

2017 MAZDA3



DOES DRIVING MATTER?

Does a long, winding road or an empty highway on Sunday morning matter if the car you're driving doesn't take advantage of the moment?

Does safety, technology, efficiency or even beauty matter, if a car doesn't feel right in your hands?

If you build Mazdas, driving is what matters most.

That's why everything we do has one purpose... to make driving better.

Like creating safety technology that inspires confidence.

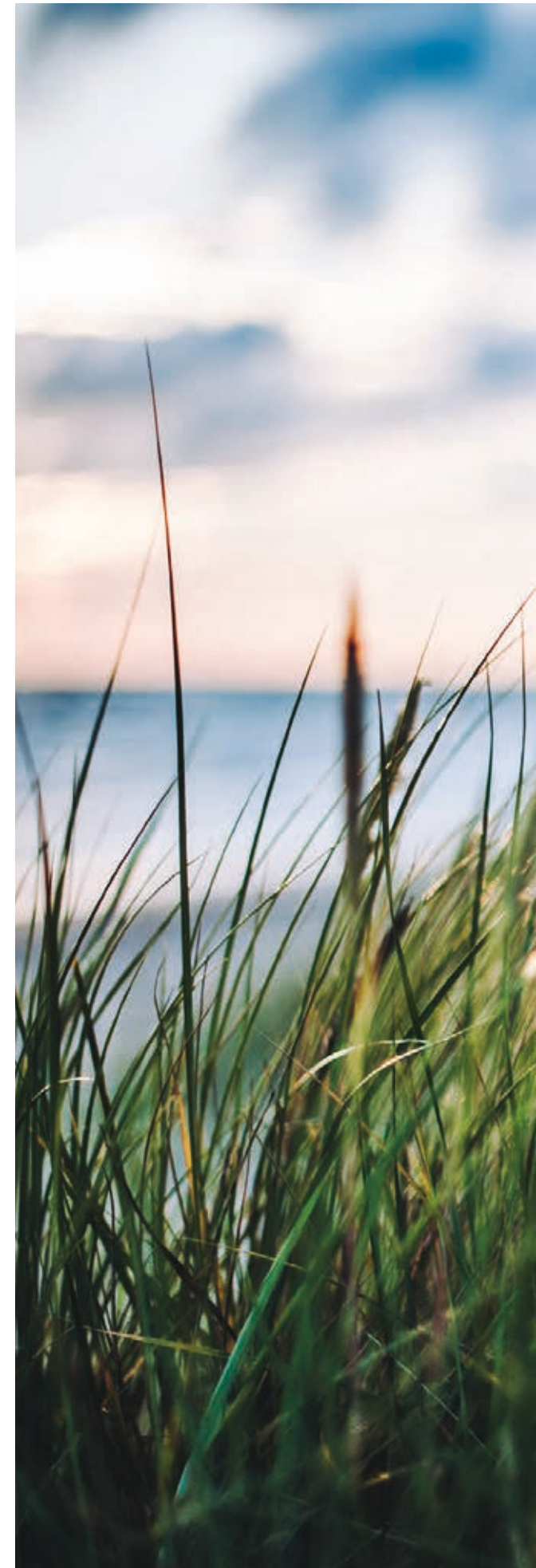
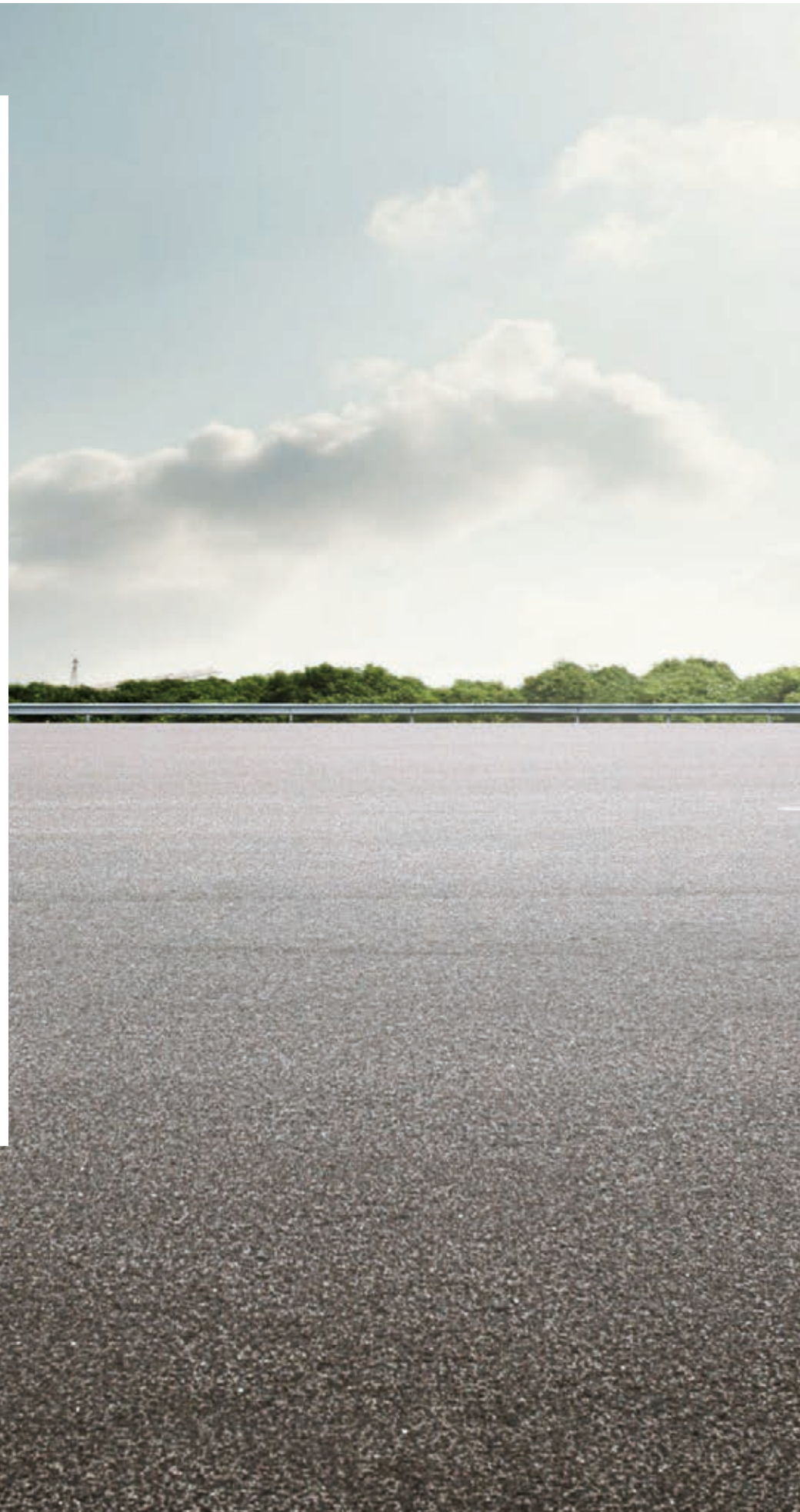
Engine technology that makes our cars and SUVs more fuel efficient, responsive. And sticky in the turns.

With designs that capture motion, even when the car isn't moving.

What's better than a great driving car?

A car company that won't build anything less.

MAZDA
DRIVING MATTERS





BORN FROM A LOVE OF DRIVING.

In the newly restyled 2017 MAZDA3, art meets engineering. From the sculptural perfection of our KODO "Soul of Motion" design and our engineers' passion for creating a car that's light, strong and technologically spectacular, the MAZDA3 proves that one car can fulfill everything you love about driving.

From precision engineering that marries excellent performance with fuel economy in a vehicle with a superb safety record, to elevated design touches, the MAZDA3 comes loaded with the latest in breakthrough technology, refreshed, driver-centric instruments and displays, and legendary driving dynamics. Even before you start the engine, it evokes the feeling of motion. Mazda knows that all of it matters. Because Driving Matters. The 2017 MAZDA3 is as versatile as it's always been and better than ever - settling for nothing less than the best driving experience possible.

OUR MOST TECHNOLOGICALLY ADVANCED MAZDA3 YET.



4-wheel disc brakes
 Anti-lock Brake System (ABS)
 Electronic Brake Force Distribution (EBFD)
 4-wheel independent suspension
 Active air shutters†
 Six standard air bags**
 Advanced Blind Spot Monitoring (ABSM)*
 Rear Cross Traffic Alert (RCTA)*

High Beam Control system (HBC)†
 Lane-keep Assist System (LAS)†
 Lane Departure Warning System (LDWS)†
 Smart City Brake Support (SCBS)*
 Smart Brake Support (SBS)†
 Mazda Radar Cruise Control (MRCC)†
 Traffic Sign Recognition system (TSR)†
 SKYACTIV-G 2.0 L or 2.5 L engines

SKYACTIV-MT manual transmission
 SKYACTIV-Drive automatic transmission
 SKYACTIV-Body
 SKYACTIV-Chassis
 SKYACTIV-VEHICLE DYNAMICS with G-Vectoring Control
 i-ELOOP regenerative braking system†
 Up to 60% ultra-high- and high-tensile steel

UP TO AN ESTIMATED
 L/100 KM HWY[▲] L/100 KM CITY[▲]
6.2 / 8.5

Bluetooth® hands-free phone and audio capability††
 Bose® audio with Centerpoint® 2 surround technology, AudioPilot® 2 noise compensation technology and SurroundStage® signal processing with 9 speakers†
 CD/MP3 player†
 SiriusXM™ Satellite Radio†
 Voice-activated navigation system†

MAZDA CONNECT†† infotainment system with:

- 7-inch full-colour touchscreen display
- HMI Commander switch
- Infotainment system voice command
- HD Radio
- Aha™ internet radio integration▼
- Stitcher™ internet radio integration▼
- SMS text message audio delivery and reply▼

Full-colour Active Driving Display†
 Auto-dimming rearview mirror†
 HomeLink® wireless control system†
 60/40-split fold-down rear seatback††
 Dual-stitched perforated leather-trimmed seats†
 Push Button Start

18-inch alloy wheels***
 Heated, leather steering wheel*
 Advanced Keyless Entry System†
 Rain-sensing windshield wipers*
 Rearview camera††♦
 Up to 1,334 L of cargo space (Sport models)

Soul Red Metallic paint■
 KODO "Soul of Motion" design
 Adaptive Front-lighting System (AFS)†
 Automatic on/off headlights*
 LED headlights***
 LED tail lights***
 LED fog lights***

[▲]Estimated fuel economy based on Government of Canada's revised 5-cycle testing method for the MAZDA3 sedan GX and GS with 2.0 L engine and manual transmission. Your actual fuel consumption may vary depending on how, where and when you drive. ^{**}Always wear your seat belt and secure children in the rear seat in appropriate child restraints. ^{*}Standard on GS and GT models. [†]Available on GT models with Premium Package. [‡]Available on GT models with Technology Package. ^{††}Available on the sedan GX with Convenience Package and standard on the sedan GS and GT models and Sport GX, GS and GT models. [▼]Aha and Stitcher are free downloadable apps. Aha, Stitcher and SMS text functionality are only compatible with certain devices. ^{##}Standard on the sedan GS and GT models and Sport GX, GS and GT models. ^{***}Standard on GT models. [♦]Rearview camera does not provide a comprehensive view of the entire rear area of this vehicle. Always check your surroundings. [■]Optional on all models.



魂動

KODO: SOUL of MOTION

CAN HOW A CAR LOOKS IMPACT HOW IT FEELS TO DRIVE?

Mazda designers never stop at good enough. In re-styling the MAZDA3, they examined every curve, every line and every angle to achieve bolder, more dignified proportions - refinements that embody the most dramatic expression of KODO design. Slightly lower and wider than the previous generation, the 2017 MAZDA3's crouching stance, newly refaced grille and redesigned, piercing headlights and fog lights make

a formidable first impression. But more than just being beautiful, the MAZDA3 is designed with a focus on aerodynamics to provide a very low coefficient of drag. Because better aerodynamics equals improved performance and handling. It's an essential way we elevate your driving experience.



MORE INNOVATION. MORE DRIVING EXHILARATION.

Exhilaration has always run in the MAZDA3 family. The 2017 MAZDA3 continues the legacy with a groundbreaking all-new technology called SKYACTIV-VEHICLE DYNAMICS and G-Vectoring Control - standard on all MAZDA3 models. Working behind the scenes, it helps achieve a smoother, less fatiguing drive for you

and your passengers by subtly adjusting engine torque and shifting vehicle weight during everyday commutes and spirited drives. The result is steering that is more precise and a ride that is more comfortable for drivers and passengers alike.

MORE CONFIDENCE

Due to irregularities and undulations in the road surface, your vehicle does not always travel along the expected line, forcing you to make steering corrections. With GVC, your MAZDA3 responds to driver inputs with fewer steering adjustments, so your vehicle behaves as you intend and you enjoy a more confident drive.

MORE COMFORT

Fatigue steadily builds as you continue to make minor steering corrections. GVC helps alleviate these corrections, especially over long distances. Plus, smooth transitions between G-forces suppress head and body sway, allowing for a more comfortable ride for you and your passengers.

ENHANCED PEACE OF MIND

GVC enhances handling, stability and the feeling of the tires gripping the road. You'll gain an even greater feeling of control and security during evasive manoeuvres as well as in rain, snow and on poor road surfaces.



SKYACTIV TECHNOLOGY

While other car companies compromise power to improve fuel efficiency, we've taken a dramatically different approach. Far more than just an engine with exceptional 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 fuel economy, reliability and the overall driving experience. Power and performance are delivered in abundance, along with efficiencies that offer up to a fuel-sipping estimated 6.2 L/100 km highway/8.5 L/100 km city*.

UP TO AN ESTIMATED
L/100 KM HWY* L/100 KM CITY*

6.2 / 8.5

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 6.2 L/100 km highway* on sedan models and 6.4 L/100 km highway* on Sport hatchback models - and that's with regular gasoline, not premium.

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.

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 vehicle. 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.

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 with models equipped with automatic transmission), you get sharper, more responsive acceleration in addition to sporty performance.

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.

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*.

mazda.ca/skyactiv

*6.2 L/100 km highway/8.5 L/100 km city for the MAZDA3 sedan GX and GS with 2.0 L engine and manual transmission and 6.4 L/100 km highway/8.4 L/100 km city for the MAZDA3 Sport GX and GS with 2.0 L engine and automatic transmission. Estimated fuel economy based on Government of Canada's approved, revised 5-cycle testing method. Your actual fuel consumption may vary depending on how, where and when you drive. For comparison purposes only. For more information on revised 5-cycle testing, visit mazda.ca/5cycle.
†Available on the GT model with Technology Package.
‡Actual results will vary based on driving conditions.



TAKE CONTROL

Conveniently located on your steering wheel, paddle shifters (available on GT models with automatic transmission) allow you to upshift and downshift without taking your hands off the wheel. Or your eyes off the road.

WHY MAZDA3 DRIVERS NEVER FEEL LIKE THEY'RE STUCK IN TRAFFIC.

For Mazda engineers, creating a dependable car that's sporty, practical and exhilarating to drive simply isn't enough. They want to enliven your driving experience from the moment you open the door. To create this new level of connectedness, care was taken with small details and the quality of materials: the centre gauge lights up and pulsates like a heartbeat when you enter the cabin. When you fire up the ignition with the Push Button Start, the side gauges also illuminate, while the newly restyled, available, full-colour Active Driving Display* rises to greet you. Sharper quality, increased resolution and even more pertinent information are directly in your field of vision. Even the MAZDA3 cockpit is built to keep you connected. From improvements in driver visibility and an available heated, leather steering wheel†, to new high-end appointments and finishes - including a new, available elegant centre console design with Electronic Parking Brake (EPB)‡ - the evolved cockpit delivers a relaxed and enjoyable drive, no matter how far the journey.

DASH YOUR INHIBITIONS

The available full-colour Active Driving Display* is strategically positioned directly in the driver's field of view. By projecting critical driving information directly in front of you, right within your line of sight, this innovative display helps you take your mind off distractions and keep your eyes focused toward one place - the road ahead. Information displayed: vehicle speed, navigational directions, safety alerts, cruise control data and traffic sign information such as speed limit, do not enter and stop signs (when available).



*Available on the GT model with Premium Package.
†Standard on the GS and GT models.
‡Available on the GX sedan with Convenience Package.
Standard on the Sport GX and sedan/Sport GS and GT.



IS IT POSSIBLE TO MAKE A GETAWAY WITHOUT MISSING A THING?

No matter where you're headed, the MAZDA CONNECT* advanced infotainment system helps keep you entertained, informed and connected to the outside world. Pair your smartphone with the MAZDA3 via Bluetooth** to stream content from popular social media, music and infotainment apps. The multifunction HMI

Commander* control allows you to effortlessly navigate the 7-inch full-colour touchscreen display* without distraction. Also enjoy access to standard USB input and an available navigation system† with cutting-edge features such as voice command and advanced lane guidance. Now all you have to focus on is driving.



ENTERTAIN

Of course AM/FM radio is always a choice, but now there are new ways to explore music and infotainment options via your Bluetooth**-enabled and Internet-connected device. Connect to your Facebook and Twitter feeds, listen to your own playlist or choose something from the integrated Internet radio apps such as Aha™** and Stitcher™**.



COMMUNICATE

With voice commands, making and receiving calls is as easy as pushing a button and saying hello. Thanks to the MAZDA3's Bluetooth**+ hands-free phone and audio streaming, you stay entertained with streaming audio from your compatible mobile device. SMS Text Message Audio Delivery and Reply* is available on select MAZDA3 models, so you can enjoy fully integrated text display and audio readout, and the ability to reply by choosing from a number of preset return messages.



NAVIGATE

Our convenient available navigation system† offers the advanced features of today's navigation devices, including voice commands and advanced lane guidance. Plus, getting around town - or out of town - has never been easier thanks to the system's 3D interactive map with step-by-step audio directions.

TAKE COMMAND

The multifunction HMI Commander switch*, positioned on the centre console, offers a seamless way to control the functions displayed on the available full-colour touchscreen display* - such as audio, hands-free phone*, and the available navigation system†.



*Available on the sedan GX with Convenience Package and standard on the sedan GS and GT and Sport GX, GS and GT models.
 †Available on GT models with Premium Package.
 #Aha, Stitcher and SMS text functionality are a part of MAZDA CONNECT and are only compatible with certain devices.

IN TUNE WITH YOU IN EVERY SENSE.

A connected driving experience encompasses every sense, including your sense of hearing. That's why the latest Bose® Centerpoint® 2 Surround Sound System† is available in the MAZDA3 GT. Specifically engineered to reproduce high-quality sound for the MAZDA3's interior dimensions, its 9 speakers enable listeners to enjoy a surround sound experience from nearly any stereo source, including CDs, MP3 devices, radio and available SiriusXM™ Satellite Radio*.

Centerpoint® 2 surround technology analyzes the stereo signal and converts it to surround sound, creating a truly immersive experience. SurroundStage® delivers a balanced 360 degree sound field to each seat, so everyone feels as though they are in the middle of the music. While AudioPilot® 2 technology constantly monitors and adjusts the music to compensate for the effects of unwanted noise.



/ SPEAKERS /

A 2.5-inch (60 mm) mid-high range speakers x 2 **B** Front-door 9-inch (230 mm) woofer x 2 **C** Front 3.25-inch (80 mm) mid-high range centre speaker x 1
D Rear-door 5.25-inch (130 mm) wide-range speakers x 2 **E** 2.5-inch (60 mm) mid-high range speakers x 2 **F** Digital amplifier with 8 channels of custom equalization

*Available on the GT model with Technology Package.

†Available on the GT model with Premium Package.

Bose® speaker placement shown applies to sedan models. Speaker placement (E) differs in MAZDA3 Sport models. See dealer for details.





THE LITTLE THINGS WILL ALWAYS MATTER TO US.

Cabin enhancements made to the MAZDA3 offer a new level of distinction nonexistent in comparably affordable compact cars. Never satisfied with the status quo, we considered every interior detail for quality and comfort. The MAZDA3's 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.

Adding to the MAZDA3's high-end appeal are its available dual-stitched leather-trimmed seats* that are as carefully crafted as they are beautiful. Plus, by making the seat perforations moderately large and the distances between them small, our engineers created leather-trimmed upholstery* that's not only soft and breathable, but also absorbs road noise for an enhanced audio-listening environment.

*Available on GT models with Premium Package.



FINER POINTS

High-end materials and refined surface treatments such as the satin chrome finish on the door handles feel more like sculptural art pieces.

A SOUND IDEA

Mazda designers enhanced exterior noise control using a matrix of sound-deadening materials, tighter body gaps and improved sound insulation. The result is a quieter ride that lets you hear your music or conversation better - or just enjoy the peace and quiet a little more.



STORAGE FLEXIBILITY THAT GIVES YOU 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.



i-ACTIVSENSE

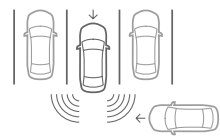
CAN THE PERFECT DRIVE BE DEFINED BY WHAT DOESN'T HAPPEN?

Avoiding an accident in the first place is always the safest route. With the available i-ACTIVSENSE suite of safety features in the MAZDA3, you can focus on what really matters – the road ahead. Sophisticated safety innovations that alert you to hazards so you can better avoid collisions, or lessen their impact, is how we engineer confidence.



HIGH BEAM CONTROL SYSTEM (HBC)

High Beam Control* system 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.



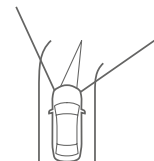
REAR CROSS TRAFFIC ALERT (RCTA)

When backing up, Rear Cross Traffic Alert[†] detects a vehicle approaching from the side and promptly alerts the driver with both an audible and visual warning in both the side mirror, Active Driving Display and 7-inch touchscreen display. It's especially helpful at night when visibility is poor.



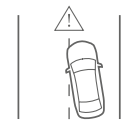
ADVANCED BLIND SPOT MONITORING (ABSM)

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.



ADAPTIVE FRONT-LIGHTING SYSTEM (AFS)

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.



LANE DEPARTURE WARNING SYSTEM (LDWS)

The Lane Departure Warning System* automatically senses lane markings on the road and alerts the driver when it predicts the vehicle is going to unintentionally depart from its lane.



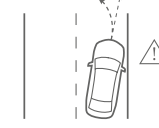
SMART CITY BRAKE SUPPORT (SCBS)

When travelling at speeds between 4-30 km/hour, the Forward Sensing Camera (FSC) detects objects ahead and Smart City Brake Support[†] prepares the vehicle by adjusting brake pads closer to the disc. If no driver action is taken, the system automatically applies the brakes.



MAZDA RADAR CRUISE CONTROL (MRCC)

Mazda Radar Cruise Control* judges the relative speed and distance to the car ahead, and works within a set speed range to maintain a safe following distance. The system's Close Proximity Warning provides audible and visual warnings when it senses a fast approach to the vehicle ahead.



LANE-KEEP ASSIST SYSTEM (LAS)

Available Lane-keep Assist System* adds to the warnings of the Lane Departure Warning System. When it senses a potential unintentional lane departure, it will perform minor steering corrections to help guide your vehicle back to the centre of the lane.



SMART BRAKE SUPPORT (SBS)

Similar to Smart City Brake Support, the available Smart Brake Support* is intended to help avoid or reduce the severity of a collision, but operates at higher rates of speed. The Collision Warning feature will alert the driver that braking is immediately necessary. If the radar sensor and Forward Sensing Camera (FSC) sensor determines that a collision is unavoidable, automatic brake control is performed to help reduce damage in the event of a collision.



TRAFFIC SIGN RECOGNITION SYSTEM (TSR)

Using strategically mounted cameras, Traffic Sign Recognition[†] system can actually read road signs such as speed limit, do not enter and stop signs. This information then shows up in the colour Active Driving Display so you can stay alert and informed without taking your eyes off the road.

PASSIONATE ENGINEERING = A GREAT SAFETY RECORD.

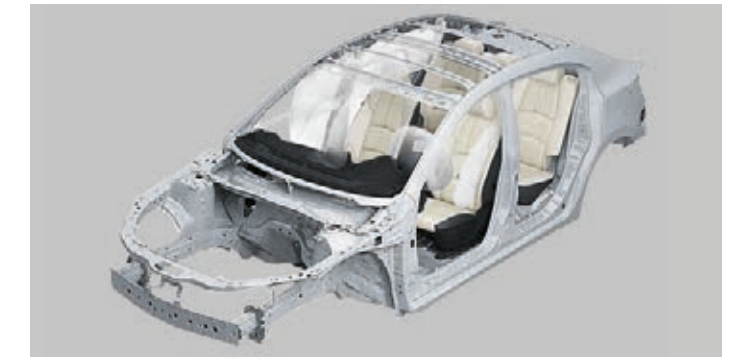
Our engineers' painstaking attention to detail is what makes the MAZDA3 not only thrilling to drive, but also means they craft every component with an eye for safety. Like all our engineering, safety is strategized and planned from the ground

up, right alongside handling and fuel economy, to ensure that your MAZDA3 loves you just as much as you love it. From air bags, to structural design, the MAZDA3 has you covered.



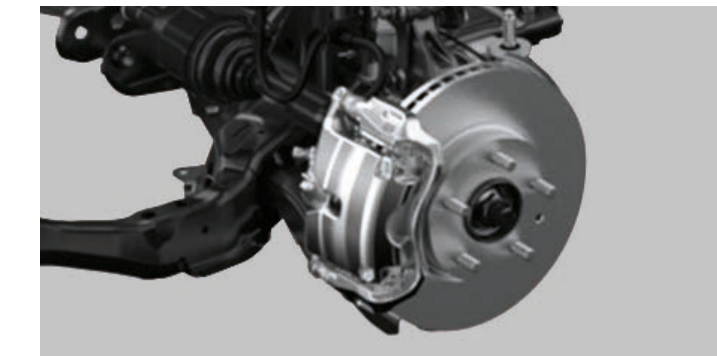
STRUCTURAL SAFETY

The MAZDA3's SKYACTIV-Body is a unique body construction that delivers safety in abundance. Using ultra-high-tensile steel in critical areas, the MAZDA3 is crafted for high rigidity, low weight and superior impact safety.



AIR BAGS

Advanced dual front air bags* that utilize inflators with both crash zone and passenger's seat weight sensors are standard on all Mazda models - as are dual front side impact air curtains with coverage for front and rear passengers.



BRAKES

Brakes are both a performance issue and a safety issue, so we equipped the MAZDA3 with a wide variety of standard braking features, such as 4-wheel disc brakes. An Anti-lock Brake System for controlled stops. Electronic Brake Force Distribution to determine how much force to apply to the brakes.



ACTIVE SAFETY

To keep your MAZDA3 stable in turns, Dynamic Stability Control (DSC)[†] modulates the throttle and brakes when a sudden loss of traction is detected. The Traction Control System (TCS) then adjusts the throttle to provide the drive wheels with a better grip on the road and more sure-footed acceleration during difficult driving conditions.

*Available on GT models with Premium Package.

†Standard on GS and GT models.

#Available on GT models with Technology Package.

▲Always check your mirrors. Be aware of traffic around you.

*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.

SNOWFLAKE WHITE PEARL

SONIC SILVER METALLIC

SOUL RED METALLIC

JET BLACK MICA

METEOR GREY MICA

DEEP CRYSTAL BLUE MICA

TITANIUM FLASH MICA

ETERNAL BLUE MICA

MACHINE GREY METALLIC

MAZDA3 & MAZDA3 SPORT COLOUR COMBINATIONS

PAINT COLOURS	GX	GX sedan with Convenience Package	GS/GT	GT with Premium Package or Technology Package	
	BLACK CLOTH	BLACK CLOTH	PREMIUM BLACK CLOTH	BLACK LEATHER	PURE WHITE LEATHER
Snowflake White Pearl	● ○	●	● ○	● ○	
Sonic Silver Metallic	● ○	●	● ○	● ○	
Soul Red Metallic	● ○	●	● ○	● ○	● ○
Jet Black Mica	● ○	●	● ○	● ○	● ○
Meteor Grey Mica	○	●			
Deep Crystal Blue Mica	● ○	●	● ○	● ○	● ○
Titanium Flash Mica			● ○	● ○	
Eternal Blue Mica			● ○	● ○	● ○
Machine Grey Metallic			● ○	● ○	● ○

● = Sedan ○ = Sport

UPHOLSTERY



MAZDA3 & MAZDA3 SPORT SPECIFICATIONS AND CAPACITIES

SPECIFICATIONS	GX/GS	GT
Engine type	SKYACTIV-G 2.0 L DOHC 16-valve 4-cylinder	SKYACTIV-G 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)	8.5/6.2	8.6/6.4
6AT (GX/GS)	8.4/6.4	8.4/6.4
6MT (GT)	9.3/6.9	9.6/7.0
6AT (GT)	8.8/6.6	9.0/6.7
6AT with i-ELOOP (GT)	8.5/6.4	8.7/6.6

*Estimated fuel economy based on Government of Canada's approved, revised 5-cycle testing method. Your actual fuel consumption may vary depending on how, where and when you drive. For comparison purposes only. For more information on revised 5-cycle testing, visit mazda.ca/5cycle.

CURB WEIGHT (kg)	GX without A/C	GX/GS	GT
MAZDA3	1,302 (MT)	1,303 (MT) 1,334 (AT)	1,361 (MT) 1,404 (AT)
MAZDA3 Sport		1,307 (MT) 1,360 (AT)	1,376 (MT) 1,406 (AT)

WHEEL OPTIONS

16" steel wheels with full wheel covers (GX)



16" alloy wheels (GS)



18" alloy wheels (GT)



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	S	S
SKYACTIV-Drive 6-speed automatic transmission with manual-shift mode and Drive Selection switch	0	0	-	0	0	-
SKYACTIV-Drive 6-speed automatic transmission with manual-shift mode, Drive Selection switch mode and paddle shifters	-	-	0	-	-	0
Front engine/front-wheel drive	S	S	S	S	S	S
G-Vectoring Control (GVC)	S	S	S	S	S	S
Active air shutters	-	-	TECH	-	-	TECH
i-ELOOP regenerative braking system	-	-	TECH	-	-	TECH
SUSPENSION & BRAKES						
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
Front independent MacPherson strut suspension with coil springs and stabilizer bar	S	S	S	S	S	S
Rear independent multi-link suspension with coil springs and stabilizer bar	S	S	S	S	S	S
Rack-and-pinion steering with rpm-sensing variable power assist	S	S	S	S	S	S
WHEELS & TIRES						
16" steel wheels with full wheel covers and 205/60R16 all-season tires	S	-	-	S	-	-
16" alloy wheels and 205/60R16 all-season tires	-	S	-	-	S	-
18" alloy wheels and 215/45R18 all-season tires	-	-	S	-	-	S
Tire Pressure Monitoring System	S	S	S	S	S	S
Temporary spare tire	S	S	S	S	S	S
SAFETY & SECURITY						
Rearview camera (wide angle)	CP	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
Hill Launch Assist (HLA)	S	S	S	S	S	S
Smart City Brake Support (SCBS)	-	S	S	-	S	S
Advanced Blind Spot Monitoring system (ABSM)	-	S	S	-	S	S
Rear Cross Traffic Alert (RCTA)	-	S	S	-	S	S
Lane-keep Assist System (LAS)	-	-	PP	-	-	PP
Lane Departure Warning System (LDWS)	-	-	PP	-	-	PP
Smart Brake Support (SBS)	-	-	PP	-	-	PP
Forward Obstruction Warning (FOW)	-	-	PP	-	-	PP
Traffic Sign Recognition system (TSR)	-	-	TECH	-	-	TECH
Dual front air bags, dual front side air bags and dual side air curtains	S	S	S	S	S	S

SAFETY & SECURITY (cont'd)	MAZDA3			MAZDA3 SPORT		
	GX	GS	GT	GX	GS	GT
Driver's and front passenger's safety-belt pretensioners with force limiters	S	S	S	S	S	S
3-point safety belts for all occupants	S	S	S	S	S	S
Whiplash-reducing front seat headrests	S	S	S	S	S	S
Rear seat headrests	S	S	S	S	S	S
Engine immobilizer theft-deterrent system	S	S	S	S	S	S
Integrated child-seat anchors	S	S	S	S	S	S
EXTERIOR						
Power glass moonroof with interior sunshade, tilt-up ventilation and one-touch open feature	-	0	S	-	0	S
Halogen headlights	S	S	-	S	S	-
LED headlights with automatic headlight levelling and LED signature lighting	-	-	S	-	-	S
LED tail lights	-	-	S	-	-	S
LED fog lights	-	-	S	-	-	S
Automatic headlight shut-off	S	-	-	S	-	-
Automatic on/off headlights	-	S	S	-	S	S
High Beam Control system (HBC)	-	-	PP	-	-	PP
Adaptive Front-lighting System (AFS)	-	-	TECH	-	-	TECH
Body-coloured power-operated door mirrors	S	S	S	S	S	S
Heated door mirrors	-	S	S	-	S	S
Side turn signal on door mirrors	-	S	S	-	S	S
Body-coloured door handles	S	S	S	S	S	S
Variable intermittent windshield wipers	S	-	-	S	-	-
Rain-sensing intermittent windshield wipers	-	S	S	-	S	S
Intermittent rear wiper	-	-	-	S	S	S
Body-coloured rear spoiler	-	-	S	-	-	-
Body-coloured rear roof spoiler	-	-	-	S	S	S
Dual sport exhaust	S	S	S	S	S	S
Black front grille	S	S	S	S	S	S
Black metallic front grille	-	-	PP	-	-	PP
Black window trim	S	-	-	S	-	-
Bright finish window trim	-	S	S	-	S	S
INTERIOR: AUDIO & CONNECTIVITY						
Audio display screen	S	-	-	-	-	-
7-inch colour touchscreen display with MAZDA CONNECT	CP	S	S	S	S	S
HMI Commander switch	CP	S	S	S	S	S
Navigation-ready (requires navigation SD card accessory)	CP	S	S	S	S	S
Voice-activated navigation system	-	-	PP	-	-	PP
Bluetooth® hands-free phone capability	CP	S	S	S	S	S
Steering-wheel-mounted Bluetooth® controls	CP	S	S	S	S	S
Steering-wheel-mounted audio controls	COM	S	S	S	S	S

MAZDA3 & MAZDA3 SPORT FEATURES (CONT'D)

INTERIOR: AUDIO & CONNECTIVITY (cont'd)	MAZDA3			MAZDA3 SPORT		
	GX	GS	GT	GX	GS	GT
AM/FM radio with 4 speakers	S	-	-	-	-	-
AM/FM radio with 6 speakers	CP	S	S	S	S	S
AM/FM radio and CD player with MP3 functionality	-	-	PP	-	-	PP
9-speaker premium Bose® audio system with Centerpoint® 2 surround technology, AudioPilot® 2 noise compensation technology and SurroundStage® signal processing	-	-	PP	-	-	PP
USB and auxiliary audio input	S	-	-	-	-	-
USB (2) and auxiliary audio input	CP	S	S	S	S	S
HD Radio	CP	S	S	S	S	S
SiriusXM™ Satellite Radio with fin antenna	-	-	TECH	-	-	TECH
Integrated Aha™ Internet Radio functionality¹	CP	S	S	S	S	S
Integrated Stitcher™ Internet Radio functionality¹	CP	S	S	S	S	S
SMS text message audio delivery and reply¹	CP	S	S	S	S	S
INTERIOR: COMFORT & CONVENIENCE						
Air conditioning with manual climate controls	COM	S	-	S	S	-
Dual-zone automatic climate controls	-	-	S	-	-	S
Steering-wheel-mounted cruise controls	CP	S	S	S	S	S
Mazda Radar Cruise Control (MRCC)	-	-	PP	-	-	PP
Push Button Start	S	S	S	S	S	S
Remote keyless entry system with trunk release and panic mode	S	S	S	S	S	S
Advanced Keyless Entry System with panic mode	-	-	PP	-	-	PP
Power windows with driver's one-touch up and down feature and timer	S	S	S	S	S	S
Speed-sensing double-action power door locks	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	-	-	PP	-	-	PP
HomeLink® wireless control system	-	-	TECH	-	-	TECH
Tilt and telescopic steering wheel	S	S	S	S	S	S
Rear window defroster	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
Front room lamp	S	-	-	-	-	-
Front room lamp with spot lamp	CP	S	S	S	S	S
Rear room lamp	CP	S	S	S	S	S
Illuminated entry	S	S	S	S	S	S
Cargo/trunk light	S	S	S	S	S	S
Passenger assist grips	S	S	S	S	S	S
12-volt power outlet with retained power	S	S	S	S	S	S
Rear coat hooks	S	S	S	S	S	S

INTERIOR: SEAT & TRIM	MAZDA3			MAZDA3 SPORT		
	GX	GS	GT	GX	GS	GT
Cloth upholstery	S	-	-	S	-	-
Premium cloth upholstery	-	S	S	-	S	S
Cloth door trim	S	S	S	S	S	S
Leather-trimmed upholstery	-	-	PP	-	-	PP
Adjustable heated front seats	-	S	S	-	S	S
6-way manually adjustable driver's seat	S	S	S	S	S	S
6-way power-adjustable driver's seat	-	-	PP	-	-	PP
Driver's manual lumbar support	-	-	PP	-	-	PP
4-way manually adjustable passenger's seat	S	S	S	S	S	S
Heated, leather steering wheel	-	S	S	-	S	S
Leather-wrapped shift knob	-	S	S	-	S	S
Electronic Parking Brake (EPB) with updated console design	CP	S	S	S	S	S
Folding bench rear seatback	S	-	-	-	-	-
60/40-split fold-down rear seatback	-	S	S	S	S	S
Custom-fitted floor mats	S	S	S	S	S	S
INSTRUMENTATION						
Tachometer	COM	S	S	S	S	S
Trip computer	COM	S	S	S	S	S
Colour Active Driving Display (ADD)	-	-	PP	-	-	PP
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
STORAGE						
Front door storage pockets with bottle holders	S	S	S	S	S	S
Rear centre armrest with cup holders	-	S	S	-	S	S
Passenger's side seat-back pocket	S	S	S	S	S	S
Overhead console with sunglasses holder	-	S	S	-	S	S
Dual front cup holders	S	S	S	S	S	S

S = Standard O = Optional COM = Comfort Package CP = Convenience Package PP = Premium Package TECH = Technology Package - = Not available

MAZDA3 & MAZDA3 SPORT PACKAGES

COMFORT PACKAGE (GX SEDAN)

Air conditioning with manual climate controls, trip computer, tachometer, and steering-wheel-mounted audio controls. *(Requires automatic transmission.)*

CONVENIENCE PACKAGE (GX SEDAN)

Electronic Parking Brake (EPB) with updated console design, steering-wheel-mounted cruise controls, Bluetooth® hands-free phone capability, AM/FM radio with 6 speakers, 7-inch colour touchscreen display with MAZDA CONNECT, rearview camera (wide angle), HMI Commander switch, steering-wheel-mounted Bluetooth® controls, USB (2) and auxiliary audio input, HD Radio, navigation-ready *(requires navigation SD card accessory)*, front room lamp with spot lamp and rear room lamp. *(Requires Comfort Package.)*

PREMIUM PACKAGE (GT)

Leather-trimmed upholstery, 6-way power-adjustable driver's seat, driver's manual lumbar support, AM/FM radio and CD player with MP3 functionality, 9-speaker premium Bose® audio system with Centerpoint® 2 surround technology, AudioPilot® 2 noise compensation technology and SurroundStage® signal processing, voice-activated navigation system, Advanced Keyless Entry System with panic mode, colour Active Driving Display (ADD), Mazda Radar Cruise Control (MRCC), Smart Brake Support (SBS), Forward Obstruction Warning (FOW), Lane-keep Assist System (LAS), Lane Departure Warning System (LDWS), High Beam Control system (HBC), auto-dimming rearview mirror, black metallic front grille.

TECHNOLOGY PACKAGE (GT)

i-ELOOP regenerative braking system, active air shutters, Adaptive Front-lighting System (AFS), SiriusXM™ Satellite Radio with fin antenna, HomeLink® wireless control system, and Traffic Sign Recognition system (TSR). *(Requires Premium Package and automatic transmission.)*

MAZDA3 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.



AERO KIT

Give your MAZDA3 a bold, aerodynamic stance. Accessorize your ride with our Brilliant Black Aero Kit that includes Front Air Dam, Side Sills, Rear Diffuser and Rear Spoiler. Pick and choose only the accessories you like or go all out and deck your drive with all four.



CARGO TRAY

Life doesn't have to be messy, at least inside your MAZDA3. This flexible, durable Cargo Tray* protects against spills and other damage. Removes easily for quick cleanup.



MAZDA MOBILE START

With Mazda Mobile Start, now you can remotely start, lock or unlock your Mazda using a smartphone app. You can even activate a panic alarm, and if you've forgotten where you parked your Mazda, you can use the app to find it virtually anywhere.



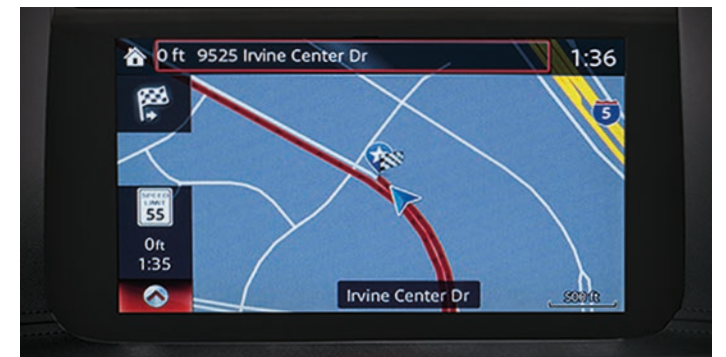
ALL-WEATHER FLOOR MATS

Fitted perfectly to your MAZDA3, these All-Weather Floor Mats guard against water, sand, mud, snow or whatever you drag through the door.



REAR BUMPER GUARD

Tailored and sleek, our durable stainless steel Rear Bumper Guard not only looks great, but helps protect the rear bumper from chips and scratches.



NAVIGATION SYSTEM

Get where you need to go with our in-dash, integrated navigation system. Enjoy advanced lane guidance, 3D interactive map, intuitive voice commands and much more.

†Aha, Stitcher and SMS text functionality are a part of MAZDA CONNECT and are only compatible with certain devices.

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UNLIMITED

**CANADA'S ONLY UNLIMITED
MILEAGE WARRANTY**

STANDARD ON ALL NEW MODELS

**3-YEAR
NEW VEHICLE
UNLIMITED MILEAGE WARRANTY**

**3-YEAR
ROADSIDE ASSISTANCE
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**5-YEAR
POWERTRAIN
UNLIMITED MILEAGE WARRANTY**

**7-YEAR
ANTI-PERFORATION
UNLIMITED MILEAGE WARRANTY**

MAZDA VEHICLES ARE DESIGNED TO BE DRIVEN, AND TO PROVE IT, WE'VE INTRODUCED MAZDA UNLIMITED - THE ONLY WARRANTY PROGRAM OF ITS KIND IN CANADA.

Mazda Unlimited features unlimited mileage for our 3-year New Vehicle, 3-year Roadside Assistance, 5-year Powertrain and 7-year Anti-Perforation warranties, so you can focus on every thrilling moment spent behind the wheel instead of the odometer.

Standard on all new models.

What does Mazda Unlimited mean for you?

- Added confidence in the quality of the product you are driving
- Added protection, knowing Mazda will be there, kilometre after kilometre
- Added value, knowing that if you ever sell, trade or upgrade to a new vehicle during the warranty period, **Mazda Unlimited** will be transferable to the new owner
- Added peace of mind, knowing that there are no limits to how far you can go

To learn more about the Mazda Unlimited Warranty, visit mazdaunlimited.ca.

WE KNOW YOUR FIRST IMPRESSION OF MAZDA STARTS WITH US, YOUR MAZDA DEALER.



It's a responsibility we don't take lightly. It's why we work hard every day to make sure your customer service experience exceeds your expectations, in every way.

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BECAUSE DRIVING MATTERS.

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MAZDA ROADSIDE ASSISTANCE PROGRAM As part of our commitment to your total satisfaction, 2017 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 or visit mazda.ca.

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.



**ADDED
PROTECTION**

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For peace-of-mind motoring, we've created Mazda Added Protection Plan (M.A.P.) extended warranty plans. M.A.P. plans complement your Mazda Limited Warranty and protect 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.



**GRADUATE
PROGRAM**

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

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 and accessories 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. E. & O. E.

ZOOM-ZOOM



Find out more on:



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

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DRIVING MATTERS

