



MAZDA MOTOR CORPORATION

MAZDA 3

BP-ROC
E-196T

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MAZDA MOTOR CORPORATION
ESTD. 1920 Hiroshima, Japan

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

We believe in taking the unconventional road
and going the extra mile to do work that inspires.

We believe in artisans, designers, engineers and ambassadors
who pour human energy into their work.

We believe in the power of cars to move human emotions.
To awaken senses, heighten reflexes, make pulses race.

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

Mazda makes you feel alive.





Mazda3 Hatchback: design that liberates the spirit. With sensuous, free-flowing curved surfaces that reflect your ever-changing surroundings, evoking powerful emotions of freedom and self-expression. Opening up a world beyond conventions, where only you set the limits to your imagination and what you can achieve. It's design elevated to a provoking work of art. Inside, the cabin invites you to get in and go, with every detail considered and centred on you to give both emotional and practical satisfaction. Our passionate dedication to driving is the essence of every feature. The rewarding result is effortless and intuitive communication between you and Mazda3.





Mazda3 Sedan transforms tradition through a design evocative of a single flowing brushstroke. With its air of refined individuality, this sleek and elegant statement of sophisticated dignity connects on a deeper, more mature level. Inspiring powerful impressions of understated grace and beauty that speak directly to the emotions. Inside, the cabin is a symphony of materials and finishes individually selected by master craftsmen. But beneath the rich harmony and elegance is a ruthless dedication to the practicality of driving, with every feature and control intelligently positioned to always feel tailored specifically to you.

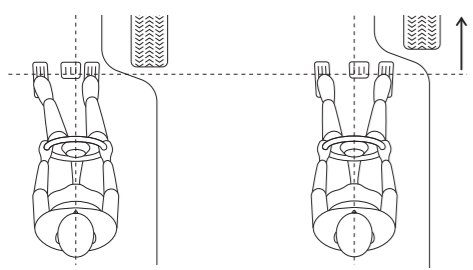




HUMAN-CENTRIC: SUPPORTING THE SENSES

COMFORT IN COMMAND

Your driving position affects every interaction you have with the car. It's where driving pleasure begins, and it's one more place where Mazda puts the focus on you to assure natural posture and ultimate ease of operation. Pedal layout is a prime example. To place the accelerator pedal exactly where your right foot falls naturally, all Mazdas are designed around the driving position with the front wheels further forward to create the space required for correct pedal location. The result is a relaxed, natural driving posture allowing you to operate the vehicle just as you desire, with minimal stress and effort.



Conventional pedal layout
Wheelhouse impedes natural leg extension resulting in driver discomfort.

Mazda pedal layout
Front wheel is moved forward, leg extends comfortably and naturally.

HUMAN-MACHINE INTERFACE (HMI)

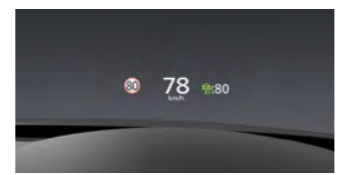
Knowledge is power, but poorly presented information results in stress and confusion. So Mazda's HMI is entirely human-centric in its design, keeping you informed while leaving you free to concentrate on driving. Constantly changing high-priority information is delivered in real time in the Active Driving Display just below your line of sight: essential driving information is shown in the meter cluster LCD directly in front of you, and information related to entertainment and convenience comes via the 8.8-inch centre display. Prioritizing and presenting information in this logical way helps you to maintain a comfortable, natural posture as it supports you in driving safely and enjoyably.



8.8-inch centre display

Active Driving Display

Meter cluster with 7.0-inch LCD



Active Driving Display
This windscreen-projected display is close to your line of sight for easy visibility. Important driving information is displayed in the upper section, vehicle status information is displayed in the lower section.





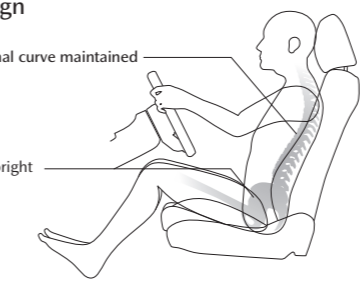
HUMAN-CENTRIC: MOTION INSPIRED BY YOU

SKYACTIV-VEHICLE ARCHITECTURE

From the time we learn to walk, we learn to control our centre of gravity — and thus our balance — entirely without conscious thought. It becomes as natural as breathing. And it is the inspiration for Mazda's Skyactiv-Vehicle Architecture, aimed at enabling you to fully maintain your balance even inside the vehicle. With human characteristics as the overriding design directive for the seats, body and chassis as a whole, Skyactiv-Vehicle Architecture realizes ride comfort, handling stability and vehicle motion that perfectly matches human sensibilities and always feels familiar and natural to driver and passengers alike.

Seat design

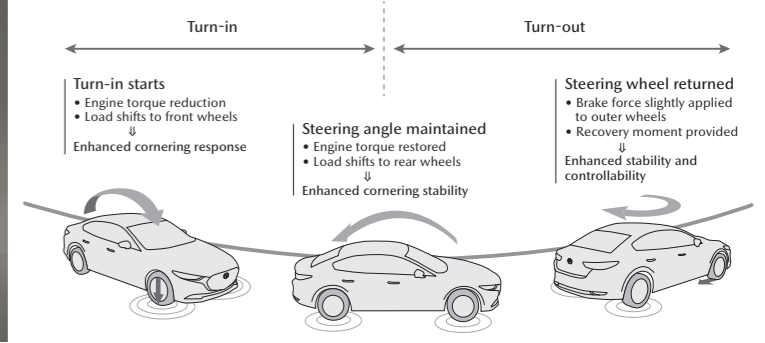
S-shaped spinal curve maintained
Pelvis held upright



G-VECTORING CONTROL PLUS (GVC PLUS)

GVC Plus is one more way Mazda's human-centric engineering makes vehicle movement more responsive, more confidence-inspiring and just more comfortable. As you enter a bend, GVC Plus momentarily lowers engine torque to transfer weight to the front wheels and enhance grip. Then as you go through the curve, engine torque is restored to shift weight rearwards for greater stability. Finally, as you exit the bend brake force is slightly applied to the outer wheels to help recover straight-line running. This seamless, behind-the-scenes control greatly reduces the need for mid-bend steering corrections, smoothes the effect of G forces to reduce body sway, and lowers stress and fatigue on long drives.

GVC Plus operation



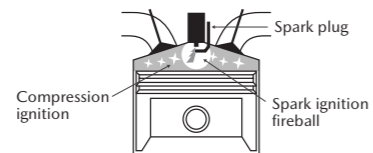


HUMAN-CENTRIC: CLEANER, MORE EFFICIENT ENERGY

SKYACTIV-X

Combine the sharp initial response and powerful torque of a diesel engine with the faithful, linear response of a petrol powerplant. That's Skyactiv-X, the next step towards the ideal internal combustion engine. It's made possible by Mazda's revolutionary Spark Controlled Compression Ignition (SPCCI) technology, the world's first* petrol engine with compression ignition control. By refining fuel injection and controlling ignition to previously unattainable levels, Skyactiv-X achieves unheard-of improvements in fuel efficiency and emissions with no sacrifice in Mazda's trademark driving pleasure.

*As of August 2017, according to Mazda research.



SPCCI combustion
Even with petrol as fuel, ultra-lean compression ignition is achieved virtually throughout the engine's speed range, providing new standards of fuel economy in almost any driving scenario.

SKYACTIV-G

Conventional internal combustion engines only harness around 30% of the potential energy in the fuel they consume: the rest is wasted. So Mazda developed Skyactiv-G, a high-efficiency engine that compresses the air-fuel mixture to a much higher degree than in conventional powerplants, squeezing far more energy from every drop of fuel. This high compression ratio, unparalleled among mass production engines, delivers both sheer driving pleasure and outstanding fuel economy. And it's further enhanced by a raft of innovative Mazda technologies including optimized intake ports and piston shape, split fuel injection and a coolant control valve.

■ M HYBRID

The Mazda-developed M Hybrid system recovers energy during deceleration to generate power for onboard electrical equipment and also power a motor to assist the engine when accelerating from a standstill, the time when it is of greatest effect.

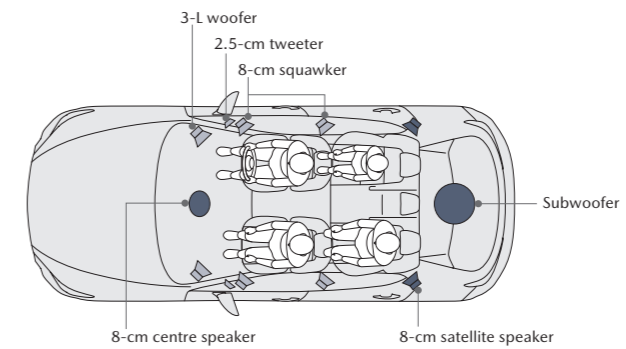
HUMAN-CENTRIC: THE SENSIBILITY OF SOUND



MAZDA HARMONIC ACOUSTICS

Assured control of sound in the cabin — whether noise or music — is another key element of driving pleasure, superbly achieved by Mazda Harmonic Acoustics. This far-reaching audio initiative was developed to create a quiet cabin that insulates you from unwanted and distracting outside noise, while still allowing for the subtle sounds from the road and engine that add to the driving experience. It also drove the design of the audio system to deliver the same rich sound at both low and high volumes. Particular attention was paid to speaker placement to give deep, satisfying bass and clear, well-localized mid- and high-frequencies. The result is detailed, natural reproduction of music with astonishing depth and clarity at any volume.

Speaker layout



Note: Standard 8-speaker audio system
 Optional Bose® 12-speaker sound system



Bose® 12-speaker sound system



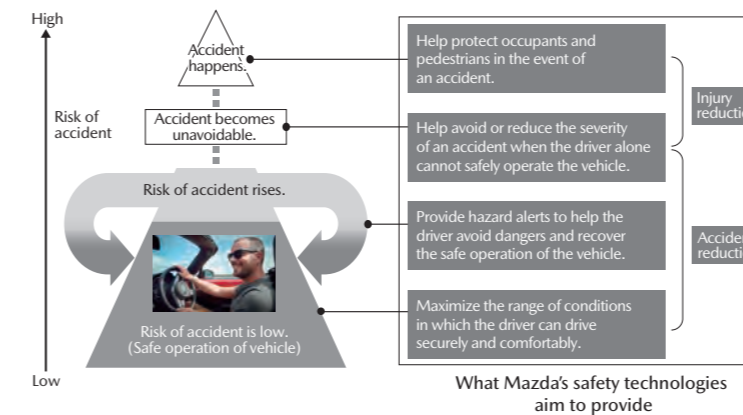
HUMAN-CENTRIC: REASSURING SAFETY, DRIVING ENJOYMENT

MAZDA PROACTIVE SAFETY

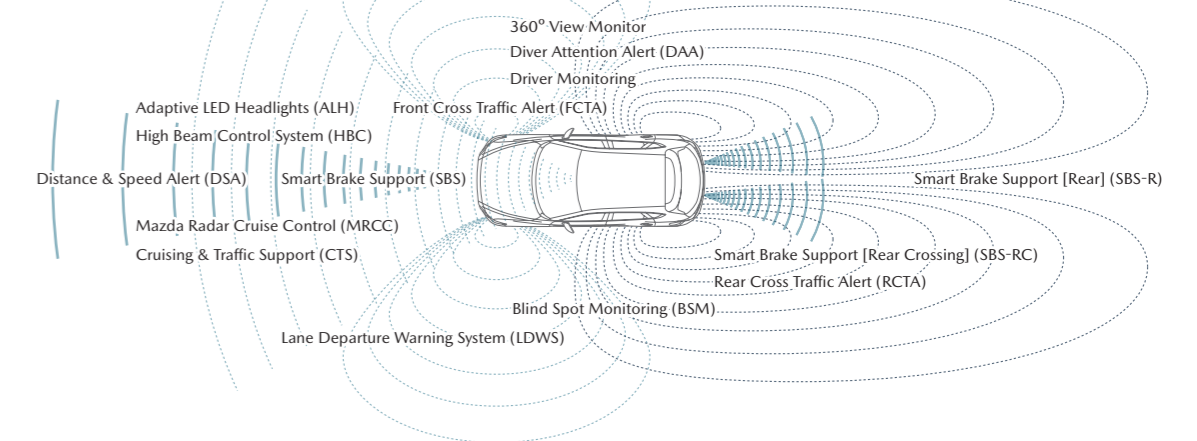
Confidence-building reassurance for the driver, and an enjoyable driving experience for all occupants. These are the fundamental aims of Mazda Proactive Safety. And with these twin goals, Mazda expanded the concept of safety, taking it beyond the conventional thinking on advanced safety technologies to also include the driving position, information layout, visibility, and driving dynamics. It's an ongoing effort to provide a safe and reassuring experience for everybody, including passengers in the rear seats, with the ultimate aim of making accidents a thing of the past. As part of this progress

towards comprehensive all-round safety and an accident-free future, Mazda engineers not only evolved and improved the driving position and visibility, they also developed i-Activsense, a suite of advanced safety technologies that includes Driver Monitoring, Front Cross Traffic Alert (FCTA), and Cruising & Traffic Support (CTS) to further enhance the driver's awareness of potential hazards. This evolving and all-inclusive approach to safety takes Mazda closer to its final goal of eliminating traffic accidents and enhanced driving pleasure.

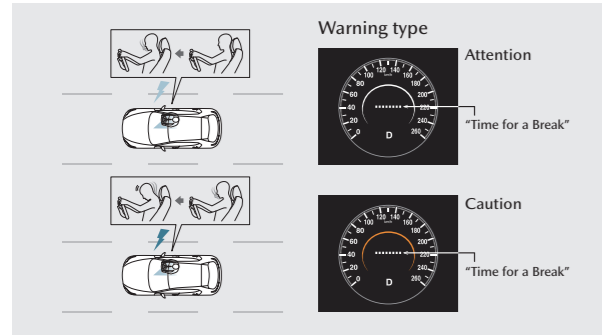
Driving with Mazda Proactive Safety



i-Activsense technologies

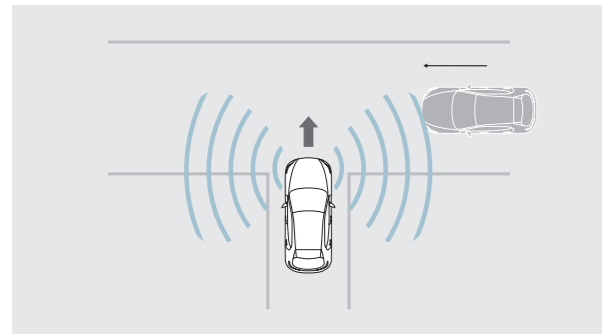


i-ACTIVSENSE



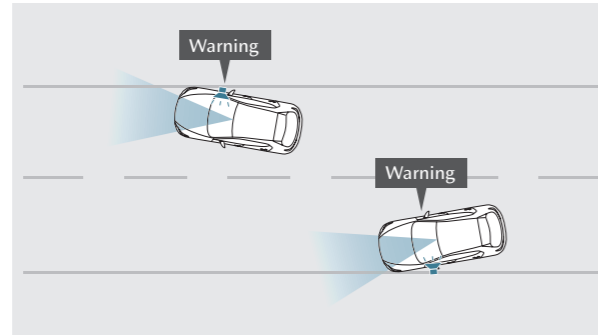
DRIVER MONITORING

Inattention and fatigue are a common cause of accidents. Driver Monitoring's infrared camera and LED mounted in the centre display constantly check the driver for drowsiness, inattention and fatigue at two levels: Attention (onset of inattention or drowsiness) and Caution (increased levels). If the system determines the situation is dangerous, it sounds an alert and primes the Smart Brake Support (SBS) system.



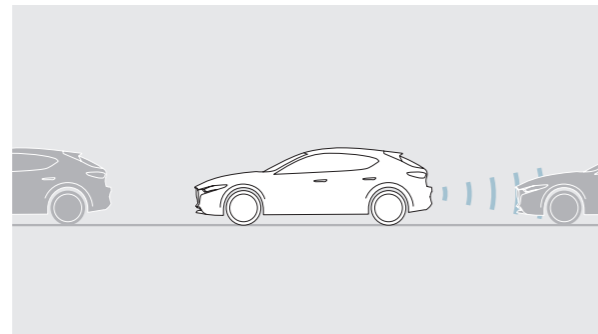
FRONT CROSS TRAFFIC ALERT (FCTA)

When entering a T junction, collisions with vehicles approaching from the front left and right blind spots can easily occur. FCTA uses front side radars to monitor these front diagonal blind spots and warn the driver of approaching vehicles. The system operates when the car is moving at speeds up to approximately 10 km/h and is only designed to detect the presence of motor vehicles.



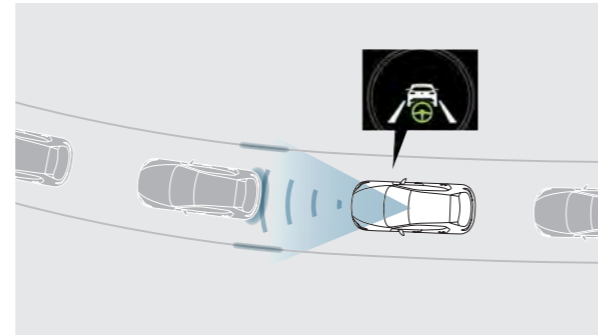
LANE DEPARTURE WARNING SYSTEM (LDWS)

LDWS employs a forward-sensing camera to monitor lane markings on the road ahead, constantly checking whether the vehicle is correctly centred in the lane. When unintentional lane departure is detected, LDWS warns the driver by vibrating the steering wheel or sounding an alert. The system operates when the car is moving forwards at speeds higher than approximately 60 km/h.



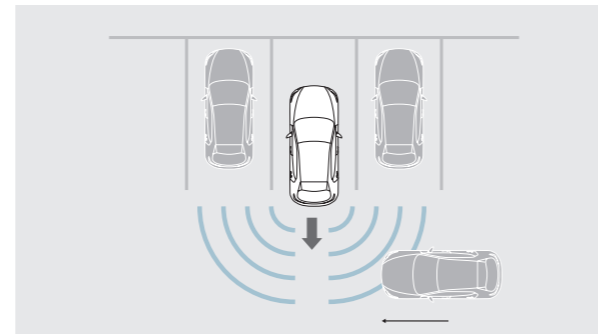
SMART BRAKE SUPPORT [REAR] (SBS-R)

When reversing, low objects behind the vehicle are hard, or even impossible, to see from the driver's seat. SBS-R's rear-facing ultrasonic sensor detects such obstacles behind the vehicle when reversing at speeds between approximately 2 and 8 km/h. If the system determines the driver is unaware of the obstacle and judges that a collision is imminent, it applies the brakes to help reduce collision damage.



CRUISING & TRAFFIC SUPPORT (CTS)

CTS helps reduce driver fatigue when in traffic jams on the highway. When engaged, CTS automatically controls vehicle speed to keep a suitable distance from the vehicle ahead, and also assists with steering torque to maintain proper lane position through bends. If lane markings are not detected, the system follows the path of the preceding vehicle. In this way, CTS promotes a safe, comfortable driving experience.



SMART BRAKE SUPPORT [REAR CROSSING] (SBS-RC)

Vehicles approaching from the left or right at the rear of the vehicle are another source of danger when reversing. SBS-RC detects vehicles approaching from the vehicle's left and right rear blind spots when reversing at speeds between approximately 0 and 10 km/h. If the system judges an impact is unavoidable, it operates the brakes to help mitigate damage caused by the collision.

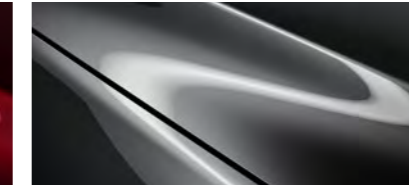
Notes: i-Activsense safety features are not a substitute for safe and attentive driving. There are limitations to the range and detection of the systems. Availability of safety equipment/features varies according to country and model grade. Please consult your local Mazda dealer for exact information.

EXTERIOR AND INTERIOR COLOURS

BODY COLOURS



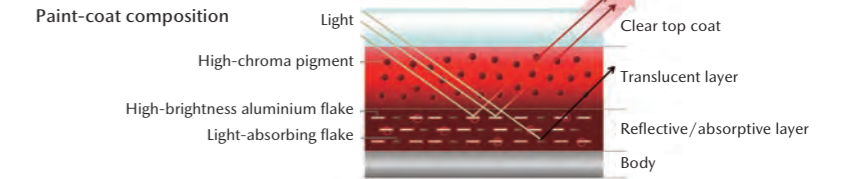
Soul Red Crystal Metallic (46V)



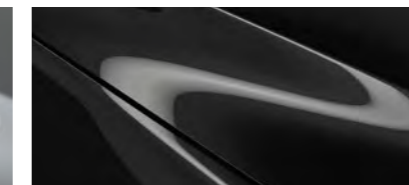
Machine Grey Metallic (46G)

TAKUMI-NURI

Mazda's unique painting technology Takumi-Nuri (*takumi*: master craftsman, *nuri*: painting), with its unprecedented combination of colour, highlights, shade and depth, further emphasizes the sheer beauty and quality of the dynamic body shape. The lineup includes two Takumi-Nuri body colours: Soul Red Crystal Metallic and Machine Grey Metallic.



Sonic Silver Metallic (45P)



Jet Black Mica (41W)



Titanium Flash Mica (42S)



Deep Crystal Blue Mica (42M)



Snowflake White Pearl Mica (25D)



Polymetal Grey Metallic (47C)*



Arctic White (A4D)

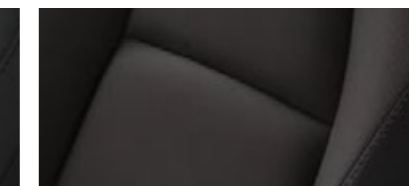
SEAT MATERIALS



Leather, Red*



Leather, Black



Cloth, Black



Cloth, Black

*Only for Hatchback models