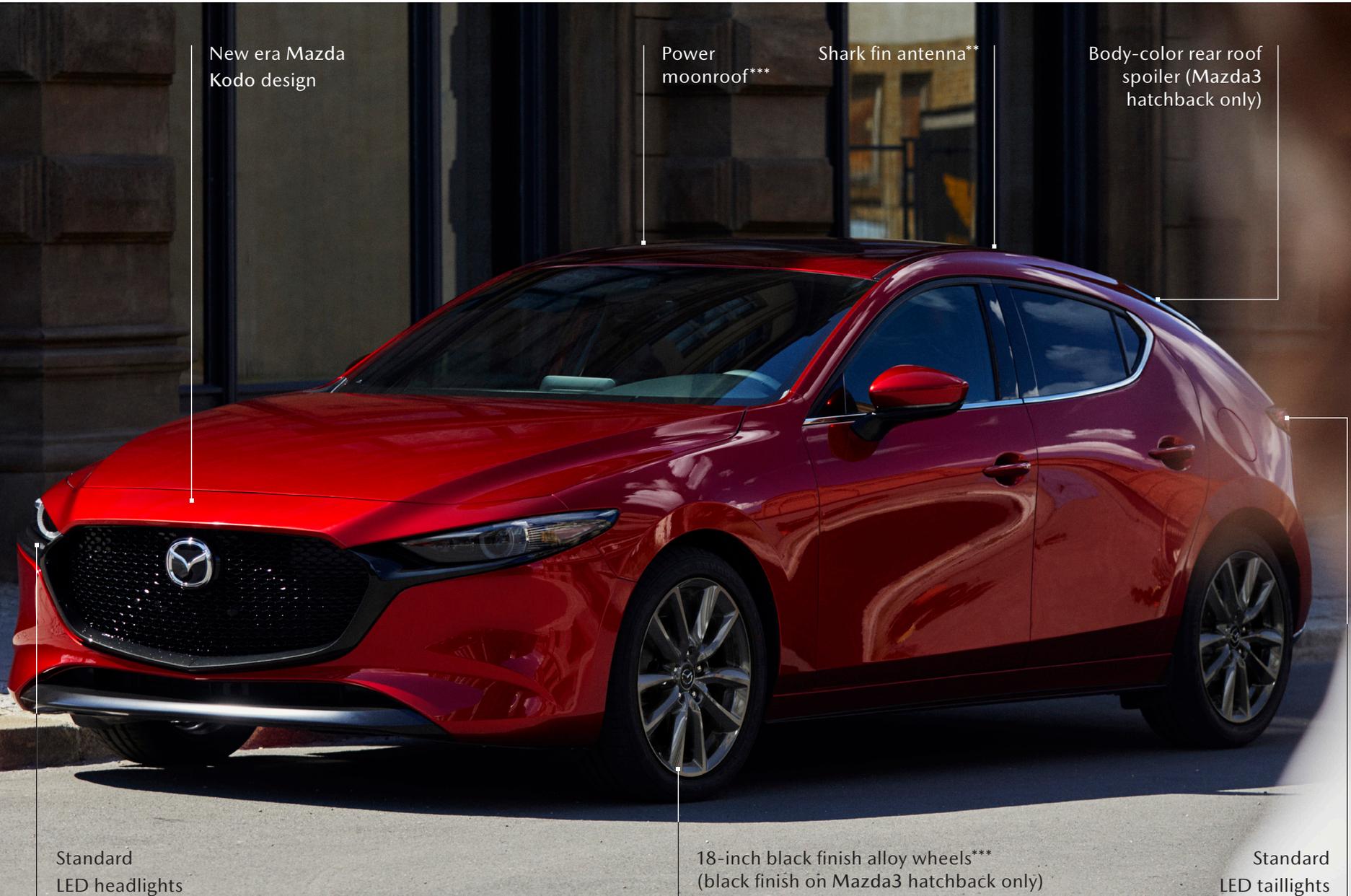
\* Mazda3 Select (sedan only)

\*\* Mazda3 Preferred and up

\*\*\* Mazda3 Premium



## 2019 MAZDA3 | EXTERIOR HIGHLIGHTS



New era Mazda  
Kodo design

Power  
moonroof\*\*\*

Shark fin antenna\*\*

Body-color rear roof  
spoiler (Mazda3  
hatchback only)

Standard  
LED headlights

18-inch black finish alloy wheels\*\*\*  
(black finish on Mazda3 hatchback only)

Standard  
LED taillights

\* Mazda3 Select (sedan only)  
\*\* Mazda3 Preferred and up  
\*\*\* Mazda3 Premium

## 2019 MAZDA3 | INTERIOR HIGHLIGHTS



Windshield-projected  
Active Driving Display\*\*\*

New Driver Attention  
Alert safety feature\*

Apple CarPlay™ and Android  
Auto™ capabilities\* (standard  
on Mazda3 hatchback)

Standard 8.8-inch wide center  
display with Mazda Connect™  
infotainment system

BOSE® premium  
12-speaker  
audio system  
with aluminum  
speaker grille\*\*

Standard 7-inch TFT  
reconfigurable gauge cluster display

Heated front seats\*\*

Leather seats\*\*\*

\* Mazda3 Select (sedan only)  
\*\* Mazda3 Preferred and up  
\*\*\* Mazda3 Premium

## 2019 MAZDA3

Debuting in 2003, Mazda3 has been the brand's best-selling vehicle in the world with over six million units sold. The 2019 Mazda3 made its world premiere at the 2018 Los Angeles Auto Show and was immediately met by widespread appeal. In addition to being the first production model adopting a matured Kodo design language that attempts to embody the essence of Japanese aesthetics, Mazda3 is leading the way for a bold new era for the brand.

Mazda is a fan-focused brand, on a journey to connect with its customers and become an essential part of their lives. By listening to its customers, Mazda is motivated to provide more premium features that will continue to help guide the elevation of the brand and its vehicles. Mazda vehicles, through the *Jinba-Ittai* driving philosophy, are known for providing the driver with a feeling of oneness with the car, as if it's an extension of their body. The goal is to create premium driving experiences that enrich customers' lives and deliver uplifting feelings.

From the all-new styling to the balance of driving pleasures, Mazda3 is designed to inspire in every mile. A new era of Mazda begins now.

For a full list of updates, please see the specification deck on page 17.



## 2019 MAZDA3 | NEW ERA OF DESIGN



Mazda's further-evolved Kodo design is skillfully applied to the sedan's hood, cabin and trunk and evokes an air of elegance and sense of sleekness. The body features a horizontal flow that accentuates the look of a wide and low stance, while presenting a calmness that appeals to a sophisticated audience. In

contrast, the hatchback is meant to be sportier and more emotional, featuring aggressive body sides and C-pillars that do away with traditional body lines and adopt constantly shifting reflections. The hatchback design is topped with a roofline that suggests speed and helps express a powerful presence.

Exclusive to the Mazda3 hatchback, Polymetal Gray is a newly developed exterior paint option that fuses the hard appearance of metal with the characteristic sheen of polycarbonate creates an entirely new expression of quality.

## 2019 MAZDA3 | NEW ERA OF DESIGN



Mazda's design ethos continues with an all-new interior and a driver-oriented cockpit that helps the driver experience a connectedness while driving the 2019 Mazda3. The redesigned interior follows a human-centric philosophy and helps provide confidence-inspiring ease of operation while also further elevating the level of quality and satisfaction in the Mazda3.

The center console has been redesigned with the shift knob, new commander control and armrest moved forward, while the cupholders are repositioned to the front. Available Active Driving Display is now projected on the windshield of the Mazda3 to help

provide more information while minimizing the amount of time the driver's eyes are off the road. This new configuration is meant to provide a more natural feeling for any driver.

The 2019 Mazda3 offers two new interior color options. First is a new Greige leatherette interior color that combines the cool tones of gray with the soft feel of beige to create a pleasing sensation of vitality, warmth and sophistication. The new Red leather interior color is exclusive to the Mazda3 hatchback and offers a deep, vivid appearance that helps heighten the emotion of the exterior design.



## 2019 MAZDA3 | SOPHISTICATED SOUND



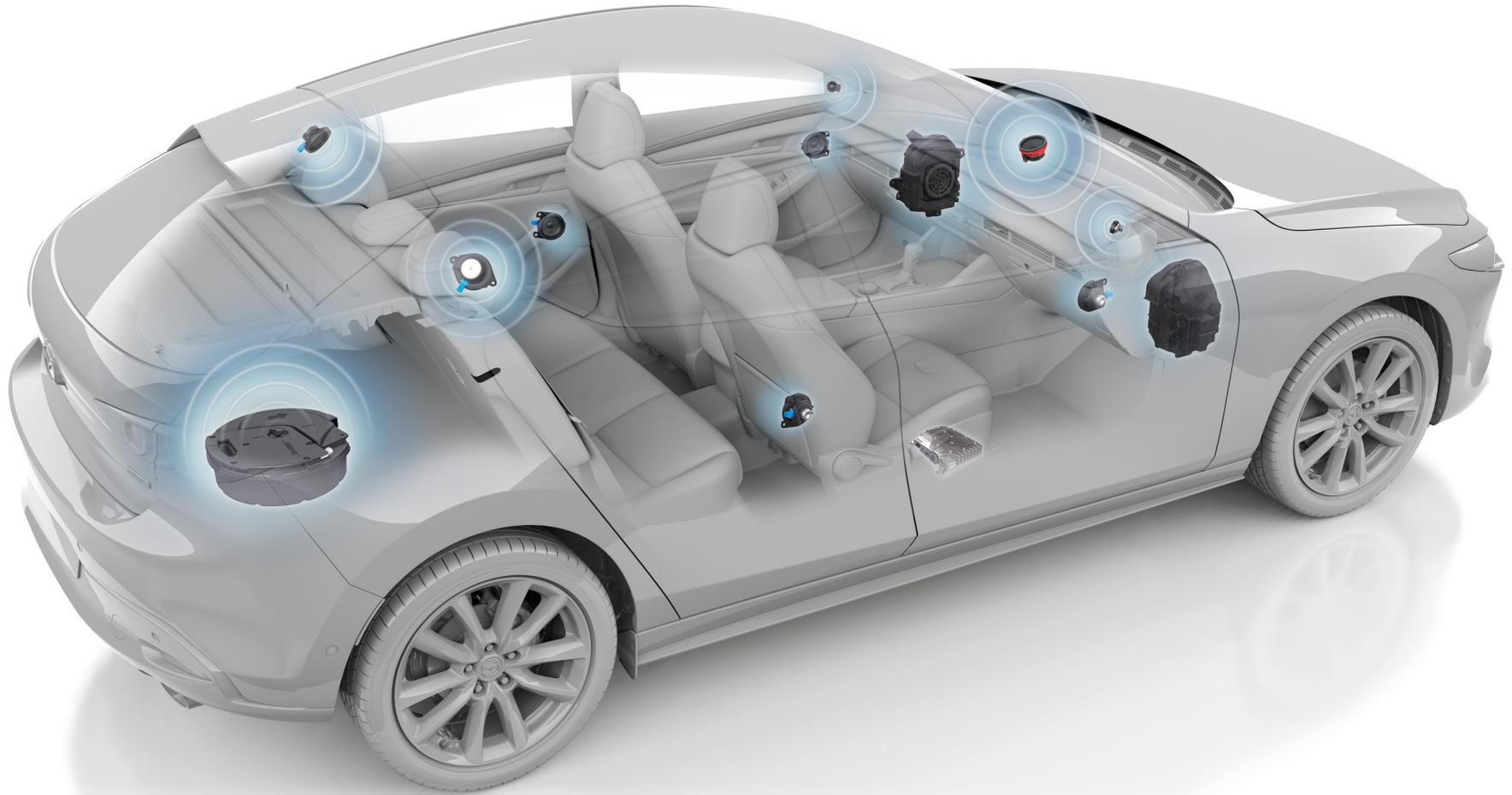
The upgraded premium driving experience goes beyond just look and feel. There is a vast improvement in the sound quality of the Mazda3 as well. A refined sense of sophistication starts as soon as the new key fob is in hand as one approaches the 2019 Mazda3 and is welcomed by a retuned chime of the doors unlocking. Once seated, the calming, high-quality quietness of the cabin can be

appreciated just before a touch of the push-button start begins the growl of the Skyactiv-G 2.5-liter engine.

Mazda focused on reducing the noise, vibration and harshness in the Mazda3 by identifying the sound characteristics that directly impact the cabin occupants. Human research studies helped determine that a more

satisfying environment can be created by suppressing noise generation and volume, while also controlling the fluctuation in and direction of sounds. This led to improvements such as sound-absorbing functionality added to the headliner and floor mats and applying a new “two-wall” insulation structure that leaves a space between the body and carpeting on the floor.

## 2019 MAZDA3 | SOPHISTICATED SOUND



To enhance the audio experience, the advanced 3-way layout of both the standard 8-speaker sound system and the BOSE® premium 12-speaker sound system came early in the development process so that each speaker can be placed in ideal locations.

The most significant change is one that can't be seen. The woofers were moved to the front cowl, while other automakers usually place them in the car doors. This allowed Mazda's audio engineers to reduce unwanted

sound vibrations, such as items in the door pockets rattling, without sacrificing any base output. The other speakers were positioned to transmit sound directly toward the occupant's ears rather than reflect the sound off the car's windows or body panels.

Combining all of the careful tuning with your choice of audio source, such as Bluetooth audio, available Apple CarPlay™ and Android Auto™ or SiriusXM radio, helps create a more natural and enjoyable listening experience.

## 2019 MAZDA3 | NATURAL DRIVING FEELING



Mazda is obsessed with creating a feeling of connection between car and driver; a connection that helps ensure the car responds precisely and intuitively, giving drivers the exhilaration of control with the confidence that helps keep them fully relaxed.

To create a seamless connection with the vehicle, Mazda engineers closely study human physiology and movement, focusing on the human body's amazing ability to balance itself. In the 2019 Mazda3, Mazda designers built the seat and driving position to put the body in the most natural S-shaped curve of the spine to react to the movements of the car. Then they designed the car to move in a way that feels in harmony with natural human movement.

Based on the concept of smoothing the transmission of force to the sprung mass over time, the suspension

system uses MacPherson struts in the front and a newly developed torsion beam setup in the rear. The internal structure of the bushings adopts a new spherical shape and updated suspension geometry to help realize lag-free transmission and linear action.

Helping drive emotions in the Mazda3, it is equipped with the latest Skyactiv-G 2.5-liter four-cylinder engine that adopts optimized intake ports and piston shape, split fuel injection and a coolant control valve to deliver

higher levels of dynamic performance, fuel economy and environmental friendliness. G-Vectoring Control Plus vehicle dynamic enhancements is standard on all Mazda3 vehicles and adds direct yaw moment control with the brakes. This enables the car to better handle emergency avoidance maneuvers and offers more confidence-inspiring controllability in various situations, including lane changes at high speeds and driving on slippery roads.

## 2019 MAZDA3 | NATURAL DRIVING FEELING



Mazda's evolved i-ACTIV AWD system is available on the 2019 Mazda3 and helps heighten the driving experience. Mazda's i-ACTIV AWD system adds "four-wheel vertical load" detection and works in harmony with G-Vectoring Control Plus to control torque distribution between the front and rear wheels. As a result, it is fully capable of responding faithfully to the driver's intentions, regardless of the driving scene.

Just as the occupants feel balanced in the Mazda3, a confidence-building driving experience must also include proper safety features. Mazda's Proactive Safety Philosophy is based around empowering the driver with a nimble, stable, intuitive vehicle to help avoid accidents. From there, i-ACTIVSENSE safety systems provide assistance, such as available Smart City Brake Support

and Blind Spot Monitoring with Rear Cross-Traffic Alert. With an eye on the future, Mazda is constantly making efforts to further evolve the level of safety offered by its cars. The 2019 Mazda3 is available with Mazda's newly developed Driver Attention Alert System, which uses the Forward Sensing Camera and other vehicle information to detect driver fatigue and decreased attentiveness. Depending on the circumstances, this safety feature can encourage the driver to take a rest using an indication on the digital guide and a warning sound.

The 2019 Mazda3 focuses on a natural driving experience that is in line with Mazda's *Jinba-ittai* driving philosophy, which demands that the car works in harmony with the driver's intentions to help provide greater safety, confidence and reassurance.

## 2019 MAZDA3 | PRICING AND PACKAGING



Mazda3 is the first to introduce an all-new 8.8-inch wide center display with Mazda Connect™ infotainment system to the brand, which comes standard on all models. Also standard is an all-new 3-way layout 8-speaker sound system, new steering wheel design featuring illuminated controls and switches, 7-inch TFT reconfigurable gauge cluster display, LED headlights and taillights, Bluetooth phone and audio pairing, HD radio, remote keyless entry, push-button ignition, electronic parking brake, new knee air bags, rearview camera and two USB audio inputs, amongst a long list of other standard features.

Mazda3 sedan comes standard with 16-inch alloy wheels, cloth seating surfaces and door trims, power

windows with one-touch down/up feature. Mazda3 hatchback is standard with a rear roof spoiler, 18-inch alloy wheels, Apple CarPlay™ and Android Auto™ infotainment technologies, leatherette seating surfaces and door trims, leather-wrapped steering wheel and shift knob, automatic dual-zone climate control, power windows with one-touch driver down/up feature, rain-sensing windshield wipers and Mazda Advanced Keyless Entry. Standard i-Activsense safety features in the Mazda3 hatchback includes an all-new, Driver Attention Alert, along with Smart City Brake Support, Smart Brake Support, Blind Spot Monitoring with Rear Cross-Traffic Alert, Lane Departure Warning with Lane-Keep Assist, High Beam Control and Mazda Radar Cruise Control.



## 2019 MAZDA3 | PRICING AND PACKAGING



The 2019 Mazda3 will be introducing new package options meant to appeal to a wide range of customers. In addition to the standard models, Mazda3 sedan will be available in Select, Preferred and Premium packages, while Mazda3 hatchback will be offered in Preferred and Premium packages.

Mazda3 Select package, exclusively for sedan models, will be available with i-ACTIV AWD. This package incorporates features such as Apple CarPlay™ and Android Auto™ infotainment technologies, leatherette seating surfaces and door trims, leather-wrapped steering wheel and shift knob, automatic dual-zone climate control, 18-inch wheels, automatic on/off headlights, rain-sensing windshield wipers and Mazda Advanced Keyless Entry. Mazda3 Select package i-Activsense safety features include new Driver Attention Alert, Smart City Brake Support, Smart Brake Support, Blind Spot Monitoring with Rear Cross-Traffic Alert, Lane Departure Warning with Lane-Keep Assist, High Beam Control and Mazda Radar Cruise Control with Stop & Go function.

Building upon the features found in standard models and Mazda3 Select package, the Mazda3 Preferred package is highlighted by a BOSE® premium 12-speaker audio system with custom tuning to provide more powerful bass and higher audio quality. Other upgrades to the audio are an aluminum speaker grille, shark fin antenna and SiriusXM satellite radio with a three-month trial subscription. The driver is comforted with 8-way power driver's seat, power lumbar support and 2-position driver memory system, while also including heated front seats. This package also features new memory position door mirrors.

The lineup is topped with the Mazda3 Premium package, which is also available with i-ACTIV AWD and features windshield-projected Active Driving Display, leather seats, power moonroof, signature front and rear LED lighting and Adaptive Front-lighting System. Mazda3 Premium package sedan includes paddle shifters while Mazda3 Premium hatchback offers 18-inch black finish alloy wheels and paddle shifters when equipped with Skyactiv-Drive six-speed automatic transmission.



## 2019 MAZDA3 | PRICING AND PACKAGING

As a brand that keeps purist drivers in mind, Mazda continues to champion the manual transmission, offering Mazda3 Premium package front-wheel drive hatchbacks with an available Skyactiv-MT six-speed manual transmission.

All 2019 Mazda3s come equipped with a Skyactiv-G 2.5-liter engine that is rated to deliver 186 horsepower at 6,000 rpm and 186 lb-ft of torque at 4,000 rpm. While front-wheel drive is standard, Mazda's predictive i-ACTIV AWD is available on the Mazda3 hatchback and Mazda3 sedan option packages. To build upon the fuel efficiency Mazda's Skyactiv engines are known for, cylinder-deactivation technology is standard on all Mazda3 hatchbacks, Mazda3 Premium package sedans and Mazda3 sedans equipped with i-ACTIV AWD. Along with G-Vectoring Control Plus vehicle dynamic enhancements standard on all 2019 Mazda3 models, various improvements, such as redesigned seats, retuned body structure and an all-new suspension, absorb road vibrations to help provide a smoother and more enjoyable driving experience.



### MSRP<sup>1</sup> FOR ALL MODELS

TRIM	HATCHBACK	SEDAN
Mazda3 FWD 6AT	\$23,600	\$21,000
Mazda3 Select package FWD 6AT	-	\$22,600
Mazda3 Preferred package FWD 6AT	\$25,200	\$24,200
Mazda3 Premium package FWD 6MT	\$27,500	-
Mazda3 Premium package FWD 6AT	\$27,500	\$26,500
Mazda3 AWD 6AT	\$25,000	-
Mazda3 Select package AWD 6AT	-	\$24,000
Mazda3 Preferred package AWD 6AT	\$26,600	\$25,600
Mazda3 Premium package AWD 6AT	\$28,900	\$27,900

### PREMIUM PAINT COLORS

Soul Red Crystal	\$595
Machine Gray Metallic	\$300
Snowflake White Pearl Mica	\$200

[1] MSRP does not include \$895 for destination and handling (\$940 in Alaska), taxes, title or additional fees. Dealers set actual sale prices.



### LINEUP

Mazda3 Sedan

Mazda3 Select Sedan

Mazda3 Preferred Sedan

Mazda3 Premium Sedan

Mazda3 Hatchback

Mazda3 Preferred Hatchback

Mazda3 Premium Hatchback

## 2019 MAZDA3 SEDAN | EQUIPMENT & FEATURES

STANDARD EXTERIOR FEATURES	STANDARD INTERIOR FEATURES	STANDARD AUDIO/ MULTIMEDIA SYSTEM	STANDARD SAFETY AND SECURITY
<ul style="list-style-type: none"> <li>- 16-inch alloy wheels</li> <li>- 205/60 R16</li> <li>- Temporary spare tire</li> <li>- Daytime running lights - LED type</li> <li>- Grille - matte-type finish</li> <li>- Headlights - LED</li> <li>- Mirrors, dual power door mirrors – body-color, folding type</li> <li>- Rear combination lamps - LED</li> <li>- Wipers - windshield, with variable-intermittent</li> <li>- Windows, power with one-touch down/up feature (all windows)</li> </ul>	<ul style="list-style-type: none"> <li>- 5-passenger seating capacity</li> <li>- 12-volt power outlet</li> <li>- Air conditioning</li> <li>- Cargo area light</li> <li>- Center console armrest with covered storage compartments</li> <li>- Cruise control with steering wheel-mounted controls - illuminated</li> <li>- Door trim, cloth</li> <li>- Electronic Parking Brake</li> <li>- Front dual map lights</li> <li>- Headrests, adjustable - front &amp; rear - all seating positions</li> <li>- Power door locks - auto door locks (speed sensitive)</li> <li>- Push button start</li> <li>- Rear seat, 60/40 split fold-down</li> <li>- Remote keyless illuminated entry system</li> <li>- Seats, cloth</li> <li>- Shift knob - urethane; black</li> <li>- Steering wheel, 3-spoke urethane</li> <li>- Storage pockets, front door with bottle holders</li> <li>- Storage, front seatback map pocket (passenger)</li> <li>- Vinyl-covered sunvisors with extensions</li> </ul>	<ul style="list-style-type: none"> <li>- 7-inch Meter Display</li> <li>- 8-speaker sound system - full-range door-mounted type &amp; tweeter speakers</li> <li>- AM/FM audio system with digital clock</li> <li>- Bluetooth hands free phone &amp; audio</li> <li>- Trip computer, current and avg fuel economy, distance-to-empty</li> <li>- Trip odometers, resettable</li> <li>- MAZDA CONNECT               <ul style="list-style-type: none"> <li>- 8.8-inch large center display</li> <li>- Mobile 911 automatic emergency notification</li> <li>- HD radio</li> <li>- Infotainment system voice command</li> <li>- Multi-function Commander control</li> <li>- Pandora® internet radio integration</li> <li>- Radio Broadcast Data System program information</li> <li>- SMS text message audio delivery and reply</li> </ul> </li> <li>- USB audio input (2)</li> </ul>	<ul style="list-style-type: none"> <li>- 3-point safety belts for all seating positions (2 front; 3 rear)</li> <li>- Advanced dual front air bags (SRS)</li> <li>- Brakes, Anti-lock System w/ Electronic Brakeforce Distribution &amp; Brake-Assist</li> <li>- Child-safety rear door locks</li> <li>- Dual front side-impact air bag supplemental restraint system (SRS)</li> <li>- Dynamic Stability Control with Traction Control System</li> <li>- Engine immobilizer anti-theft system</li> <li>- Front safety-belt pretensioners with force limiters</li> <li>- Headrests, adjustable - front &amp; rear - all seating positions</li> <li>- Keyless remote panic button feature</li> <li>- Knee Air Bags</li> <li>- LATCH rear seat child safety-seat lower anchors &amp; upper tethers</li> <li>- Rear-view camera</li> <li>- Side air curtains - front &amp; rear coverage</li> <li>- Tire Pressure Monitoring System</li> <li>- Whiplash-reducing front seat headrests</li> </ul>

**Product Changes and Features Availability**  
Features, options and package content subject to change.

## 2019 MAZDA3 HATCHBACK | EQUIPMENT & FEATURES

STANDARD EXTERIOR FEATURES	STANDARD INTERIOR FEATURES	STANDARD AUDIO/ MULTIMEDIA SYSTEM	STANDARD SAFETY AND SECURITY
<ul style="list-style-type: none"> <li>- 18-inch alloy wheels</li> <li>- 215/45 R18</li> <li>- Temporary spare tire</li> <li>- Daytime running lights - LED type</li> <li>- Grille - black metallic finish</li> <li>- Headlights - automatic on/off</li> <li>- Headlights - LED</li> <li>- Mirrors, dual power remote mirrors – body-color</li> <li>- Rear combination lamps - LED</li> <li>- Spoiler, rear roof (body-color)</li> <li>- Wiper - rear</li> <li>- Wipers - rain-sensing</li> </ul>	<ul style="list-style-type: none"> <li>- 5-passenger seating capacity</li> <li>- 12-volt power outlet</li> <li>- Air conditioning</li> <li>- Automatic climate control system with display - Dual-zone</li> <li>- Cargo area light</li> <li>- Cargo Cover</li> <li>- Center console armrest with covered storage compartments</li> <li>- Cruise control with steering wheel-mounted controls - illuminated</li> <li>- Door trim, vinyl leather</li> <li>- Illuminated covered visor vanity mirror</li> <li>- Electronic Parking Brake</li> <li>- Front dual map lights</li> <li>- Headrests, adjustable - front &amp; rear - all seating positions</li> <li>- Mazda Advanced Keyless Entry</li> <li>- Overhead console w/ sunglasses holder</li> <li>- Power door locks - auto door locks (speed sensitive)</li> <li>- Rear armrest w/ cup holders</li> <li>- Push button start</li> <li>- Rear seat, 60/40 split fold-down</li> <li>- Seats, leatherette</li> <li>- Shift knob - leather-wrapped</li> <li>- Steering wheel, 3-spoke leather wrapped; black</li> <li>- Storage pockets, front door with bottle holders</li> <li>- Storage, front seatback map pocket (passenger)</li> <li>- Vinyl-covered sunvisors with extensions</li> <li>- Windows, power with driver-side one-touch down/up feature</li> </ul>	<ul style="list-style-type: none"> <li>- 7-inch Meter Display</li> <li>- AM/FM audio system with digital clock</li> <li>- 8-speaker sound system - full-range door-mounted type &amp; tweeter speakers</li> <li>- Trip computer, current and avg fuel economy, distance-to-empty</li> <li>- Trip odometers, resettable (2)</li> <li>- MAZDA CONNECT               <ul style="list-style-type: none"> <li>- 8.8-inch large center display</li> <li>- Android Auto™</li> <li>- Apple CarPlay™</li> <li>- Mobile 911 automatic emergency notification</li> <li>- HD radio</li> <li>- Infotainment system voice command</li> <li>- Multi-function Commander control</li> <li>- Pandora® internet radio integration</li> <li>- Radio Broadcast Data System program information</li> <li>- SMS text message audio delivery and reply</li> </ul> </li> <li>- USB audio input (2)</li> </ul>	<ul style="list-style-type: none"> <li>- 3-point safety belts for all seating positions (2 front; 3 rear)</li> <li>- Advanced dual front air bags (SRS)</li> <li>- Advanced Smart City Brake Support with pedestrian detection</li> <li>- Blind Spot Monitoring System with Rear Cross Traffic Alert</li> <li>- Brakes, Anti-lock System w/ Electronic Brakeforce Distribution &amp; Brake-Assist</li> <li>- Driver Attention Alert (When system detects driver fatigue or decreased attentiveness, it activates a warning sound and displays an alert in the multi-information display)</li> <li>- Dual front side-impact air bag supplemental restraint system (SRS)</li> <li>- Dynamic Stability Control with Traction Control System</li> <li>- Engine immobilizer anti-theft system</li> <li>- Front safety-belt pretensioners with force limiters</li> <li>- Headrests, adjustable - front &amp; rear - all seating positions</li> <li>- High Beam Control</li> <li>- Knee Air Bags</li> <li>- Lane Departure Warning System</li> <li>- Lane Keep Assist</li> <li>- LATCH rear seat child safety-seat lower anchors &amp; upper tethers</li> <li>- Mazda Radar Cruise Control w/ stop and go (AT) (0 to 90mph)</li> <li>- Mazda Radar Cruise Control (MT) (19 to 90mph)</li> <li>- Rear-view camera</li> <li>- Side air curtains - front &amp; rear coverage</li> <li>- Smart Brake Support</li> <li>- Tire Pressure Monitoring System</li> <li>- Whiplash-reducing front seat headrests</li> </ul>

**Product Changes and Features Availability**  
Features, options and package content subject to change.

## 2019 MAZDA3 SEDAN | OPTION PACKAGES

SELECT PACKAGE - in addition to Mazda3 standard equipment: (Optional i-ACTIV AWD)	PREFERRED PACKAGE - Select package plus the following equipment: (Optional i-ACTIV AWD)	PREMIUM PACKAGE - Preferred package plus the following: (Optional i-ACTIV AWD)
<ul style="list-style-type: none"> <li>- 18" alloy wheels</li> <li>- P215/45R18 tires</li> <li>- Smart City Brake Support with pedestrian detection</li> <li>- Auto headlights on/off</li> <li>- Blind Spot Monitoring with Rear Cross Traffic Alert</li> <li>- Driver Attention Alert (When system detects driver fatigue or decreased attentiveness, it activates a warning sound and displays an alert in the multi-information display)</li> <li>- Dual Zone Automatic Climate Control (driver &amp; front passenger)</li> <li>- Front grille black gloss paint</li> <li>- Front lower bumper black gloss decoration</li> <li>- High Beam Control</li> <li>- Lane Departure Warning System</li> <li>- Lane Keep Assist</li> <li>- Leather steering wheel &amp; shift knob</li> <li>- Leatherette Seats</li> <li>- Mazda Advanced Keyless Entry</li> <li>- Mazda Radar Cruise Control with Stop &amp; Go</li> <li>- Overhead console w/ sunglass holder</li> <li>- Rain sensing wipers</li> <li>- Rear armrest w/ cup holders</li> <li>- Side mirror turn lamps</li> <li>- Smart Brake Support</li> <li>- Vanity mirror illumination</li> </ul>	<ul style="list-style-type: none"> <li>- 8-way Driver Power seat w/ power lumbar support</li> <li>- Aluminum speaker grille</li> <li>- Bose® premium audio with 12 speakers</li> <li>- Driver seat memory</li> <li>- Exterior Mirrors with Memory Positioning</li> <li>- Heated Front Seats</li> <li>- Shark fin antenna</li> <li>- SiriusXM® satellite radio w/3-month trial (N/A AK &amp; HI)</li> </ul>	<ul style="list-style-type: none"> <li>- Active Driving Display (windshield type)</li> <li>- Adaptive Front Lighting system</li> <li>- Front &amp; Rear LED Signature Illumination Headlights</li> <li>- Leather Seats</li> <li>- Power Sliding-Glass Moonroof</li> <li>- Paddle Shifters</li> </ul>

**Product Changes and Features Availability**  
Features, options and package content subject to change.

## 2019 MAZDA3 HATCHBACK | OPTION PACKAGES

<b>PREFERRED PACKAGE - in addition to Mazda3 Hatchback standard equipment: (Optional i-ACTIV AWD)</b>	<b>PREMIUM PACKAGE - Preferred package plus the following: (Optional i-ACTIV AWD) (Optional SKYACTIV-MT FWD Only)</b>
<ul style="list-style-type: none"> <li>- 8-way Driver Power seat w/ power lumbar support</li> <li>- Aluminum speaker grille</li> <li>- Bose® premium audio with 12 speakers</li> <li>- Driver seat memory</li> <li>- Exterior Mirrors with Memory Positioning</li> <li>- Heated Front Seats</li> <li>- Shark fin antenna</li> <li>- SiriusXM® satellite radio w/3-month trial (N/A AK &amp; HI)</li> </ul>	<ul style="list-style-type: none"> <li>- 18" Black finish alloy wheels</li> <li>- Active Driving Display (windshield type)</li> <li>- Adaptive Front lighting System</li> <li>- Front &amp; Rear LED Signature Illumination Headlights</li> <li>- Leather Seats</li> <li>- Power Sliding-Glass Moonroof</li> <li>- Paddle Shifters (AT only)</li> </ul>

**Product Changes and Features Availability**  
 Features, options and package content subject to change.

## 2019 MAZDA3 ACCESSORIES | PORT INSTALLED OPTIONS

AUDIO / VISUAL / ELECTRONICS	EXTERIOR	INTERIOR
<ul style="list-style-type: none"> <li>- Frameless Auto-Dim Mirror</li> <li>- Frameless Auto-Dim Mirror w/ Homelink</li> <li>- Mazda Navigation System</li> <li>- Wireless Charging Pad</li> </ul>	<ul style="list-style-type: none"> <li>- *Black Accent Package — includes Jet Black Door Mirror Caps and Jet Black Rear Lip Spoiler for Sedan</li> <li>- *Appearance Package — includes Brilliant Black Front Air Dam, Rear Skirt, and Side Sill Extensions, Jet Black Door Mirror Caps, and Body Color Rear Hatch Spoiler for Hatchback.</li> <li>- *Rear Bumper Guard, Black for Hatchback</li> <li>- Rear Bumper Guard, Stainless Steel</li> <li>- *Rear Lip Spoiler, Body Color for Sedan</li> <li>- Wheel Locks</li> </ul>	<ul style="list-style-type: none"> <li>- Cargo Mat</li> <li>- Cargo Net</li> <li>- Floor Mats, All-Weather, Low Wall</li> <li>- Floor Mats, All-Weather, High Wall</li> <li>- Illuminated (Front only) Door Sill Trim Plates, Set of 4</li> <li>- *Interior Lighting Kit</li> </ul>

\*Late availability

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## 2019 MAZDA3 ACCESSORIES | DEALER INSTALLED OPTIONS

AUDIO / VISUAL / ELECTRONICS	EXTERIOR	INTERIOR
<ul style="list-style-type: none"> <li>- Frameless Auto-Dim Mirror</li> <li>- Frameless Auto-Dim Mirror w/ Homelink</li> <li>- Mazda Navigation System</li> <li>- Remote Engine Start (AT only) (No Hood Switch is required)</li> <li>- Wireless Charging Pad</li> </ul>	<ul style="list-style-type: none"> <li>- *Air Dam, Front for Hatchback (Brilliant Black)</li> <li>- Bike Carrier, Roof Rack Mount (Thule)</li> <li>- Cargo Box, Medium &amp; Short Lengths (Thule)</li> <li>- Door Mirror Caps, Jet Black</li> <li>- Kayak Carrier, Roof Rack Mount (Thule)</li> <li>- License Plate Frame (Various Colors/Finishes)</li> <li>- License Plate Frame (Slimline - Black)</li> <li>- Mazda Keychains (Various Colors/Finishes)</li> <li>- Mazda Valve Stem Caps (Black or Chrome) (with Mazda Logo)</li> <li>- Moonroof Wind Deflector (Smoked Acrylic) (Requires Premium Pkg)</li> <li>- *Rear Bumper Guard, Black for Hatchback</li> <li>- Rear Bumper Guard, Stainless Steel</li> <li>- *Rear Bumper Skirt for Hatchback (Brilliant Black)</li> <li>- *Rear Spoiler, Hatch Type for Hatchback (Body Color)</li> <li>- *Rear Spoiler, Lip Type for Sedan (Body Color)</li> <li>- Roof Luggage Basket + Stretch Net (Thule)</li> <li>- Roof Moldings (for Roof Rack installation)</li> <li>- *Roof Rack (Removable Crossbar Type) (Requires Roof Moldings)</li> <li>- *Side Sill Extensions for Hatchback (Brilliant Black )</li> <li>- Side Window Deflectors (Smoked Acrylic)</li> <li>- Ski/Snowboard Carrier, Roof Rack Mount (Thule)</li> <li>- Splash Guards, Front (N/A with Side Sill Extensions for Hatchback)</li> <li>- Splash Guards, Rear (N/A with Rear Bumper Skirt for Hatchback)</li> <li>- Surfboard Carrier, Roof Rack Mount (Thule)</li> <li>- Touch-Up Paint (Body Color)</li> <li>- Wheel - 18" BBS (Forged Alloy) (Black)</li> <li>- Wheel - 18" OE Design (with Matte Black finish)</li> <li>- Wheel - 18" OE Design (with Polished finish)</li> <li>- Wheel Locks (Black &amp; Chrome finishes)</li> <li>- Wheel Lug Nuts (Black finish)</li> </ul>	<ul style="list-style-type: none"> <li>- Alloy Pedals (Accelerator, Brake, Clutch, &amp; Foot Rest) (A/T &amp; M/T)</li> <li>- Ash Tray Cup</li> <li>- Cargo Mat (Carpet Type with Logo)</li> <li>- Cargo Net (Envelope Type for Sedan and Blanket Type for Hatchback)</li> <li>- Cargo Tray (All-Weather Type)</li> <li>- Collapsible Cargo Carrier</li> <li>- First Aid Kit</li> <li>- Floor Mats, All-Weather, High Wall (Rubber Type)</li> <li>- Floor Mats, All-Weather, Low Wall (Rubber Type)</li> <li>- Interior Lighting Kit (White color illumination)</li> <li>- Illuminated (Front Only) Door Sill Trim Plates, Set of 4</li> <li>- Roadside Assistance Kit</li> <li>- Soft Cargo Liner (with Flap for Rear Bumper Protection)</li> <li>- Windshield Sunscreen (Foldable Silver Reflective Material)</li> </ul>

\*Late availability

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## 2019 MAZDA3 | INTERIOR AND EXTERIOR COLOR COMBINATIONS

SEDAN								
Trim	Interior Trim	Interior Color	Exterior Color					
			Soul Red Crystal Metallic	Deep Crystal Blue Mica	Sonic Silver Metallic	Snowflake White Pearl Mica	Machine Gray Metallic	Jet Black Mica
Mazda3 Sedan	Cloth	Black		•	•	•		•
Select or Preferred Package	Leatherette	Black	•	•	•	•	•	•
		Grieger	•	•	•	•	•	•
Premium Package	Leather	Black	•	•		•	•	•
		White	•	•		•	•	•

HATCHBACK								
Trim	Interior Trim	Interior Color	Exterior Color					
			Soul Red Crystal Metallic	Deep Crystal Blue Mica	Snowflake White Pearl Mica	Machine Gray Metallic	Jet Black Mica	Polymetal Gray Mica
Mazda3 Hatchback or Preferred Package	Leatherette	Black	•	•	•	•	•	
		Grieger	•	•	•	•	•	
Premium Package	Leather	Black	•	•	•	•	•	•
		Red	•	•	•	•	•	•

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## 2019 MAZDA3 | SPECIFICATIONS

	SEDAN	HATCHBACK
<b>EXTERIOR DIMENSIONS</b>		
Wheel Base (Inches)	107.3	107.3
Track (Inches)		
	Front	61.7
	Rear	62.2
Length w/License Plate Holder	183.5	175.6
Width (Inches)	70.7	70.7
Height (Inches)	56.9	56.7
Minimum Ground Clearance, unladen (Inches)	5.5	5.5
Top Speed (MPH) with speed limiter	130	130

<b>INTERIOR DIMENSIONS</b>		
Headroom, front/rear w/o Moonroof (Inches)	38.0 / 37.3	38.0 / 37.2
Headroom, front/rear Moonroof (Inches)	37.6 / 36.7	37.5 / 36.5
Legroom, front/rear (Inches)	42.3 / 35.1	42.3 / 35.1
Shoulder Room, front/rear (Inches)	55.7 / 53.5	55.7 / 53.4
Hip Room, front/rear (Inches)	54.6 / 50.9	54.6 / 50.9
Rear Knee Clearance (Inches)	0.7	0.7

<b>WEIGHTS AND CAPACITIES</b>		
Fuel Tank Capacity (Gallons)	FWD 13.2 / AWD 12.7	FWD 13.2 / AWD 12.7
EPA Passenger Volume w/o Moonroof (cubic feet)	92.8	92.7
EPA Cargo Volume (cubic feet)	13.2	20.1

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## 2019 MAZDA3 | SPECIFICATIONS

	SEDAN	HATCHBACK
<b>FUEL ECONOMY</b>		
AT w/CDA (City / Highway / Combined)	27/36/30 FWD 25/33/28 AWD	26/35/30 FWD 24/32/27 AWD
AT w/o CDA	26/35/30 FWD	
MT w/CDA	26/35/30 FWD	25/35/29 FWD

<b>ENGINE &amp; ELECTRICAL</b>		
Engine Type - cylinder deactivation (CDA)	SKYACTIV-G 2.5L DOHC AWD or Premium Pkg	38.0 / 37.2 All models
G-Vectoring Control Plus	All models	All models
Horsepower (SAE net)	186 @ 6000 rpm	186 @ 6000 rpm
Torque (lb.-ft.)	186 @ 4000 rpm	186 @ 4000 rpm
Redline	6500 rpm	6500 rpm
Displacement (cubic inches/cc)	151.8/2488	151.8/2488
Bore x Stroke (inches/mm)	3.5 x 3.94/89.0 x 100.0	3.5 x 3.94/89.0 x 100.0
Compression Ratio	13.0:1	13.0:1
Fuel System	Advanced Direct Injection	Advanced Direct Injection
Recommended Fuel	Regular Unleaded	Regular Unleaded
Oil Type	0W-20	0W-20
Valvetrain	4 valves per cylinder, Variable-Valve Timing	4 valves per cylinder, Variable-Valve Timing
Engine Block	Aluminum Alloy	Aluminum Alloy
Cylinder Heads	Aluminum Alloy	Aluminum Alloy
Emission Control (50 State Emissions)	SULEV30	SULEV30
Alternator	12V / 130A	12V / 130A
Battery	55D 23L/LN2	55D 23L/LN2
Starter	12V: 1.4kw	12V: 1.4kw

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## 2019 MAZDA3 | SPECIFICATIONS

	SEDAN	HATCHBACK
<b>FUEL ECONOMY</b>		
Type	FWD	AWD
i-ACTIV AWD	AWD available on Select, Preferred and Premium Packages	AWD available on Mazda3, Preferred and Premium Packages
Transmission (MT)	N/A	SKYACTIV-MT 6-speed manual
Transmission (AT)	SKYACTIV-DRIVE 6-speed electronically-controlled Sport AT	SKYACTIV-DRIVE 6-speed electronically-controlled Sport AT
Ratios (:1)	SKYACTIV-MT	SKYACTIV-MT
1 <sup>st</sup>	N/A	3.700
2 <sup>nd</sup>		1.947
3 <sup>rd</sup>		1.300
4 <sup>th</sup>		1.029
5 <sup>th</sup>		0.837
6 <sup>th</sup>		0.680
Reverse		3.724
Final Drive		3.850
	SKYACTIV-DRIVE Sport AT	SKYACTIV-DRIVE Sport AT
1 <sup>st</sup>	3.552	3.552
2 <sup>nd</sup>	2.022	2.022
3 <sup>rd</sup>	1.347	1.347
4 <sup>th</sup>	1.000	1.000
5 <sup>th</sup>	0.745	0.745
6 <sup>th</sup>	0.599	0.599
Reverse	3.052	3.052
Final Drive	3.626	3.626

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## 2019 MAZDA3 | SPECIFICATIONS

		SEDAN	HATCHBACK
<b>CHASSIS</b>			
Body Type		5-Passenger	5-Passenger
Front Suspension		Independent, MacPherson strut	Independent, MacPherson strut
Rear Suspension		Torsion Beam Axle	Torsion Beam Axle
Steering Type		Rack-and-pinion	Rack-and-pinion
Power Assist		Electric Power Assist Steering	Electric Power Assist Steering
Turning Circle, Curb-to-Curb (Radius - feet/m)			17.38 / 5.3
Turning Circle, Wall-to-Wall (Diameter - feet/m)		37.33 / 11.38	37.30 / 11.37
Braking System		Power assist; Anti-lock Brake System w/ Electronic Brakeforce Distribution & Brake Assist	Power assist; Anti-lock Brake System w/ Electronic Brakeforce Distribution & Brake Assist
Parking Brake		Electronic Parking Brake	Electronic Parking Brake
Front Brakes (Ventilated discs)	FWD	11.02 inches	11.02 inches
	AWD	11.61 inches	11.61 inches
Rear Brakes	Solid Discs	10.43 inches	10.43 inches
Wheels	Mazda3	16X6.5J	18X7J
	Select, Preferred or Premium packages	18X7J	18X7J
Tires	Mazda3	205/60R16 M + S	215/45R18 M + S
	Select, Preferred or Premium packages	215/45R18 M + S	215/45R18 M + S
Temporary Spare	FWD	T125/70D16	T125/70D16
	AWD	T125/80D16	T125/80D16
Curb Weight (lbs.)	MT	N/A	3022
	AT	FWD 3071 / AWD 3248	FWD 3082 / AWD 3255

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## 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 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 [InsideMazda.MazdaUSA.com/Newsroom](http://InsideMazda.MazdaUSA.com/Newsroom).

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