



2023 MAZDA3





KODO: "SOUL OF MOTION"

As a company of passionate artisans and craftsmen, we infuse energy into everything we touch. Born from our obsession with creating 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 Mazda3.



Mazda3 Sport AWD Dynamic Pressure Turbo (DPT) model shown.

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 Sport – a seductive, invigorating vehicle that personifies our meticulous nature. 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. Purposeful, evocative design is our ethos – and the only way we build Mazdas.

Comes with a standard manual transmission on all Mazda3 Sport models and an available turbocharged Skyactiv-G 2.5 T engine on the GT.

MAZDA3 SPORT





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 sophisticated. 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.

Comes with a standard manual transmission on the GX model and an available turbocharged Skyactiv-G 2.5 T engine on the GT model.

MAZDA3 SEDAN





With you in mind, the Takumi set out to create beautiful elements through shape, texture and colour. Every inch of our carefully constructed design makes your driving experience better. An elegant level of refinement – reserved just for you.

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 masters are so highly skilled, they instinctually use their sight, as well as their touch, to ensure that every curve is perfectly proportioned to their final vision. 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.



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's intuitive interior feels as if it were built just for you. Even the seats are shaped to help you achieve a more comfortable and relaxed posture, helping you feel steadier and more balanced as you manoeuvre through twists and turns on the road.

We took that same approach with the driving experience. The chassis and powertrain are tuned to the human body's natural sense of motion, resulting in a car that intuitively responds to your inputs to create the effortless feeling of being in control. 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. To leave you feeling energized. Rejuvenated. You, at one with your Mazda.





MAKE A SMARTER CONNECTION

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 centre console and HMI Commander control are positioned for optimal comfort of the wrist and forearm. And the Mazda Connect¹ infotainment system comes with Apple CarPlay™ integration for your iPhone and Android Auto™ integration. Communication between you and your vehicle becomes second nature – by design.¹

Mazda Connected Services² capabilities create oneness between you and your Mazda3, with a two-year trial standard across all 2023 Mazda3 and Mazda3 Sport models. This suite of services enables you to access a wide range of convenient options, even when away from your Mazda3. The MyMazda app provides you with information about your vehicle, including the Owner's Manual, and vehicle status, which keeps you up to date on important information such as scheduled maintenance. The app also allows access to remote features, such as engine start and stop,³ remote door lock and unlock, and more. Plus, quickly and easily access Roadside Assistance and find your nearest retailer.

¹Don't drive while distracted or while using a hand-held device.

²Connected Vehicle service is available for a 2-year trial period from your vehicle's in-service date; a paid subscription is required upon expiry of the trial period. Requires MyMazda App (on a compatible smartphone), a working vehicle electrical system (including battery), wireless coverage and GPS satellite signal. Services, connectivity and capabilities vary by conditions as well as geographical and technical restrictions. See mazda.ca for details.

³Not available with manual transmission.

THE MAZDA3 TURBO: REFINED PERFORMANCE

From the engine and transmission to the chassis and beyond, we seek to continually improve vehicle performance through a holistic approach we call Skyactiv Technology. The Skyactiv-G 2.5 Turbo engine¹ delivers up to 250 hp² and up to 320 lb-ft of torque,² which you can feel every time you begin to press the accelerator, particularly at low rpm. We've paired this engine with our i-Activ AWD system³ to provide incredibly effortless off-the-line acceleration and a confident, exhilarating driving experience that will call you back to the road time and time again.



¹Optional on the sedan and Sport GT models.

²250 hp and 320 lb-ft of torque with 93 octane fuel. 227 hp and 310 lb-ft of torque with 87 octane fuel.

³i-Activ AWD is optional on sedan and Sport GS and GT models and is standard on GT models with turbo engine.



CONFIDENCE WHEN YOU NEED IT MOST

With available i-Activ AWD,¹ the Mazda3 helps you drive confidently in snow and rain, and improves performance on dry roads too. This innovative technology uses sophisticated, real-time vehicle dynamics modelling to help predict traction loss and send torque to the tires that can use it best. Helping to maintain road grip – and your sense of confidence.

No matter what roads you're travelling, G-Vectoring Control Plus is always working in the background. By subtly adjusting the engine torque and braking pressure, this innovative technology makes the steering feel more natural, consistent and intuitive. The end result is an effortless connection between car and driver, so you're always ready for what's ahead.

¹Optional on GS and GT models.



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 include Advanced Blind Spot Monitoring (ABSM),^{2,3} Rear Cross Traffic Alert (RCTA),^{2,3} Traffic Jam Assist⁴ and front and rear parking sensors⁴ and which help improve your visibility and awareness of the road. The 360° View Monitor,⁴ now standard on GT models, uses four cameras to give a surround view of the Mazda3 and is displayed on the Mazda Connect screen – an excellent feature for navigating tight spaces. These subtle adjustments and alerts create a more confident experience behind the wheel.



Mazda3 AWD Dynamic Pressure Turbo (DPT) model shown.
¹i-Activsense safety features are not a substitute for safe and attentive driving. There are limitations to the range and detection of each safety feature. See Specifications and Features for availability. Please see your Owner's Manual for further details.
²Always 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.
³Standard on all models.
⁴Standard on the GT model.



BALANCING SILENCE AND SOUND

Letting the right amount of sound in and keeping distracting noises at bay. This is the very essence of Mazda's approach to sound. In the cabin of the Mazda3, vibrations from the road are reduced, and sound-insulating materials subdue outside clamour. Measures like this set the stage for a more refined listening experience.

Through extensive research, our engineers calculated the spatial effects and the delay and reflections of sound to discover the optimal speaker placement and calibrations. Bringing this all beautifully to life is an available 12-speaker premium audio system from Bose,¹ creating the perfect soundtrack for your journey.

¹Available on select GT models. Certain vehicles may be equipped with an 8-speaker standard audio system (without SiriusXM) option package, instead of the Bose Premium Sound System with SiriusXM. Please see your retailer for feature availability.



Mazda3 AWD Dynamic Pressure Turbo (DPT) models shown.

EFFORTLESS JOYFUL 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. The Mazda3 is engineered to deliver an energizing and awakening experience, even insulating you from distracting noise while allowing for engine and road sounds that heighten your sense of connection to the drive. So you can focus on what will bring you joy: exceptional driving.



Every aspect of our design process is intentional. Including the paint. Before a single drop of colour 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 colour 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.

Visit our [Mazda3](#) and [Mazda3 Sport](#) website pages to see all the vibrant colour choices available.

MAZDA UNLIMITED MILEAGE WARRANTY

STANDARD ON ALL NEW MODELS

At Mazda, we pride ourselves on our commitment to quality, which is why every new vehicle includes our unlimited mileage warranty.

3-YEAR NEW VEHICLE UNLIMITED MILEAGE WARRANTY	3-YEAR ROADSIDE ASSISTANCE UNLIMITED MILEAGE	5-YEAR POWERTRAIN UNLIMITED MILEAGE WARRANTY	7-YEAR ANTI-PERFORATION UNLIMITED MILEAGE WARRANTY

MAZDA3 AND MAZDA3 SPORT SPECIFICATIONS AND FEATURES

To see full specifications, features, packages and options for all 2023 Mazda3 models:

[VIEW MAZDA3 FULL SPECS](#)

[VIEW MAZDA3 SPORT FULL SPECS](#)



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 Retailer 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 Retailer.

READY TO ROLL

Our pre-delivery commitment means every new Mazda is inspected and fitted with floor mats and comes with a full tank of gas.

ADDED PROTECTION

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 Roadside Assistance, Tire Road Hazard coverage and OEM Collision Part Coverage. Roadside Assistance extends the roadside assistance coverage offered during the new-vehicle limited-warranty period throughout the M.A.P. term. The Roadside Assistance offers Towing, Winching, Battery Boost, Out-of-Fuel Coverage, Tire Service, Lockout Service, Emergency Travel Expense Reimbursement and Travel Planning and Retailer 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 Retailer.

MAZDA ROADSIDE ASSISTANCE PROGRAM

As part of our commitment to your total satisfaction, 2023 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 Retailer or visit mazda.ca.

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.

GRADUATE PROGRAM

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

Product changes and options availability: Following publication of this brochure, certain changes in equipment, options, specifications, prices and other information may have occurred which would not be reflected in these pages. All information included in this brochure is based upon the available information at the time of publication. Although such information is believed to be correct at the time of publication, accuracy cannot be guaranteed. Your Mazda Retailer is your best source for up-to-date information. Mazda reserves the right, at any time without providing any further notice or incurring any obligations, to correct any errors, inaccuracies or omissions that may exist in this brochure, as well as to make changes to any of the information included in this brochure. 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. Some vehicles shown may be models from other jurisdictions. Canadian models and specifications may vary.

Thank you for considering a Mazda3.

As you can see from the stories in this brochure, everyone at Mazda is deeply passionate about creating cars that provide a memorable driving experience. This passion all starts with you. Before the first sketch of a Mazda, before any new idea is conceived, we consider you, the driver, first. All with the hope that you will feel our passion for driving once you're behind the wheel.

Because we believe that vehicles should move your body as well as your soul, we love sharing the beautiful machines we make and building relationships with the people who drive them. When you drive a Mazda, you're getting inspired design that will inspire your every moment on the road.

Sincerely,

David Klan

President and CEO
Mazda Canada Inc.