



FEEL ALIVE®













2019 Mazda3 Sedan AWD with Premium Package shown in Machine Gray Metallic | 2019 Mazda3 Hatchback AWD with Premium Package shown in Soul Red Crystal Metallic

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

I believe in taking the unconventional road
and going the extra mile to do work that inspires,
because I believe the highest purpose of being human
is to uplift other humans.

I believe in artisans, designers, engineers and ambassadors
who pour human energy into their work,
because I believe there are things the human hand can do
that can't be replicated by a machine or a computer.

I believe in the power of cars to move human emotions.
To awaken senses, heighten reflexes, make pulses race.
To be more than a cold machine designed to take
you from here to there.

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

MAZDA. FEEL ALIVE.®





ARTFUL DESIGN

A bold new era has arrived. Born from our obsession to create beautiful vehicles. Expressed through our design language called Kodo: “Soul of Motion.” Capturing movement, even at a standstill. Simplified essential characteristics that embrace the Japanese philosophy of “less is more.” This compelling evolution in our design aesthetic pursues beauty through subtraction and purity. Reflections of light across its surface create more complex and intriguing shapes.

The Speed Form featured is a sculptural exploration done by the designers at Mazda. Created by the hands of master artisans, the piece conveys energy by eliminating all that is unnecessary, leaving only what is essential—becoming the inspiration for its final design stage: the all-new Mazda3.



Design elevated to a work of art can move us. Physically. Emotionally. Eliciting a reaction—to make you feel. It’s something we call the Mazda3—a seductive sportier hatchback that personifies our meticulous nature. As a company of passionate artisans and craftsmen, we infuse energy into everything we touch. Purposeful evocative design is our ethos—and the only way we build Mazdas.

Inside, an inviting cabin welcomes you. No detail or consideration has been overlooked. Resulting in a finely crafted design and the versatility to fit your every need. Because we envision you behind the wheel, every feature is designed for effortless intuitive communication between you and your Mazda.

MAZDA3 HATCHBACK





[Visit our website to see all the vibrant color choices available.](#)

Every aspect of our design process is intentional. Including the paint. Before a single drop of color is applied, master painters first perfect their technique by hand. Ensuring the surface of the Mazda3 has depth and saturation. Illuminating the curves and characteristics of our Kodo design. They apply color with the precision of highly sharpened senses. Even the machines used to paint the Mazda3 are so well calibrated that they replicate the exact movement of this human technique. Our daring array of lustrous finishes may be the final touch on the Mazda3, but it is the first thing that will catch your eye.



We believe truly thoughtful design can inspire. Connect with you on a deeper level. This is the essence of our design language. And it's spoken in the sophisticated Mazda3 Sedan. With a sleek dignified profile, its appeal is visceral, emotional.

Immerse yourself in a cabin that's elegant and refined. Materials and finishes selectively chosen by master craftsmen. Features intelligently positioned to anticipate your every move; you can't help but feel like it was made just for you. Where the Mazda3 takes you might have more to do with your state of mind.

MAZDA3 SEDAN

JAPANESE MASTERY

The Mazda Takumi are the artisans and craftsmen who hone their skills for years, even decades, to achieve mastery. From their first sketch to the final stitch, their passion, patience and dedication are poured into every vehicle. The Takumi master clay modelers are so highly skilled, they can carve a block of clay into a work of art—with their eyes closed. Instinctually, they ensure every curve of the vehicle is pleasing to the touch. Exhaustive efforts are made to perfect the outcome of their design. Leaving you with their very best. From designer to driver, this connection ultimately creates an enriching emotional bond between you and your Mazda.



Images for illustrative purposes only.



With you in mind, the Takumi set out to create beautiful elements through shape, texture and color. Expert fabricators craft a range of distinct and expressive upholstery designs using soft textures and solid stitching. Every inch of our carefully constructed upholstery is designed to make your driving experience better. An elegant level of refinement—reserved just for you.

HUMAN CENTRICITY

For decades, we've studied the human body: how it moves, sensations of touch, sound and sight, muscle and skeletal structure. Every consideration has been made so the Mazda3 feels as if it were built just for you. Effortlessly responding to your direction. This is the human-centric design philosophy known as Jinba Ittai—horse and rider as one. You feel as though your Mazda is an extension of your body.

We believe in building vehicles for humans—by humans. In everything we do, we aspire to make your driving experience as intuitive as possible. Creating a oneness between you and your vehicle. Seamless connections that help you engage with the moment. Which is why we engineer to a feeling, not a specification. To leave you feeling energized. Rejuvenated. You, at one with your Mazda.





¹ Don't drive while distracted or while using a hand-held device. See full disclaimer in Specifications.



Your inspiration. Your space. Your command station. This is the driver-centric cabin within the Mazda3 where every control is situated within your reach, so you can stay focused on the road ahead. An intuitive instrument panel places gauges and displays within your line of sight to minimize distraction. The center console and Commander control are positioned for optimal comfort of the wrist and forearm. And now, the Mazda Connect™ infotainment system has been enhanced with available Apple CarPlay™ integration for your iPhone® (shown) and Android Auto™ integration.¹ Communication between you and your vehicle becomes second nature—by design.

INGENIOUS SOLUTIONS

Only a company this obsessed with creating the ideal driving experience could engineer innovations and solutions that others deemed impossible. We continually challenge ourselves, defy convention, reinvent and do the unexpected. Because this is how we aim to create a more enriching driving experience.

Every aspect of the Mazda3 has been reimagined to work in harmony with your sensibilities. The new seats are shaped to maintain an upright position for your spine and support its natural S-shape curve. A reengineered suspension that considers the way the human body moves naturally—and balances that to the car's movements—for improved handling and comfort. And new engine technology that offers impressive fuel efficiency¹ without compromising performance. Countless efforts have been made to enhance the joy from driving through a completely holistic, smarter approach: Skyactiv® Technology. Bringing man and machine together to create inherent connection.



¹ Based on EPA estimates for Mazda3 Sedan with Premium Package and FWD, 27 city/36 highway. Actual results will vary.



We've never been satisfied with the status quo. We refuse to do things the way they have been done for years. Which is why our available all-wheel-drive system was created to perform like no other. Breakthrough technology that helps predict the unexpected. This is i-Activ AWD® Inventive engineering that helps detect the possible loss of traction by actively monitoring everything from outside temperature and windshield wiper usage to the driver's steering and braking inputs. And Skyactiv-Vehicle Dynamics with G-Vectoring Control Plus helps improve steering accuracy by shifting vehicle weight upon turn entry and exit to achieve a smoother, more responsive drive. Together, these innovations contribute to more confident driving, no matter the conditions.



To heighten your senses, we created a few of our own. Sophisticated safety innovations that alert you to hazards and help you avoid collisions—or lessen their impact—is the ingenious thinking behind i-Activsense®. This intelligent suite of available safety features¹ such as Blind Spot Monitoring² and Rear Cross Traffic Alert² help improve your visibility and awareness of the road.



¹ i-Activsense® safety features are not a substitute for safe and attentive driving. There are limitations to the range and detection of each safety feature. Additional information provided in Specifications. Please see your Owner's Manual for further details. ² Always check your mirrors. Be aware of the traffic around you. There are limitations to the range and detection of the system. Please see your Owner's Manual for further details.



Setting out to make room for a concert hall inside the cabin of the Mazda3 was no easy task. Recreating what feels like a live performance meant our acoustic engineers considered every intricate detail of sound. With extensive research in psychoacoustics, our engineers measured spatial effects, the delay and reflections of sound within the cabin and even the vibrations of the air to determine the placement of speakers. And with the available 12-speaker premium sound system, Bose® and Mazda have further achieved an energizing auditory experience—from any seat in the house.

Built to achieve a “spirit of comfort,” Hakuju Hall is an intimate concert space in Tokyo, Japan—where the audience can truly experience every intonation in the music. Designed to incorporate a “health” aspect, this unique venue provides unrivaled acoustics from any seat in the house.

Photo credit: ©Albert Abut Photo: Nacása & Partners Inc.

EFFORTLESS JOYFUL DRIVING

Is it possible for driving to be an energizing and awakening experience? At Mazda, we believe it is. The Mazda3 is engineered to insulate you from distracting outside noise, while still allowing for sounds from the road and engine to be heard so your connection to the drive is heightened. Your levels of stress and fatigue are lowered. It's all about shielding you from all that is unnecessary, so you can focus on what will bring you joy: exceptional driving.





Every Mazda ever built began with one idea: you. It's our declaration that you experience effortless joyful driving in every turn and every straightaway. How you feel is our rule of measurement. We believe in taking dares and challenging convention. Pushing boundaries. Because these principles help unleash the potential that exists in all of us. We believe driving isn't just about a destination. It should inspire you and exhilarate every fiber of your being. This is how we built the all-new Mazda3.

MAZDA. FEEL ALIVE.®

SPECIFICATIONS

ENGINE

SKYACTIV®-G 2.5L 16-valve, 4-cylinder engine
186 hp @ 6,000 rpm
186 lb-ft torque @ 4,000 rpm
Available Cylinder Deactivation (CDA)

TRANSMISSIONS & DRIVETRAIN

SKYACTIV-Drive 6-speed automatic with manual-shift and Sport modes (Standard)
SKYACTIV-MT 6-speed manual transmission (Available on MAZDA3 Hatchback FWD with Premium Package only)
Front-wheel drive (standard)
Available i-ACTIV AWD® (Not Available on MAZDA3 Sedan)
SKYACTIV-VEHICLE DYNAMICS with G-Vectoring Control Plus

FUEL ECONOMY¹ EPA-estimated MPG (city/highway)

MAZDA3 Sedan	FWD	AWD
SKYACTIV-G 2.5L	26/35	NA
SKYACTIV-G 2.5L with CDA	27/36	25/33
MAZDA3 Hatchback	FWD	AWD
SKYACTIV-G 2.5L with CDA	25/35 (MT) ; 26/35 (AT)	24/32

FUEL TANK CAPACITY

	FWD	AWD
Sedan and Hatchback	13.2 U.S. gallons	12.7 U.S. gallons

DIMENSIONS

	Sedan	Hatchback
Overall length	183.5"	175.6"
Wheelbase	107.3"	107.3"
Width	70.7"	70.7"
Height	56.9"	56.7"
EPA Passenger volume, w/o moonroof	92.8 cubic feet	92.7 cubic feet

CARGO VOLUME

	Sedan trunk	Hatchback, rear seats up
	13.2 cubic feet	20.1 cubic feet

¹ EPA-estimated mileage. Actual results will vary.

	INTERIOR	EXTERIOR	SAFETY AND SECURITY	ENGINE AND TRANSMISSION
MAZDA3 HATCHBACK Includes the following standard features:	Dual-zone automatic climate control Leatherette-trimmed seats Leather-wrapped steering wheel and gear selector Push Button Start Power windows with one-touch up/down Power door locks with Mazda Advanced Keyless Entry System 7-inch meter display 8-speaker audio system Bluetooth® hands-free phone and audio streaming MAZDA CONNECT™ Infotainment system ² with: 8.8-inch full-color display, Multifunction Commander control, Apple CarPlay™ integration, ³ Android Auto™ integration, ³ Pandora® internet radio integration, infotainment system voice command, HD Radio,™ Radio Broadcast Data System program information, SMS text message audio delivery and reply, Mobile 911 automatic emergency notification USB audio input ports 12V power outlet Steering-wheel-mounted audio and cruise controls Cruise control 60/40 split fold-down rear seatback Rear-seat center armrest with cup holders Center console armrest with covered storage compartment Driver and front passenger sun visors with extension Driver and front passenger illuminated vanity mirror Cargo area lighting Cargo area cover Overhead console with sunglasses holder Electronic parking brake	18-inch alloy wheels with P215/45 R18 tires Body-color dual folding power side mirrors LED headlights LED combination taillights LED Daytime Running Lights Rain-sensing windshield wipers Black rear roofline spoiler Front grille with Black finish	Advanced front air bags, front side-impact air bags and side-impact air curtains ⁴ Driver's and front passenger's knee air bag ⁴ Blind Spot Monitoring ⁵ Rear Cross Traffic Alert ⁵ Smart Brake Support ⁷ Driver Attention Alert ⁸ Mazda Radar Cruise Control with Stop & Go ⁹ (AT models) Lane Departure Warning System ¹⁰ Lane-keep Assist ¹⁰ High Beam Control Dynamic Stability Control ¹¹ and Traction Control System Rearview Camera ¹² Engine-immobilizer anti-theft system Tire Pressure Monitoring System LATCH child seat anchors and upper tethers	SKYACTIV®-G 2.5L 16-valve, 4-cylinder engine with Cylinder Deactivation SKYACTIV-Drive 6-speed automatic with manual-shift and Sport modes SKYACTIV-VEHICLE DYNAMICS with G-Vectoring Control Plus Available i-ACTIV AWD®
PREFERRED PACKAGE Includes the following features in addition to or in place of standard features:	Bose® 12-speaker premium audio system with Centerpoint® and AudioPilot® Aluminum front door speaker grilles SiriusXM Satellite Radio with 3-month subscription to the Sirius All Access package ¹³ 8-way power-adjustable driver's seat with power-adjustable lumbar support and 2-position memory Heated front seats with three-level adjustment	Power side mirrors with memory function Shark fin antenna		
PREMIUM PACKAGE Includes the following features in addition to or in place of those in the Preferred Package:	Windshield-projected full-color Active Driving Display Perforated leather-trimmed seats Steering-wheel-mounted paddle shifters (AT models)	18-inch alloy wheels with Black finish Power sliding-glass moonroof with one-touch open and tilt feature LED headlights with signature lighting LED combination taillights with signature lighting Adaptive Front-lighting System	Mazda Radar Cruise Control ⁹ (MT models)	Available SKYACTIV-MT 6-speed manual transmission (FWD only)

AVAILABLE ACCESSORIES

Alloy Wheels (18-inch Polished/18-inch Matte Black), Sport Pedal Set, All-Weather Cargo Tray, All-Weather Floor Mats (Low Wall/High Wall), Ash Cup, Cargo Net, Carpet Cargo Mat, Collapsible Cargo Carrier, Door Mirror Caps, First Aid Kit, Frameless Auto-Dimming Rearview Mirror with HomeLink®, Front Air Dam,¹⁴ Illuminated Doorsill Trim Plates (Front), Interior Lighting Kit, Key Chains, License Plate Frames, Moonroof Wind Deflector, Navigation (SD Card), Rear Bumper Guard, Rear Diffuser, Rear Hatch Spoiler,¹⁴ Remote Engine Start (AT models), Roadside Assistance Kit, Roof Rack,¹⁴ Side Sill Extensions,¹⁴ Side Window Deflectors, Soft Cargo Liner, Splash Guards (Front & Rear), Thule® Roof Rack Attachments, Tire Valve Stem Caps (Chrome or Black), Touch Up Paint, Wheel Locks (Chrome or Black), Windshield Sunscreen, Wireless Charging Pad

² Don't drive while distracted. Even with voice commands, only use Mazda Connect™/other devices when safe. Some features may be locked out while the vehicle is in motion. Not all features are compatible with all phones. Message and data rates may apply. ³ Requires compatible phone and standard text and data rates apply. Third-party interface providers are solely responsible for their product functionality and third-party terms and privacy statements apply. Don't drive while distracted or while using a hand-held device. Android and Android Auto are trademarks of Google LLC. Apple CarPlay is a trademark of Apple Inc. ⁴ Always wear your seat belt and secure children in the rear seat in appropriate child restraints. ⁵ Always check your mirrors. Be aware of the traffic around you. There are limitations to the range and detection of the system. Please see Owner's Manual for further details. ⁶ (reserved) ⁷ Smart Brake Support operates under certain driving conditions. Vehicle detection operates at speeds above 2 mph. Pedestrian and bicycle detection operates at speeds between approximately 6 mph and 50 mph. Not a substitute for safe and attentive driving. Factors including movement and shape of the object in front of the vehicle, weather and road conditions can all impact automatic brake control and collision warning. Please see your Owner's Manual for further details. ⁸ Driver Attention Alert operates under certain driving conditions above 40 mph. It is not a substitute for safe and attentive driving. There are limitations to the range and detection of the system. Please see your Owner's Manual for further details. ⁹ Mazda Radar Cruise Control (MRCC) and MRCC with Stop & Go are not substitutes for safe and attentive driving. There are limitations to the range and detection of each system. Driver action is required to resume MRCC with Stop & Go after a complete stop. Please see your Owner's Manual for further details. ¹⁰ Lane Departure Warning System and Lane-keep Assist operate under certain driving conditions above 40 mph. Neither system is a substitute for safe and attentive driving. There are limitations to the range and detection of the systems. Please see your Owner's Manual for further details. ¹¹ Dynamic Stability Control (DSC) is an electronic system designed to help the driver maintain control under adverse conditions. It is not a substitute for safe driving practices. Factors including speed, road conditions and driver steering input can all affect whether DSC will be effective in preventing loss of control. Please see your Owner's Manual for further details. ¹² Rearview Camera does not provide a comprehensive view of the entire rear area of this vehicle. Always check your surroundings. ¹³ SiriusXM Satellite Radio reception requires a subscription and Mazda satellite radio. Subscriptions to SiriusXM services are sold by SiriusXM after a 3-month trial subscription to the Sirius All Access package expires and are continuous until you call SiriusXM at 1-866-635-2349 to cancel. See SiriusXM Customer Agreement for complete terms at www.siriusxm.com. Sirius satellite service available only to those at least 18 and older in the 48 contiguous U.S.A., D.C., and P.R. (with coverage limitations). Sirius, XM and all related marks and logos are trademarks of Sirius XM Radio Inc. ¹⁴ Late availability. **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.

	INTERIOR	EXTERIOR	SAFETY AND SECURITY	ENGINE AND TRANSMISSION
MAZDA 3 SEDAN Includes the following standard features:	Air conditioning Cloth-trimmed seats with seatback pocket Push Button Start Power windows with one-touch up/down feature Power door locks with remote keyless entry system 7-inch meter display 8-speaker audio system Bluetooth® hands-free phone and audio streaming MAZDA CONNECT™ infotainment system ² with: 8.8-inch full-color display, Multifunction Commander control, Infotainment system voice command, HD Radio™ Pandora® internet radio integration, Radio Broadcast Data System program information, SMS text message audio delivery and reply, Mobile 911 automatic emergency notification USB audio input ports 12V power outlet Steering-wheel mounted audio and cruise controls Cruise control 60/40 split fold-down rear seatback Center console armrest with covered storage compartment Driver and front passenger sun visors with extension and vanity mirror Electronic parking brake	16-inch alloy wheels with P205/60 R16 tires Body-color dual folding power side mirrors LED headlights LED combination taillights LED Daytime Running Lights Variable-intermittent windshield wipers	Advanced front air bags, front side-impact air bags and side-impact air curtains ³ Driver's and front passenger's knee air bag ³ Dynamic Stability Control ⁴ and Traction Control System Rearview Camera ⁵ Engine-immobilizer anti-theft system Tire-Pressure Monitoring System LATCH child seat anchors and upper tethers	SKYACTIV®-G 2.5L 16-valve, 4-cylinder engine SKYACTIV-Drive 6-speed automatic with manual-shift and Sport modes SKYACTIV-VEHICLE DYNAMICS with G-Vectoring Control Plus
SELECT PACKAGE Includes the following features in addition to or in place of standard features:	Apple CarPlay™ integration ⁶ Android Auto™ integration ⁶ Mazda Advanced Keyless Entry Leatherette-trimmed seats Dual-zone automatic climate control Leather-wrapped steering wheel and gear selector Driver and front passenger illuminated vanity mirror Rear seat center armrest with cup holders Overhead console with sunglasses holder	18-inch alloy wheels with P215/45 R18 tires Auto on/off headlights Body-color dual folding power side mirrors with integrated turn signals Rain-sensing windshield wipers	Blind Spot Monitoring ⁷ Rear Cross Traffic Alert ⁷ Smart Brake Support ⁹ Driver Attention Alert ¹⁰ Mazda Radar Cruise Control with Stop & Go ¹¹ Lane Departure Warning System ¹² Lane-keep Assist ¹² High Beam Control	Available Cylinder Deactivation Available i-ACTIV AWD®
PREFERRED PACKAGE Includes the following features in addition to or in place of those in the Select Package:	Bose® 12-speaker premium audio system with Centerpoint® and AudioPilot® Aluminum front door speaker grilles SiriusXM Satellite Radio with 3-month subscription to the All Access package ¹³ 8-way power-adjustable driver's seat with power-adjustable lumbar support and 2-position memory Heated front seats with three-level adjustment	Power side mirrors with memory function Shark fin antenna		
PREMIUM PACKAGE Includes the following features in addition to or in place of those in the Preferred Package:	Windshield-projected full-color Active Driving Display Perforated leather-trimmed sport seats Steering-wheel-mounted paddle shifters	Power sliding-glass moonroof with one-touch open and tilt feature LED headlights with signature lighting LED combination taillights with signature lighting Adaptive Front-lighting System		Cylinder Deactivation

AVAILABLE ACCESSORIES

Alloy Wheels (18-inch Polished/18-inch Matte Black), Sport Pedal Set, All-Weather Cargo Tray, All-Weather Floor Mats (Low Wall / High Wall), Ash Cup, Cargo Net, Carpet Cargo Mat, Collapsible Cargo Carrier, Door Mirror Caps, First Aid Kit, Frameless Auto-Dimming Rearview Mirror with HomeLink® Illuminated Doorsill Trim Plates (Front), Interior Lighting Kit, Key Chains, License Plate Frames, Moonroof Wind Deflector, Navigation (SD Card), Rear Bumper Guard, Rear Lip Spoiler,¹⁴ Remote Engine Start, Roadside Assistance Kit, Roof Rack,¹⁴ Side Window Deflectors, Splash Guards (Front & Rear), Touch Up Paint, Thule® Roof Rack Attachments, Tire Valve Stem Caps (Chrome or Black), Wheel Locks (Chrome or Black),Windshield Sunscreen, Wireless Charging Pad

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