



## *IMAGINATION DRIVES US*



Imagination is the world's most valuable resource. It's our window to the future, because if we can imagine it, we can create it. Mazda is built on a foundation of imagination and ingenuity. It's the fuel behind all we create and achieve. It has given us SKYACTIV TECHNOLOGY, 'KODO – Soul of Motion' design and countless successes that once existed only in someone's imagination. These pages show how imagination is an integral part of our innovative cars.



### **Scan for the full story**

Discover more of the imagination and inspiration that defines Mazda vehicles. Just download the 'Mazda3 Experience' App from the Apple App Store or Google Play Store and hold your device over pages with the phone icon to unlock extra content and information.



*ALL-NEW MAZDA3.  
THE NEXT LEVEL OF DRIVING ENJOYMENT*

Every element that makes driving rewarding takes a leap ahead in All-New Mazda3. A totally new generation vehicle, it delivers sophisticated design and sports performance, yet achieves outstanding fuel economy thanks to SKYACTIV TECHNOLOGY. It also brings a level of connectivity that's unprecedented in a Mazda, and the advanced safety of i-ACTIVSENSE.



SP25 Astina Hatch in Soul Red Metallic.

## *MOVES YOU FROM THE FIRST LOOK*

Innovative technology, exciting performance and stunning presence too. The dynamic style of All-New Mazda3 is the result of 'KODO – Soul of Motion' design. KODO captures the moment energy becomes motion. It's the powerful grace of an animal pouncing, or a human leaping into action. This athleticism is expressed with elegance, allowing All-New Mazda3 to make a premium impression.



## *NOW YOU'RE REALLY IN THE DRIVER'S SEAT*

All-New Mazda3 uses intuitive technology to connect you more closely to the enjoyment. In Maxx and above, a large central screen puts system information at eye line level, while select functions respond to voice. Plus, there's a whole new level of web-based connectivity. The advanced infotainment of MZD Connect links you to content ranging from internet radio to social media.

The elegant cabin is precisely crafted. It carefully locates controls and information to keep you focused on the road ahead. Concentration is enhanced by the Active Driving Display in selected models, which projects key data into your line of sight.

Confidence is heightened by the availability of advanced i-ACTIVSENSE technology. These intelligent and intuitive systems are designed to assist you in recognising and avoiding potential trouble.



## *GO LIKE NEVER BEFORE*

The way All-New Mazda3 moves will leave you wanting more. Light weight unleashes sporting agility, delivered with smooth-riding, sure-steering confidence. SKYACTIV-G petrol engines are quick to respond, with refined thrust from 2.0 or 2.5 litres. Exceptional economy adds to the thrill. Whether automatic or manual, transmissions shift gears with polished precision. Your progress is always quiet and efficient, thanks to a sleek body that effortlessly cuts through the air.



**SKYACTIV TECHNOLOGY.  
HIGHER PERFORMANCE, YET GREATER FUEL ECONOMY**

All-New Mazda3 will have drivers smiling more than ever. It dials up sports performance – yet also achieves exceptional fuel economy. This is possible because for the first time Mazda3 integrates the full suite of SKYACTIV TECHNOLOGY. It's a breakthrough innovation, which completely re-engineers every vehicle aspect to heighten performance and unleash greater efficiency. Clever features like i-stop save you even more fuel. It turns off the engine when you come to a halt, restarting the instant you want to move.



**2.0 & 2.5 litre petrol engine (SKYACTIV-G)**

A fundamental redesign of the internal combustion engine lifts performance, while cutting fuel consumption by up to 25% over the previous model. The SKYACTIV-G engine features precise multi-hole direct injection to minimise fuel use, while a unique piston design enhances fuel combustion – boosting power and lowering emissions. Reduced friction unlocks extra power, while a 4-2-1 exhaust layout improves efficiency. The 2.0 litre 4-cylinder engine produces 114kW of power and 200Nm of torque using as little as 5.7 litres of fuel every 100km<sup>2</sup>. The punchy 2.5 litre gives you 138kW and 250Nm, with fuel consumption as low as an impressive 6.0 litres per 100km<sup>2</sup>.



**SKYACTIV-Body**

New-generation design and materials achieve amazing lightness and rigidity. The underbody's straight-frame construction runs uninterrupted through the framework to boost stiffness and save weight. Key joints are strengthened by advanced techniques that require no heavy reinforcement. The employment of high and ultra-high tensile steel cuts weight, bolsters rigidity and aids safety. We've worked tirelessly to save every gram. Despite being light, All-New Mazda3 disperses crash energy in multiple directions to achieve collision performance that is world-class.



**Automatic transmission (SKYACTIV-Drive)**

We've combined the best aspects of conventional automatic, continuously variable and dual clutch transmissions. So you get maximum driving fun and high efficiency. The SKYACTIV-Drive transmission couples directly with the engine over a far wider range than other automatics. This delivers a significant increase in fuel economy and a more direct, manual transmission-like power delivery and driving feel. Shifts are smooth, quick and accurate across the 6-speeds.



**Manual transmission (SKYACTIV-MT)**

The manual transmission gives you the wrist-flicking shift feel of a sports car, like our iconic Mazda MX-5. Simplified internal design, plus a finely-honed shift mechanism has delivered this sensation. The 6-speed SKYACTIV-MT is much more compact and also much lighter than comparable transmissions. Match this with a significant reduction in internal friction and fuel economy is much improved.



**SKYACTIV-Chassis**

We've re-examined every component to strengthen the sense of 'oneness' between car and driver. For nimble handling and refinement, the lightweight front strut and rear multi-link suspension uses firmer bushings and totally revised geometry. Innovative welding of the front and rear cross members achieves impressive stiffness with low weight. Fuel-saving electric power-assisted steering features a high ratio for quick handling, yet delivers great stability at all speeds.

**SKYACTIV  
TECHNOLOGY**



*STAY CONNECTED.  
KEEP FOCUSED*

**See the advantage**

The cockpit's thoughtful layout and intuitive technology help you stay focused on the road. Large 7-inch screen gives access to everything from vehicle systems and navigation to online content. Multi-function commander allows swift, easy navigation of features.



A responsive drive isn't the only thing letting you feel in sync. Just hook up a compatible<sup>3</sup> smartphone in Maxx and above, and MZD Connect brings you web content including music, audio books, podcasts, Facebook and Twitter feeds and more. You can even hear emails and texts aloud. It's all integrated through a central touch screen positioned to help your eyes stay focused ahead. Selection is driven by a rotary commander that you reach intuitively, without having to look away from the road. Adding to the effortless control is voice command of menu switching, audio and navigation.





*YOU'RE  
CLEARLY  
AHEAD*

Everywhere you look, there's a clever idea giving you an edge. In SP25 GT and up, an Active Driving Display helps you keep your attention on the road. A clear screen located above the instrument pod projects vehicle speed, turn-by-turn navigation cues and even emergency warnings into your line of sight.

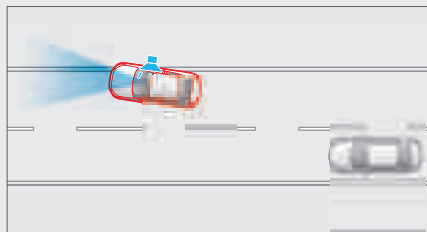
The instrument cluster also aids focus on what's important. A sporty central tachometer is flanked by digital readouts incorporating speedometer, shift indicator, trip and vehicle status information and more.





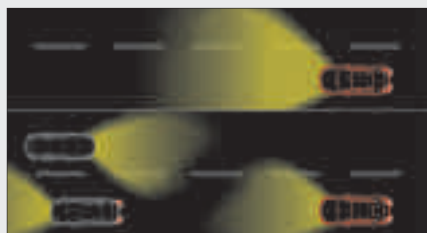
## *i-ACTIVSENSE. AN ADVANCED SENSE OF SAFETY*

As a next-generation vehicle, Mazda3 integrates the very latest in safety. The availability of advanced i-ACTIVSENSE technology<sup>4</sup> takes confidence to the highest level. These intelligent systems are designed to help you recognise potential hazards, avoid collisions and to minimise the severity of accidents when they're unavoidable. Core i-ACTIVSENSE features are optional across the range - the full suite is standard on SP25 Astina.



### **Lane Departure Warning (LDW)**

Works at approximately 70km/h and above. Using a windscreen-mounted camera to monitor road lane markings, this system warns you in advance if you're about to stray from your lane, via an audible warning. SP25 Astina only.



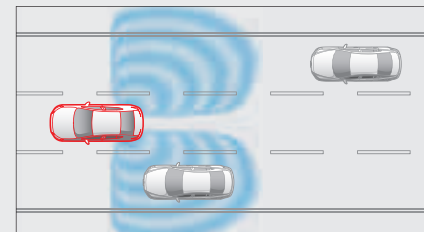
### **High Beam Control (HBC)**

Enjoy the enhanced safety of high beam illumination, without having to manually switch to low beam. A camera detects oncoming cars' headlights, or the taillights of cars in front, and automatically switches to low beam, then back when it's safe. Also selects low beam in lit areas or at low speed. SP25 Astina only.



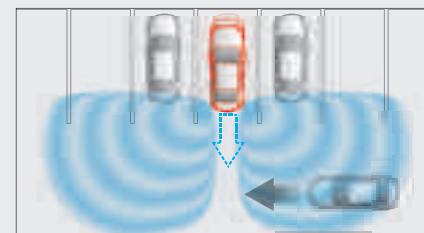
### **Forward Obstruction Warning (FOW) with Smart Brake Support (SBS)**

Operating at 15 - 145km/h the system monitors the distance to the vehicle in front and its speed. FOW senses if a collision is likely and prompts you to take evasive action via audible and visual alerts. Also incorporates SBS. If the system senses a high risk of impact it applies initial pressure to the brakes, enabling faster response should you brake. If you take evasive action the system de-activates. If no evasive action is taken, the brakes are applied automatically. SP25 Astina only.



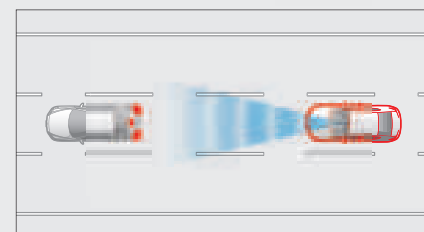
### **Blind Spot Monitoring (BSM)**

By scanning external mirrors' blind spots, this innovation warns of unseen vehicles to help you avoid making hazardous lane changes. A flashing icon on the relevant mirror is accompanied by warning beeper.



### **Rear Cross Traffic Alert (RCTA)**

Assists you when you're reversing from a parking space, warning if a car is approaching from either side of your vehicle. The LED icon on both mirrors is accompanied by beeping alert.



### **Smart City Brake Support (SCBS)**

Helps prevent, or lessen, low-speed impacts. At speeds of 4 - 30km/h, SCBS monitors the vehicle in front to assess the possibility of a collision. If the system detects a high risk of impact, it applies initial braking pressure to deliver faster response should you brake. If you brake, the system de-activates. If you don't brake, the brakes are applied automatically.

# MAZDA 3

NEO



## Neo features include:

- 2.0 litre in-line 4 cylinder 16 valve DOHC S-VT petrol with i-stop
  - Max power: 114 kW @ 6,000 rpm
  - Max torque: 200 Nm @ 4,000 rpm
  - 16 inch steel wheels
  - Headlamps (Halogen)
  - Power mirrors and windows
  - Rear spoiler (hatch only)
  - Wipers (front) 2-speed with variable intermittent function
  - Advanced keyless push-button engine start
  - Air-conditioning
  - Cruise control
  - Seat trim: cloth
  - Seat (front) with: height adjustment (driver) and seat back pockets
  - Seats (rear) with: 60/40 split-fold backrest
  - Trip computer<sup>5</sup>
  - Audio system with: AM/FM tuner, single disc CD player (MP3/WMA compatible) and 4 speakers
  - Bluetooth<sup>®</sup> hands-free phone and audio capability<sup>3</sup>
  - USB input (iPod<sup>®</sup> compatible)
  - Emergency Stop Signal (ESS)
  - Hill Launch Assist (HLA)
- Safety pack option:**
- Rear-view mirror with auto dimming function
  - Blind Spot Monitoring (BSM)
  - Rear Cross Traffic Alert (RCTA)
  - Smart City Brake Support (SCBS)

## Bodystyles:



■ Hatch



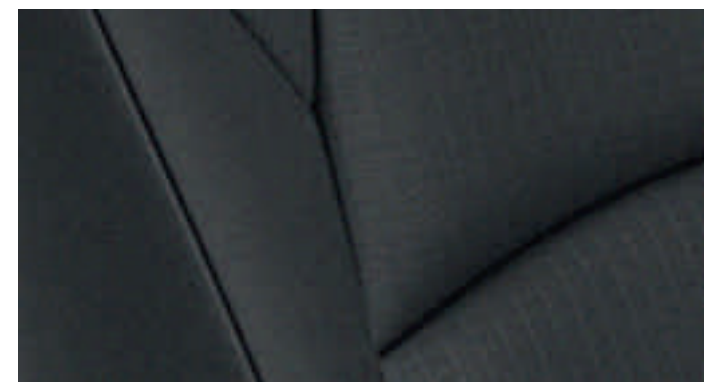
■ Sedan

Sophisticated style, advanced technology, great performance and economy. Neo combines it all to give you a great drive.



## Comfort at every turn.

Integrated air-conditioning and heating controlled by stylish, easy-to-use dials.



## Nice touch.

Comfort of supportive seats is bolstered by high quality cloth.



## See and hear.

Powerful 4 speaker audio system with CD player is USB and Bluetooth<sup>®</sup> compatible<sup>3</sup>. Control is via compact display unit.



## Start it up.

Push-button engine starting is the easy and exciting way to get the drive going.

# MAZDA 3

MAXX



### Maxx features additional to Neo include:

- 16 inch alloy wheels
- Leather-wrapped: gear shift knob, handbrake handle and steering wheel
- Paddle shift gear control (auto only)
- Satellite navigation
- Audio system with: 6 speakers
- Multi-function commander control
- MZD Connect infotainment system
- Reverse camera

### Safety pack option:

- Rear-view mirror with auto dimming function
- Blind Spot Monitoring (BSM)
- Rear Cross Traffic Alert (RCTA)
- Smart City Brake Support (SCBS)

### Bodystyles:



■ Hatch



■ Sedan

With ramped-up style, more features and amazing connectivity, Maxx takes you to the next level of driving enjoyment.



### Dynamic design.

Elegant 16 inch alloy wheels look great and enhance ride and handling.



### Feels special.

Expertly trimmed premium cloth heightens the feeling of comfort.



### Web content comes along.

Through MZD Connect you can access content from internet radio to social media feeds.



### Command centre.

Easily reached rotary commander lets you flick between menus and functions with minimum distraction.

# MAZDA 3

TOURING



### Touring features additional to Maxx include:

- Air-conditioning (dual-zone climate control)
- Headlamps auto on/off function
- Wipers (front) 2-speed with rain-sensing function
- Overhead sunglass storage box
- Seat trim: leather<sup>1</sup>
- Seats (front) with: lumbar adjustment (driver)
- Vanity mirrors (front) with illumination

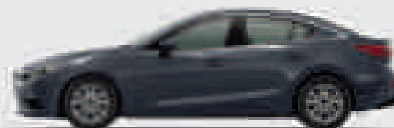
### Safety pack option:

- Rear-view mirror with auto dimming function
- Blind Spot Monitoring (BSM)
- Rear Cross Traffic Alert (RCTA)
- Smart City Brake Support (SCBS)

### Bodystyles:



■ Hatch



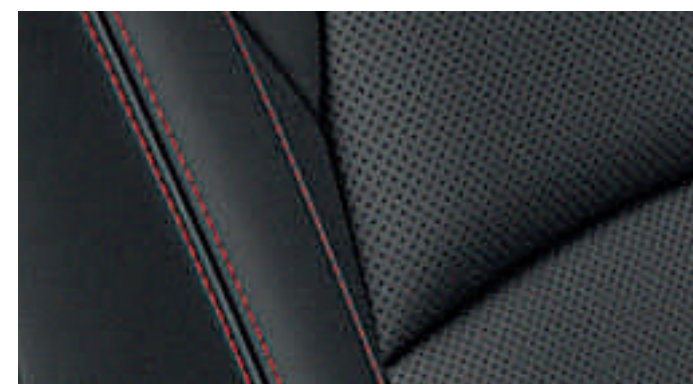
■ Sedan

Superb luxury touches are complemented by intelligent features that enhance driving convenience.



### Custom comfort.

Driver and passenger can individually optimise temperature with dual-zone climate control.



### Indulgent inside.

Choose luxurious leather<sup>1</sup> interior in either Off-white or Black. Contrasting stitching highlights craftsmanship.



### That's brilliant.

Automatic headlamps assess ambient light and switch on/off accordingly.



### Reflex action.

Rain-sensing wipers automatically switch on and off as required.

# Mazda 3

SP25



### SP25 features additional to Maxx include:

- 2.5 litre in-line 4 cylinder 16 valve DOHC S-VT petrol with i-stop
- Max power: 138 kW @ 5,700 rpm
- Max torque: 250 Nm @ 3,250 rpm
- 18 inch alloy wheels
- Fog-lamps (front)
- Headlamps auto on/off function
- Rear spoiler (sedan)
- Wipers (front) 2-speed with rain-sensing function
- Advanced keyless entry
- Air-conditioning (dual-zone climate control)

### Safety pack option:

- Rear-view mirror with auto dimming function
- Blind Spot Monitoring (BSM)
- Rear Cross Traffic Alert (RCTA)
- Smart City Brake Support (SCBS)

### Bodystyles:



■ Hatch



■ Sedan



### Alloy attraction.

18 inch sports alloy wheels add purpose to SP25's dynamic stance.



### Light the way.

Integrated fog-lamps augment style and aid visibility in all conditions.



### Sporting air.

SP25's spirited personality is amplified by aerodynamics-enhancing rear spoiler.



### Convenience is key.

Advanced keyless entry lets you get going without needing to find keys. As long as you're carrying the remote locking unit, you just press the front door button to enter.

A boost in performance and sportier looks too. Add selected luxuries and you've got the exciting drive that is SP25.

# MAZDA3

SP25 GT



### SP25 GT features additional to SP25 include:

- Daytime running lamps (LED)
- Headlamps (Bi-Xenon) with Adaptive Front-lighting System (AFS)
- Power mirrors (heated)
- Tail-lamps (LED)
- Active Driving Display
- Rear-view mirror with auto dimming function
- Seat trim: leather<sup>1</sup>
- Seats (front) with: 6-way power adjustment (driver), heating function and lumbar adjustment (driver)
- Vanity mirrors (front) with illumination
- Premium Bose® 231 watt amplifier and 9 speakers

### Safety option pack:

- Blind Spot Monitoring (BSM)
- Rear Cross Traffic Alert (RCTA)
- Smart City Brake Support (SCBS)

### Safety and Sunroof option pack:

- Sunroof
- Blind Spot Monitoring (BSM)
- Rear Cross Traffic Alert (RCTA)
- Smart City Brake Support (SCBS)

### Bodystyles:



■ Hatch



■ Sedan

SP25 GT packs in even more technology and features to increase safety, add convenience and heighten your enjoyment.



### Performance focus.

Active Driving Display projects information above instrument pod to reduce distraction from the road. Central tachometer boasts 3-D metallic accents.



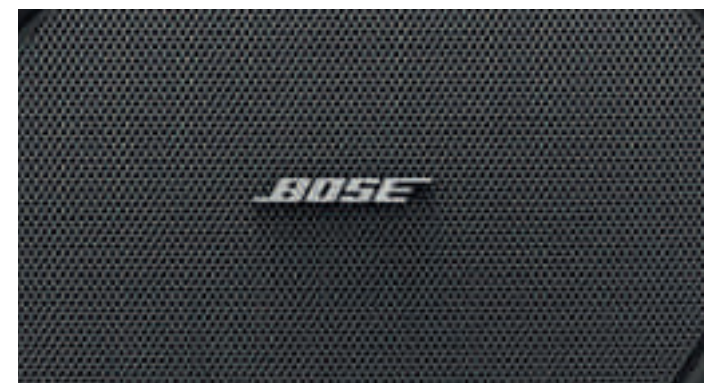
### Truly illuminated.

Adaptive Front-lighting System (AFS) pivots the powerful Bi-Xenon headlamps up to 15 degrees in the direction you're steering, illuminating more of the corner. Daytime running lights help other road users see you.



### Premium seating.

Sculpted seats finished in superb leather<sup>1</sup> are accentuated by contrasting details.



### A-grade audio.

Premium Bose® digital audio teams 231 watts of power with 9 speakers for a stirring musical performance.

# Mazda3

SP25 Astina



### SP25 Astina features additional to SP25 GT include:

- Sunroof
- Radar cruise control
- Blind Spot Monitoring (BSM)
- Forward Obstruction Warning (FOW)
- High Beam Control (HBC)
- Lane Departure Warning (LDW)
- Rear Cross Traffic Alert (RCTA)
- Smart Brake Support (SBS)
- Smart City Brake Support (SCBS)

### Bodystyles:



■ Hatch



■ Sedan

With SP25 Astina you enjoy a superbly luxurious drive. You also get the latest intelligent safety technology.



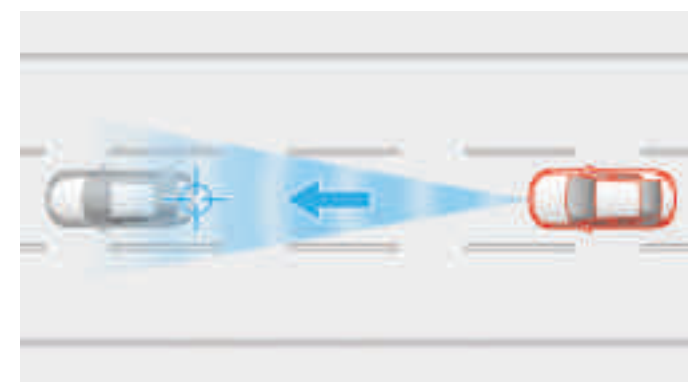
### Follow the sun.

Fresh air and sunshine are yours thanks to power operated sliding glass sunroof with tilt function.



### Dynamically detailed.

Antenna is shaped to reflect the flowing forms that define Mazda3. Hatch only.



### Radar equipped.

Radar cruise control monitors the car ahead, automatically adjusting your speed to maintain a safe distance. Can be switched on and off as needed.



### Smarter safety.

Intelligent i-ACTIVSENSE technology helps you detect potential hazards and avoid collisions. Find out more on pages 18-19.



## SPECIFICATIONS

Powertrain	2.0L I4 Petrol 6-speed Manual	2.0L I4 Petrol 6-speed Auto	2.5L I4 Petrol 6-speed Manual	2.5L I4 Petrol 6-speed Auto
Bore and stroke (mm)	83.5 x 91.2	83.5 x 91.2	89.0 x 100.0	89.0 x 100.0
Compression ratio	13.0 : 1	13.0 : 1	13.0 : 1	13.0 : 1
Emissions standard	Euro stage V	Euro stage V	Euro stage V	Euro stage V
Engine capacity (cc)	1,998	1,998	2,488	2,488
Engine type	2.0 litre in-line 4 cylinder 16 valve DOHC S-VT petrol (SKYACTIV-G) with i-stop		2.5 litre in-line 4 cylinder 16 valve DOHC S-VT petrol (SKYACTIV-G) with i-stop	
Fuel consumption (l/100km)*: Combined	5.8 - 5.9	5.7 - 5.8	6.5	6.0 - 6.1
Fuel system	Electronic direct injection			
Fuel tank capacity (litres)	51	51	51	51
Gear ratio:				
1st	3.363	3.552	3.700	3.552
2nd	1.947	2.022	1.947	2.022
3rd	1.300	1.452	1.300	1.452
4th	1.029	1.000	1.029	1.000
5th	0.837	0.708	0.837	0.708
6th	0.680	0.599	0.680	0.599
Reverse	3.385	3.893	3.724	3.893
Final drive	4.105	3.812	4.105	3.812
Maximum power (kW @ rpm)	114 @ 6,000	114 @ 6,000	138 @ 5,700	138 @ 5,700
Maximum torque (Nm @ rpm)	200 @ 4,000	200 @ 4,000	250 @ 3,250	250 @ 3,250
Recommended fuel	Unleaded (91RON or higher) or E10			
Throttle control	Electronic (drive-by-wire)			
Transmission	6-speed SKYACTIV-MT	6-speed SKYACTIV-Drive	6-speed SKYACTIV-MT	6-speed SKYACTIV-Drive

Model Availability		Neo	Maxx	Touring	SP25	SP25 GT	SP25 Astina
Hatch:	2.0L I4 Petrol 6-speed Manual	●	●	●	-	-	-
	2.0L I4 Petrol 6-speed Auto	●	●	●	-	-	-
	2.5L I4 Petrol 6-speed Manual	-	-	-	●	●	●
	2.5L I4 Petrol 6-speed Auto	-	-	-	●	●	●
Sedan:	2.0L I4 Petrol 6-speed Manual	●	●	●	-	-	-
	2.0L I4 Petrol 6-speed Auto	●	●	●	-	-	-
	2.5L I4 Petrol 6-speed Manual	-	-	-	●	●	●
	2.5L I4 Petrol 6-speed Auto	-	-	-	●	●	●

Options		Neo	Maxx	Touring	SP25	SP25 GT	SP25 Astina
Safety pack:	Blind Spot Monitoring (BSM) Rear Cross Traffic Alert (RCTA) Smart City Brake Support (SCBS) Rear-view mirror with auto dimming function <sup>7</sup>	○	○	○	○	○	●
Safety pack and sunroof:	Blind Spot Monitoring (BSM) Rear Cross Traffic Alert (RCTA) Smart City Brake Support (SCBS) Power sliding and tilt glass sunroof	-	-	-	-	○	●

## SPECIFICATIONS

Chassis		Neo	Maxx	Touring	SP25	SP25 GT	SP25 Astina
Brake diameter (mm):	Front	295	295	295	295	295	295
	Rear	265	265	265	265	265	265
Brake type:	Front	----- Ventilated disc -----					
	Rear	----- Solid disc -----					
Steering type		----- Electronic power assist steering -----					
Suspension:	Front	----- MacPherson strut -----					
	Rear	----- Multi-link -----					
Turning circle kerb to kerb (m)		10.6	10.6	10.6	10.6	10.6	10.6
Tyre size		----- 205/60 R16 -----			----- 215/45 R18 -----		
Tyre index		92V	92V	92V	89W	89W	89W
Wheel size		16 x 6.5 J	16 x 6.5 J	16 x 6.5 J	18 x 7.0 J	18 x 7.0 J	18 x 7.0 J
Wheel type		Steel	Alloy	Alloy	Alloy	Alloy	Alloy
Tyre size (spare)		----- T125/70 D16 -----					
Wheel type (spare)		----- Steel (temporary) -----					

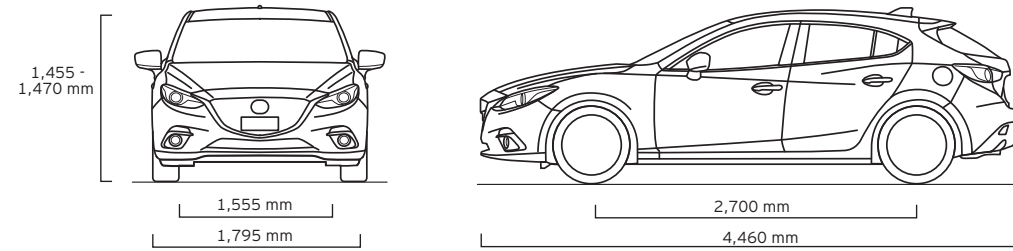
Weights and Capacities Hatch		Neo	Maxx	Touring	SP25	SP25 GT	SP25 Astina
Cargo room volume VDA (litres)		308	308	308	308	308	308
Kerb weight (kg):	Manual	1,271	1,266	1,271	1,308	1,325	1,342
	Automatic	1,305	1,300	1,304	1,339	1,357	1,373
Towing capacity* (kg):	Braked	1,200	1,200	1,200	1,200	1,200	1,200
	Unbraked	600	600	600	600	600	600
Tow ball download maximum (kg)		75	75	75	75	75	75

Weights and Capacities Sedan		Neo	Maxx	Touring	SP25	SP25 GT	SP25 Astina
Cargo room volume VDA (litres)		408	408	408	408	408	408
Kerb weight (kg):	Manual	1,267	1,262	1,266	1,302	1,320	1,336
	Automatic	1,301	1,296	1,300	1,334	1,351	1,368
Towing capacity* (kg):	Braked	1,200	1,200	1,200	1,200	1,200	1,200
	Unbraked	600	600	600	600	600	600
Tow ball download maximum (kg)		75	75	75	75	75	75

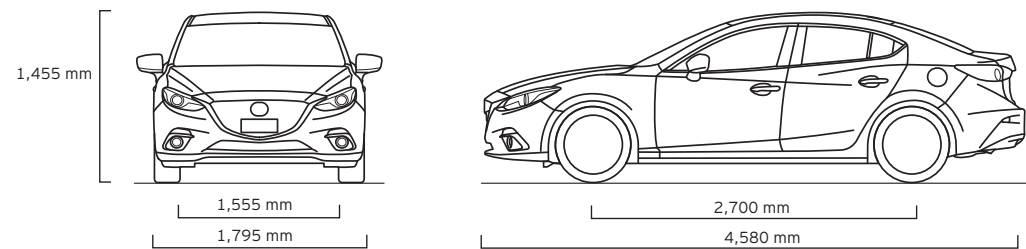
● = Standard, ○ = Option, - = Not available.

## SPECIFICATIONS

Dimensions	Neo	Maxx	Touring	SP25	SP25 GT	SP25 Astina
Hatch						
Ground clearance laden (mm)	155	155	155	155	155	155
Overall length (mm)	4,460	4,460	4,460	4,460	4,460	4,460
Overall width (mm)	1,795	1,795	1,795	1,795	1,795	1,795
Overall height (mm)	1,455	1,455	1,455	1,455	1,470	1,470
Track (mm):						
Front	1,555	1,555	1,555	1,555	1,555	1,555
Rear	1,560	1,560	1,560	1,560	1,560	1,560
Wheelbase (mm)	2,700	2,700	2,700	2,700	2,700	2,700



Dimensions	Neo	Maxx	Touring	SP25	SP25 GT	SP25 Astina
Sedan						
Ground clearance laden (mm)	155	155	155	155	155	155
Overall length (mm)	4,580	4,580	4,580	4,580	4,580	4,580
Overall width (mm)	1,795	1,795	1,795	1,795	1,795	1,795
Overall height (mm)	1,455	1,455	1,455	1,455	1,455	1,455
Track (mm):						
Front	1,555	1,555	1,555	1,555	1,555	1,555
Rear	1,560	1,560	1,560	1,560	1,560	1,560
Wheelbase (mm)	2,700	2,700	2,700	2,700	2,700	2,700



## SPECIFICATIONS

Exterior	Neo	Maxx	Touring	SP25	SP25 GT	SP25 Astina
Daytime running lamps	-	-	-	-	●	●
Door handles (body coloured)	●	●	●	●	●	●
Exhaust extension (chrome)	●*	●*	●*	●*	●*	●*
Fog-lamps (front)	-	-	-	●	●	●
Front and rear bumpers (body coloured)	●	●	●	●	●	●
Green-tinted windscreen, side and rear windows	●	●	●	●	●	●
Headlamps (Bi-Xenon) with Adaptive Front-lighting System (AFS)	-	-	-	-	●	●
Headlamps (Halogen)	●	●	●	●	-	-
Headlamps auto on/off function	-	-	●	●	●	●
Power mirrors (body coloured)	●	●	●	●	●	●
Power mirrors (heated)	-	-	-	-	●	●
Power sliding and tilt glass sunroof	-	-	-	-	○	●
Power windows	●	●	●	●	●	●
Rear spoiler	●*	●*	●*	●	●	●
Tail-lamps (LED)	-	-	-	-	●	●
Window demister (rear)	●	●	●	●	●	●
Wipers (front) 2-speed with rain-sensing function	-	-	●	●	●	●
Wipers (front) 2-speed with variable intermittent function	●	●	-	-	-	-
Wiper (rear) with intermittent function	●*	●*	●*	●*	●*	●*

Seats	Neo	Maxx	Touring	SP25	SP25 GT	SP25 Astina
Seat trim:						
Cloth	●	●	-	●	-	-
Leather <sup>1</sup>	-	-	●	-	●	●
Front seats with:						
6-way power adjustment (driver)	-	-	-	-	●	●
Adjustable head restraints	●	●	●	●	●	●
Heating function	-	-	-	-	●	●
Height adjustment (driver)	●	●	●	●	●	●
Lumbar adjustment (driver)	-	-	●	-	●	●
Rake and slide adjustment	●	●	●	●	●	●
Seat back pocket (passenger)	●	●	●	●	●	●
Rear seats with:						
60/40 split fold backrest	●	●	●	●	●	●
Adjustable head restraints	●	●	●	●	●	●
Centre fold down armrest	-	●	●	●	●	●

● = Standard, ○ = Option, - = Not available, ●\* = Only available on Hatch.

**SPECIFICATIONS**

Interior	Neo	Maxx	Touring	SP25	SP25 GT	SP25 Astina
Active Driving Display	-	-	-	-	●	●
Air-conditioning	●	●	-	-	-	-
Air-conditioning (dual-zone climate control)	-	-	●	●	●	●
Ambient temperature display	●	●	●	●	●	●
Centre armrest console with tray	●	●	●	●	●	●
Critical function warning lights / chimes	●	●	●	●	●	●
Cruise control	●	●	●	●	●	-
Cupholders	●	●	●	●	●	●
Door bottle holders (front and rear)	●	●	●	●	●	●
Glove box	●	●	●	●	●	●
Instrument panel light dimmer	●	●	●	●	●	●
Interior illumination:						
Cargo room lamp	●	●	●	●	●	●
Entry system with delayed fade	●	●	●	●	●	●
Map reading spot lamps	●	●	●	●	●	●
Interior release for fuel filler door	●	●	●	●	●	●
Leather-wrapped:						
Gear shift knob	-	●	●	●	●	●
Handbrake handle	-	●	●	●	●	●
Steering wheel	-	●	●	●	●	●
One touch (up and down) power window (driver)	●	●	●	●	●	●
Overhead sunglass storage box	-	-	●	-	●	●
Paddle shift gear control (auto only)	-	●	●	●	●	●
Radar cruise control	-	-	-	-	-	●
Rear-view mirror with auto dimming function	○	○	○	○	●	●
Tachometer and electronic odometer / tripmeter	●	●	●	●	●	●
Tilt and telescopic adjustable steering wheel	●	●	●	●	●	●
Trip computer <sup>5</sup>	●	●	●	●	●	●
Vanity mirrors (front)	●	●	-	●	-	-
Vanity mirrors (front) with illumination	-	-	●	-	●	●
<b>Infotainment</b>	<b>Neo</b>	<b>Maxx</b>	<b>Touring</b>	<b>SP25</b>	<b>SP25 GT</b>	<b>SP25 Astina</b>
7-inch full colour touch screen display	-	●	●	●	●	●
AM/FM tuner	●	●	●	●	●	●
Auxiliary-audio input jack (3.5mm mini-stereo)	●	●	●	●	●	●
Bluetooth® hands-free phone and audio capability <sup>3</sup>	●	●	●	●	●	●
CD player, single disc (MP3 compatible)	●	●	●	●	●	●
Internet radio integration (Pandora®, Stitcher™ and Aha™)	-	●	●	●	●	●
Multi-function commander control	-	●	●	●	●	●
Premium Bose® 231 watt amplifier and speakers	-	-	-	-	●	●
Radio Data System (RDS) program information	-	●	●	●	●	●
Satellite navigation	-	●	●	●	●	●
Speakers (4)	●	-	-	-	-	-
Speakers (6)	-	●	●	●	-	-
Speakers (9)	-	-	-	-	●	●
Steering wheel-mounted audio controls	●	●	●	●	●	●
USB-audio input port (iPod® compatible)	●	●	●	●	●	●

**SPECIFICATIONS**

Safety and Security	Neo	Maxx	Touring	SP25	SP25 GT	SP25 Astina
Advanced keyless entry	-	-	-	●	●	●
Advanced keyless push-button engine start	●	●	●	●	●	●
Airbags SRS:						
Front (driver and passenger)	●	●	●	●	●	●
Side (front)	●	●	●	●	●	●
Curtain (front and rear)	●	●	●	●	●	●
Anti-lock Braking System (ABS)	●	●	●	●	●	●
Blind Spot Monitoring (BSM)	○	○	○	○	○	●
Childproof rear door locks	●	●	●	●	●	●
Dynamic Stability Control (DSC)	●	●	●	●	●	●
Electronic Brake-force Distribution (EBD)	●	●	●	●	●	●
Emergency Brake Assist (EBA)	●	●	●	●	●	●
Emergency Stop Signal (ESS)	●	●	●	●	●	●
Engine immobiliser	●	●	●	●	●	●
Forward Obstruction Warning (FOW)	-	-	-	-	-	●
High Beam Control (HBC)	-	-	-	-	-	●
High mount stop lamp	●	●	●	●	●	●
Hill Launch Assist (HLA)	●	●	●	●	●	●
ISOFIX child restraint anchor points and top tethers	●	●	●	●	●	●
Lane Departure Warning (LDW)	-	-	-	-	-	●
Left-hand-side convex (wide angle) exterior mirror	●	●	●	●	●	●
Rear Cross Traffic Alert (RCTA)	○	○	○	○	○	●
Remote central locking (2 transmitters)	●	●	●	●	●	●
Reverse camera	-	●	●	●	●	●
Seat belt warning (front and rear)	●	●	●	●	●	●
Seat belts 3-point lap-sash (all seats)	●	●	●	●	●	●
Seat belts (front) with pretensioners, load-limiters and height adjustable shoulder anchorages	●	●	●	●	●	●
Side impact door beams	●	●	●	●	●	●
Smart Brake Support (SBS)	-	-	-	-	-	●
Smart City Brake Support (SCBS)	○	○	○	○	○	●
Traction Control System (TCS)	●	●	●	●	●	●
'Triple H' safety construction with front and rear crumple zones	●	●	●	●	●	●
Whiplash-minimising front seats	●	●	●	●	●	●

● = Standard, ○ = Option, - = Not available.

## ENJOY ALL-NEW MAZDA3 WITH CONFIDENCE

### Rest assured – your warranty

The quality built into Mazda3 is backed up by a 3-year, unlimited kilometre factory warranty and 6-year panel protection warranty.

### Maintain that Zoom-Zoom

Your Mazda3 deserves the best in care. Servicing with Mazda Service Select gives your car the advantage of factory trained Service Technicians and advanced computer diagnostic systems. As well as maintaining your Mazda in A1 condition, you'll also be protecting your vehicle's outstanding resale value.

### Help is at hand – Mazda Roadside Assistance

Flat batteries, running out of fuel, flat tyres – everyone faces hiccups from time to time. When the unexpected happens, Mazda Roadside Assistance is there to keep you moving. You'll be covered 24 hours a day, 365 days a year, all round Australia. Better still, your Mazda will only be worked on by Mazda-approved technicians. Choose a Standard policy offering everything needed to get going again, or Premium with extras like accommodation, a rental car and vehicle recovery. Either can be purchased across the entire Mazda range. (Terms and conditions apply.)

<sup>1</sup>Leather interior includes some Maztex material on selected high impact surfaces. Off-white leather interior only available with selected exterior colours. <sup>2</sup>Mazda3 automatic Sedan, combined fuel consumption as per ADR 81/02 test results. <sup>3</sup>Please check the compatibility of your Bluetooth® device (particularly your mobile phone) with the specific Mazda vehicle you intend to purchase as not all devices operate correctly. Visit [www.mazda.com.au/Bluetooth](http://www.mazda.com.au/Bluetooth) or consult your Mazda Dealer for further information. <sup>4</sup>i-ACTIVSENSE safety technologies are driver assist technologies only and should not be used in place of skilled and safe driving practices. It is the driver's sole responsibility to constantly monitor vehicle surroundings and conditions at all times. <sup>5</sup>Trip computer displays current and average fuel consumption, distance to empty and average vehicle speed. <sup>6</sup>Fuel consumption figures are based on ADR 81/02 test results. They are useful in comparing the fuel consumption of different vehicles. They may not be the fuel consumption achieved in practice. This will depend on traffic and road conditions and how the vehicle is driven. <sup>7</sup>Not included in SP25 GT Safety Pack – featured as standard. <sup>8</sup>Subject to State or Territory regulations.

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## TRIMS AND COLOURS



Black Cloth  
Neo



Black Cloth  
Maxx and SP25



Black Leather<sup>1</sup>  
Touring, SP25 GT and  
SP25 Astina



Off-white Leather<sup>1</sup> ■  
Touring, SP25 GT and  
SP25 Astina



Snowflake White Pearl  
Mica



Aluminium  
Metallic



Blue Reflex  
Mica



Soul Red ■  
Metallic\*



Meteor Grey  
Mica



Titanium Flash ■  
Mica



Deep Crystal Blue ■  
Mica



Jet Black  
Mica

\*At extra cost.

■ Off-white leather only available with Soul Red Metallic, Titanium Flash Mica and Deep Crystal Blue Mica exterior colours.



zoom-zoom  
zoom-zoom  
zoom-zoom



MX-5



Mazda 6



Mazda 3



BT-50



Mazda 2



CX-9



CX-5



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**Cargo organiser box**

Prevent items from sliding around in the luggage area. Features moveable internal dividers, detachable lids and a securable base.



**Cargo tray**

A tailor-fitted non-slip tray that shields the luggage bay floor from dirt, scratches and liquids.



**Rear window shades**

Protect passengers and cargo from the sun. Set covers both rear passenger windows.



**Collapsible sun screen**

Keep your vehicle cool and protect the interior from the sun's harmful rays.



**Auto lights on/off**

Monitors outside light levels and turns headlights on or off accordingly.



**High specification alarm with tilt sensor**

Gives you added security and peace of mind.

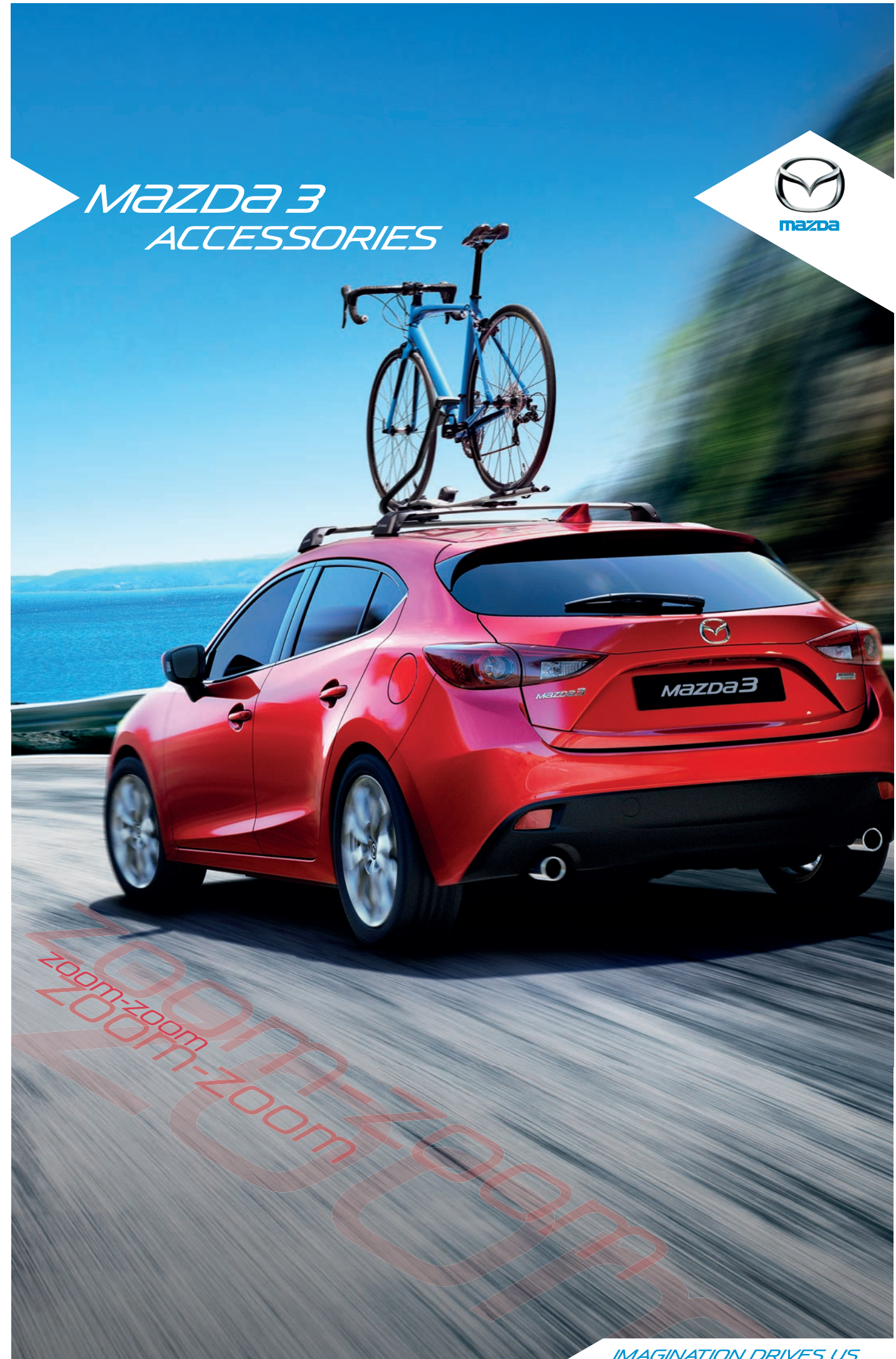
**Also available**

- Audio retractable USB cable
- Bonnet protector (smoke)
- Chrome tow ball
- Chrome tow ball cover
- Mazda retractable audio cable (3.5mm male-to-male)
- Reverse parking sensors
- Wheel lock set

SEE THE FULL RANGE OF MAZDA GENUINE ACCESSORIES AT [MAZDA.COM.AU](http://MAZDA.COM.AU)



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**MAZDA3  
ACCESSORIES**



IMAGINATION DRIVES US

## *MAKE YOUR MAZDA EVEN MORE REWARDING*

With advanced technology and outstanding performance, All-New Mazda3 is a great drive. Mazda Genuine Accessories make the experience even better. They let you add individuality and protect your investment. They also give you superb design, quality, and safety, all with the confidence of a Mazda warranty. Mazda Genuine Accessories let you add even more Zoom-Zoom.

### **Kuroi Sports Pack<sup>1</sup>**

Add even more visual impact with this streamlined aerodynamic sports kit matched to striking multi-spoke alloy wheels.

- Front spoiler
- Side under spoiler
- Rear under spoiler
- Rear lip spoiler
- Door mirror caps
- 18-inch multi-spoke alloy wheels



**Featured here**

- Roof racks
- Headlight protectors
- Slimline weathershields
- Front parking sensors
- Front mud guards
- Fog-lamps
- 16-inch 7-spoke alloy wheels



SP25 Astina Hatch in Soul Red Metallic.



**Bike rack (wheel on)**  
Bring your other wheels along without having to remove one.



**Bike rack (wheel off)**  
Makes it easy to take your bike along for the ride.



**Ski/snowboard carrier**  
The convenient, secure way to carry snow gear.



**Kayak holder**  
The perfect solution for transporting kayaks or canoes.





Welcome lighting radiates soft blue illumination from both front foot wells, while select additions enhance the sense of occasion.<sup>1</sup>



**Floor mats - Mazda3 (set of four)**

Protect your carpet with these high-quality, tailor-made branded floor mats. Fastening system enhances safety.



**Floor mats - SP25 (set of four)**

Protect your carpet with these high quality, tailor-made branded floor mats featuring suede edging and metallic corners. Fastening system enhances safety.



**Rear bumper step plate**

Safeguard your rear bumper from marks and scratches while adding visual flair.



**Boot lip protector**

Protect your rear bumper and boot lip from scratches and scuffs during loading and unloading.



**Mobile phone holder**

Safe, stylish and compatible with many popular phones, this gives drivers easy phone visibility and access. Allows portrait or landscape use.



**Rear seat entertainment holder - for iPad<sup>®</sup>**

A great way to entertain rear seat passengers. Tilts and rotates to allow landscape or portrait viewing. Includes iPad<sup>®</sup> charger and headphones.



**Seat covers (rear)**

Made from durable, waterproof neoprene material, these fitted covers keep your seats free from dirt and grime. (Front seat covers also available)



**Mud guards (rear)**

Keep bodywork free of mud and road grime. (Front guards also available)



**Mirror-integrated reverse parking camera**

Enhances convenience and parking ease. Stylish replacement rear view mirror integrates rear camera's image into 4.3" LCD, which activates when reverse is selected. Screen brightness adjusts automatically to ambient light. (Neo only)



**Display screen integrated parking sensors (front and rear or rear only)**

Augments audible warnings with graphic display of the object detected by parking sensors, and its proximity. Graphic appears on vehicle's 7-inch display. (Available on Maxx and above)



**16-inch multi-spoke alloy wheels**

Your Mazda3 will stand out even more with this arresting wheel design.



**Tow bar**

1,200kg (braked)<sup>2</sup> towing capacity, with 75kg<sup>2</sup> maximum tow ball download capacity. Detachable tongue kit makes tow bar invisible once tow ball is removed. (Tow ball sold separately)