



mazda

MAZDA 3



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We believe in the power of human potential;
creativity, imagination and the amazing things
we're all capable of when we're inspired.

We believe in taking the unconventional road
and going the extra mile to do work that inspires.

We believe in artisans, designers, engineers and ambassadors
who pour human energy into their work.

We believe in the power of cars to move human emotions.
To awaken senses, heighten reflexes, make pulses race.

We believe the joy of being alive comes from
what we discover on our journey,
and the inspiration we find in every mile.

Mazda makes you feel alive.





Mazda3 Hatchback: design that liberates the spirit. With sensuous, free-flowing curved surfaces that reflect your ever-changing surroundings, evoking powerful emotions of freedom and self-expression. Opening up a world beyond conventions, where only you set the limits to your imagination and what you can achieve. It's design elevated to a provoking work of art. Inside, the cabin invites you to get in and go, with every detail considered and centred on you to give both emotional and practical satisfaction. Our passionate dedication to driving is the essence of every feature. The rewarding result is effortless and intuitive communication between you and Mazda3.







Mazda3 Sedan transforms tradition through a design evocative of a single flowing brushstroke. With its air of refined individuality, this sleek and elegant statement of sophisticated dignity connects on a deeper, more mature level. Inspiring powerful impressions of understated grace and beauty that speak directly to the emotions. Inside, the cabin is a symphony of materials and finishes individually selected by master craftsmen. But beneath the rich harmony and elegance is a ruthless dedication to the practicality of driving, with every feature and control intelligently positioned to always feel tailored specifically to you.







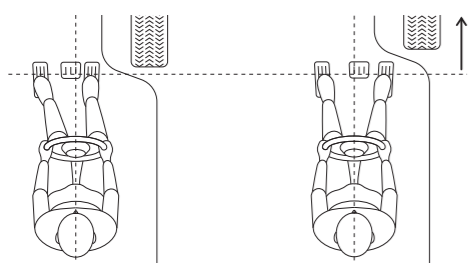
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MAZDA3

HUMAN-CENTRIC: SUPPORTING THE SENSES

COMFORT IN COMMAND

Your driving position affects every interaction you have with the car. It's where driving pleasure begins, and it's one more place where Mazda puts the focus on you to assure natural posture and ultimate ease of operation. Pedal layout is a prime example. To place the accelerator pedal exactly where your right foot falls naturally, all Mazdas are designed around the driving position with the front wheels further forward to create the space required for correct pedal location. The result is a relaxed, natural driving posture allowing you to operate the vehicle just as you desire, with minimal stress and effort.

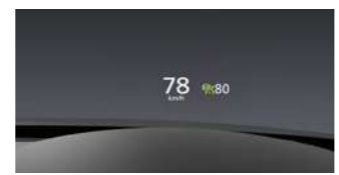


Conventional pedal layout
Wheelhouse impedes natural leg extension resulting in driver discomfort.

Mazda pedal layout
Front wheel is moved forward, leg extends comfortably and naturally.

HUMAN-MACHINE INTERFACE (HMI)

Knowledge is power, but poorly presented information results in stress and confusion. So Mazda's HMI is entirely human-centric in its design, keeping you informed while leaving you free to concentrate on driving. Constantly changing high-priority information is delivered in real time in the Active Driving Display just below your line of sight: essential driving information is shown in the meter cluster LCD directly in front of you, and information related to entertainment and convenience comes via the 8.8-inch centre display. Prioritizing and presenting information in this logical way helps you to maintain a comfortable, natural posture as it supports you in driving safely and enjoyably.



Active Driving Display
This windscreen-projected display is close to your line of sight for easy visibility. Important driving information is displayed in the upper section, vehicle status information is displayed in the lower section.



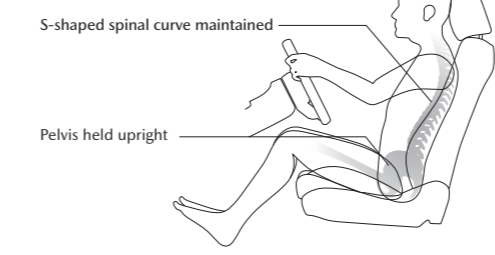


HUMAN-CENTRIC: MOTION INSPIRED BY YOU

SKYACTIV-VEHICLE ARCHITECTURE

From the time we learn to walk, we learn to control our centre of gravity — and thus our balance — entirely without conscious thought. It becomes as natural as breathing. And it is the inspiration for Mazda's Skyactiv-Vehicle Architecture, aimed at enabling you to fully maintain your balance even inside the vehicle. With human characteristics as the overriding design directive for the seats, body and chassis as a whole, Skyactiv-Vehicle Architecture realizes ride comfort, handling stability and vehicle motion that perfectly matches human sensibilities and always feels familiar and natural to driver and passengers alike.

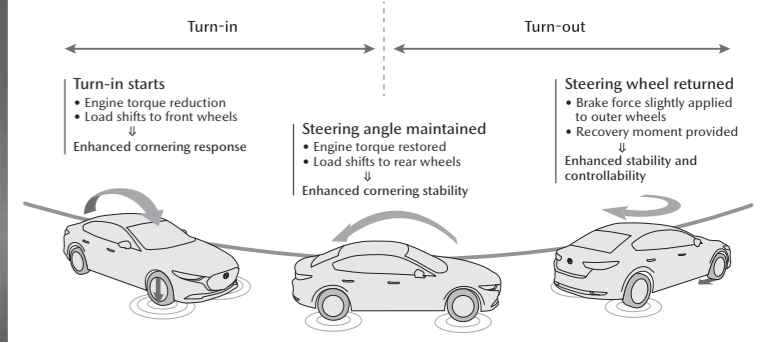
Seat design



G-VECTORING CONTROL PLUS (GVC PLUS)

GVC Plus is one more way Mazda's human-centric engineering makes vehicle movement more responsive, more confidence-inspiring and just more comfortable. As you enter a bend, GVC Plus momentarily lowers engine torque to transfer weight to the front wheels and enhance grip. Then as you go through the curve, engine torque is restored to shift weight rearwards for greater stability. Finally, as you exit the bend brake force is slightly applied to the outer wheels to help recover straight-line running. This seamless, behind-the-scenes control greatly reduces the need for mid-bend steering corrections, smoothes the effect of G forces to reduce body sway, and lowers stress and fatigue on long drives.

GVC Plus operation



HUMAN-CENTRIC: CLEANER, MORE EFFICIENT ENERGY

SKYACTIV-G

Conventional internal combustion engines only harness around 30% of the potential energy in the fuel they consume: the rest is wasted. So Mazda developed Skyactiv-G, a high-efficiency engine that compresses the air-fuel mixture to a much higher degree than in conventional powerplants, squeezing far more energy from every drop of fuel. This high compression ratio, unparalleled among mass production engines, delivers both sheer driving pleasure and outstanding fuel economy. And it's further enhanced by a raft of innovative Mazda technologies including optimized intake ports and piston shape, split fuel injection and a coolant control valve.

■ M HYBRID

The Mazda-developed M Hybrid system recovers energy during deceleration to generate power for onboard electrical equipment and also power a motor to assist the engine when accelerating from a standstill, the time when it is of greatest effect.

SkyActiv-G 1.5

Maximum Power: 88kW (120ps)/6,000rpm
Maximum Torque: 153Nm(15.6kgm)/4,000rpm
*Fuel Consumption (combined): 5.5 L/100km
Vehicular Emissions Scheme (VES) Band: A2

M-Hybrid

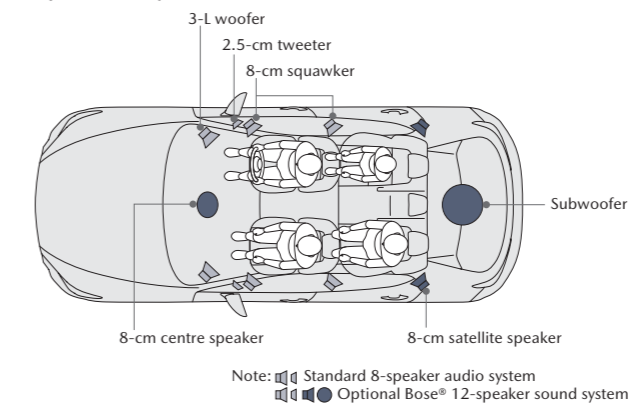
Motor Power: 5.1kW(6.8ps)/1,800rpm
Motor Torque: 48.5Nm/100rpm
Total Motor Power: 5.1kW
*Figures are based on average of urban and highway driving

HUMAN-CENTRIC: THE SENSIBILITY OF SOUND

MAZDA HARMONIC ACOUSTICS

Assured control of sound in the cabin — whether noise or music — is another key element of driving pleasure, superbly achieved by Mazda Harmonic Acoustics. This far-reaching audio initiative was developed to create a quiet cabin that insulates you from unwanted and distracting outside noise, while still allowing for the subtle sounds from the road and engine that add to the driving experience. It also drove the design of the audio system to deliver the same rich sound at both low and high volumes. Particular attention was paid to speaker placement to give deep, satisfying bass and clear, well-localized mid- and high-frequencies. The result is detailed, natural reproduction of music with astonishing depth and clarity at any volume.

Speaker layout



Bose® 12-speaker sound system



Redesigned grille

WHAT IS M-HYBRID?

The M-Hybrid system uses Mazda's new electric device technology. This technology helps improve fuel economy by regenerating energy recovered during deceleration and using it to power onboard electrical equipment. It also powers a motor that assists the engine when accelerating from a standstill, a time when the engine benefits from it most.

The M-Hybrid system takes kinetic energy recovered during deceleration, uses an integrated starter generator (ISG) to convert it into electric power, and stores that power in a lithium-ion battery. It then uses a DC-DC converter to convert that power to the appropriate voltage and supplies it to the car's electrical equipment. Adopting the belt-driven ISG also allows the system to provide drive assist and to help the engine restart more quietly after shutting down for idling stop. In addition, the lithium-ion battery is mounted between the wheels such that it minimizes any affect on interior space while helping optimize weight distribution and contributing to collision safety.

Regenerative Cooperative Braking



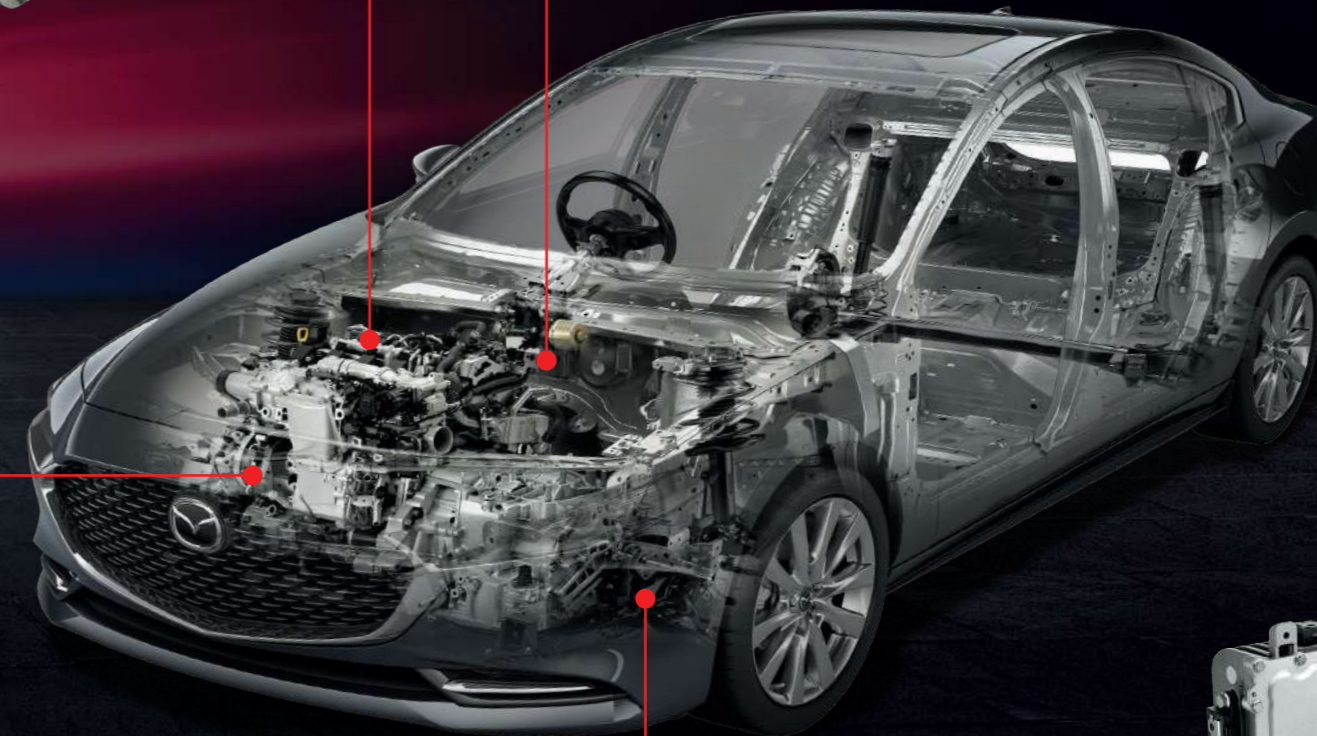
Lithium-ion Battery



Belt Drive ISG



DC-DC Converter





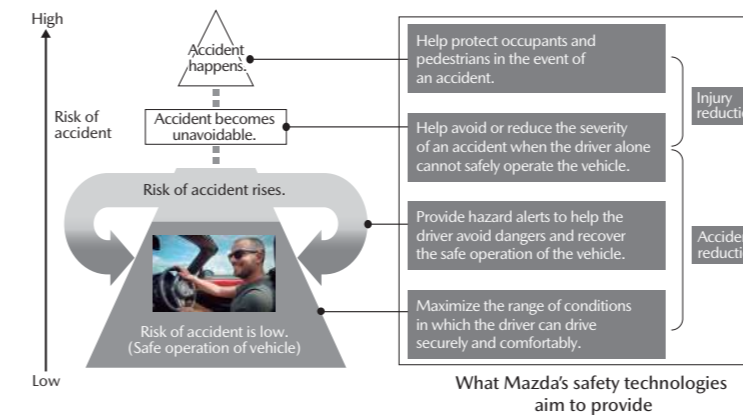
HUMAN-CENTRIC: REASSURING SAFETY, DRIVING ENJOYMENT

MAZDA PROACTIVE SAFETY

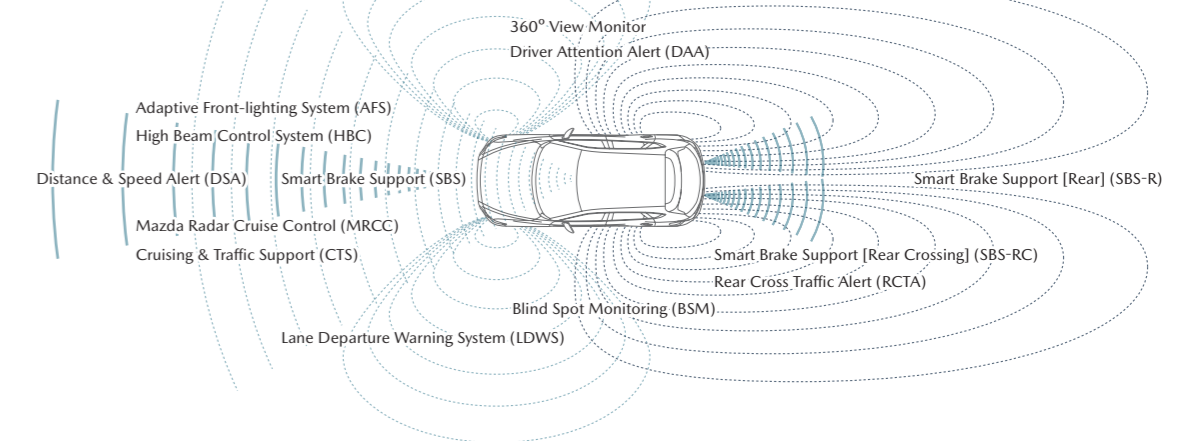
Confidence-building reassurance for the driver, and an enjoyable driving experience for all occupants. These are the fundamental aims of Mazda Proactive Safety. And with these twin goals, Mazda expanded the concept of safety, taking it beyond the conventional thinking on advanced safety technologies to also include the driving position, information layout, visibility, and driving dynamics. It's an ongoing effort to provide a safe and reassuring experience for everybody, including passengers in the rear seats, with the ultimate aim of making accidents a thing of the past. As part of this progress

towards comprehensive all-round safety and an accident-free future, Mazda engineers not only evolved and improved the driving position and visibility, they also developed i-Activsense, a suite of advanced safety technologies that includes Driver Attention Alert, Blind Spot Monitoring (BSM) and Cruising & Traffic Support (CTS) to further enhance the driver's awareness of potential hazards. This evolving and all-inclusive approach to safety takes Mazda closer to its final goal of eliminating traffic accidents and enhanced driving pleasure.

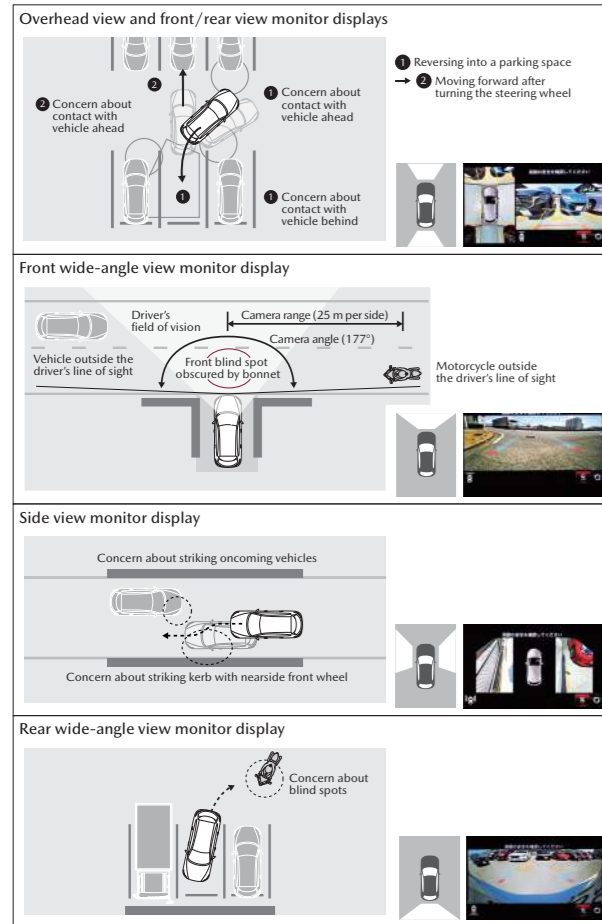
Driving with Mazda Proactive Safety



i-Activsense technologies



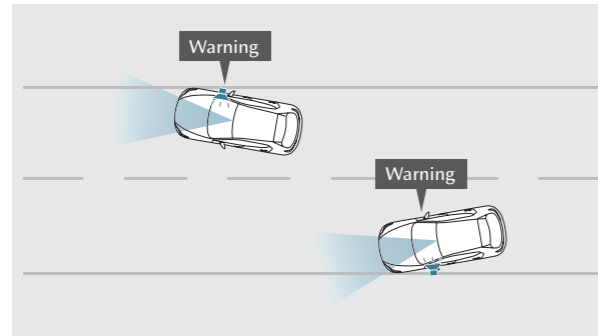
i-ACTIVSENSE



Note: Display images are composites for illustration purposes.

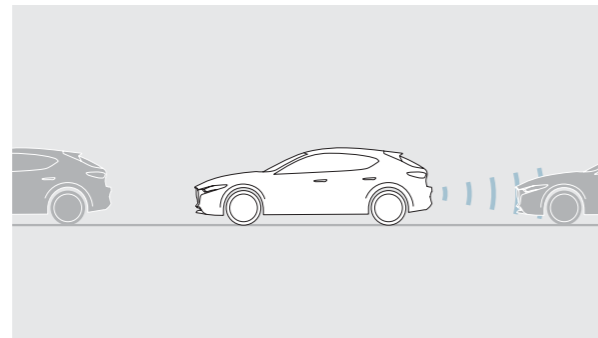
360° VIEW MONITOR SYSTEM

The 360° View Monitor system features four cameras on the front, sides and rear of the vehicle to show the area around the car on a central display. Combined with alarm sounds triggered by eight parking sensors at the front and rear, the system helps you to avoid danger when pulling into or out of a garage, approaching T-shaped intersections or passing an oncoming car on a narrow road.



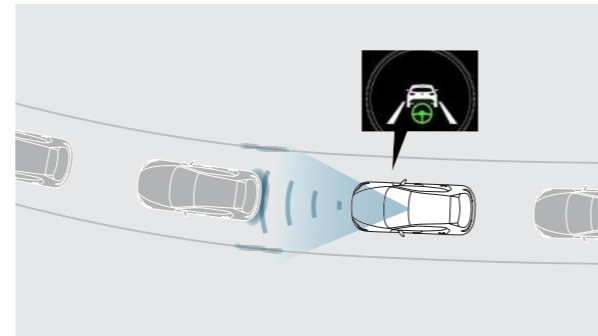
LANE DEPARTURE WARNING SYSTEM (LDWS)

LDWS employs a forward-sensing camera to monitor lane markings on the road ahead, constantly checking whether the vehicle is correctly centred in the lane. When unintentional lane departure is detected, LDWS warns the driver by vibrating the steering wheel or sounding an alert. The system operates when the car is moving forwards at speeds higher than approximately 60 km/h.



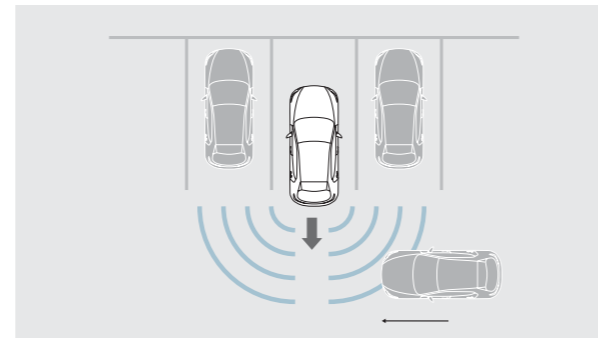
SMART BRAKE SUPPORT [REAR] (SBS-R)

When reversing, low objects behind the vehicle are hard, or even impossible, to see from the driver's seat. SBS-R's rear-facing ultrasonic sensor detects such obstacles behind the vehicle when reversing at speeds between approximately 2 and 8 km/h. If the system determines the driver is unaware of the obstacle and judges that a collision is imminent, it applies the brakes to help reduce collision damage.



CRUISING & TRAFFIC SUPPORT (CTS)

CTS helps reduce driver fatigue when in traffic jams on the highway. When engaged, CTS automatically controls vehicle speed to keep a suitable distance from the vehicle ahead, and also assists with steering torque to maintain proper lane position through bends. If lane markings are not detected, the system follows the path of the preceding vehicle. In this way, CTS promotes a safe, comfortable driving experience.



SMART BRAKE SUPPORT [REAR CROSSING] (SBS-RC)

Vehicles approaching from the left or right at the rear of the vehicle are another source of danger when reversing. SBS-RC detects vehicles approaching from the vehicle's left and right rear blind spots when reversing at speeds between approximately 0 and 10 km/h. If the system judges an impact is unavoidable, it operates the brakes to help mitigate damage caused by the collision.

EXTERIOR AND INTERIOR COLOURS

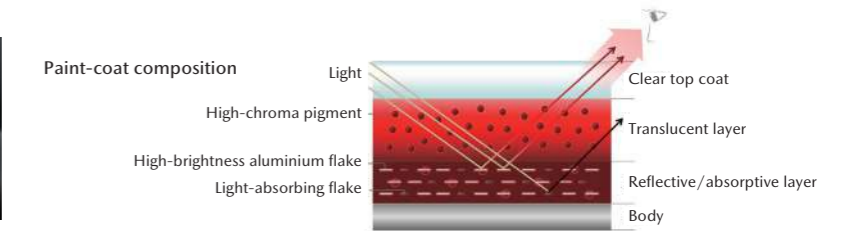
BODY COLOURS



Soul Red Crystal Metallic (46V)



Machine Grey Metallic (46G)

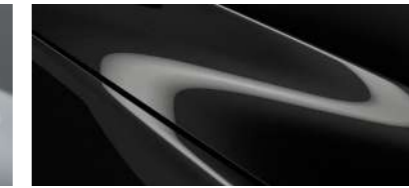


TAKUMI-NURI

Mazda's unique painting technology Takumi-Nuri (*takumi*: master craftsman, *nuri*: painting), with its unprecedented combination of colour, highlights, shade and depth, further emphasizes the sheer beauty and quality of the dynamic body shape. The lineup includes two Takumi-Nuri body colours: Soul Red Crystal Metallic and Machine Grey Metallic.



Sonic Silver Metallic (45P)



Jet Black Mica (41W)



Platinum Quartz Metallic (47S)



Deep Crystal Blue Mica (42M)



Snowflake White Pearl Mica (25D)



Polymetal Grey Metallic (47C)*

SEAT MATERIALS



Leather, Red



Leather, Black



Leather, White

ALLOY RIMS



16" Silver Metallic



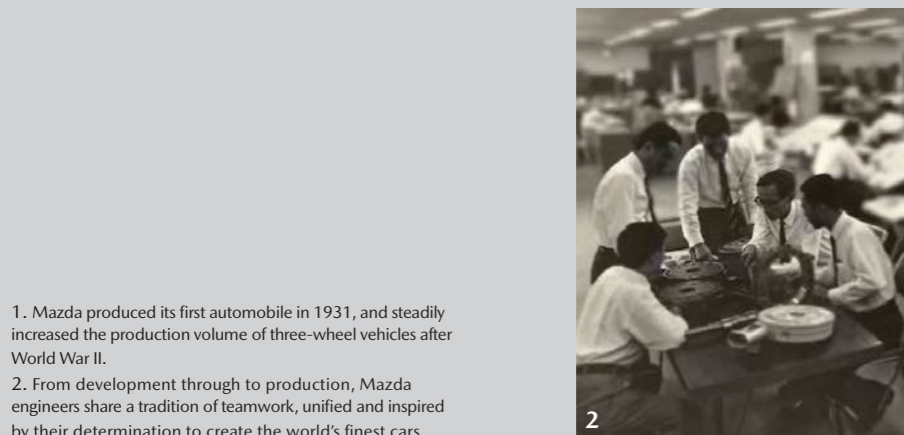
18" Silver Metallic



18" Grey Metallic



18" Black Metallic



Celebrating challenge, celebrating driving

The history of Mazda stretches back over 90 years — a history of meeting challenge head-on and winning. In 1931 Mazda became the first manufacturer of an entirely Japanese-made three-wheel vehicle, going on to cement its position as Japan's leading maker of three-wheeled trucks, a mainstay of short-haul cargo transportation at the time. At the end of World War II Mazda's home base of Hiroshima lay in ruins, yet Mazda took on the challenge of reconstruction and through innovation and dedication resumed export of three-wheeled trucks within just four years.

In 1961 Mazda accepted another major challenge: development and commercialization of the rotary engine. This unique design for the internal combustion engine presented a host of technological hurdles including development of new materials and the improvement of processing technology precision. And again Mazda engineers rose to the challenge, bringing fresh thinking to the table and succeeding where others had failed. The result was a series of rotary-engined vehicles beginning with the stunning 1967 Cosmo Sport, now a sought-after classic.

It was also the 60s that saw lightweight sports cars hit their peak. But through the course of the 70s, increasingly stringent safety standards and emissions controls caused their numbers to plummet. Once again, Mazda saw a challenge — reinventing the lightweight sports car to meet new safety and environmental standards while maintaining uniquely fun-to-drive characteristics. In 1989 the groundbreaking Mazda MX-5 debuted to instant acclaim and has stayed in production ever since, winning a place in the Guinness Book of Records as the world's best selling two-seater sports car. Further underlining Mazda's sporting credentials came overall victory in the 1991 Le Mans 24 hour endurance race with the rotary engine 787B. This was the first — and only — time for a Japanese manufacturer to take the laurels in this prestigious event, amply demonstrating that not only do we set out to win, we do it with our own unique technology.

At Mazda, we have always blazed our own trail in our own way. Where others see limits, we see only a challenge as we create vehicles for people who love to celebrate driving.

1. Mazda produced its first automobile in 1931, and steadily increased the production volume of three-wheel vehicles after World War II.

2. From development through to production, Mazda engineers share a tradition of teamwork, unified and inspired by their determination to create the world's finest cars.



3. Mazda began development work on the rotary engine in the early 1960s, a project that faced severe technical problems.

4. By 1967 these technical challenges were overcome, and the world's first rotary-engined vehicle, the Cosmo Sport, was launched.

5. Mazda MX-5 was born in 1989 as a pure lightweight sports car. Enthusiastic fans around the world celebrated its 20th anniversary in 2009.

6. June 23, 1991 saw the rotary-powered Mazda 787B beat the world at motor-racing's most prestigious endurance event, the 24 Hours of Le Mans.

7. At Mazda we look at things differently, aim higher and defy conventions. This has always been a core part of our corporate culture.