



RETHINK WHAT'S POSSIBLE. THE MAZDA3s.

160-HP ALL-ALUMINUM ENGINE

6-SPEAKER AM/FM/CD STEREO

REMOTE KEYLESS ENTRY SYSTEM

TILT/TELESCOPIC WHEEL WITH AUDIO/CRUISE CONTROLS

4-WHEEL DISC BRAKES

ALLOY WHEELS





IMPOSING STOP SIGNS. Linear, fade-resistant stopping power is a top priority. So every MAZDA3 features power-assisted, 4-wheel disc brakes. An advanced Anti-lock Brake System (ABS) with Electronic Brakeforce Distribution (EBD) is available.



INSPIRING ROAD MANNERS. A fully independent suspension system—including MacPherson struts up front, an advanced multilink design in the rear, plus front and rear stabilizer bars—results in agile handling and exceptional ride comfort.

IT CUTS CORNERS WITH SUCH PRECISION BECAUSE OUR ENGINEERS DIDN'T.

Just when you thought “practical” and “affordable” were the only words allowed by law to describe compact cars, the all-new MAZDA3 4-Door and 5-Door roar onto your radar screen. Shattering the status quo. And daring you to rethink what’s possible—in terms of sporty styling, fun-to-drive performance and inspiring features. The MAZDA3’s quickness is exhilarating. Its reflexes, remarkable. And its fully independent suspension system, including an advanced multilink rear design similar to the award-winning MAZDA6, is well-equipped to champion the bond between rubber and road. Fire one up. And prepare to be impressed.



HERE'S YOUR ONE-WAY, NON-STOP TICKET OUT OF THE ORDINARY.

Want to instantly escape the boring performance and sleepy styling that curse ordinary compacts? Then plant yourself behind the wheel of a MAZDA3s 5-Door (or 4-Door) and step on the gas. Its enthusiastic response will rocket you to a far more satisfying place. Where a sophisticated 160-hp, 16-valve, all-aluminum powerplant is standard. Where variable valve timing maximizes low-end torque and high-rpm power. And where a smooth-shifting 5-speed manual gearbox adds to the fun. Even its provocative profile projects an aggressive self-confident image. Which means, no matter where you're coming from, the MAZDA3 is a great place to be.



AUTOMATIC EXHILARATION. While a precise 5-speed manual gearbox is standard, the available Sport AT 4-speed automatic transmission combines both convenience and fun. Its manual sport mode lets you sequentially shift gears up or down.



A POWERFUL PAIR. Both the MAZDA3s 5-Door and 4-Door boast a sophisticated 160-hp, 16-valve, 2.3-liter engine with variable valve timing. The MAZDA3i 4-Door features a spirited, yet efficient, 148-hp,* 2.0-liter DOHC engine.

*144 hp in CA, MA, ME, NY and VT.



JUST WHEN YOU THINK YOU’VE SEEN IT ALL.

Beneath the MAZDA3’s sleek skin you’ll discover a tour de force of integral performance and safety features. Like a long wheelbase and wide stance to promote stability and ride comfort. And Mazda’s “Triple H” construction that reinforces critical body components to enhance impact protection, structural integrity and handling by making the body more rigid. Plus side-impact door beams and crumple zones, front and rear, to help absorb the energy of a collision. Even a “crushable” pedal assembly that folds away in an accident to minimize the chance of a serious ankle or leg injury. After all, good looks can only take you so far.



SAFETY IN STAGES. Advanced 2-stage front air bags* with belt-use, passenger-weight and driver’s seat-position sensors are standard. Front side-impact air bags* and side air curtains with coverage for front and rear passengers are available.

BRIGHTER IDEAS. Xenon High-Intensity-Discharge (HID) low-beam headlights are available on both MAZDA3 S models.

*Always wear your safety belt and secure children in the rear seat.





CENTER OF ATTENTION. A stunning digital display atop the MAZDA3's central dash sets the stage for the AM/FM/CD stereo. Or, if you like, add an optional in-dash 6-disc CD changer. Other available modular components include MP3 and MiniDisc units.



LUXURY THAT'S OVER AND ABOVE. The available power sliding-glass moonroof (with sunshade) is a versatile addition. Tilt it up for extra ventilation. Or slide it wide open and enjoy all the moonlight, or sunshine, the moment offers.

THERE'S MORE THAN ONE WAY TO GAUGE AN EXHILARATING EXPERIENCE.

But an excellent place to start is with the quality materials and attention to detail that surround you in the MAZDA3's inviting interior. From its distinctive gauge cluster and silver-ringed air vents to its richly patterned upholstery and cloth headliner, meticulous craftsmanship is apparent everywhere your eyes and hands come to rest. Insightful engineering also abounds—from the MAZDA3's convenient "command center" and firmly supportive bucket seats to the driver's left footrest. In fact, everywhere you look are signs of a vehicle designed to run circles around the competition.



GLOWING REPORT. Tri-mode electroluminescent gauges, standard on both MAZDA3s models, offer three different lighting variations depending on whether it's daytime, nighttime or the ignition is off.



MORE BUTTONED UP. Convenient steering-wheel-mounted controls for the AM/FM/CD stereo are standard—as are controls for the cruise control on *s* models (and on *i* models so equipped)—allowing you to enjoy the driving experience at hand.



TRY ONE ON FOR SIZE. All MAZDA3 models come with a steering wheel that not only tilts, but telescopes. Needless to say, this insightful feature makes it much easier to find your ideal driving position.

ALL YOU NEED IS EVERYTHING IT'S GOT.

"Someday" is highly overrated. So we designed the MAZDA3 *s* to address your wants and needs on a more immediate basis. And provide a more rewarding driving experience that includes a leather-wrapped steering wheel and shift knob to welcome your grip. Electroluminescent gauges to reward your attention. A 6-speaker AM/FM/CD stereo for your life's soundtrack. Air conditioning to cool your jets. The added convenience of cruise control; power windows, mirrors and door locks. All standard. Plus an available DVD-based navigation system to help you chart your course. But then, when it comes to gratification, it's hard to beat the instant variety.



TREAT YOUR FRIENDS TO THE BEST SEATS IN THE HOUSE.

MORE VERSATILE. MORE FUN. MORE YOU.

Tired of driving a sled that's a total compromise when it comes to style or versatility? Want something that reflects more of who you are than how much you've spent? Then strap yourself into a MAZDA3 s 5-Door. Especially if the idea of scoring a roof-mounted antenna, rear liftgate spoiler, side sill extensions, fog lights and 17-inch alloys rocks your world. Because they're all standard. Of course, there are also some sweet options you may want to consider. Like a leather interior, moonroof and in-dash 6-disc CD changer. Or perhaps a cutting-edge DVD-based navigation system with pop-up screen. Want more flexibility and fun in your next ride? Then rethink what's possible. An all-new MAZDA3 s 5-Door is the key. Just let yourself in.



HOLD EVERYTHING. A handy 60/40 split fold-down rear seatback adds extra versatility to every MAZDA3. Wherever your adventures take you, you'll quickly appreciate this insightful standard feature.

GREAT MANAGEMENT TOOL. A unique cargo management system is included with the MAZDA3 s 5-Door. It will help you organize and protect everything from outdoor gear and sports equipment to tools and groceries.





STARTING TODAY, YOU CAN AFFORD A LOT MORE CAR THAN YOU THOUGHT.

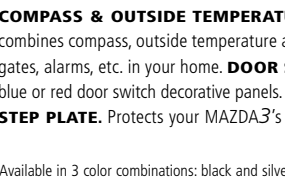
You have to start somewhere. And our remarkable MAZDA3 lineup starts with the surprisingly affordable MAZDA3 *i* 4-Door. Want great styling and performance plus tons of standard features? Done. We'll even toss in a spirited 148-hp,* 16-valve, 2.0-liter engine. A smooth-shifting 5-speed stick. Powerful 4-wheel disc brakes. Precise rack-and-pinion steering. Even trick little details like body-color mirrors, side moldings and door handles. Best of all, your new car payment won't vaporize your paycheck. So rethink what's possible. Because the all-new MAZDA3 *i* 4-Door delivers a whole lot more of what you have in mind.

*144 hp in CA, MA, ME, NY and VT.



THE INSIDE SCOOP. The MAZDA3 *i* 4-Door offers an impressive array of standard features that includes a 4-speaker AM/FM/CD stereo, a tilt and telescopic steering wheel with audio controls, even a lockable 60/40 split fold-down rear seat.



ACCESSORIES AVAILABLE THROUGH YOUR MAZDA DEALER			MAZDA3 <i>i</i> 4-Door	MAZDA3 <i>s</i> 4-Door	MAZDA3 <i>s</i> 5-Door
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  			Satin-finish fuel door	•	•
			Front mask	•	•
			Moonroof wind deflector	•	•
			Roof rack	•	•
			Cargo box (roof-mount)	•	•
			Ski attachment (roof-rack mount)	•	•
			Bike attachment (roof-rack mount)	•	•
			Compass & outside temperature auto-dimming mirror	•	•
			Compass & outside temperature auto-dimming mirror w/ HomeLink®	•	•
			Windshield sunscreen	•	•
			Rear ashtray	•	•
			Cassette player	•	•
			In-dash 6-disc CD changer	•	•
			MiniDisc player	•	•
			MP3 player	•	•
			Instrument panel decorative trim	•	•
			Door switch decorative panel	•	•
			Parking brake cover*	•	•
			Gearshift knob* (automatic transmission)	•	•
			Ashtray replacement compartment	•	•
  			Carpet floor mats	•	•
			Premium carpet floor mats	•	•
			All-weather floor mats	•	•
			Carpet cargo mat	•	•
			Cargo tray	—	•
			Cargo net	•	•
			Car cover	•	•
			First aid kit	•	•
			Roadside emergency kit	•	•
			Power inverter	•	•
			Security system/remote start	•	•
			Wheel locks	•	•
			Engine block heater	•	•
			Touch-up paint	•	•

*Available in 3 color combinations: black and silver, blue and silver, or red and silver.

All Genuine Mazda Accessories, if installed by a Mazda dealer prior to or at initial vehicle retail delivery, carry the same new-vehicle limited warranty as the Mazda3. Ask your dealer for details.

A MORE EXHILARATING ROUTE TO MAKING THE RIGHT CHOICE.

It starts with the **Mazda Test-Drive Experience**—a uniquely designed road trip engineered to take you miles beyond the ordinary test drive. It’s all about putting a Mazda to the test under real-world conditions. Down local streets, highways, on-ramps and off-ramps. Through straightaways, S-curves and corners. It’s also all about discovering the superb acceleration, braking, steering, handling and ride quality that every Mazda offers. And rediscovering that fun, connected-to-the-road feeling we call “Zoom-Zoom.”

A MORE LIBERATING APPROACH TO OWNER PEACE OF MIND.

Once you become a new Mazda owner, you’ll enjoy the peace of mind the **2004 Mazda Driver’s Assurance Plan** delivers. It includes the freedom of a **48-month/50,000-mile “bumper-to-bumper” limited warranty**, plus **24/7 Emergency Roadside Assistance**. And should your MAZDA3 require a warranty repair, the **Mazda Service Transportation Solution** can typically provide another vehicle to drive. After all, we want your new Mazda to be a source of pride and exhilaration for years to come. (See your Mazda dealer for details.)

A MORE COMPELLING WAY TO CONNECT WITH ZOOM-ZOOM.

Speaking of exhilaration, add Mazda’s Web site to your list of must-see destinations. You can preview the new 2004 Mazdas. Look into seasonal incentives or special service offers. Pick up maintenance tips. Visit the Mazda Performance Corner for updates on driving technology, tuning and motorsports. Interactively “build” the MAZDA3 of your dreams and see how it will look. Request a quote. Even locate a Mazda dealer. It all translates into a lot more Zoom-Zoom at:

MazdaUSA.com

