

2014 Mazdas Specification Deck

26-Aug-13 Version 2014.6

PRODUCTION TIMING:

Job #1: 5DR - June 2013 Job #1: 4DR - July 2013

LINEUP:

Mazda3i SV 4DR Mazda3i Sport 4DR Mazda3i Touring 4DR Mazda3i Grand Touring 4DR Mazda3s Touring 4DR Mazda3s Grand Touring 4DR Mazda3i Sport 5DR Mazda3i Touring 5DR Mazda3i Grand Touring 5DR Mazda3s Touring 5DR

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4 DOOR PRODUCT SUMMARY

		4 DOOR PROD			
Mazda3i SV 4DR	Mazda3i Sport 4DR	Mazda3i Touring 4DR	Mazda3i Grand Touring 4DR	Mazda3s Touring 4DR	Mazda3s Grand Touring 4DR
Functional / Powertrain SKYACTIV-G 2.0L I4 with 155 HP SKYACTIV-MT 6-speed manual or SKYACTIV- DRIVE 6-speed automatic transmission Anti-lock brakes with Electronic Brakeforce	(adding to / in lieu of Mazda3i SV 4DR) Functional / Powertrain	(adding to / in lieu of Mazda3i Sport 4DR) Functional / Powertrain	(adding to / in lieu of Mazda3l Touring 4DR) Functional / Powertrain	(adding to / in lieu of Mazda3i GT 4DR) Functional / Powertrain SKYACTIV-G 2.5L I4 with 184 HP SKYACTIV-DRIVE 6-speed automatic transmission Sport mode function on AT	(adding to / in lieu of Mazda3s Touring 4DR) <u>Functional / Powertrain</u>
Anti-lock brakes with Electronic Brakeforce Distruction and Brake assist Dynamic stability control Front and rear stabilizer bars Front-wheel drive Independent front MacPherson strut suspension				 Sport mode function on A1 	
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 					
Exterior • 16* steel wheels	Exterior Body-color dual power door mirrors (folding-type)	Exterior Alloy wheels	Exterior Shark fin antenna	Exterior • 18" alloy wheels	Auto On/Off headlights
Gloss black dual power door mirrors (folding-type)		Bright beltline trim		 Bi-xenon headlights with manual leveling 	Bi-xenon headlights with auto leveling
Black bettline trim Body-color bumpers Body-color door handles Clear-lens hadgen headlights Daytime running lights Dual arbaust behind rear valence High-mount center brake light - integrated with rear package shelf Integrated rear window radio antenna P205/60 R16 all-season tires SKYACTIV-Body SKYACTIV-Chassis Variable-intermittent windshield wipers		Heated body-color dual power door mirrors w/ turn signal lamps Rear deck lip spoiler (body color)		Black gloss-type finish grille insert Halogen fog lights LED combination tallights LED daytime running lights P215/45 R18 all-season tires	
12V power outlet(s)	Interior 3-spoke urethane steering wheel with illuminated controls (AT & MT) controls (AT & MT)	Leather-wrapped brake handle	for the set of th	Active Driving Display for driving information	Interior Auto-dimming interior mirror Perforated leather-trimmed seats
 3-spoke urethane steering wheel with illuminated controls (MT only) 4-speaker sound system (door-mounted full-range 	 60/40 split fold-down rear seat Bluetooth hands free phone & audio	Leather-wrapped gearshift knob Leather-wrapped steering wheel	 Dual-zone (driver & front passenger) automatic climate control system Illuminated vanity mirrors (driver & passenger) 	Moonroof with one-touch open (deleted) Paddle shifters on steering wheel	Perforated leather-trimmed seats Moonroof with one-touch open
 5-passenger seating capacity 	CD player	Mazda Advanced Keyless Entry	Leatherette seats and door panel inserts		
Air conditioning with pollen filter AM/FM audio system with digital clock Auto door locks (speed sensitive and transmission	Cruise control Front dual map lights Tachometer (AT and MT)	Rear seat armrest w/ cupholders Premium cloth-trimmed sport seats	 MAZDA CONNECT[™] infotainment system 7* full-color touchscreen display Multi-function Commander control 		
 Auxiliary audio input jack 	Trip computer (AT and MT)		- Infotainment system voice command		
Center console armrest w/ covered storage compartment Cloth door panel inserts			Rear-view camera Mazda navigation system		
Dome light			 Radio Broadcast Data System program information 		
Driver & passenger-side covered visor vanity mirror			Bose® 9 speaker surround sound system with Centerpoint® 2 and AudioPilot® 2		
 Fold-down rear seat; rear seat button release Front cupholders (2) 			 SiriusXM satellite radio w/ 4 month subscription HD radio 		
 Front door storage pockets with bottle holders Front seatback map pocket (passenger) Full carpeting (black); carpet floor mats 			 Aha[™] internet radio integration Pandora® internet radio integration Stitcher[™] internet radio integration 		
Lever-type driver's seat lifter Passenger assist grips (3) Power door locks with 2-stage unlocking & central			SMS text message audio delivery and reply E911 automatic emergency notification Moonroof with one-touch open		
 Power door locks with 2-stage dinocking d central locking Power windows with driver-side one-touch down/up 			Overhead console w/ sunglasses holder		
Push button start			Variable heated front seats (driver & passenger)		
Rear window defogger Rear window defogger Reclining front bucket seats Remote hood, trunk and fuel door releases SV/Sport trim level type cloth-trimmed sport seats					
Tachometer (MT only); resettable trip odometers					
Tilt & telescopic steering column Trip computer (MT only) Urethane parking brake handle USB audio input(s)					
Safety • 3-point safety-belts for all seat positions	<u>Safety</u>	Safety Blind Spot Monitoring with Rear Cross Traffic Alert 	 Safety Rearview camera (as part of MAZDA CONNECT™) 	<u>Safety</u>	Safety Pivoting Adaptive Front-lighting System
Advanced dual front air bags (SRS) Child-safety rear door locks Callapsible stering 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					 Rain sensing windshield wipers
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 Remote keyless entry system w/ retractable key and panic mode and trunk release Side-impact air curtains (front & rear coverage)					
SKYACTIV-Body Ring Structure Tire pressure monitor system Trunk entrapment release system Whiplash-reducing front headrests					
Product Changes and Features Availability Features, options and package content subject to chang	e				

Features, options and package content subject to change

5 DOOR PRODUCT SUMMARY

Mazda3i Sport 5DP	Mazda3i Touring 5DP	5 DOOR PRODUCT SUMMARY		Mazda3s Grand Touring 5DP
mazdadi oport oprit		• • • • •		
Mazda3i Sport 5DR Functional / Powertrain SKYACTIV-G 2.0L 14 with 155 HP SKYACTIV-MT 6-speed manual or SKYACTIV-DRIVE 6- speed automatic transmission Anti-lock brakes with Electronic Brakeforce Distrbution and Brake assist Orgamic stability control Front and rear stabilizer bars Front-wheel drive Independent front MacPherson strut suspension Independent from MacPherson strut suspension Independent from MacPherson strut suspension Power-assisted ventilated front & solid rear disc brakes Rack-and-pinion steering with variable assist (Electric Power Assisted Steering) Traction control system Extractor Siack bettine trim Body-color dourpers Body-color dourpers Body-color dourpers Body-color dual power door mirrors (fickling-type) Clear-lene halogen headlights	Mazda3i Touring 5DR (adding to / n leu of Mazda3i Sport 5DR) Functional / Powertrain Exterior • Ally wheels • Bright belling trim • Heated body-color dual power door mirrors w/ turn signal lamps	Mazda3i Grand Touring SDR (adding to / in leu of Mazda3i Touring SDR) Functional / Powertrain Exterior • Shark lin antenna	Mazda3s Touring 5DR (adding to / in leu of Mazda3 GT 5DR) Functional / Powertrain SKYA5TV-C2 SL I4 with 194 HP SKYA5TV-DRIVE 6-speed automatic transmission Sport mode function on AT Sport mode function on AT Biack gloss-type finish grille insert Halogen fog lights LED consiston tallights LED consiston tallights LED consiston tallights LED consiston tallights LED consiston tallights	Mazda3s Grand Touring 5DR (adding to / in lew of Mazda3s Touring 5DR) Functional / Powertrain Exterior • Auto On'Off headlights • Bi-xenon headlights with auto leveling
Dayltime running lights Dual exhaust w/ bright tips High-mount center brake light - integrated with spoiler P20560 R16 all-season tires Rear rold spoller (body color) Rear window wiper SKYACTIV-Body SKYACTIV-Chassis Variable-intermittent windshield wipers				
Interior 12V power outlet (2)	Leather-wrapped brake handle	forway power driver's seat with manual lumbar adjustment	Active Driving Display for driving information	Auto-dimming interior mirror
3-spoke urethane steering wheel with illuminated controls	Leather-wrapped gearshift knob	 Dual-zone (driver & front passenger) automatic climate control system 	Moonroof with one-touch open (deleted)	Perforated leather-trimmed seats
4-speaker sound system (door-mounted full-range speakers)	Leather-wrapped steering wheel	Illuminated vanity mirrors (driver & passenger)	Paddle shifters on steering wheel	Moonroof with one-touch open
 5-passenger seating capacity 60/40 split fold-down rear seat; rear seat button release 	Mazda Advanced Keyless Entry Rear seat armrest w/ cupholders	Leatherette seats and door panel inserts MAZDA CONNECT™ infotainment system		
 Air conditioning with pollen filter AM/FM audio system with digital clock Auto door locks (speed sensitive and transmission sensitive) 	Premium cloth-trimmed sport seats	7" full-color touchscreen display Multi-function Commander control Infotainment system voice command		
Auxiliary audio input jack Bluetooth hands free phone & audio CD player Center console armrest w/ covered storage compartment Cidth door panel inserts Cruise control Driver & passenger-side covered visor vanity mirror Front cupholders (2) Front door storage pockets with bottle holders Front dual map lights and dome light Front seatback map pocket (passenger) Ful cargeting (black); carget floor mats Lewr-type driver's seat lifter Passenger assist grips (3) Power door locks with 2-stage unlocking & central locking		Rear-view camera Mazda navigation system Radio Bradicast Data System program information Bose® 9 speaker surround sound system with Centerpoint® 2 and AudioPitot® 2 SiruSuX Statelliter addo with aronth subscription Ho radio Ana [®] internet radio integration Pandora® internet radio integration Sittice [™] internet radio integration		
Power windows with driver-side one-touch down/up Push button start Rear door bothe holders Rear window defogger Rear window defogger Reclining from bucket seats Remote hood and fuel door releases Sport trim level type cloth-trimmed sport seats Tachometer, resettable trip dodmeters Tit & telescopic stering column Trip computer Urethane parking brake handle USB audio input				
Safety 3-Johanced dual front air bags (SRS) Advanced dual front air bags (SRS) Child-safety rear door locks Collapsible stering column (following air bag deployment) Dual front seat-mounted side-impact air bags Engine-immobilizer anti-theft system Front safety-beit pretensioners with force limiters Headrests, adjustable - front & rear - all seating positions Height adjustable front shouder beit "B" pillar anchors LATCH rear seat child safety-seat lower anchors & upper tethers Rard door catch pins Rard doy catch pins Stilde-impact airs (front & rear coverage) SK/ACTIV-Body Ring Structure Tric pressure monice system Winplash-reducing front headrests	Safety Blind Spot Monitoring with Rear Cross Traffic Alert	Safety ● Rearview camera (as part of MAZDA CONNECT [™])	Safety	Safety Pivoting Adaptive Front-lighting System Rain sensing windshield wipers
Features, options and package content subject to change.				

EQUIPMENT AND FEATURES

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		i SV	i Sport	i Touring		s Touring		i Sport	i Touring		s Touring	
	Engine & Transmission						OPT					OPT
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Prior 13. printing Prior 13. printing Prior 13. printing Prior 13. printing Prior 13.	Brakes, Power-assisted ventilated front disc/solid rear disc	•	•	•	-	•			•			•
Prior 13. printing Prior 13. printing Prior 13. printing Prior 13. printing Prior 13.	Dynamic Stability Control with Traction Control System	-										
sprong Image number of the second spring in the secon												
Rear Bagemann - Independent multi-ink with coll pring: Sitebilizer Jas. ford Sitebilizer Jas. ford	springs											ļ
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16-nb. spike with lar head covers • • -<				-	-	1		r		-	1	
18-inc. Bioly wheels												
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Order	Daytime running lights - LED type											
Orite												-
Headlights - automatic on/off												_
Interduction is the Avenue (high Net working) fragmenters is the Avenue (high & Kow beam) High-Intensity Image: Avenue (high & Kow beam) Hig	Headlights - automatic on/off											
Heading is - Bi-Xenon (high & low beam) High-Intensity <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>•</td> <td></td> <td></td> <td></td> <td></td> <td> •</td>							•					•
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interview	Discharge headlights w/ manual leveling											
type type <thtype< th=""> type type <tht< td=""><td>Headlights - clear-lens halogen</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tht<></thtype<>	Headlights - clear-lens halogen											
Mirrors, dual power remote mirrors - body-color, folding-type + <td< td=""><td></td><td>-</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></td<>		-										
Mirrors, heated dual power remote mirrors – body-color, folding-type with turn signal lamps.	Mirrors, dual power remote mirrors – body-color, folding-		•									
Initial or for the series of the series o	type										L	
Rear combination lamp - LED type				•	•	•	-		•	•	•	•
Spoiler, rear deck lip (body color)						•	•				•	
General rear of the rea	Spoiler, rear deck lip (body color)											
Wipers - windshield, 2-speed with variable-intermittent Image: Construction of the construction of t												
Wipers - windshield, automatic rain-sensing (adjustable sensitivity) with 2-speed and variable-intermittent												
Control & Converience 2 2 2 2 (1 wOPT) 1 1 1 2 2 (1 wOPT) 1 <td>Wipers - windshield, automatic rain-sensing (adjustable</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>•</td> <td></td> <td></td> <td></td> <td></td> <td>•</td>	Wipers - windshield, automatic rain-sensing (adjustable						•					•
12-volt power outlet(s) 2 2 2 (1 w/OPT) 1 1 1 2 2 (1 w/OPT) 1												<u> </u>
Air conditioning with pollen filter Image: Control system with display - Dual-zone Image: Control system with display - Dual-		2	2	2 (1 w/OPT)	1	1	1	2	2 (1 w/OPT)	1	1	1
Addred/mining interior mirror infor	Air conditioning with pollen filter		=		-	•			•			
Automatic climate control system with display - Dual-zone Automatic climate control system with display - Dual-zone Automatic climate control system with display - Dual-zone Cargo area light Cargo area light Cargo area light Cargo area light with ON/OFF switch Cargo area light with ON/OFF switch Cartor console armrest with covered storage Compartments Center console armrest with covered storage Compartments Cartor console armrest with covered storage Compartments Cartor console armrest with steering wheel-mounted controls - Cartor console armrest wheel-mounted controls - Cartor console arm end wheel-mounted controls -												
Cargo area light Cargo												
Cargo area light with ON/OFF switch	Automatic climate control system with display - Dual-2019				_					_	_	_
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				-								
Compartments Control with steering wheel-mounted controls												
Centralized door locking feature - driver's & front Image: seager's-side Imag		-	-	-	-	-	-	- 1	-	-	-	i -
Coat hooks (2) Image: Coat hoo hooks (2) Image: Coat hoo hoo hooks (2)		•	•	•	•	•	•	•	•	•	•	•
Cruise control with steering wheel-mounted controls	passenger's-side		<u> </u>	<u> </u>	_	<u> </u>	<u> </u>	<u> </u>	<u> </u>		<u> </u>	<u> </u>
ordise control with steering wheel mounted controls -												
	illuminated											Í

EQUIPMENT AND FEATURES

			JIPMEN								
		2.0L	. 4DR		2.5L	4DR		2.0L 5DR		2.5L	5DR
				i Grand		s Grand			i Grand		s Grand
	i SV	i Sport	i Touring	Touring	s Touring	Touring	i Sport	i Touring	Touring	s Touring	Touring
Cup holders, rear door bottle holders (without storage	•	•	•	-	•	•	•	•	•	-	•
pockets)											
Cupholders, dual front Cupholders, dual rear (integrated in armrest)				-				-	-	-	
Dome light			-	-	-	-		-	-	-	-
Driver-side covered visor vanity mirror			•				•	•			
Driver-side illuminated covered visor vanity mirror			OPT	-	-	-		OPT	•	-	•
Driver-side power window switches	•	•	•	-	-		•	-	•	-	•
Footrest, driver-side											
Front dual map lights		•	•	•	•	•	•		•	•	•
Heater/defroster with multiple speed fan	•	•					•				
Mazda Advanced Keyless Entry				•		-					-
Moonroof, power sliding-glass ("one-touch" open feature)				-		-			-		-
with interior sunshade Overhead console w/ sunglasses holder			OPT	•		-		OPT			
Paddle shifters on steering wheel					-					-	-
Passenger-side covered visor vanity mirror											
Passenger-side illuminated covered visor vanity mirror			OPT	-				OPT	•	-	•
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	-	-				-			•		-
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	MT only	•	•	•	•	•	•	•	•	•	•
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											
Seating & Trim											
5-passenger seating capacity								-	•	-	-
Cargo area cover, rigid (removable) Center floor console trim - black							-	-	-	-	
Decoration panel - piano black		-	-	-			-	-	-		
Decoration panel - satin silver						•					•
Door handle surround, inner - black											
Door handle surround, inner - piano black				•			•		•	•	•
Door handle, inner - satin silver					•	•				•	•
Door handle, inner - silver											
Door trim, cloth - upper black or sand; lower black											
Door trim, synthetic leather - upper black or almond; 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	Available		
Floor-mounted gear shift lever (M/T)				•				-			
Full cargo area trim				•	•			-	•	-	-
Full carpeting - black Headrests, adjustable - front & rear - all seating positions	-	-	-	-	-	-	-	-	-	-	-
. isaa. ooto, aajaotabio - ironi a rear - an 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											
HVAC side vent bezel - satin silver											
HVAC side vent bezel - silver	•	•	•	•			•				
HVAC side vent surround - black											
HVAC side vent surround - piano black		•	•	•	•		•	•	•	•	•
Interior trim color: black	•	•	•	•	•	-	•	•		•	•
Molded cloth headliner - gray	•	•	•	•	•	-	•	•	•	•	•
Parking brake handle, leather with red stitching; black					•			•			•
Parking brake handle, urethane		•									
Rear seat, 60/40 split fold-down Rear seat, bench fold-down											
Rear seat, bench fold-down Seats, 6-way power driver's seat with manual lumbar											
adjustment				-	-	-			-	-	-
Seats, cloth - black or sand							•				
Seats, cloth - premium black or sand			•					•			
Seats, perforated leather - black or almond											-
Seats, leatherette - black				•	-				•	-	
Seats, reclining front bucket seats		•	•	•	-	•	•	-		-	•
Seats, variable heated front seats (driver & passenger)											
Shift boot surround - satin silver			OPT		•			OPT			
Shift boot surround - silver											
Shift knob - leather-wrapped with red stitching; black											

EQUIPMENT AND FEATURES

	1		JIPMENT	AND F	-	_	-				
		2.0	L 4DR		2.5L	4DR		2.0L 5DR		2.5L	5DR
	i SV	i Sport	i Touring	i Grand Touring	s Touring	s Grand Touring	i Sport	i Touring	i Grand Touring	s Touring	s Grand Touring
Shift knob - urethane ; black											
Shift panel trim - carbon fiber appearance		•									
Shift panel trim - piano black			OPT			•		OPT			
Steering wheel spoke - black											
Steering wheel spoke - satin silver Steering wheel, 3-spoke leather wrapped with red stitching;			-								-
black											
Steering wheel, 3-spoke urethane											
Audio/Phone/Entertainment/Navigation Systems 4-speaker sound system - full-range door-mounted type	•						-				
7" full-color touchscreen display			OPT					OPT			
Aha™ internet radio integration			OPT	•	•	•		OPT		•	•
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			OPT		-	-		OPT		-	-
Centerpoint® 2 and AudioPilot® 2											
CD Player						•		•			
E911 automatic emergency notification			OPT		•			OPT			
HD radio			OPT OPT		•	•		OPT OPT		•	•
Infotainment system voice command Mazda navigation system			OPT		-			OPT		-	
Multi-function Commander control			OPT	-	-			OPT	•		-
Pandora® internet radio integration			OPT					OPT			
Radio Broadcast Data System program information			OPT					OPT			
Sirius satellite radio w/ 4 month subscription			OPT OPT					OPT OPT	-	-	•
SMS text message audio delivery and reply Stitcher™ internet radio integration			OPT		-			OPT			
USB audio input(s)	1	1	1 (2 w/OPT)	2	2	2	1	1 (2 w/OPT)	2	2	2
Instrumentation	•						•				
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	•	•									
Tachometer	MT only										
Trip computer, four-function including current and average	MT only	•	-	•	•	•	•	-	•	•	-
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, Anti-lock Brake System, cruise control on, tire											
pressure monitoring system											
Safety & Security	7		-		-	-	-				
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)			_								
Blind Spot Monitoring with Rear Cross Traffic Alert 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						•					•
Headrests, adjustable - front & rear - all seating positions	•	-	•	-	-	-	l •	•	-		•
Height adjustable front shoulder belt "B" pillar anchors	•	-	•				•				•
High Beam Control						OPT					OPT
Horn - single type											
Keyless remote panic button feature (on key fob)	•					■ OPT	•	•			■ OPT
Lane Departure Warning System LATCH rear seat child safety-seat lower anchors & upper											
tethers											
Power door locks - auto door locks (speed sensitive and	•	-	•	•	•	•	•	•	•	•	•
transmission sensitive)	ļ		077		<u> </u>			077		<u> </u>	<u> </u>
Rear-view camera			OPT	•	•	•		OPT		•	•
Side air curtains - front & rear coverage Side-impact door beams – front and rear	-	-	-	-		-	-	-	-		-
SKYACTIV-Body Ring Structure	•	•	•		•	•	•	•		•	•
or norm-body ring of detaile						OPT					OPT
Smart City Brake Support											
Smart City Brake Support Tire Pressure Monitoring System	•	•	•								
Smart City Brake Support Tire Pressure Monitoring System Trunk entrapment release system		•	•			•					
Smart City Brake Support Tire Pressure Monitoring System	•										

PACKAGES	AND C	PTIONS
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	Mazda3i 4-Door				Mazda3s 4-Door		Mazda3i 5-Door			Mazda3s 5-Door	
Packages	i SV	i Sport	i Touring	i Grand Touring	s Touring	s Grand Touring	i Sport	i Touring	i Grand Touring	s Touring	s Grand Touring
(1MR) Moonroof Package 1 ¹			OPT					OPT			
(2MR) Moonroof Package 2 ²			OPT					OPT			
(1TE) Technology Package			OPT					OPT			
(3TE) Technology Package						OPT					OPT
(JCR) Soul Red Paint	OPT	OPT	OPT	OPT	OPT	OPT	OPT	OPT	OPT	OPT	OPT
(JCP) Snowflake White Paint	OPT	OPT	OPT	OPT	OPT	OPT	OPT	OPT	OPT	OPT	OPT

Moonroof Package 1 (1MR)¹:

Power moonroof with one-touch open, overhead console w/ sunglasses holder, illuminated vanity mirrors (driver and passenger)

Moonroof Package 2 (2MR)²: Power moonroof with one-touch open

Technology Package (1TE):Dual-zone (driver & front passenger) automatic climate control system, overhead console w/ sunglasses holder,
illuminated vanity mirrors (driver and passenger), shark fin antenna, MAZDA CONNECT™ infotainment system: 7" full-
color touchscreen display, multi-function Commander control, infotainment system voice command, rearview camera,
Mazda navigation system, Bose® 9 speaker surround sound system with Centerpoint® 2 and AudioPilot® 2, SiriusXM
satellite radio w/ 4 month subscription, 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

Technology Package (3TE):

i-ELOOP regenerative engine braking system, active grille shutters, High Beam Control, Lane Departure Warning System, Smart City Brake Support, Mazda Radar Cruise Control, Forward Obstruction Warning

¹ Cannot be combined with 1TE

² Requires 1TE

COLOR AND TRIM 1

A1W Jet Black Mica Interior Trim Type: 41W Soul Red Metallic I 41V Soul Red Metallic I 42M Deep Crystal Blue Mica I 42B Blue Reflex Mica I 42B Blue Reflex Mica I 42A Meteor Gray Mica I 42D Snowflake White Pearl Mica I 42S Titanium Flash Mica I EGEND: = Available I	Black Cloth BV0	SV Sand Cloth BV1 • •	1	Mazda3i 4 port Sand Cloth BV1	i To Black Cloth BV0	Sand Cloth BV1	i GT Black Leatherette BV0	Mazo s Touring Black Leatherette BV0	Black Leather BV0	GT Almond Leather BV2	i Sp Black Cloth BV0		Aazda3i 5- i Tou Black Cloth BV0	uring Sand Cloth BV1	i GT Black Leatherette BV0	Mazo s Touring Black Leatherette BV0	Black Leather BV0	or GT Almono Leathe BV2
41W Jet Black Mica 41V Soul Red Metallic 42M Deep Crystal Blue Mica 42B Blue Reflex Mica 38P Liquid Silver Metallic 42A Meteor Gray Mica 25D Snowflake White Pearl Mica 42S Titanium Flash Mica EGEND: E	Black Cloth BV0	Sand Cloth BV1	Black Cloth BV0 • •	Sand Cloth BV1	Black Cloth BV0 ●	Sand Cloth BV1	Black Leatherette BV0	Black Leatherette BV0	Black Leather BV0	Almond Leather BV2	Black Cloth BV0	Sand Cloth BV1	Black Cloth BV0	Sand Cloth BV1	Black Leatherette BV0	Black Leatherette	Black Leather BV0	Almono Leathe
41W Jet Black Mica 41V Soul Red Metallic 42M Deep Crystal Blue Mica 42B Blue Reflex Mica 38P Liquid Silver Metallic 42A Meteor Gray Mica 25D Snowflake White Pearl Mica 42S Titanium Flash Mica EGEND: E	Cloth BV0	Cloth BV1	Cloth BV0 •	Cloth BV1	Cloth BV0 •	Cloth BV1	Leatherette BV0	Leatherette BV0	Leather BV0	Leather BV2	Cloth BV0	Cloth BV1	Cloth BV0	Cloth BV1	Leatherette BV0	Leatherette	Leather BV0	Leathe
41VSoul Red Metallic42MDeep Crystal Blue Mica42BBlue Reflex Mica38PLiquid Silver Metallic42AMeteor Gray Mica25DSnowflake White Pearl Mica42STitanium Flash MicaEGEND:	• • • • •	•	• •	•	•		•	•	٠	•	•					1		
42MDeep Crystal Blue Mica42BBlue Reflex Mica38PLiquid Silver Metallic42AMeteor Gray Mica25DSnowflake White Pearl Mica42STitanium Flash MicaEGEND:	•	•	•	•	-		•			-	-			•	•	•	•	•
42B Blue Reflex Mica 38P Liquid Silver Metallic 42A Meteor Gray Mica 25D Snowflake White Pearl Mica 42S Titanium Flash Mica	•	•		•	-			· ·	•		•		•		•	•	٠	٠
38P Liquid Silver Metallic 42A Meteor Gray Mica 25D Snowflake White Pearl Mica 42S Titanium Flash Mica EGEND:	•		•		•	•	•	•	٠	•	•	•	•	•	•	•	•	•
42A Meteor Gray Mica 25D Snowflake White Pearl Mica 42S Titanium Flash Mica EGEND:	٠				•		•	•	•		•		•		•		•	
25D Snowflake White Pearl Mica 42S Titanium Flash Mica EGEND:			•		•		•	•	•		•		•		•		•	
25D Snowflake White Pearl Mica 42S Titanium Flash Mica EGEND:			•		•		•	•	•	•	•		•		•	•	•	•
42S Titanium Flash Mica	•	•	•	•	•		•	•	•		•	•	•	•	•	•	•	
LEGEND:	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
= Available									1									
					RYS											SO BLUE		EX
		554	OWFL													TANIUM		

MNAO Product Planning and Strategy

COLOR AND TRIM 2

i SV and i Sport Cloth Trim Black (BV0)

Sand (BV1)



Confidential

COLOR AND TRIM 2

i Touring Premium Cloth Trim Black (BV0)

Sand (BV1)



COLOR AND TRIM 2

i Grand Touring & s Touring Leatherette Trim

Black (BV0)



2014 Mazda3

COLOR AND TRIM 2

s Grand Touring Leather Trim Black (BV0)

Almond (BV2)





SPECIFICATIONS				
	4-D	OOR	5-D0	OOR
	1	s	i	s
	All	All	All	All
ENGINE AND ELECTRICAL				
Engine Type	Type-SKYACTIV-G 2.0L DOHC	Type-SKYACTIV-G 2.5L DOHC	Type-SKYACTIV-G 2.0L DOHC	Type-SKYACTIV-G 2.5L DOHC
Herpenower (SAE pet)	16-valve 4-cylinder with Variable-Valve Timing	16-valve 4-cylinder with Variable-Valve Timing	16-valve 4-cylinder with Variable-Valve Timing	16-valve 4-cylinder with Variable-Valve Timing
Horsepower (SAE net) Torque (lbft.)	155 @ 6000 rpm 150 @ 4000 rpm	184 @ 5700 rpm 185 @ 3250 rpm	155 @ 6000 rpm 150 @ 4000 rpm	184 @ 5700 rpm 185 @ 3250 rpm
Redline	6800 RPM	6500 RPM	6800 RPM	6500 RPM
Displacement (cubic inches/cc)	121.9/1998	151.8/2488	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	3.29 x 3.59/83.5 x 91.2	3.50 x 3.94/89.0 x 100.0
Compression Ratio			.0:1	
Fuel System			irect Injection	
Recommended Fuel		Regular	unleaded0 GF5	
Oil Type Valvetrain			Variable-Valve Timing	
Engine Block			um Allov	
Cylinder Heads		Aluminu	um Alloy	
Emission Control (FED)			-BIN5	
Emission Control (CAL = CA, NY, MA, MD, ME,		UL	EV	
NM, VT, PA, CT, RI, OR, WA, NJ		Distributor	Less Ignition	
Ignition System Alternator	12V / 100A	12V / 100A [i-ELOOP 12V / 150A]	12V / 100A	12V / 100A [i-ELOOP 12V / 150A]
Battery (cold area)	55D 23L (75D 23L)	55D 23L (75D 23L) [i-ELOOP Q-85]	55D 23L (75D 23L)	55D 23L (75D 23L) [i-ELOOP Q-85]
Starter	12V: 1.0kw	12V: 1.4kw	12V: 1.0kw	12V: 1.4kw
DRIVETRAIN				
Туре				
Transmission (MT)	SKYACTIV-MT 6-speed manual	NA	SKYACTIV-MT 6-speed manual	NA
Transmission (AT)	SKYACTIV-DRIVE 6-speed	SKYACTIV-DRIVE 6-speed	SKYACTIV-DRIVE 6-speed	SKYACTIV-DRIVE 6-speed
	electronically-controlled Sport AT	electronically-controlled Sport AT	electronically-controlled Sport AT	electronically-controlled Sport AT
Clutch Type M	T Single dry plate with diaphragm spring	NA	Single dry plate with diaphragm spring	NA
A		Torque converter with electronic lockup	Torque converter with electronic lockup	Torque converter with electronic lockup
Ratios (:1)	SKYACTIV-MT		SKYACTIV-MT	
15			3.363	
2n 3n			1.347	
4t			1.029	
5t			0.837	
6t			0.680	
Reverse			3.385	
Final Drive	e 3.850		3.850	
	SKYACTIV-DRIVE Sport AT	SKYACTIV-DRIVE Sport AT	SKYACTIV-DRIVE Sport AT	SKYACTIV-DRIVE Sport AT
15		3.552	3.552	3.552
2n		2.022	2.022	2.022
3n		1.452	1.452	1.452
4t		1.000	1.000	1.000
5t		0.708	0.708	0.708
6t Revers		0.599 3.893	0.599 3.893	0.599 3.893
Final Driv		3.389	3.591	3.389
	0.001	0.000	0.001	0.000
CHASSIS	_			
Body Type Front Suspension	5- passenger	; 5-door sedan	5- passenger, 5 lacPherson strut	-door hatchback
Rear Suspension			nt, Multi-link	
Shock Absorbers			i tube	
Steering Type			nd-pinion	
Power Assist			Assist Steering	
Overall Steering Ratio	-		4:1	
Steering Wheel Turns-to-Lock			57	
Turning Circle, Curb-to-Curb (Radius - feet/m) Turning Circle, Wall-to-Wall (Diameter - feet/m)			9/5.3 /11.30	
Braking System			/ 11.30 ctronic Brakeforce Distribution & Brake Assist	
Front Brakes Ventilated disc	s 11.02 inches	11.61 inches	11.02 inches	11.61 inches
Rear Brakes Solid discs		10.43 inches	10.43 inches	10.43 inches
Parking Brake			erated on rear wheels	
Wheels	16X6.5J	18X7J	16X6.5J	18X7J
Tires	205/60R16 91H all-season	215/45R18 89W all-season	205/60R16 91H all-season	215/45R18 89W all-season
Brand Tire Inflation Pressure, Fr/Rr (psi)	Bridgestone, Yokohama 36 / 36	Dunlop 36 / 36	Bridgestone, Yokohama 36 / 36	Dunlop 36 / 36
Temporary Spare Tire	30 / 30		30 / 30	30/30

Tire Inflation Pressure, Fr/Rr (psi) Temporary Spare Tire Curb Weight (lbs.)

NA 2982

2797 2855

NA 3002

T125/70D16

2781 2848

MT_ AT

SPECIFICATIONS				
	4-	DOOR	5-1	DOOR
—	i	S	i	S
	All	All	All	All
FUEL ECONOMY				
EPA Mileage (City / Highway / Combined)				
MT	29 / 41 / 33	NA	29 / 40 / 33	NA
AT	30 / 41 / 34	28 / 39 / 32 (i-ELOOP 28 / 39 / 32)	30 / 40 / 33	27 / 37 / 31 (i-ELOOP 28 / 38 / 32)
CAPACITIES				
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
Engine Coolant (U.S. quarts)	6.7 MT / 6.9 AT	7.2	6.7 MT / 6.9 AT	7.2
Fuel Tank Capacity (gallons)		13		
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)		NA		47.1
EPA Total Volume (cubic feet)		108.7	1	16.2
EPA Vehicle Size Category		Compact (Small Car)	
EXTERIOR DIMENSIONS				
Wheelbase (inches)		10	6.3	
Track, Front (inches)		61	.2	
Track, Rear (inches)		61	.4	
Length (inches) w/License Plate Holder		180.3	1	75.6
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: NA AT: 61/39	MT: 59/41 AT: 60/40	MT: NA AT: 61/39
Coefficient of Drag (Cd)	0.26	0.26 [i-ELOOP 0.255]	0.28	0.28 [i-ELOOP 0.275]
Top Speed (MPH) with speed limiter	130	130	130	130
INTERIOR DIMENSIONS				
Headroom, front / rear without Moonroof (inches)		38.6 /	37.6	
Headroom, front / rear with Moonroof (inches)		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	