

ZOOM-ZOOM

08 MAZDA 3



DESIGNED AND ENGINEERED THE ZOOM-ZOOM WAY.

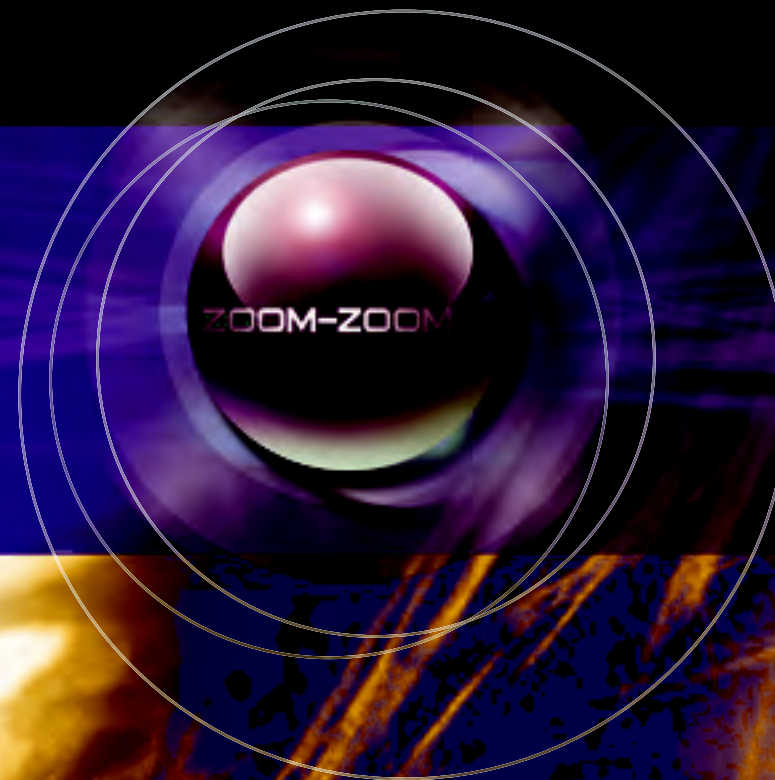
EVERY MAZDA WE MAKE IS THE INSPIRED INTERSECTION OF INSIGHTFUL ENGINEERING, STYLISH DESIGN AND SPIRITED PERFORMANCE. AND THE '08 MAZDA3 IS A COMPELLING EXAMPLE. FROM ITS VARIABLE VALVE TIMING TO ITS ADVANCED 4-WHEEL INDEPENDENT SUSPENSION. FROM ITS SPORTY, ATHLETIC PROFILE TO ITS DISTINCTIVE LED TAILLIGHTS. AND FROM ITS RESPONSIVE ACCELERATION TO ITS FUN-TO-DRIVE ROAD MANNERS. ALL OF WHICH INSPIRED *AUTOMOBILE MAGAZINE* (1/07) TO CONCLUDE: "THE MAZDA3 IS SIMPLY ONE OF THE BEST SMALL CARS IN THE WORLD...." ONE DRIVE, AND IT'S EASY TO SEE WHY. AFTER ALL, IF THERE'S A SMARTER, MORE RELIABLE OR FUN WAY TO MAKE SOMETHING MOVE, MAZDA ENGINEERS ARE ALL OVER IT. WHICH IS WHY, AS WE CRAFT, TOOL, STITCH AND FIT TOGETHER YOUR NEW MAZDA3, WE HAVE NO DESIRE TO TAKE ANY SHORTCUTS. AND AS A RESULT, NEITHER WILL YOU. IT'S THE ZOOM-ZOOM WAY.





MAKE SURE YOUR FIRST CHOICE IS TO HAVE A CHOICE.

By every exhilarating means of measurement, the MAZDA3 runs circles around all those bland, uninspiring econoboxes. Delivering substantial portions of style and substance. Performance and safety. Coolness and value. And, most important of all, a real choice. Fact is, there are three distinctly different MAZDA3 models to choose from. And each one, in its own Zoom-Zoom Way, is a looker. A performer. An entertainer. And, above all else, a keeper. So check out the sporty MAZDA3 4-Door Sedan. The multitalented MAZDA3 5-Door. And, the turbocharged Wild Child of the family, our rambunctious MAZDASPEED3. One test drive, and you'll know why Edmunds' *Inside Line* raved: "...MAZDA3 does everything—and we mean everything—better than its competition. In fact, its acceleration, handling, build quality, feature content, interior design and styling are on par with cars that cost significantly more." And, best of all, the choice is yours.



A close-up, artistic shot of the instrument cluster of a Mazda3s. The speedometer is the central focus, with a black face and red numbers from 0 to 8. The needle is pointing just past 4. The words "MAZDASPEED" are printed in red on the speedometer's face. Below the speedometer is a tachometer with a red needle and a "ZOOM-ZOOM" logo. To the right of the tachometer is a 6-speed manual gear shift knob with a silver top and a black base showing the gear pattern (R, 1, 3, 5, 2, 4, 6).

FLY UNDER EVERYONE'S RADAR. AND WE DO MEAN FLY.

At first blush, it appears to be a stunningly well-equipped MAZDA3s 5-Door. But closer inspection reveals the awesome truth. It's a MAZDASPEED3*—our turbocharged, intercooled and direct-injected "Wild Child." A high-output, high-velocity performer without the high-output price. And 2007 *AUTOMOBILE Magazine* All-Star. MAZDASPEED3 is, in fact, an adrenaline rush of the first order. One that delivers a whopping 263 hp and 280 lb-ft of torque. A "zero to 60 mph time of 5.4 seconds."† Plus an electronically limited top speed of 155 mph. All courtesy of its high-performance, all-aluminum Mazda 2.3-liter MZR powerplant featuring both a tuned intake and exhaust. Helping you keep a tight rein on all that power: A close-ratio 6-speed manual gearbox and a torque-sensing conical limited-slip differential. Dynamic Stability Control with Traction Control. Not to mention ventilated front disc brakes, ABS, Electronic Brakeforce Distribution and Brake Assist to supply exceptional stopping power. There's also a track-tuned independent suspension to help reduce body roll 60%. Aero body parts—front, sides and rear. Even an underbody air management system to reduce lift at high speed. And a set of trick 18-inch alloys. Plus Mazda's full, new-car factory warranty. In short, it's got everything you need to rip the road a new pothole. * Available only at authorized MAZDASPEED dealers. † *Car and Driver* (5/07)



FLY UNDER EVERYONE'S RADAR. AND WE DO MEAN FLY.

ZOOM-ZOOM

At first blush, it appears to be a stunningly well-equipped MAZDA3s 5-Door. But closer inspection reveals the awesome truth. It's a MAZDASPEED3*—our turbocharged, intercooled and direct-injected "Wild Child." A high-output, high-velocity performer without the high-output price. And 2007 *AUTOMOBILE Magazine* All-Star. MAZDASPEED3 is, in fact, an adrenaline rush of the first order. One that delivers a whopping 263 hp and 280 lb-ft of torque. A "zero to 60 mph time of 5.4 seconds."[†] Plus an electronically limited top speed of 155 mph. All courtesy of its high-performance, all-aluminum Mazda 2.3-liter MZR powerplant featuring both a tuned intake and exhaust. Helping you keep a tight rein on all that power: A close-ratio 6-speed manual gearbox and a torque-sensing conical limited-slip differential. Dynamic Stability Control with Traction Control. Not to mention ventilated front disc brakes, ABS, Electronic Brakeforce Distribution and Brake Assist to supply exceptional stopping power. There's also a track-tuned independent suspension to help reduce body roll 60%. Aero body parts—front, sides and rear. Even an underbody air management system to reduce lift at high speed. And a set of trick 18-inch alloys. Plus Mazda's full, new-car factory warranty. In short, it's got everything you need to rip the road a new pothole. * Available only at authorized MAZDASPEED dealers. † Car and Driver (5/07)

1

Competition-inspired, drilled aluminum foot pedals complement the MAZDASPEED3's performance-oriented interior, helping to raise the bar in terms of both its form and function.

2

A 263-hp turbocharged and intercooled 2.3-liter MZR engine powers the MAZDASPEED3. Its advanced, all-aluminum design also features direct-injection technology to improve combustion, boost torque and optimize fuel efficiency. Tuned intake and exhaust systems—plus a high-strength, forged crankshaft and connecting rods—also enhance the powerplant's high-output performance.

3

Special MAZDASPEED-spec high-bolstered front bucket seats, scuff plates with metal inserts, floor mats, interior and door trim all contribute to the MAZDASPEED3's unique, performance-oriented interior.

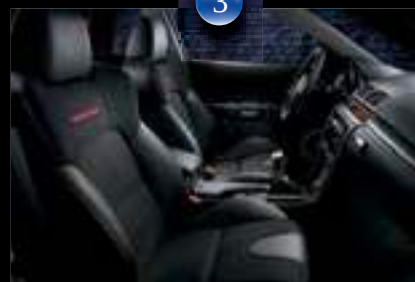
1



2



3





and a color-keyed grille bar turn heads. While inside, the MAZDA3i Touring Value Edition's standard amenities include: A leather-wrapped, tilt and telescopic steering wheel with audio controls. Cruise control. A leather-wrapped shift knob. Six-speaker AM/FM/CD/MP3-compatible stereo. Power windows and door locks. A versatile 60/40 split fold-down rear seatback. Even an auxiliary-audio input jack for your favorite MP3 player. All told, it's hard to imagine a more stylish or satisfying way to ensure your fill-ups—and paychecks—go as far as possible.

* 144 hp in CA, CT, MA, ME, NY, PA, RI and VT. † These estimates reflect new EPA methods beginning with 2008 model. For more information on new mpg ratings, please see www.fueleconomy.gov. ‡ Always wear your seat belt and secure children in the rear seat belts.



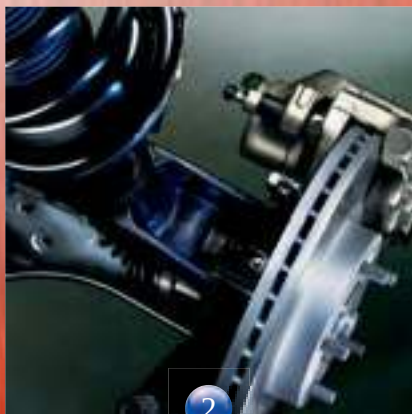
The epitome of insightful engineering, a Sport AT automatic transmission is available on all MAZDA3 models (except the MAZDASPEED3). It combines all the convenience of an automatic with the added fun, and control, of a manual-shift mode. (A 5-speed AT is featured on s models. A 4-speed AT is featured on i models.) Standard on every MAZDA3, and ready to reward your gear of choice, is a slick-shifting 5- or 6-speed manual gearbox.



1



Power-assisted 4-wheel disc brakes are standard on every MAZDA3 to help provide consistently linear, fade-resistant stopping power. Taking quality to the next level, an Anti-lock Brake System is also standard (except on the iSport model, where it is an option). The system features both Electronic Brakeforce Distribution to more precisely apply braking power under all driving conditions plus Brake Assist to help maximize stopping power in emergency situations.



2



True craftsmanship—in the form of an advanced, all-aluminum, 16-valve MZR engine—can be found under the hood of every MAZDA3. MAZDA3 i models sport a spirited, yet fuel-efficient, 148-hp* 2-liter DOHC design. MAZDA3 s models are powered by a 156-hp† 2.3-liter DOHC gem. Both utilize variable valve timing to maximize low-end torque and high-rpm power. MAZDASPEED3 models feature a turbocharged, intercooled and direct-injected 2.3-liter dynamo that boasts 263 hp.



3

DISCOVER AN UNEXPECTED LEVEL OF QUALITY THAT SPEAKS VOLUMES.



And the perfect place to start is with the stylish design touches, superb materials and insightful engineering that surround you in every MAZDA3. From the distinctive look and feel of its controls and richly textured upholstery to its meticulously executed engineering, exceptional quality is obvious wherever your eyes, hands and feet come to rest. The MAZDA3's athletic exterior also follows suit, reflecting exemplary workmanship, fit and finish. Fact is, from the MAZDA3's engine compartment to its trunk—and all points in between—you'll find levels of quality, craftsmanship and attention to detail that consistently register above your expectations.

* 144 hp in CA, CT, MA, ME, NY, PA, RI and VT. † 151 hp in CA, CT, MA, ME, NY, PA, RI and VT.

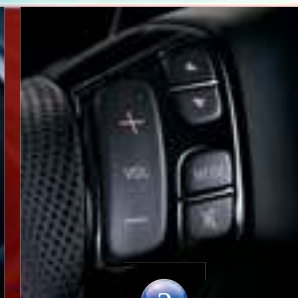
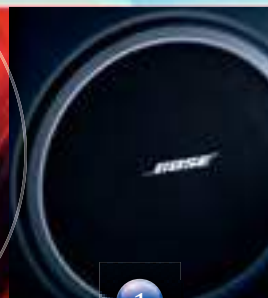


In the MAZDA3s cockpit, you'll enjoy a nearly intuitive connection. With the car. With the road. And with a more rewarding driving experience. You're encouraged by the firm supportive grip of a well-bolstered driver's seat, further enhanced by lumbar support and height adjustments. And further inspired by the rich, tactile feel of its leather-wrapped tilt/telescopic steering wheel and shifter. Other insightful touches command your attention. Like the cool blue glow of electroluminescent gauges. The built-in auxiliary-audio input jack for your Apple® iPod®.* The MP3-compatible AM/FM/CD stereo boasting six speakers plus SIRIUS Satellite Radio compatibility.† Plus an A/C system with an integral pollen filter and outside-ambient-temperature display. On Grand Touring models, automatic climate control, a power driver's seat, leather-trimmed seating and heated front seats are also standard. While a DVD-based navigation system with a retractable 7-inch screen is available. Simply put, MAZDA3s is endowed with the kind of advanced cockpit design that pushes all the right buttons.

* iPod not included.
Apple and iPod are registered trademarks of Apple Inc.

SIRIUS
† SATELLITE RADIO reception requires a subscription and Mazda satellite radio receiver accessory kit. Available only in the U.S., except Alaska and Hawaii.

SAVOR ALL THE BENEFITS OF BEING WELL-CONNECTED. ZOOM-ZOOM



1

2

A premium, 222-watt Bose® audio system featuring 7 speakers is available on all MAZDA3s Grand Touring models (and standard on MAZDASPEED3 Grand Touring).

Illuminated, steering-wheel-mounted controls for both the audio and cruise-control systems are standard on all MAZDA3 models (audio only on MAZDA3i Sport). They allow you to easily and safely operate both systems and still keep both hands on the wheel.

A DVD-based navigation system that includes a retractable 7-inch, full-color screen is available on all MAZDA3s and MAZDASPEED3 Grand Touring models.



3



"A sleek yet functional design blends with high-quality materials and ample passenger room to give this new Mazda an upscale look and feel that few cars in this class can match."

— EDMUNDS.COM



Once you've answered the call to a multitasking lifestyle, it's time to find a multitasking new ride. One like the MAZDA3s 5-Door. With killer good looks. A fresh, fun design. Plus an entire arsenal of insightful special features. Most obvious among them—the added versatility of a 5th door. Plus the practicality of a 60/40 split fold-down rear seatback. Which makes hauling longer or larger cargo and gear virtually hassle-free—even with an occasional rear-seat passenger. There's also a rear-area cargo management system* to help you store and protect everything from sports gear and luggage to laptops. Up front, you'll even find two conveniently located 12-volt outlets to power up cell phones and other mobile-office must-haves. And outside? More standard features in touch with your active lifestyle. Including fog lights. Stunning 17-inch alloy wheels. Aggressive side sill extensions. Plus a sporty rear liftgate spoiler. Want to add an extra splash or two of refinement and luxury? Then give some thought to the available in-dash 6-disc CD changer (standard on MAZDASPEED3 Grand Touring) and black-leather-trimmed seats (standard on Grand Touring). Plus a power driver's seat, heated front seats and automatic rain-sensing windshield wipers standard on the Grand Touring.

* Please remember to properly secure all cargo. Not included on MAZDASPEED3.

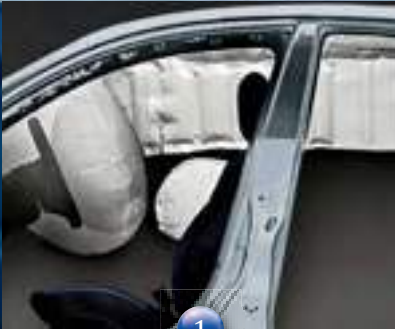
GET THE DOWNLOAD ON A VEHICLE THAT'S AS FUN AS IT IS FRESH.



PLAY IT SAFE. WITHOUT EVEN LOOKING LIKE IT.

Beneath every MAZDA3's striking styling, you'll find true hidden beauty—a virtual tour de force of safety engineering and features. Mazda's "Triple H" construction, for example, strengthens critical body areas with additional steel reinforcements to enhance impact protection, structural integrity and overall handling. In the case of a collision, extensive crumple zones—front and rear—help absorb energy and protect occupants. Side-impact door beams—inside all four doors—are also designed to help absorb energy and promote cabin integrity. Other features include: Advanced dual front air bags* that utilize crash-zone, driver's seat-position and passenger-weight sensors. A collapsible steering column. A whiplash-reducing front-seat headrest design. Front seat-belt pretensioners with force limiters. Even an electronic Tire-Pressure Monitoring System.† Dual front side-impact air bags and side air curtains* with coverage for front and rear passengers are standard on all MAZDA3 models, except the MAZDA3i Sport, where it is an option. But then, at Mazda, driving safety and sporty styling have always been integral parts of the same exhilarating equation.

* Always wear your seat belt and secure children in the rear seat belts. † Includes MAZDA3i Sport 4-Door models produced after 9/07.



1



2

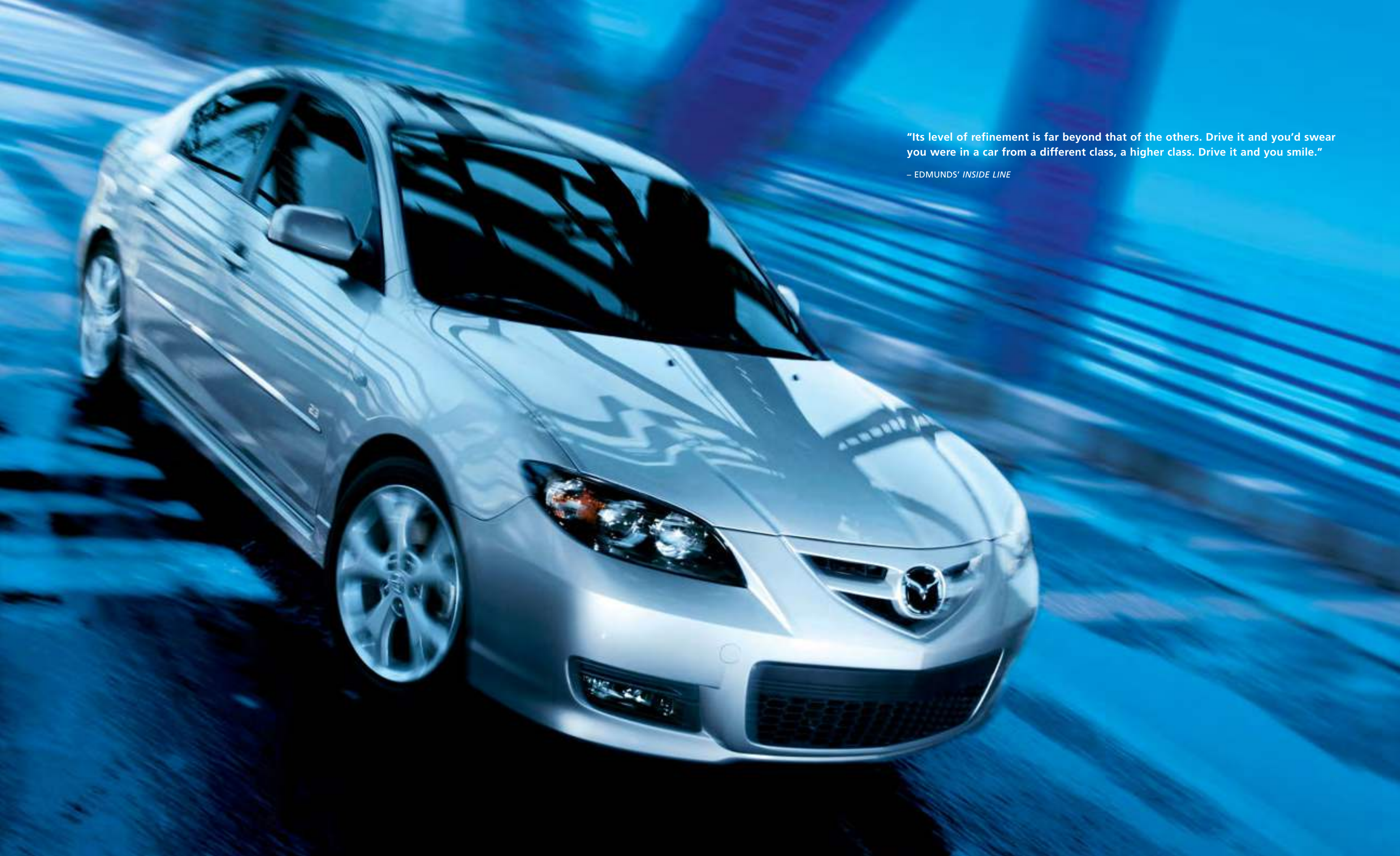


3

Advanced dual front air bags* that utilize inflators with both crash-zone and driver's seat/passenger-weight sensors are standard on all MAZDA3 models. Dual front side-impact air bags and side air curtains* with coverage for front and rear passengers are standard on all MAZDA3 models, except on the MAZDA3i Sport, where it is an option.

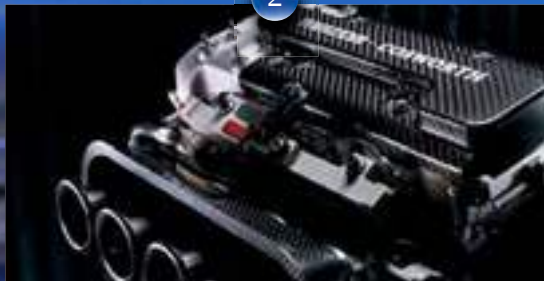
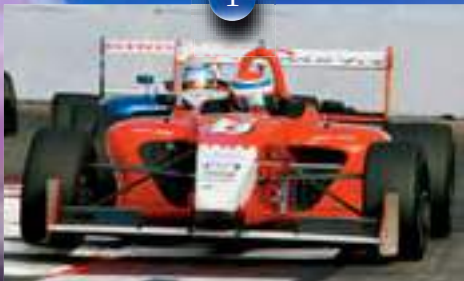
An electronic Tire-Pressure Monitoring System, also standard on all MAZDA3 models,† provides an extra measure of safety, peace of mind and convenience. It automatically displays a warning light whenever pressure in one or more tires is too low.

Mazda's "Triple H" construction, standard on all MAZDA3 models, strengthens critical body areas with extra steel reinforcements to enhance impact protection, structural integrity and overall handling.

A silver Mazda3 is shown from a front-three-quarter perspective, driving towards the viewer. The car is in motion, as indicated by the blurred background and the motion blur on the wheels. The background consists of a blue-tinted, abstract pattern of lines and shapes, suggesting a fast-paced environment. The car's headlights are on, and the Mazda logo is visible on the front grille.

"Its level of refinement is far beyond that of the others. Drive it and you'd swear you were in a car from a different class, a higher class. Drive it and you smile."

— EDMUNDS' *INSIDE LINE*



ON ANY GIVEN WEEKEND, MORE MAZDAS AND MAZDA-POWERED CARS ARE ROAD-RACED THAN ANY OTHER CAR.

At the heart of Mazda, you'll find a true passion for motorsports. It's in our blood. And in our heritage. It spans decades. And it's what inspires Mazda to compete in an amazing 18 distinct club and pro-level motorsports series. In 2007, for example, Mazda engineers developed an all-new, high-output MZR-R racing engine for American Le Mans Series LMP2 Class competition. They started with a reliable MZR engine similar to the ones available in 8 Mazdas—including the MAZDA3—and worked their mechanical magic. The end result: A fully race-prepared engine that develops 500 horsepower. And another reason why we can say you'll find the soul of a sports car in every Mazda we make. On the street—or the track—Mazda is all about designing and engineering. Competing and improving. Refining and winning. The Zoom-Zoom Way.



Every open-wheel race car that competes in the Champ Car Atlantic Championship is powered by a race-prepared version of Mazda's remarkable 2.3-liter MZR engine. An integral part of Mazda's motorsports ladder system, the Atlantic Championship attracts some of the sport's most talented up-and-coming young drivers. Among this season's early standouts are Jonathan Bomarito and Dane Cameron, a Star Mazda Championship graduate.



Generating 300 hp and capable of propelling a race car up to 175 mph, Mazda's 2.3-liter MZR engine became the Champ Car Atlantic Championship organization's engine of choice for many reasons. Including its superb engineering, inherent strength and incredible performance potential. The most powerful engine ever used in the Atlantic Championship's 34-year history, Mazda's potent MZR design has quickly shattered previous track records.



Mazda is the official vehicle of Skip Barber Driving Schools, Racing Schools and Race Series.

CLOSED WHEEL



Skip Barber Driving and Racing Schools Club Racing Mazda MX-5 Cup KONI Challenge World Challenge Grand Am GT American Le Mans

OPEN WHEEL



Karting Skip Barber National Series Star Mazda Championship Champ Car Atlantic Championship

MAZDA MOTORSPORTS...POWERED TO GROW. Mazda's motorsports program has been uniquely designed to grow driver talent—from karting all the way up to the top level of endurance sports-car racing. Our motorsports ladder system enables aspiring young drivers to perfect their skills, master the challenges, reap the rewards of moving up—and ultimately achieve their dreams as drivers.

MAZDA3

SPECIFICATIONS & FEATURES

MAZDA3 SPECIFICATIONS & CAPACITIES

Specifications	MAZDA3 <i>i</i> 4-Door		MAZDA3 <i>s</i> 4-Door/5-Door	
Engine size and type	2.0L DOHC 16-valve 4-cylinder with variable valve timing		2.3L DOHC 16-valve 4-cylinder with variable valve timing	
Horsepower	148* @ 6500 rpm		156* @ 6500 rpm	
Torque, lb-ft	135* @ 4500 rpm		150* @ 4500 rpm	
EPA Estimated Fuel Economy				
City/highway	Manual	24/32¹	Manual	22/29¹
	Automatic	23/30¹	Automatic	22/29¹
Curb Weight				
	Manual	2780 lb	Manual	2906 lb/2930 lb
	CA, CT, MA, ME, NY, PA, RI, VT	2795 lb	CA, CT, MA, ME, NY, PA, RI, VT	2921 lb/2945 lb
	Automatic	2811 lb	Automatic	2959 lb/2983 lb
	CA, CT, MA, ME, NY, PA, RI, VT	2828 lb	CA, CT, MA, ME, NY, PA, RI, VT	2974 lb/2998 lb
Exterior Dimensions	MAZDA3 <i>i</i> 4-Door	MAZDA3 <i>s</i> 4-Door	MAZDA3 <i>s</i> 5-Door	
Wheelbase/overall length (in)	103.9/177.4	103.9/177.6	103.9/176.8	
Overall width (in)	69.1	69.1	69.1	
Overall height (in)	57.7	57.7	57.7	
Track, front/rear (in)	60.2/59.6	60.2/59.6	60.2/59.6	
Interior Dimensions				
Headroom, front/rear (in)	39.1/37.4	39.1/37.4	39.1/38.4	
Headroom, front/rear with moonroof (in)	38.1/37.0	38.1/37.0	38.2/38.3	
Legroom, front/rear (in)	41.1/36.3	41.1 /36.3	41.1/36.3	
Shoulder room front/rear (in)	54.9/54.0	54.9/54.0	54.9/54.0	
Capacities				
EPA passenger volume (cu ft)	94.3	94.3	95.3	
EPA cargo volume (cu ft)	11.5	11.5	17.1	
EPA cargo volume, rear seats folded (cu ft)	—	—	43.8	
Fuel capacity (U.S. gallons)	14.5	14.5	14.5	

MAZDA3 ENGINE & MECHANICAL

Engine & Transmission	MAZDA3 <i>i</i> 4-Door	MAZDA3 <i>s</i> 4-Door	MAZDA3 <i>s</i> 5-Door
 2.0L DOHC 16-valve 4-cylinder engine with 148 hp*	S	—	—
 2.3L DOHC 16-valve 4-cylinder engine with 156 hp*	—	S	S
 5-speed manual overdrive transmission	S	S	S
4-speed sport AT automatic transmission	(available)	—	—
5-speed sport AT automatic transmission	—	(available)	(available)
Suspension & Brakes			
 Rack-and-pinion steering with electrohydraulic variable assist	S	S	S
 Power-assisted 4-wheel disc brakes	S	S	S
 Anti-lock Brake System (ABS) with Electronic Brakeforce Distribution (EBD) and Brake Assist	TVE/P	S	S
 Independent strut-type front suspension	S	S	S
 Independent multilink rear suspension	S	S	S
Front and rear stabilizer bars	S	S	S

S: Standard O: Optional P: Package T: Touring model TVE: Touring Value Edition GT: Grand Touring model
A: Dealer-available accessory —: Not available

* 2.0L: 144 hp, 132 lb-ft / 2.3L: 151 hp, 149 lb-ft in CA, CT, MA, ME, NY, PA, RI and VT.
¹ These estimates reflect new EPA methods beginning with 2008 model. For more information on new mpg ratings, please see www.fueleconomy.gov.
‡ Always wear your seat belt and secure children in the rear seat belts.

Product Changes and Options Availability: Following publication of this brochure, certain changes in standard equipment, options, prices and the like, or product delays may have occurred which would not be included in these pages. Your Mazda dealer is your best source for up-to-date information. Mazda reserves the right to change product specifications at any time without incurring obligations. Options shown or described in this brochure are available at extra cost and may be offered only in combination with other options or subject to additional ordering requirements or limitations.

MAZDA3 EXTERIOR

Body	MAZDA3 <i>i</i> 4-Door	MAZDA3 <i>s</i> 4-Door	MAZDA3 <i>s</i> 5-Door
Front grille, black	S	—	—
Front grille, body color	TVE	S	S
5-mph body-color bumpers	S	—	—
5-mph body-color bumpers—sport type	—	S	S
 Side sill extensions	—	T/GT/O/A	S
 Body-color side moldings and door handles	S	S	S
Dual body-color remote outside mirrors	S	—	—
Dual body-color power remote outside mirrors	TVE	S	S
Intermittent windshield wipers	S	S	S
Rain-sensing front windshield wipers	—	GT	GT
Rear wiper/washer with intermittent setting	—	—	S
Clear-lens halogen headlights with dark housings	S	S	S
 Xenon High-Intensity-Discharge (HID) low-beam headlights	—	GT	GT
Clear-lens halogen fog lights	TVE/O/A	S	S
Clear-lens taillights with dark housings	S	S	S
LED clear-lens taillights	—	GT	GT
Fender-mounted turn-signal repeater lights	S	S	S
Roof-mounted mast-type radio antenna	S	S	S
 Rear liftgate spoiler	—	—	S
Tires & Wheels			
 15-inch steel wheels with full wheel covers	S	—	—
 16-inch alloy wheels	—	S	—
 17-inch alloy wheels	TVE	T/GT	S
195/65R15 H-rated steel-belted all-season radial tires	S	—	—
205/55R16 H-rated steel-belted all-season radial tires	—	S	S
205/50R17 V-rated steel-belted all-season radial tires	TVE	T/GT	S

MAZDA3 INTERIOR

Comfort & Convenience			
Power windows with driver's one-touch-down feature	TVE	S	S
Power door locks with 2-stage unlocking	TVE	S	S
Center console armrest with dual covered storage compartments and 12V power point	S	S	S
Dual front cup holders with cover	S	S	S
Dual front map lights; cargo area light; ignition-keyhole light	S	S	S
Driver's and passenger's covered visor vanity mirrors (illuminated on MAZDA3 <i>s</i> models)	S	S	S
White-on-black gauges with red nighttime illumination	S	—	—
 Electroluminescent gauges with tri-mode lighting: blue (entry); white-on-black (daytime); red-on-black (nighttime)	—	S	S
 Center instrument panel display (audio & clock)	S	S	S
 Tilt/telescopic steering wheel	S	S	S
 Leather-wrapped steering wheel and shift knob	TVE	S	S
Cruise control with steering-wheel-mounted controls	TVE	S	S
Heater/defroster with 4-speed blower and rear heater ducts	S	S	S
Rear window defogger; front side-window demisters	S	S	S
CFC-free air conditioning (includes outside ambient temp for center instrument panel and pollen filter)	TVE/O	S	S
Rear center armrest with cup holders	S	S	S
Removable rigid cargo cover	—	—	S
 Cargo management system	—	—	S
Remote keyless illuminated entry system with Electronic Lockout Protection (ELP) and panic button feature	TVE	S	S
Remote trunk-lid release	S	S	—
Remote fuel-filler-door release	S	S	S
Seating & Trim			
Reclining front bucket seats	S	S	S
Driver's seat lifter and adjustable lumbar support	TVE	S	S
60/40 split fold-down rear seatback	S	S	S
Full cloth upholstery and carpet floor mats	S	S	S

MAZDA3 INTERIOR

Audio	MAZDA3 <i>i</i> 4-Door	MAZDA3 <i>s</i> 4-Door	MAZDA3 <i>s</i> 5-Door
 AM/FM/CD/MP3-compatible stereo with 4 speakers and automatic level control	S	—	—
 AM/FM/CD/MP3-compatible stereo with 6 speakers and automatic level control	TVE	S	S
 Steering-wheel-mounted audio controls	S	S	S
Auxiliary-audio input jack	S	S	S

MAZDA3 MODELS

Models			
MAZDA3<i>i</i> 4-Door Touring Value Edition <i>In addition to MAZDA3<i>i</i> 4-Door Sport:</i> 17-inch alloy wheels with P205/50R17 tires - Clear-lens halogen fog lights - Dual body-color power remote outside mirrors; color-keyed front grille bar - Front side-impact air bags and side air curtains - Anti-lock Brake System (ABS) with Electronic Brakeforce Distribution (EBD) and Brake Assist - Cruise control with steering-wheel-mounted controls - Remote keyless entry with Electronic Lockout Protection (ELP); panic button feature - Driver's seat lifter and adjustable lumbar support - Power windows with driver's one-touch-down feature - Power door locks with 2-stage unlocking	- CFC-free air conditioning (includes outside ambient temp for center instrument panel and pollen filter)s 6-speaker sound system - Leather-wrapped steering wheel and shift knob MAZDA3<i>s</i> 4-Door Touring <i>In addition to MAZDA3<i>s</i> 4-Door Sport:</i> 17-inch alloy wheels with P205R17 tires - Side sill extensions - Dynamic Stability Control (DSC) - Traction Control System (TCS) MAZDA3<i>s</i> 5-Door Touring <i>In addition to MAZDA3<i>s</i> 5-Door Sport:</i> - Dynamic Stability Control (DSC) - Traction Control System (TCS)	MAZDA3<i>s</i> 4-Door Grand Touring <i>Includes the following features in addition to or in place of MAZDA3<i>s</i> 4-Door Touring:</i> - Rain-sensing front windshield wipers - Xenon High-Intensity-Discharge (HID) low-beam headlights - Automatic on/off headlights - LED clear-lens taillights - Automatic climate control - Black-leather-trimmed seats - Heated front seats 8-way power driver's seat with manual lumbar support - Driving information system (trip computer) - Antitheft security system	MAZDA3<i>s</i> 5-Door Grand Touring <i>Includes the following features in addition to or in place of MAZDA3<i>s</i> 5-Door Touring:</i> - Rain-sensing front windshield wipers - Xenon High-Intensity-Discharge (HID) low-beam headlights - Automatic on/off headlights - LED clear-lens taillights - Automatic climate control - Black-leather-trimmed seats - Heated front seats 8-way power driver's seat with manual lumbar support - Driving information system (trip computer) - Antitheft security system

MAZDA3 OPTIONS & OPTION PACKAGES

Options/Option Packages	MAZDA3 <i>i</i> 4-Door Sport	MAZDA3 <i>i</i> 4-Door Touring Value Edition	MAZDA3 <i>s</i> 4- & 5-Door Sport	MAZDA3 <i>s</i> 4- & 5-Door Touring	MAZDA3 <i>s</i> 4- & 5-Door Grand Touring
ABS/SAB/SAC Package: Anti-lock Brake System (ABS) with Electronic Brakeforce Distribution (EBD) and Brake Assist; front side-impact air bags;† side-impact air curtains* with front and rear coverage	O	S	S	S	S
Moonroof and 6-CD Package: Power sliding-glass moonroof with one-touch-open feature; in-dash 6-disc CD/MP3 changer	—	O	O	O	—
Moonroof, 6-CD and Bose® Audio System Package: Power sliding-glass moonroof with one-touch-open feature; in-dash 6-disc CD/MP3 changer; Bose® Premium 222-watt 7-speaker audio system	—	—	—	—	O
 DVD-based navigation system with retractable screen, SIRIUS Satellite Radio and six-month subscription	—	—	—	—	O
CFC-free air conditioning	O	S	S	S	S
Pearlescent paint (Crystal White Pearl Mica)	—	—	O	O	O
All-weather floor mats	O/A	O/A	O/A	O/A	O/A
Front air dam (5-Door only)	—	—	O/A	O/A	O/A
Cargo mat	O/A	O/A	O/A	O/A	O/A
Cargo net	O/A	O/A	O/A	O/A	O/A
Cargo tray (5-Door only)	—	—	O/A	O/A	O/A
Compass auto-dimming mirror	O/A	O/A	O/A	O/A	O/A
Compass auto-dimming mirror w/HomeLink®	O/A	O/A	O/A	O/A	O/A
Door-edge guards	O/A	O/A	O/A	O/A	O/A
Fog lights (requires air conditioning option)	O/A	S	S	S	S
Fuel-filler door, Pearl Satin	O/A	O/A	O/A	O/A	O/A
In-dash 6-disc CD/MP3 changer (not available with Moonroof & 6-CD packages)	O/A	O/A	O/A	O/A	O/A
Moonroof wind deflector	O/A	O/A	O/A	O/A	O/A
Rear bumper guard (5-Door only)	—	—	O/A	O/A	O/A
Mud guard package	O/A	O/A	—	—	—
Rear lip spoiler (4-Door only)	O/A	O/A	O/A	O/A	O/A
Rear wing spoiler (4-Door only)	O/A	O/A	O/A	O/A	O/A
Remote engine start (AT only—requires keyless entry)	—	O/A	O/A	O/A	O/A
SIRIUS Satellite Radio with 6-month subscription (not available with navigation system)	O/A	O/A	O/A	O/A	O/A
Side sill extensions (4-Door only)	—	—	O/A	S	S
Wheel locks	—	O/A	O/A	O/A	O/A

SPECIFICATIONS & FEATURES

MAZDASPEED3 SPECIFICATIONS & CAPACITIES		
Specifications		
Engine size and type	2.3L DISI turbocharged and intercooled DOHC 4-cylinder	
Horsepower	263 @ 5500 rpm	
Torque, lb-ft	280 @ 3000 rpm	
Fuel system	Direct-Injection Spark Ignition (DISI)	
Fuel requirement	Unleaded premium gasoline (91 octane)	
Fuel economy (EPA estimated mpg, city/hwy)	18/26*	
Curb weight	3153 lb	
Exterior Dimensions		
Wheelbase/overall length (in)	103.9/176.8	
Overall width (in)	69.5	
Overall height (in)	57.7	
Track, front/rear (in)	60.4/60.0	
Interior Dimensions		
Headroom, front/rear (in)	39.1/38.4	
Legroom, front/rear (in)	41.1/36.3	
Shoulder room, front/rear (in)	54.9/54.0	
Capacities		
Passenger volume (cu ft)	95.3	
Cargo volume (cu ft)	16.5	
Cargo volume, rear seats folded (cu ft)	43.4	
Fuel capacity (U.S. gallons)	14.5	

MAZDASPEED3 ENGINE & MECHANICAL

Engine & Transmission	Sport	Grand Touring
 2.3L DISI turbocharged & intercooled engine	S	S
 6-speed manual transmission	S	S
Limited-slip front differential	S	S
Mazda Advanced Torque Management System	S	S
 Dynamic Stability Control (DSC) with Traction Control System (TCS)	S	S
Suspension & Brakes		
Rack-and-pinion steering with hydraulic variable assist	S	S
 Power-assisted 4-wheel disc brakes with larger front rotors	S	S
 Anti-lock Brake System (ABS) with Electronic Brakeforce Distribution (EBD) and Brake Assist	S	S
MAZDASPEED Sport independent strut-type front suspension	S	S
MAZDASPEED Sport E-type multilink rear suspension	S	S
MAZDASPEED front and rear stabilizer bars	S	S

MAZDASPEED3 SAFETY & SECURITY

Safety & Security		
 Advanced front air bags* with belt-use, passenger-weight and driver's seat-position sensors	S	S
 Side-impact air curtains* with front/rear coverage	S	S
 Front seat-belt pretensioners with force limiters	S	S
3-point seat belts for all 5 seating positions	S	S
Rear child-safety door locks and LATCH child-safety-seat anchors	S	S
Tire-Pressure Monitoring System (TPMS)	S	S
Engine-immobilizer anti theft system	S	S
Anti theft security system	–	S

S: Standard O: Optional P: Package A: Dealer-available accessory –: Not available

* These estimates reflect new EPA methods beginning with 2008 model. For more information on new mpg ratings, please see www.fueleconomy.gov.

† Always wear your seat belt and secure children in the rear seat belts

‡ Alcantara is nonwoven suede made of microfiber by Toray Industries, Inc.

MAZDASPEED3 OPTIONS

Options	Sport	Grand Touring
DVD-based navigation system with retractable screen, SIRIUS Satellite Radio and 6-month subscription	–	O
Fuel-filler door (Pearl Satin)	O/A	O/A
All-weather floor mats	O/A	O/A
Cargo net	O/A	O/A
Compass auto-dimming rearview mirror (available with or without HomeLink®)	O/A	O/A
Wheel locks (set of 4)	O/A	O/A

MAZDASPEED3 EXTERIOR

Body	Sport	Grand Touring
Unique hood and front-fender design	S	S
 Unique front and rear bumpers	S	S
 Unique rear liftgate spoiler	S	S
Sport-tuned exhaust system	S	S
Side sill extensions	S	S
Dual body-color power remote outside mirrors	S	S
Clear-lens halogen headlights with dark housings	S	–
Xenon High-Intensity-Discharge (HID) low-beam headlights	–	S
Automatic on/off headlights	–	S
 Halogen fog lights	S	S
Clear-lens taillights with dark housings	S	–
LED clear-lens taillights with dark housings	–	S
Variable-intermittent windshield wipers	S	–
Rain-sensing variable-intermittent windshield wipers	–	S
Rear wiper/washer with intermittent setting	S	S
Fender-mounted turn-signal repeater lights	S	S
Roof-mounted mast-type radio antenna	S	S
Tires & Wheels		
18-inch alloy wheels with P215/45R18 high-performance summer tires	S	S

MAZDASPEED3 INTERIOR

Comfort & Convenience	Sport	Grand Touring
Removable rigid cargo cover	S	S
Center console armrest with covered dual storage compartments and 12V power point	S	S
Dual front cup holders with cover	S	S
Power windows with driver's one-touch-down feature	S	S
Power door locks with 2-stage unlocking	S	S
Remote keyless illuminated entry system with Electronic Lockout Protection (ELP) and panic button feature	S	S
Remote fuel-filler-door release	S	S
Dual front map lights; cargo-area light; ignition-keyhole light	S	S
Illuminated driver's and passenger's covered visor vanity mirrors	S	S
 MAZDASPEED electroluminescent gauges with tri-mode lighting: blue (entry); white-on-black (daytime); red-on-black (nighttime)	S	S
Center instrument display panel (audio, clock and outside ambient temp)	S	S
Driving information system (trip computer)	–	S
Tilt/telescopic steering wheel	S	S
Leather-wrapped steering wheel and gearshift knob	S	S
Cruise control with steering-wheel-mounted controls	S	S
CFC-free air conditioning with pollen filter; automatic climate control	S	S
Heater/defroster with 4-speed blower and rear heater ducts	S	S
Rear window defogger; front side-window demisters	S	S
Fold-down rear center armrest with cup holders	S	S
MAZDASPEED scuff plates	S	S
 Drilled aluminum alloy foot pedals	S	S
Seating & Trim		
MAZDASPEED high-bolstered cloth front reclining bucket seats (Alcantara®† with leather bolsters on Grand Touring)	S	S
60/40 split fold-down rear seatback	S	S
Driver's seat lifter and adjustable lumbar support	S	S
MAZDASPEED black/red interior trim, door panel inserts and floor mats	S	S
Audio		
AM/FM/CD/MP3 stereo with 6 speakers and automatic level control	S	–
AM/FM in-dash 6-disc CD/MP3 changer and Bose® Premium 222-watt 7-speaker system	–	S
Auxiliary-audio input jack	S	S
Steering-wheel-mounted audio controls	S	S

MAZDA3 Color Combinations		
		
Black Mica		
TRIM LEVEL	INTERIOR FABRICS	
MAZDA3 <i>i</i> 4-Door	Black Cloth	
MAZDA3 <i>s</i> 4-Door/5-Door	Black Cloth, Black Leather	



Stormy Blue Mica		
TRIM LEVEL	INTERIOR FABRICS	
MAZDA3 <i>i</i> 4-Door	Beige Cloth	
MAZDA3 <i>s</i> 4-Door/5-Door	Sand Cloth, Black Leather	



Golden Sand Metallic		
TRIM LEVEL	INTERIOR FABRICS	
MAZDA3 <i>i</i> 4-Door	Black Cloth	
MAZDA3 <i>s</i> 4-Door/5-Door	Black Cloth, Black Leather	

MAZDASPEED3 Color Combinations		
		
Black Mica		
TRIM LEVEL	INTERIOR FABRICS	
MAZDASPEED3	Black Cloth or Black Alcantara®†/Leather	

		
True Red		
TRIM LEVEL	INTERIOR FABRICS	
MAZDASPEED3	Black Cloth or Black Alcantara®†/Leather	

		
Metropolitan Gray Mica		
TRIM LEVEL	INTERIOR FABRICS	
MAZDASPEED3	Black Cloth or Black Alcantara®†/Leather	

		
Crystal White Pearl Mica (optional)		
TRIM LEVEL	INTERIOR FABRICS	
MAZDASPEED3	Black Cloth or Black Alcantara®†/Leather	

Wheel Options		
		
15-inch Wheel Cover		
		
16-inch Alloy		
		
17-inch Alloy		
		
18-inch Alloy		

Upholstery		
		
Black Cloth		
MAZDA3 <i>i</i> 4-Door		
		
Beige Cloth		
MAZDA3 <i>i</i> 4-Door		
		
Black Cloth		
MAZDA3 <i>s</i> 4-Door/5-Door		
		
Sand Cloth		
MAZDA3 <i>s</i> 4-Door/5-Door		
		
Black Leather		
MAZDA3 <i>s</i> 4-Door/5-Door		
		
Black Cloth		
MAZDASPEED3		
		
Black Alcantara®†/Leather		
MAZDASPEED3		

PEACE OF MIND:
THE ZOOM-ZOOM WAY.

We want your new MAZDA3 or MAZDASPEED3 to be a source of pride, exhilaration and peace of mind for years to come. Which is why every new 2008 Mazda sold in the U.S. is protected by all of the following:

- A 3-year/36,000-mile* “bumper-to-bumper” limited warranty.
- A 3-year/36,000-mile* 24/7 Emergency Roadside Assistance program.
- A 5-year/60,000-mile* limited powertrain warranty.
- A 5-year/unlimited-mileage Anti-Perforation Limited Warranty.

For details, please see your Mazda dealer, visit MazdaUSA.com or call toll-free 800-639-1000.

* Whichever comes first.

A WEB SITE POWERED BY PURE
ZOOM-ZOOM.

Visit MazdaUSA.com, and surround yourself with more motorized fun of the virtual variety. You can download the latest info and specs on all the new 2008 Mazdas. Compare your favorite new Mazda to the competition. “Build” the Mazda of your dreams online—and trick it out exactly the way you want it. Request a quote. Estimate monthly payments. Order a brochure. Get the

MazdaUSA.com

“411” on special events, promotions and incentives. Score handy maintenance tips and seasonal service offers. Learn more about MAZDASPEED and Mazda’s latest motorsports activities. Even locate your closest Mazda dealer. It’s your instant, 24/7 connection to all things “Zoom-Zoom.” All at MazdaUSA.com.



A FRIEND WHO’S READY TO
LEND MORE THAN A HAND.

Whether you’re buying or leasing a new Mazda, Certified Pre-Owned Mazda or a used vehicle, Mazda American Credit (MAC) can make the financing process a more convenient and more satisfying experience. It all starts with first-class customer service and competitive rates. To find out which MAC purchase or lease plan best meets your needs, talk to your Mazda dealer. Or for more information, visit MazdaCredit.com.

A MORE PERSONALIZED
APPROACH TO ACCESSORIES.

One of the greatest joys that comes with owning a new MAZDA3 or MAZDASPEED3 is being able to personalize its appearance and enhance its performance with Genuine Mazda Accessories. Better still, all Genuine Mazda Accessories installed by your Mazda dealer—prior to or at initial vehicle retail delivery—carry the same new-vehicle limited warranty as your new Mazda. See your dealer for details.



MAZDA3 ACCESSORIES

A. Mazda iPod® Integration Module. Taking your Apple® iPod along for the ride just became a lot easier. Mazda’s iPod Integration Module allows you to play your iPod through your MAZDA3 audio system with crystal-clear sound and a built-in battery charger. Works with all 30-pin, dock-connector-equipped iPods. (iPod not included. See your dealer for compatibility conditions and limitations on installation.) **B. Front Air Dam.** Give your MAZDA3 5-Door a lowered, ground-effects-inspired racer look. Designed to provide a bold, aggressive appearance that integrates well with the existing body styling. **C. Front Mask.** Protect the front end of your MAZDA3 from the nicks, scratches and dings caused by dirt, road debris and insects. Custom-tailored for a snug, streamlined fit. **D. Rear Bumper Guard.** Protects the rear bumper of your MAZDA3 5-Door from chips and scratches when you’re loading or unloading. Looks sharp too. **E. Fog Lights.** Give yourself extra visibility in foul weather. Designed to provide an integrated, factory-installed appearance. **F. Rear Wing Spoiler.** Display a more sporty attitude and enhance your MAZDA3’s sports-car look with this racing-inspired Rear Wing Spoiler. Color-matched to your MAZDA3 4-Door’s factory color.

Apple and iPod are registered trademarks of Apple Inc.

- | | | | |
|--|--|--|--|
| <ul style="list-style-type: none">• Splash Guards—Front (2)¹ Rear (2)¹• Car Cover• Car Cover Cable Lock• Moonroof Wind Deflector• Windshield Sunscreen• Door-Edge Guards² (4)¹• Side Sill Extensions²• Fuel-Filler Door—Satin Finish | <ul style="list-style-type: none">• License-Plate Frame• Rear Lip Spoiler²• Ashtray Replacement Compartment• Rear Ashtray• Compass Auto-Dimming Mirror• Compass Auto-Dimming Mirror with HomeLink®• In-Dash 6-Disc CD/MP3 Changer | <ul style="list-style-type: none">• Remote Engine Start (Automatic Transmission Only)• SIRIUS Satellite Radio Receiver Kit³• Portable Navigation Devices (by Garmin)• Power Inverter (115-volt, not with Bose® Audio)• Parking-Brake Cover• All-Weather Floor Mats (4)¹• Carpet Floor Mats (4)¹ | <ul style="list-style-type: none">• Carpet Cargo Mat• Cargo Net• Cargo Tray• First Aid Kit• Roadside Assistance Kit• Touch-Up Paint²• Wheel Locks (4)¹ |
|--|--|--|--|

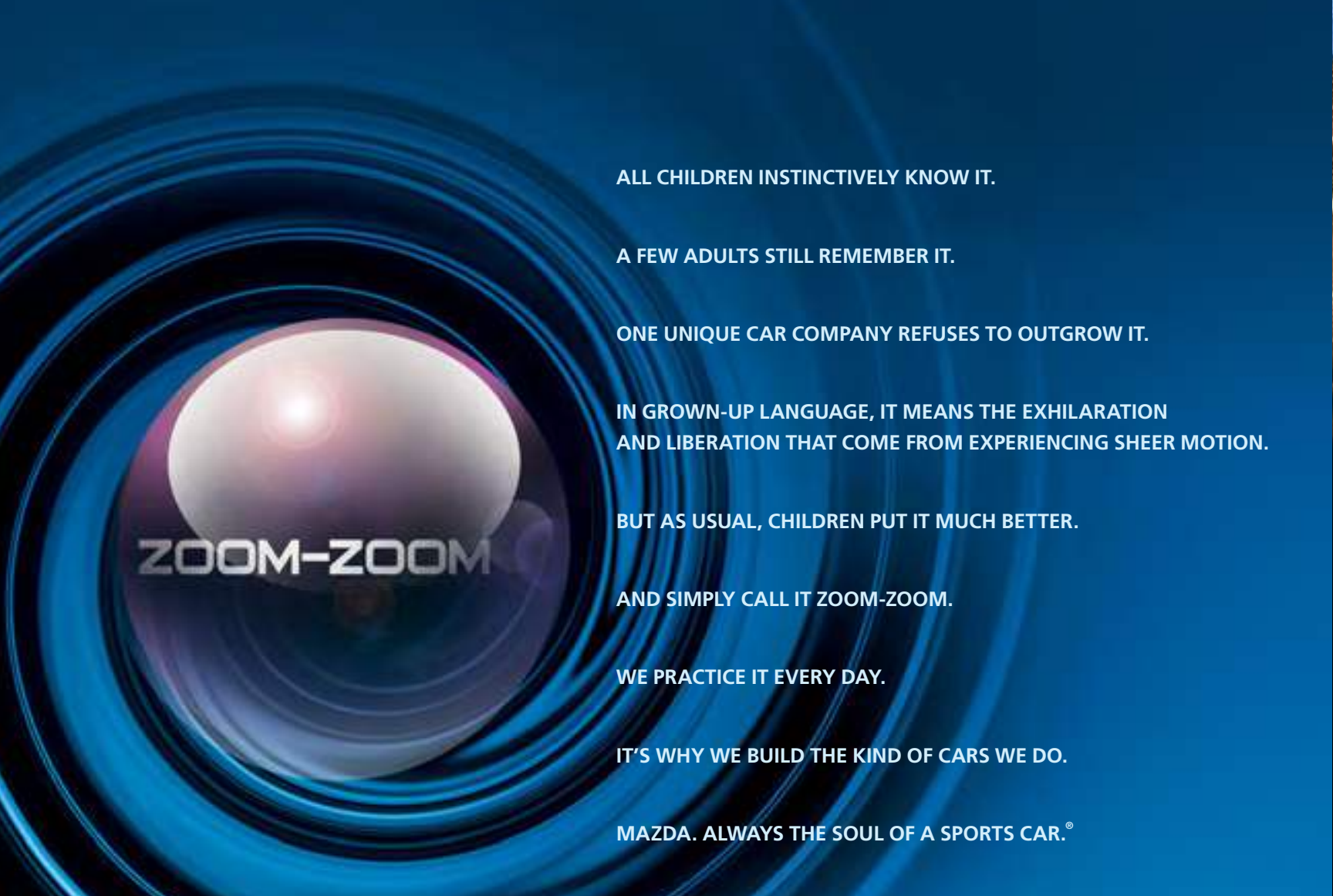
MAZDASPEED3 ACCESSORIES

A. MAZDASPEED Cold Air Intake. Take in a fresh breath of Zoom-Zoom with a MAZDASPEED Cold Air Intake. Made from high-quality aluminum. Tubes are mandrel bent, polished to a brilliant shine and clear-coated for a lasting finish. The intake utilizes the latest in dry filter technology for improved engine performance, while providing outstanding air filtration. **B. MAZDASPEED Coil Over Suspension Kit.** Independent rebound and compression damper adjustments. Ride height adjustment from 7 to 25 mm lower than stock. Provides spring rates that are approximately double those of the stock springs for a high-performance, race-tuned suspension that enhances both steering precision and handling. **C. MAZDASPEED 18-Inch Forged Aluminum Wheels.** (18X7.5J) Reduce the unsprung weight of your MAZDASPEED3 with these lightweight (7.7 kg), split five-spoke, one-piece, forged-aluminum wheels. Reducing unsprung weight improves handling response, braking and acceleration.

- | | | |
|---|--|---|
| <ul style="list-style-type: none">• Cargo Net• Fuel-Filler Door—Pearl Satin• All-Weather Floor Mats• Auto-Dimming Mirror with Compass• Auto-Dimming Mirror with HomeLink® | <ul style="list-style-type: none">• SIRIUS Satellite Radio Receiver Kit³• Wheel Locks (4)¹• iPod® Integration Module | <ul style="list-style-type: none">• Car Cover• Front Mask with MAZDASPEED Logo• Sport Exhaust |
|---|--|---|



1. Quantity per set.
2. Color-keyed item(s).
3. SIRIUS SATELLITE RADIO requires a subscription and Mazda satellite radio receiver accessory kit. Available only in the U.S., except Alaska and Hawaii.



ZOOM-ZOOM

ALL CHILDREN INSTINCTIVELY KNOW IT.

A FEW ADULTS STILL REMEMBER IT.

ONE UNIQUE CAR COMPANY REFUSES TO OUTGROW IT.

IN GROWN-UP LANGUAGE, IT MEANS THE EXHILARATION
AND LIBERATION THAT COME FROM EXPERIENCING SHEER MOTION.

BUT AS USUAL, CHILDREN PUT IT MUCH BETTER.

AND SIMPLY CALL IT ZOOM-ZOOM.

WE PRACTICE IT EVERY DAY.

IT'S WHY WE BUILD THE KIND OF CARS WE DO.

MAZDA. ALWAYS THE SOUL OF A SPORTS CAR.®



MAZDA CX-7



MAZDA CX-9



MAZDA MX-5 MIATA



MAZDA TRIBUTE



MAZDA B-SERIES TRUCK



MAZDA6



MAZDA3 4-DOOR



MAZDA RX-8



MAZDA3 5-DOOR



MAZDA5

