

*2014 Mazda3*

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**mazda**

*It takes conviction to stand up to the naysayers.  
A creative fire that's unafraid of the blank page.  
And the courage to flip conventional wisdom on its head.  
Because this is the only way to change the game.  
And the only way to build cars worth driving.*

*Today, our SKYACTIV TECHNOLOGY is changing the game.*

*It's how we reinvented the gasoline engine,  
dramatically improving its efficiency  
without sacrificing heart-pounding performance.*

*It's how we engineered a lighter car that's even stronger,  
safer, more responsive, and more exhilarating to drive.*

*These are actions, not words. Proof, not theories.  
Making the impossible possible. This is the Mazda Way.*

*ZOOM-ZOOM*

## MAZDA ENGINEERS LOVE ACHIEVING PERFECTION.

How do you improve on a car that already exceeds expectations? A car that wins accolades year after year? Just ask Mazda engineers. They re-imagined a vehicle that puts you in complete control and drives exactly the way you want it to drive - the kind of car you want to keep driving. And then Mazda engineers built it. From the ground up, the all-new 2014 MAZDA3 is a new kind of car, built on a new way of thinking using new technology that optimizes driving dynamics, control, fuel economy - and fun. From SKYACTIV TECHNOLOGY's fuel-saving engineering and our innovative connectivity features, to mood-elevating KODO "Soul of Motion" design, the MAZDA3 is the culmination of courageous engineering, creative design and fearless conviction. Better than ever before and as versatile as it's always been, the MAZDA3 proves that one car can offer everything - all in a fun-to-drive, affordable package.



## MORE INNOVATION FOR EVEN MORE EXHILARATION.

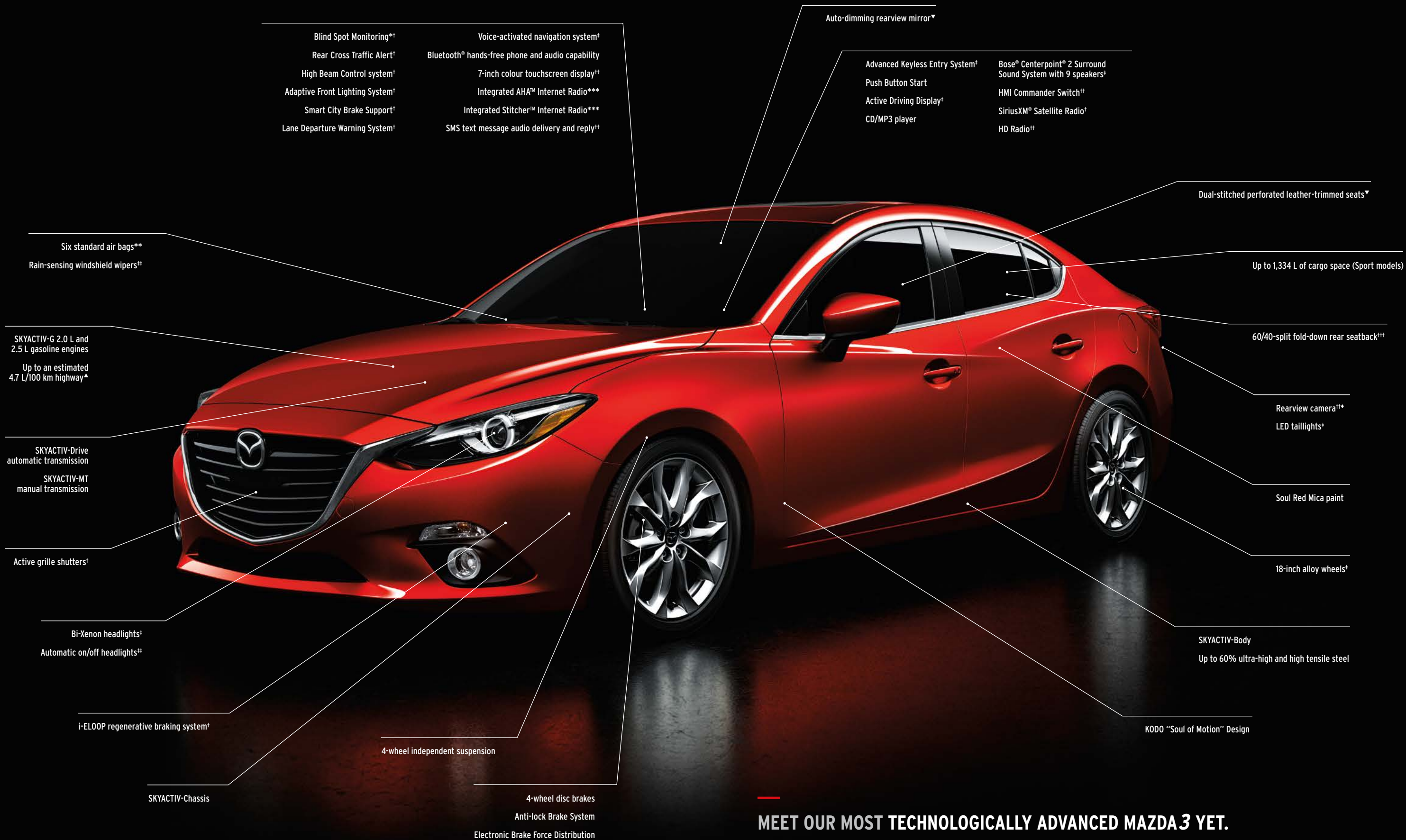
Exhilaration has always run in the MAZDA3 family. And now SKYACTIV TECHNOLOGY takes it to a whole new level. With a lighter yet stronger body, chassis and powertrain, the MAZDA3 ramps up its already superb performance and handling even further. Its sure-footed, nimble ride includes a precisely tuned 4-wheel independent suspension system, rack-and-pinion steering with rpm-sensing variable power assist for accurate manoeuvring, and Dynamic Stability Control\* for road-gripping turns. And amplifying the thrill is your choice of the spirited 2.0 L or 2.5 L SKYACTIV-G engines, with the 2.5 L offering up 184 horsepower worth of fun. Precise. Powerful. Performance-oriented. The MAZDA3 proves that more than ever before, passion and performance are in its blood.

### KILOMETRES AHEAD - AND A WORLD OF DIFFERENCE /

The 2014 MAZDA3's fuel economy is kilometres ahead - literally. Which means you can drive up to 1,000 km on just one tank of gas. Not only does the outstanding fuel efficiency mean fewer stops for fill-ups, but it also means peace of mind knowing you are consuming fewer resources.



\*Dynamic Stability Control is not a substitute for safe driving practices.



Blind Spot Monitoring\*\*  
 Rear Cross Traffic Alert†  
 High Beam Control system†  
 Adaptive Front Lighting System†  
 Smart City Brake Support†  
 Lane Departure Warning System†

Voice-activated navigation system†  
 Bluetooth® hands-free phone and audio capability  
 7-inch colour touchscreen display††  
 Integrated AHA™ Internet Radio\*\*\*  
 Integrated Stitcher™ Internet Radio\*\*\*  
 SMS text message audio delivery and reply††

Auto-dimming rearview mirror▼

Advanced Keyless Entry System†  
 Push Button Start  
 Active Driving Display†  
 CD/MP3 player

Bose® Centerpoint® 2 Surround Sound System with 9 speakers†  
 HMI Commander Switch††  
 SiriusXM® Satellite Radio†  
 HD Radio††

Dual-stitched perforated leather-trimmed seats▼

Up to 1,334 L of cargo space (Sport models)

60/40-split fold-down rear seatback†††

Rearview camera†††  
 LED taillights†

Soul Red Mica paint

18-inch alloy wheels†

SKYACTIV-Body  
 Up to 60% ultra-high and high tensile steel

KODO "Soul of Motion" Design

Six standard air bags\*\*  
 Rain-sensing windshield wipers††

SKYACTIV-G 2.0 L and 2.5 L gasoline engines  
 Up to an estimated 4.7 L/100 km highway▲

SKYACTIV-Drive automatic transmission  
 SKYACTIV-MT manual transmission

Active grille shutters†

Bi-Xenon headlights†  
 Automatic on/off headlights††

i-ELOOP regenerative braking system†

SKYACTIV-Chassis

4-wheel independent suspension

4-wheel disc brakes  
 Anti-lock Brake System  
 Electronic Brake Force Distribution

## MEET OUR MOST TECHNOLOGICALLY ADVANCED MAZDA3 YET.

What's in the new MAZDA3? What isn't. Re-engineered to push the limits of innovation and design, the all-new MAZDA3 improves fuel efficiency, reduces weight for even better handling and offers up some of the most cutting-edge automotive technologies available today. From the inside out, the MAZDA3 exceeds expectations in every way, delivering more of everything and settling for nothing less than the best - as you can see from this long list of advanced standard and available features and innovations.

\*Always check your mirrors be aware of the traffic around you.

†Available on the GT model with Technology Package.

‡Standard on the GT model.

††Standard on the GS and GT models.

\*\*Always wear your seat belt and secure children in the rear seat in appropriate child restraints.

‡‡Available on the GS model with Convenience Package and standard on the GT model.

▲Estimated fuel economy on the Mazda3 GX and GS with 2.0 L engine and automatic transmission. Actual results may vary.

▼Available on the GT model with Luxury Package.

\*\*\*Available on the GS and GT models with free downloadable AHA and Stitcher apps.

†††Standard on the Mazda3 sedan GS and GT models, and standard on the Mazda3 Sport GX, GS and GT models.

◆Rearview camera does not provide a comprehensive view of the entire rear area of this vehicle. Always check your surroundings.



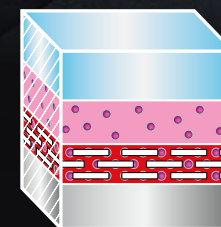
魂動

KODO : SOUL of MOTION

## THE PROMISE OF WHAT'S TO COME.

Designed to capture the motion, power and fluidity of nature, MAZDA3's KODO "Soul of Motion" design revitalizes the spirit. Every muscular line and refined curve reflects the taut, energetic expression of dynamic performance. Slightly lower and wider, the crouching stance, prominent grille and piercing headlights make a formidable first impression. Yet KODO design is as functional as it is beautiful. The stunning sculpted exterior is specifically crafted to also deliver superb aerodynamics. And with an exceptionally low coefficient of drag, the 2014 MAZDA3 produces better fuel economy, performance and handling than ever before. So go ahead - light a fire in your heart and revel in the spirit of driving before you even get behind the wheel.

Clear Coat  
Translucent Coat  
Reflective Coat  
Sheet Metal



### / THE BIRTH OF SOUL /

To create Soul Red Mica, we put an entirely new three-coat painting process into action. By using two separate coats of high-brightness aluminum flakes and high-chroma red pigment, we created a deep and vivid colour that's unlike any other red on the road.

# SKYACTIV TECHNOLOGY

## PERFORMANCE AND EFFICIENCY AS ONE.

Achieving the impossible is nothing new for Mazda engineers. While other car companies compromise power to improve fuel efficiency, we've taken a dramatically different approach with SKYACTIV TECHNOLOGY. Far more than just an engine with hybrid-like efficiency, SKYACTIV TECHNOLOGY is a holistic system that takes the entire car into consideration. A matrix of next-generation innovations seamlessly works together to improve not only fuel economy but also the overall driving experience. Power and performance are delivered in abundance, along with efficiencies that offer up to a fuel-sipping estimated 4.7 L/100 km highway\*.

[mazda.ca/skyactiv](http://mazda.ca/skyactiv)



1



### / SKYACTIV-G /

By re-imagining the combustion engine with a lofty compression ratio of 13:1, increased power no longer requires fuel-consuming engine displacement. Get up to an estimated 4.7 L/100 km highway\* on sedan models and 4.9 L/100 km highway† on Sport hatchback models.

2



### / i-ELOOP /

The MAZDA3 features i-ELOOP®, a regenerative engine braking system that engages every time you lift your foot off the accelerator. i-ELOOP converts the car's own inertia into electricity, charging the battery, preventing fuel from being wasted and improving fuel economy by as much as 5 percent‡.

3A



### / SKYACTIV-MT /

This six-speed manual transmission has the shortest shift throw in its class. Inspired by the legendary MX-5 Miata, it's also smaller, lighter and stronger than any we've built before.

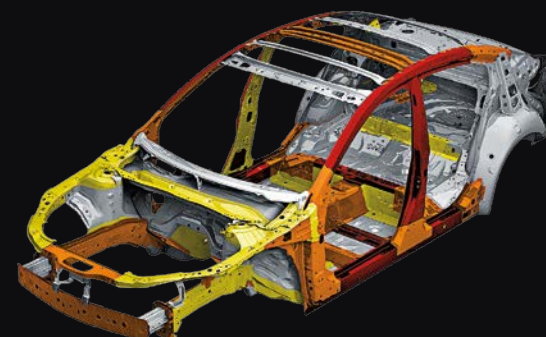
3B



### / SKYACTIV-DRIVE /

Our engineers created a new kind of precise, high-performance automatic transmission that combines the direct feel of a manual transmission with the silky smoothness of an automatic. And with the Drive Selection Switch (standard on the GT model), you get sharper, more responsive acceleration in addition to sporty performance.

4



### / SKYACTIV-BODY /

We are constantly searching for new ways to make you safer behind the wheel. That's why Mazda was the first auto manufacturer to use ultra-high-tensile steel in a production model. Because we crafted an efficient structural design and used ultra-high-tensile steel in critical areas, the MAZDA3's body is lighter than normal, yet it's stiffer and stronger.

5



### / SKYACTIV-CHASSIS /

Engineered together with the SKYACTIV-Body to work in perfect harmony, the steering and suspension systems achieve two seemingly contradictory goals at once: To be nimble at low speeds, yet stable at high speeds. Plus, its lighter weight, allows for a more direct and agile feel.

\*Estimated fuel economy on the Mazda3 GX and GS with 2.0 L engine and automatic transmission. Actual results may vary.

†Estimated fuel economy on the Mazda3 Sport GX and GS with 2.0 L engine and either the automatic or manual transmission. Actual results may vary.

‡Actual results will vary based on driving conditions.

\*\*Available on the GT model with Technology Package.

## BRINGING THE DRIVING EXPERIENCE TO LIFE.

Welcome to a fully engaging and revitalizing driving experience. Inside the 2014 MAZDA3, you'll find a richly contoured, driver-oriented environment that empowers focused, yet stimulating, driving. From the moment you open the door and the centre gauge lights up, you'll know you're in for a real treat. And when you fire up the engine with the push of a button, a new level of connectedness is undeniable. The side gauges illuminate. The available Active Driving Display\* rises to greet you. And once on the road, the cockpit's design around a theoretical vanishing point keeps you forward-focused, helping you fix your attention on the road ahead more easily.



### / DASH YOUR INHIBITIONS /

A first of its kind for the MAZDA3, the available Active Driving Display\* projects critical driving information like speed, navigation, safety alert and cruise control right within your line of sight. Strategically positioned directly within the driver's field of view above the gauge cluster, this innovative heads-up display allows you to process information faster while keeping your eyes focused on the road.

### / TAKE CONTROL /

Conveniently located on your steering wheel, paddle shifters\* allow you to upshift and downshift without taking your hands off the wheel or your eyes off the road.

\*Standard on the GT model.

## COMPLETELY CONNECTED. EFFORTLESSLY ENGAGING.

With the innovative MAZDA CONNECT infotainment system, you'll enjoy a fully integrated relationship between you and your MAZDA3. With so many connectivity features located right at your fingertips, you can engage with a wide range of content while staying focused on the road ahead. The available HMI Commander Switch\* allows you to easily control audio and navigation functions and see it all on the available high-mount colour touchscreen display\*. Plus, with a host of audio options like the available Bose® Centerpoint® 2 Surround Sound System†, available SiriusXM® Satellite Radio‡, standard USB port and MP3 capability, staying connected to the world while you're connected to the road is effortless, instinctive and fun.



### / BLUETOOTH® HANDS-FREE PHONE AND AUDIO CAPABILITY /

With voice commands, making and receiving calls is as easy as pushing a button and saying "hello." And the Bluetooth® wireless capability helps you stay entertained with streaming audio from your compatible mobile device.



### / VOICE-ACTIVATED NAVIGATION SYSTEM /

Get where you need to go with the MAZDA3's available integrated navigation system†. Advanced features include voice command and turn-by-turn directions shown on the Active Driving Display on the GT model.



### / INTEGRATED AHA™ RADIO /

Download the free AHA\*\* app to your smartphone and stream AHA's wide array of Internet content via MAZDA3's Bluetooth® connectivity. Access everything from internet radio and podcasts, Facebook, Twitter and personalized music to audio books, weather, local restaurant and hotel searches, and more. The system even reads aloud the content displayed on the monitor.



### / INTEGRATED STITCHER™ INTERNET RADIO /

Discover the best of news, entertainment, sports and talk radio - anytime, anywhere. Stitcher\*\* internet radio offers more than 15,000 radio shows and podcasts on demand. This free app is available for your iPhone, Android device and iPad.



### / SMS TEXT MESSAGE AUDIO DELIVERY AND REPLY /

When a text comes in while you're driving, you can stay focused on the road ahead. Enjoy fully integrated text display, audio readout, and the ability to reply by choosing from a number of customizable pre-set return messages.\*



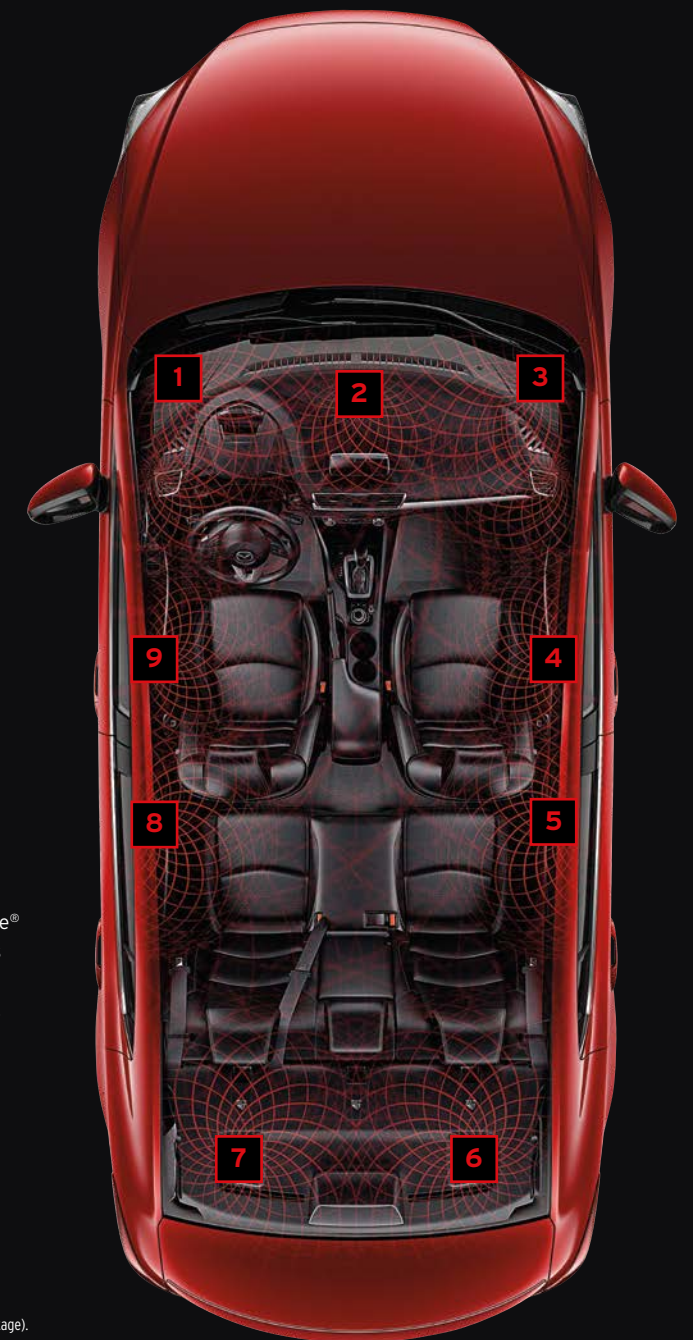
### / 7-INCH COLOUR TOUCHSCREEN DISPLAY AND HMI COMMANDER SWITCH /

Thanks to the newly adopted HMI Commander Switch\* on the centre console, all of the functions displayed on the 7-inch colour display screen\* - such as audio, navigation and communication - are positioned close at hand so you can better concentrate on the drive. The intuitive rotary and push-and-tilt operations of the commander, as well as the simple push buttons around it, enable smooth and easy operation.



### / IN TUNE WITH YOU IN EVERY SENSE /

For the 2014 MAZDA3, we settled for nothing less than the latest-generation Bose® Centerpoint® 2 Surround Sound System†. Designed specifically for the MAZDA3's interior dimensions, this available system with 9 speakers enables listeners to enjoy a surround sound experience from nearly any stereo source, including CDs, MP3 devices, radio broadcasts and the available SiriusXM® Satellite Radio‡, while AudioPilot® 2 technology compensates for ambient noise within the cabin.



\*Standard on the GS and GT models.

†Standard on the GT model.

‡Available on the GT model with Technology Package and a SiriusXM® Satellite Radio subscription (free 6-month comes with package).

\*\*Available on the GS and GT models with free downloadable AHA and Stitcher apps.





## INNER BEAUTY YOU CAN SEE AND FEEL.

The MAZDA3's interior appointments offer luxury you simply won't find in comparable affordable compact cars. Everything you see and touch is crafted with KODO design's revitalizing energy. Using high-end materials and refined finishes, like the satin chrome accents and a carbon fiber-look meter hood, the MAZDA3 offers a unique, understated beauty. And yet again, KODO design proves that good looks have a very specific purpose. The streamlined dash and instrument panel improve visibility for the driver and front passenger, while giving a feeling of spaciousness typically found in luxury vehicles. By repositioning the back seats slightly closer to the centre of the cabin, passengers have a broader view of the cockpit and road ahead. And by re-designing the front seatbacks to contour inwards, we created additional legroom and more foot room. Chances are, you've never seen an interior like this in another car in its class.

### / PERFECT FIT /

The MAZDA3's re-designed sport seats are contoured to mould perfectly to the body, giving you and your passengers a more comfortable and connected ride, no matter how long the commute. And with the available dual-stitched leather-trimmed upholstery\*, the seats are as carefully crafted as they are beautiful.

\*Available on the GT model with Luxury Package.



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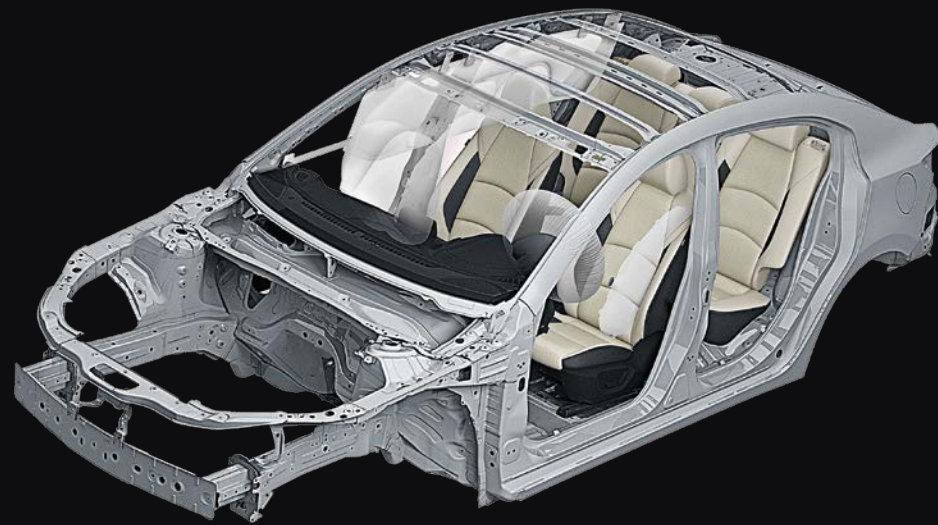
## FLEXIBLE STORAGE. ROOM TO ROAM.

With the MAZDA3 Sport hatchback, you can enjoy all the conveniences of a compact car without ever compromising cargo space. With a generous 1,334 L of cargo space with the rear seats folded, you'll have enough room for all your camping gear, work gear, party gear, or whatever gear you need. Plus, the easy-access lift-gate means easy loading. And when you have more passengers than gear? The MAZDA3 Sport offers plenty of versatility with 60/40-split fold-down rear seats. Simply fold down one section of the rear seat to allow for both passenger room and cargo. And when you need to be all about passengers, the MAZDA3 Sport accommodates five with room to spare.



## THE ART OF SAFETY.

Who approaches safety as if it were fine art? We do. Both active and passive safety features on the 2014 MAZDA3 are artfully engineered and intricately crafted to help keep you and your precious passengers and cargo secure. Like our state-of-the-art i-ACTIVSENSE technology that senses the car's surroundings, helping the driver to proactively respond to driving hazards. Plus there's a comprehensive matrix of passive safety features that helps keep you safe in the event a collision cannot be avoided, including SKYACTIV TECHNOLOGY's ultra-high-tensile steel. From air bags\* to radar-based brake support, Dynamic Stability Control† (DSC) to Blind Spot Monitoring†▲, safety is more than practical - it's a finely honed art.



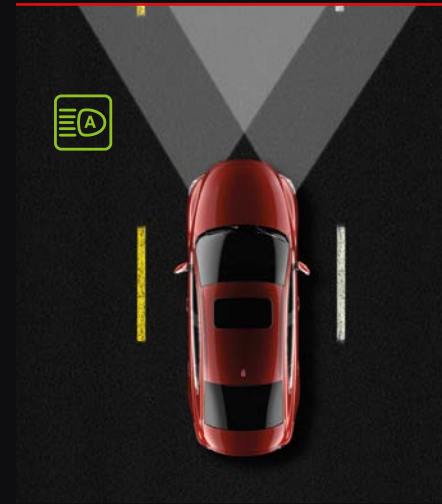
### SIX STANDARD AIR BAGS /

Advanced dual front air bags\* with driver's seat-position and passenger-weight sensors are standard on all MAZDA3 models - as are dual front side air bags and dual side-impact air curtains with coverage for both front and rear passengers.



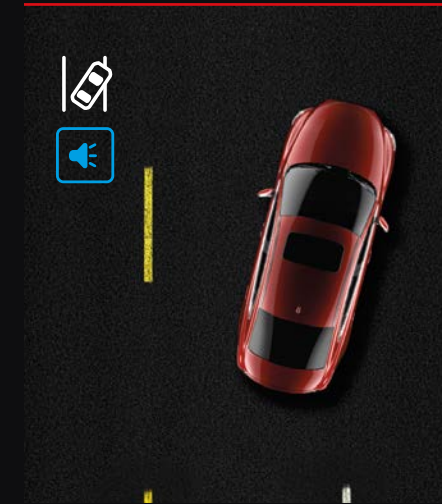
### ADAPTIVE FRONT LIGHTING SYSTEM /

The MAZDA3's KODO-design Adaptive Front Lighting System† is not only striking, but also provides a sharper vision of the road ahead. It automatically adjusts the angle of the vehicle's headlights according to the steering angle and vehicle speed. When cornering or approaching intersections at night, the beam of the headlights illuminates the path the car will actually follow, thereby enhancing driver safety. Beautiful design fused with highly advanced technologies. There's no better way to illuminate your journey.



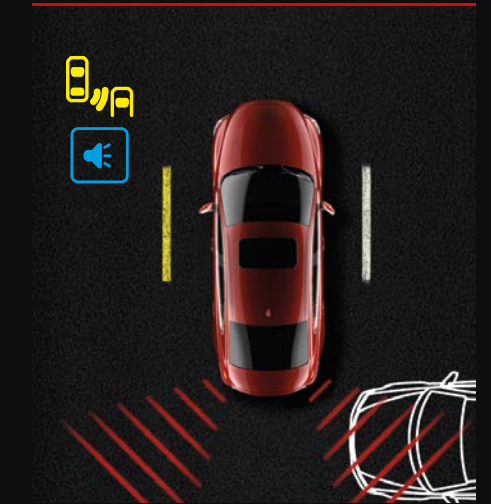
### HIGH BEAM CONTROL /

High Beam Control† helps the driver see better at night by maximizing opportunities to use the high beams. The system automatically switches to the low beams when it detects oncoming traffic and/or a vehicle ahead.



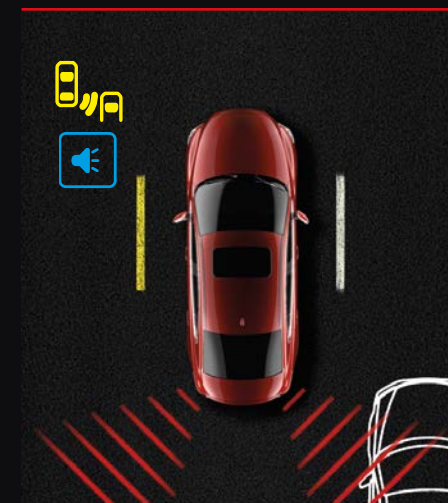
### LANE DEPARTURE WARNING SYSTEM /

The Lane Departure Warning System† gives audible and visual warnings when drivers are about to unintentionally depart from their lane at a speed of 70 km/hour or higher.



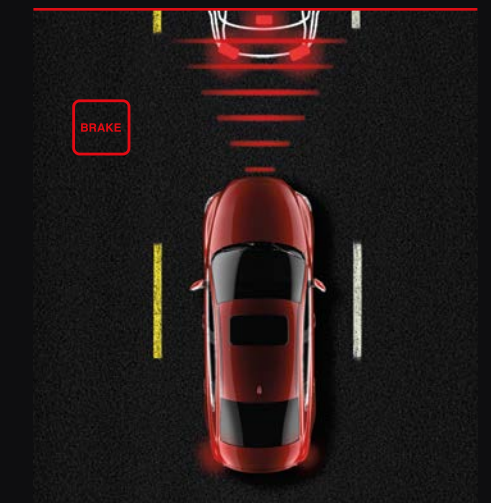
### REAR CROSS TRAFFIC ALERT /

When backing up, Rear Cross Traffic Alert† detects a vehicle approaching from the side and promptly alerts the driver with an audible warning, as well as a visual warning in the driver's-side mirror.



### BLIND SPOT MONITORING /

Blind Spot Monitoring†▲ radar sensors detect objects in the left or right blind spots. If the driver signals a lane change while an object is present, a light in your corresponding side mirror blinks and a warning chime sounds.



### SMART CITY BRAKE SUPPORT /

At low speeds, Smart City Brake Support† detects objects ahead and prepares the vehicle to stop by adjusting the brake pads closer to the disc. If no driver action is taken, the system automatically applies the brakes.

**i-ACTIVSENSE**

[mazda.ca/innovation](http://mazda.ca/innovation)

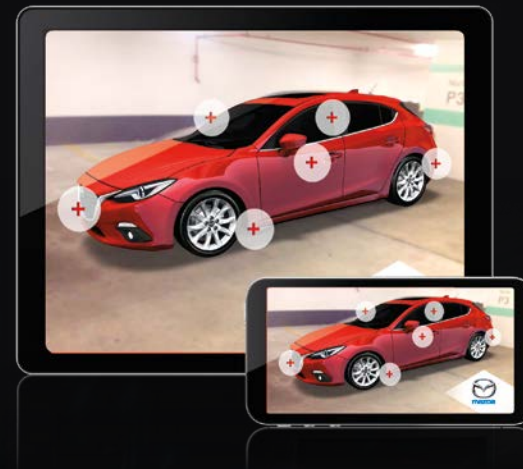
\*Always wear your seat belt and secure children in the rear seat in appropriate child restraints.  
 †Dynamic Stability Control is not a substitute for safe driving practices.  
 ▲Always check your mirrors. Be aware of traffic around you.  
 †Available on the GT model with Technology Package.

## DOWNLOAD THE VIRTUAL MAZDA3 APP

Convert any Mazda3 into a life-sized, 3D model of the all-new game-changing 2014 MAZDA3, or use tabletop mode to explore the vehicle with this brochure or wherever you are.



Scan the QR code or visit [virtualmazda3.ca](http://virtualmazda3.ca).



**"THIS NEW MAZDA3 IS SIMPLY SPECTACULAR,  
AN ABSOLUTE BLAST TO DRIVE."** Gary Grant, Wheels.ca



## MAZDA3 & MAZDA3 SPORT COLOUR COMBINATIONS

PAINT COLOURS	GX	GS/GT		GT with Luxury Package	
	BLACK CLOTH	BLACK CLOTH	SAND CLOTH	BLACK LEATHER	OFF-WHITE LEATHER
Snowflake White Pearl	•	•	•	•	•
Aluminum Metallic Mica	•	•		•	
Soul Red Mica		•	•	•	•
Jet Black Mica	•	•	•	•	•
Meteor Grey Mica	•	•	•	•	•
Deep Crystal Blue Mica	•	•		•	
Titanium Flash Mica	•	•		•	

• = Available

## UPHOLSTERY



## MAZDA3 & MAZDA3 SPORT WHEEL OPTIONS

16" steel wheels with full wheel covers (GX)



16" alloy wheels (GS)



18" alloy wheels (GT)



## MAZDA3 & MAZDA3 SPORT SPECIFICATIONS AND CAPACITIES

SPECIFICATIONS	GX/GS		GT	
Engine type	2.0 L DOHC 16-valve 4-cylinder		2.5 L DOHC 16-valve 4-cylinder	
Displacement	1,998 cc		2,488 cc	
Compression ratio	13.0:1		13.0:1	
Horsepower SAE net	155 @ 6,000 rpm		184 @ 5,700 rpm	
Torque SAE net lb. ft.	150 @ 4,000 rpm		185 @ 3,250 rpm	
Fuel system	Direct Injection		Direct Injection	
Recommended fuel	Regular		Regular	
FUEL ECONOMY CITY/HIGHWAY (L/100 KM)*	MAZDA3		MAZDA3 Sport	
6MT (GX & GS)	6.8/4.8		7.0/4.9	
6AT (GX & GS)	6.7/4.7		6.8/4.9	
6AT (GT)	7.2/5.1		7.5/5.4	
6AT with i-ELOOP (GT)	7.1/5.0		7.0/5.0	

\*Estimated fuel economy. Your actual fuel consumption may vary.

CURB WEIGHT (KG)	GX	GX with AC	GS	GT
MAZDA3	1,268 (MT) 1,298 (AT)	1,276 (MT) 1,306 (AT)	1,276 (MT) 1,306 (AT)	- 1,366 (AT)
MAZDA3 Sport	1,274 (MT) 1,301 (AT)	1,282 (MT) 1,309 (AT)	1,282 (MT) 1,309 (AT)	- 1,375 (AT)

EXTERIOR DIMENSIONS			
Wheelbase (mm)		2,700	
Overall width (mm)		2,053	
Overall height (mm)		1,455	
Track (fr/rr) (mm)		1,555/1,560	
Overall length (mm)			
MAZDA3		4,580	
MAZDA3 Sport		4,460	
Turning circle, curb-to-curb (m)		10.6	
INTERIOR DIMENSIONS		MAZDA3	MAZDA3 Sport
Headroom (fr/rr) (mm)		981/955	981/955
Headroom (fr/rr) with moonroof (mm)		956/952	956/952
Legroom (fr/rr) (mm)		1,073/909	1,073/909
Shoulder room (fr/rr) (mm)		1,452/1,382	1,452/1,382

CAPACITIES			
Seating		5	5
Cargo volume (L)		350	572 (behind rear seats) 1,334 (with rear seats folded)
Passenger volume (L)		2,727	2,730
Fuel tank (L)		50	50

## MAZDA3 & MAZDA3 SPORT FEATURES

ENGINE & TRANSMISSION	MAZDA3			MAZDA3 SPORT		
	GX	GS	GT	GX	GS	GT
SKYACTIV-G 2.0 L DOHC 16-valve 4-cylinder engine	S	S	-	S	S	-
SKYACTIV-G 2.5 L DOHC 16-valve 4-cylinder engine	-	-	S	-	-	S
SKYACTIV-MT 6-speed manual transmission	S	S	-	S	S	-
SKYACTIV-Drive 6-speed automatic transmission with manual shift mode*	0	0	-	0	0	-
SKYACTIV-Drive 6-speed automatic transmission with manual shift mode and paddle shifters	-	-	S	-	-	S
Drive Selection Switch with SPORT Mode	-	-	S	-	-	S
Front-wheel drive	S	S	S	S	S	S
<b>SUSPENSION &amp; BRAKES</b>						
Power-assisted 4-wheel disc brakes	S	S	S	S	S	S
Anti-lock Brake System (ABS) with Electronic Brake Force Distribution (EBFD)	S	S	S	S	S	S
i-ELOOP regenerative braking system	-	-	TECH	-	-	TECH
Rack-and-pinion steering with rpm-sensing variable power assist	S	S	S	S	S	S
Front independent MacPherson strut suspension with coil springs	S	S	S	S	S	S
Rear independent multi-link suspension with coil springs	S	S	S	S	S	S
Front and rear stabilizer bars	S	S	S	S	S	S
Dynamic Stability Control (DSC)	S	S	S	S	S	S
Traction Control System (TCS)	S	S	S	S	S	S
<b>SAFETY &amp; SECURITY</b>						
Dual front air bags, dual front side air bags and dual side air curtains	S	S	S	S	S	S
Engine immobilizer theft-deterrent system	S	S	S	S	S	S
Anti-theft alarm system	S	S	S	S	S	S
Whiplash-reducing front seat headrests	S	S	S	S	S	S
Integrated rear seat headrests	S	S	S	S	S	S
3-point safety belts for all occupants	S	S	S	S	S	S
Driver's and front passenger's safety-belt pretensioners with force limiters	S	S	S	S	S	S
Blind Spot Monitoring system (BSM) with Rear Cross Traffic Alert (RCTA)	-	-	TECH	-	-	TECH
Lane Departure Warning System (LDWS)	-	-	TECH	-	-	TECH
Smart City Brake Support (SCBS)	-	-	TECH	-	-	TECH
Integrated child-seat anchors	S	S	S	S	S	S
<b>EXTERIOR</b>						
Body-coloured door handles	S	S	S	S	S	S
Rear spoiler	-	S	S	S	S	S
Body-coloured power-operated door mirrors	S	S	S	S	S	S
Heated door mirrors	-	CP	S	-	CP	S
Convex passenger's side door mirror	S	S	S	S	S	S
Side turn signal on door mirrors	-	S	S	-	S	S

EXTERIOR (cont'd)	MAZDA3			MAZDA3 SPORT		
	GX	GS	GT	GX	GS	GT
Halogen headlights	S	S	-	S	S	-
Bi-Xenon HID headlights with LED signature headlight	-	-	S	-	-	S
Automatic headlight shut-off	S	S	-	S	S	-
Automatic on/off headlights	-	CP	S	-	CP	S
Adaptive Front Lighting System (AFS) with automatic headlight levelling	-	-	TECH	-	-	TECH
High Beam Control system (HBC)	-	-	TECH	-	-	TECH
LED taillights	-	-	S	-	-	S
Variable intermittent windshield wipers	S	S	-	S	S	-
Rain-sensing intermittent windshield wipers	-	CP	S	-	CP	S
Rear window defroster	S	S	S	S	S	S
Rear wiper	-	-	-	S	S	S
Fog lights	-	MP	S	-	MP	S
Dual sport exhaust	S	S	S	-	-	-
Dual sport exhaust with bright finish	-	-	-	S	S	S
Black window trim	S	-	-	S	-	-
Bright finish window trim	-	S	S	-	S	S
<b>WHEELS &amp; TIRES</b>						
16" steel wheels with full wheel covers	S	-	-	S	-	-
16" alloy wheels	-	S	-	-	S	-
18" alloy wheels	-	-	S	-	-	S
205/60R16 all-season tires	S	S	-	S	S	-
215/45R18 all-season tires	-	-	S	-	-	S
Temporary spare tire	S	S	S	S	S	S
<b>COMFORT &amp; CONVENIENCE</b>						
Air conditioning with manual climate controls*	0	S	-	0	S	-
Dual-zone automatic climate controls	-	-	S	-	-	S
Steering-wheel-mounted cruise controls	-	S	S	-	S	S
Tilt and telescopic steering wheel	S	S	S	S	S	S
Internal fuel door, trunk/hatch and hood releases	S	S	S	S	S	S
Day/night rearview mirror	S	S	S	S	S	S
Auto-dimming rearview mirror with HomeLink® garage door opener	-	-	LP	-	-	LP
Speed-sensing double-action power door locks	S	S	S	S	S	S
Remote keyless entry system with trunk release and panic mode	S	S	-	S	S	-
Advanced Keyless Entry System (keyless entry, trunk release and start)	-	-	S	-	-	S
Push Button Start	S	S	S	S	S	S
Illuminated entry	S	S	S	S	S	S
Power windows with driver's one-touch up and down feature and timer	S	S	S	S	S	S

COMFORT & CONVENIENCE (cont'd)	MAZDA3			MAZDA3 SPORT		
	GX	GS	GT	GX	GS	GT
Front and rear room lamps	S	S	S	S	S	S
Room lamp with spot lamp	-	S	S	-	S	S
Cargo/trunk light	S	S	S	S	S	S
Driver's and passenger's sunvisors with vanity mirror	S	-	-	S	-	-
Driver's and passenger's sunvisors with illuminated vanity mirror	-	S	S	-	S	S
12-volt power outlets (2) with retained power	S	S	S	S	S	S
Dual front cup holders	S	S	S	S	S	S
Passenger assist grips	S	S	S	S	S	S
Coat hooks	S	S	S	S	S	S
Power glass moonroof with interior sunshade	-	MP	S	-	MP	S
<b>SEAT &amp; TRIM</b>						
6-way manually adjustable driver's seat	S	S	S	S	S	S
Driver's manual lumbar support	-	-	LP	-	-	LP
6-way power-adjustable driver's seat	-	-	LP	-	-	LP
4-way manually adjustable passenger's seat	S	S	S	S	S	S
Heated front seats	-	CP	S	-	CP	S
Folding bench rear seatback	S	-	-	-	-	-
60/40-split fold-down rear seatback	-	S	S	S	S	S
Rear centre armrest with cup holders	-	S	S	-	S	S
Cloth upholstery	S	-	-	S	-	-
High-grade cloth upholstery	-	S	S	-	S	S
Cloth door trim	S	S	S	S	S	S
Leather-trimmed upholstery	-	-	LP	-	-	LP
Leather-like door trim	-	-	LP	-	-	LP
Leather-wrapped 3-spoke steering wheel	-	CP	S	-	CP	S
Leather-wrapped shift knob	-	CP	S	-	CP	S
Leather-wrapped parking brake handle	-	CP	S	-	CP	S
Piano black decorative panel	S	S	-	S	S	-
Silver decorative panel	-	-	S	-	-	S
Custom-fitted floor mats	S	S	S	S	S	S
<b>INSTRUMENT PANEL &amp; STORAGE</b>						
Digital tachometer	-	S	-	-	S	-
Analogue tachometer	-	-	S	-	-	S
Exterior temperature gauge	-	S	S	-	S	S
Warning lights for low fuel level, low windshield washer fluid, door ajar, check engine, oil pressure and air bags	S	S	S	S	S	S
Trip computer	-	S	S	-	S	S
Rearview camera	-	S	S	-	S	S
Voice-activated navigation system	-	-	S	-	-	S
HMI Commander Switch	-	S	S	-	S	S

INSTRUMENT PANEL & STORAGE (cont'd)	MAZDA3			MAZDA3 SPORT		
	GX	GS	GT	GX	GS	GT
Active Driving Display	-	-	S	-	-	S
Overhead console with sunglasses holder	-	S	S	-	S	S
Centre console with leather-like lid	-	-	LP	-	-	LP
Front door storage pockets with bottle holders	S	S	S	S	S	S
Passenger's side seat-back pocket	S	S	S	S	S	S
<b>AUDIO</b>						
AM/FM CD player with 4 speakers and MP3 functionality	S	-	-	S	-	-
AM/FM CD player with 6 speakers and MP3 functionality	-	S	-	-	S	-
9-speaker premium Bose® audio system with Centerpoint® Surround Sound System and AudioPilot® noise compensation technology	-	-	S	-	-	S
HD Radio	-	S	S	-	S	S
Integrated AHA™ Internet Radio functionality	-	S	S	-	S	S
Integrated Stitcher™ Internet Radio functionality	-	S	S	-	S	S
SD card slot	-	S	S	-	S	S
Steering-wheel-mounted Bluetooth® and audio controls	S	S	S	S	S	S
SMS text message audio delivery and reply	-	S	S	-	S	S
Bluetooth® hands-free phone capability	S	S	S	S	S	S
USB and auxiliary audio input jacks	S	S	S	S	S	S
Audio display screen	S	-	-	S	-	-
7-inch colour touchscreen display	-	S	S	-	S	S
SiriusXM® Satellite Radio <i>(free 6-month subscription)</i>	-	-	TECH	-	-	TECH
S = Standard O = Optional CP = Convenience Package MP = Moonroof Package LP = Luxury Package TECH = Technology Package - = Not available						

## MAZDA3 & MAZDA3 SPORT PACKAGES

**Convenience Package (GS):** Heated door mirrors, automatic on/off headlights, rain-sensing intermittent windshield wipers, heated front seats, and leather-wrapped steering wheel, parking brake handle and shift knob.

**Moonroof Package (GS):** Fog lights and power glass moonroof with interior sunshade. (Moonroof Package requires Convenience Package.)

**Luxury Package (GT):** Auto-dimming rearview mirror with HomeLink® garage door opener, driver's seat manual lumbar support, 6-way power-adjustable driver's seat, leather-trimmed upholstery, leather-like door trim, and centre console with leather-like lid.

**Technology Package (GT):** i-ELOOP regenerative braking system, Adaptive Front Lighting System (AFS) with automatic headlight levelling, Blind Spot Monitoring system (BSM) with Rear Cross Traffic Alert (RCTA), High Beam Control system (HBC), Lane Departure Warning System (LDWS), Smart City Brake Support (SCBS) and SiriusXM® Satellite Radio. (Technology Package requires Luxury Package.)

\*Automatic transmission on GX requires air conditioning.  
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## MAZDA FULL LINE



EVERY MODEL IN THE MAZDA LINE-UP WAS BUILT BY A BUNCH OF CAR-CRAZED CRAFTSMEN. WHO LOVE TO DRIVE. FOR PEOPLE WHO LOVE TO DRIVE. SO FROM THE MAZDA2 TO THE CX-9, A MAZDA IS ALWAYS A MAZDA. THIS IS THE MAZDA WAY.

## MAZDA3 & MAZDA3 SPORT ACCESSORIES. IT'S YOUR MAZDA – MAKE IT YOUR OWN.

Customize your new MAZDA3 with Genuine Mazda Accessories. When installed by your Mazda Dealer prior to or at initial vehicle retail delivery, Genuine Mazda Accessories carry the same new-vehicle limited warranty as your new Mazda. Ask your dealer for details.



**A All-Weather Floor Mats.** Fitted perfectly to your MAZDA3, these all-weather floor mats guard against water, sand, mud, snow or whatever you drag through the door. **B Cargo Tray.** Our durable cargo tray helps protect against spills and other damage, and removes easily for quick cleaning. **C Rear Parking Sensors.** Take some of the guesswork out of parking with rear parking sensors that alert you to obstacles at the rear of your MAZDA3. **D Alloy Wheels.** Bring out the wild side in your MAZDA3 with custom alloy wheels. **E Floating Cargo Tray (Sport only).** The floating cargo tray conveniently stores smaller items like the Roadside Assistance Kit and keeps them out of the way. **F Alloy Pedals.** Sport alloy pedals keep you engaged on the road in style, adding some extra flair to your shifting, accelerating and braking.

### ADDITIONAL ACCESSORIES:

- Auto-Dimming Mirror with Compass
- Cargo Mat
- Cargo Net
- Door Visors
- Engine Block Heater
- First Aid Kit
- Fog Lights
- Floor Liners
- Hood Deflector
- Luggage Tie Down Hooks
- Moonroof Wind Deflector
- Mud Guards
- Navigation – GS only
- Rear Bumper Guard
- Rear Lip Spoiler – GX Sedan only
- Remote Engine Start
- Roadside Assistance Kit
- Roof Rack
- Scuff Plates
- Touch-Up Paint
- Wheel Locks

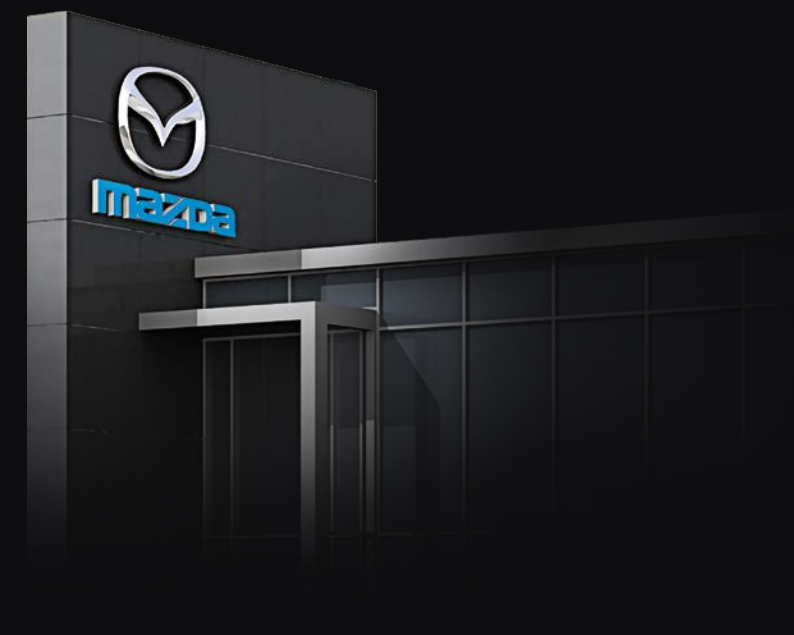
## OUR PROMISE.

At Mazda, we're passionate about what we do. We pay attention to the details, and we take an unconventional approach. You can see it in our designs, feel it in how our cars drive, and experience it in the way we treat you as a customer. Our dealerships are here to help you make the right choice, so everything we do is focused on ensuring that you get exactly what you want – surpassing your expectations. Mazda doesn't settle, and neither should you. Let our Mazda Dealers:

- / Provide you with a comfortable environment
- / Earn your trust
- / Respect and value your time
- / Give you useful information and advice
- / Help you make the best decision

Getting the personalized experience you deserve at your Mazda Dealer.

**This is the Mazda Way.**



# THIS IS THE 2014 MAZDA3.

*ZOOM-ZOOM*



**MAZDA WARRANTY** The basic warranty on MAZDA3 covers all parts found to be factory defective for 3 years or 80,000 km, whichever comes first. Additional warranties cover powertrain components for a period of 5 years or 100,000 km, whichever comes first, body sheet metal perforation for 8 years and unlimited mileage and specific emission control components for up to 8 years or 128,000 km. Exclusions from coverage are limited to maintenance items or adjustments (repairs not requiring parts replacement) on vehicles over 12 months old and repairs due to normal wear and tear. Ask your Mazda Dealer for additional information.

**ROADSIDE ASSISTANCE PROGRAM** As part of our commitment to your total satisfaction, 2014 MAZDA3 owners are automatically enrolled in our Roadside Assistance Program. Roadside Assistance protects your MAZDA3 for the duration of the 3-year basic limited warranty. Should you require assistance during this period, our service will help to get your vehicle back on the road and minimize any inconvenience. For complete details on this program, see your Mazda Dealer.

**MAZDA MOBILITY ASSISTANCE PROGRAM** Mazda Canada believes that vehicle access is vital for everyone. Under this program, physically challenged customers who purchase or lease a new, unused Mazda vehicle may be eligible to receive assistance from Mazda Canada Inc. to aid with the cost of acquiring and installing adaptive driving aids on their vehicle. For complete details on this program, see your Mazda Dealer.

**MAZDA TEST-DRIVE EXPERIENCE** Exhilaration begins with the Mazda Test-Drive Experience – a uniquely designed road trip engineered to take you miles beyond the ordinary test-drive. Down local streets, on-ramps, highways and off-ramps. Through straightaways, S-curves and corners. It's all about putting a Mazda to the test under real-world conditions. It's 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.

**READY TO ROLL** Our pre-delivery commitment means every new Mazda is inspected, gassed up and fitted with floor mats.

**FINANCING WITHOUT THE FUSS** Whether you're buying or leasing a new Mazda, or a used vehicle, Mazda Financial Services can help make the financing process more convenient and satisfying. Mazda Financial Services is known for first-class customer service, a wide range of financing options and highly competitive rates. To find out which purchase or lease plan is right for you, talk with your Mazda Dealer, or visit [mazda.ca](http://mazda.ca).



For peace-of-mind motoring, we've created the Mazda Added Protection Plan (M.A.P.). M.A.P. complements your Mazda Limited Warranty for up to 7 years or 160,000 km, and protects you from unexpected repair expenses and the rising cost of repairs. All M.A.P. plans include Personal Budget and Repair Inflation Protection. In addition, all M.A.P. plans include Premium Roadside Assistance, Tire Road Hazard coverage and OEM Collision Part Coverage. Premium Roadside Assistance extends the roadside assistance coverage offered during the new-vehicle limited-warranty period throughout the M.A.P. term. The Premium Roadside Assistance offers Towing, Winching, Battery Boost, Out-of-Fuel Coverage, Tire Service, Lockout Service, Emergency Travel Expense Reimbursement and Travel Planning and Dealer Locator. Should you ever decide to sell your Mazda vehicle, M.A.P. is transferable to future owners and will enhance the resale value of your vehicle. The Mazda Added Protection Plan is fully backed and administered by Mazda Canada Inc. For more information, please contact your Mazda Dealer.



Ask your dealer about Mazda's competitive program for recent university and college graduates.

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Find out more on:



Get more detailed information on your MAZDA3. Check out our website at [mazda.ca](http://mazda.ca) for specifications and features, option packages, pricing, financing, to get a quote and find a dealer near you.

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