



mazda

zoom-zoom



mazda

2011 Mazda3





MAZDA

MAZDA3 <2011>

MAZDA3. COMPROMISE: ZERO.

Welcome to the 2011 MAZDA3. The choice that tells the world you're not the least bit willing to water down your convictions. One that says you'd sooner take a taxi than settle for a car that didn't deliver real driving exhilaration. And makes very clear your refusal to banish the word "more" from your vocabulary. We understand. You see, we build cars for people like you. Which is why we make sure that every car bearing the Mazda name is infused with innovative design, insightful engineering, spirited performance and impeccable craftsmanship. And why we always will. Zoom-Zoom.



GOOD THINGS COME IN 3.

Your days of having to settle for basic, bland and boring transportation are over. All thanks to the 2011 MAZDA 3 Grand Touring's complete menu of unexpected treats.* Starting with bold, aerodynamic styling that actually works to boost fuel economy. An 8-way power-adjustable driver's seat. Dual-zone automatic climate control. Dual power remote and heated outside mirrors. Advanced Keyless Entry and Push Button Start. Bluetooth® hands-free phone and audio capabilities. A 10-speaker Bose® Surround Sound Audio System. A pivoting Adaptive Front-lighting System with Bi-Xenon headlights. And that's just the appetizers.



CONVENIENCE

-  PUSH BUTTON START
-  BLUETOOTH® PHONE AND AUDIO
-  HEATED FRONT SEATS w/5 SETTINGS
-  CLIMATE CONTROL

TECHNOLOGY



TECHNOLOGY

-  ADAPTIVE FRONT-LIGHTING SYSTEM
-  BOSE® 10-SPEAKER SURROUND SOUND
-  MP3 CONNECTION
-  TRACTION CONTROL SYSTEM
-  ADVANCED KEYLESS ENTRY SYSTEM
-  NAVIGATION SYSTEM
-  RAIN-SENSING WIPERS
-  DYNAMIC STABILITY CONTROL

A LOT OF PERFORMANCE FOR A LITTLE UNLEADED.

Performance, meet fuel efficiency. Fuel efficiency, meet performance. It's the ultimate win-win. No matter which advanced-design engine powers your 2011 MAZDA 3, you'll enjoy both spirited performance and great fuel economy. The MAZDA 3*i* features a responsive 148-hp* 2.0-liter engine that delivers a pump-friendly 33 mpg highway/25 mpg city.† And the MAZDA 3*s* kicks in with a potent, higher-output 167-hp‡ 2.5-liter engine that combines top-shelf performance with excellent fuel economy. We can't think of two more exhilarating ways to make every drop of fuel count. And all without sacrificing a single drop of adrenaline.

33 MPG



1 Two advanced, all-aluminum, 16-valve MZR engines power the MAZDA 3 family, all of which utilize variable valve timing to help minimize fuel consumption while maximizing performance. MAZDA 3*i* models feature a 2.0-liter engine rated at 33 mpg highway/25 mpg city.† The 2.5-liter 167-hp‡ MAZDA 3*s* engine turns in 28 mpg highway/20 mpg city.†

2 All MAZDA 3 models come standard with a smooth-shifting manual gearbox. There's a precise 6-speed in MAZDA 3*s*, while MAZDA 3*i* features a fuel-efficient 5-speed. Available on all models (except MAZDA 3*i* SV) is an electronically controlled 5-speed Sport AT automatic transmission with a manual-shift mode that combines automatic convenience and shift-for-yourself fun.

3 The responsive, spirited performance of MAZDA 3's engines is matched by a precisely tuned 4-wheel independent suspension system. Standard on all models, this sophisticated suspension combines front MacPherson struts with an advanced multilink design at the rear, along with front and rear stabilizer bars. Also standard on all MAZDA 3 models are Dynamic Stability Control§ and a Traction Control System.



* 144 hp (PZEV). † EPA estimated fuel economy w/manual transmission. Actual results may vary. ‡ 165 hp (PZEV). § Dynamic Stability Control (DSC) is an electronic system designed to help the driver maintain control under adverse conditions. It is not a substitute for safe driving practices. Factors including speed, road conditions and driver steering input can all affect whether DSC will be effective in preventing loss of control. Please see your owner's manual for further details.



Keys are so last year. Advanced Remote Keyless Entry (above) provides keyless remote locking and unlocking of doors, trunk or rear liftgate—all without leaving your pocket—while convenient Push Button Start (left) eliminates the need for an ignition key. They're both included in the Technology Package available on MAZDA 3 s models.

THERE'S NOTHING REMOTELY LIKE IT.

The instant you touch the Advanced Keyless Entry and Start System button on the door, your MAZDA 3 recognizes you—and comes to life before your eyes. The door unlocks. An innovative, sequential Welcome Lighting System warmly illuminates the interior. Settle into the 8-way power driver's seat, then start the engine with the push of a button. And just wait until you get under way. There's a leather-trimmed tilt steering wheel with built-in illuminated standard controls for audio, Bluetooth® and cruise control. Also available at your command are Bi-Xenon headlights, rain-sensing wipers, standard dual-zone automatic climate control and heated front seats with five settings. Amazing. And even more so considering that the key hasn't yet left your pocket.

Bluetooth is a registered trademark of Bluetooth SIG, Inc. MAZDA 3 Grand Touring model shown.



TECHNICALLY, IT'S A GENIUS.

Oh, the technological treats awaiting you in the 2011 MAZDA 3 s. Like an innovative Multi Information Display that elegantly integrates audio system info, trip computer calculations, systems data, ambient temperature and maintenance reminders—and in vivid color with the available compact navigation system. Standard auxiliary-audio input jack and Bluetooth® hands-free phone and audio capabilities. SIRIUS Satellite Radio®* and Apple® iPod® Integration system are available. All linked to a sound system you have to hear to believe. Proving that when it comes to the latest and greatest in all things techno, MAZDA 3 is beyond smart. It's just plain gifted.

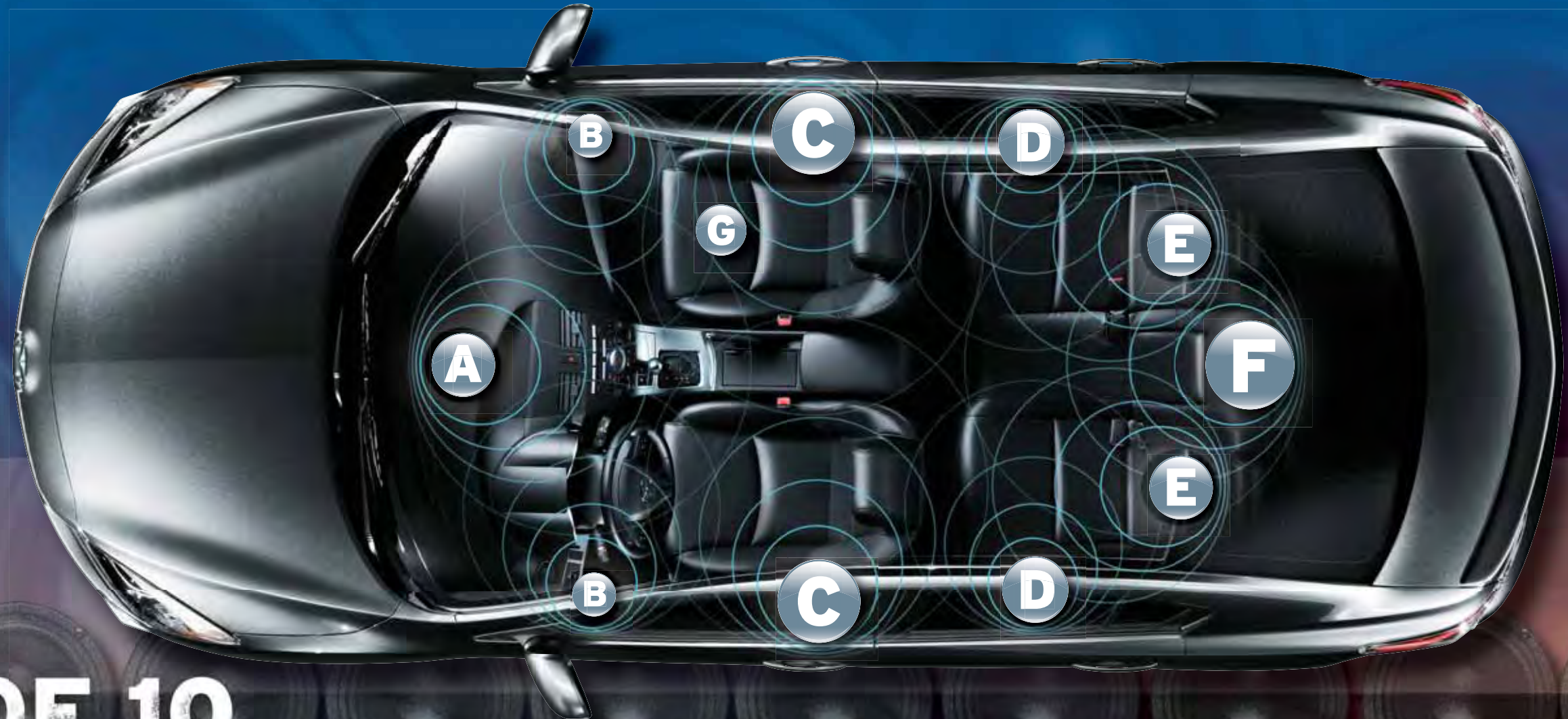
SIRIUS
SATELLITE RADIO



* SIRIUS Satellite Radio reception requires a subscription and Mazda satellite radio receiver accessory kit. Available only in the U.S., except Alaska and Hawaii. Bluetooth is a registered trademark of Bluetooth SIG, Inc. Apple and iPod are registered trademarks of Apple Inc.

The Bose Centerpoint Surround Sound System strategically places 10 high-performance speakers throughout the MAZDA 3 cabin, all powered by a Bose digital amplifier. The result is sound that approaches the dynamic power of a live performance.

A 3.25-inch Twiddler® neodymium mid/high-range speaker **B** Two 1-inch neodymium tweeters (in L/R A-pillars) **C** Two 6.5-inch neodymium wide-range speakers (in L/R front doors) **D** Two 5.25-inch neodymium wide-range speakers (in L/R rear doors) **E** Two 3.25-inch Twiddler neodymium mid/high-range speakers (in L/R rear deck) **F** One 9-inch, high-performance Nd® woofer (center-mounted in rear deck) **G** Bose digital amplifier with Centerpoint signal-processing circuitry (mounted under passenger's front seat); SurroundStage® digital processing circuitry; AudioPilot®2 noise compensation technology; eight channels of custom equalization and digital signal processing



POWER OF 10

SOUNDS EXCITING.

The words on this page simply can't do justice to experiencing music through 10 custom-tuned neodymium magnet speakers, all powered by a 265-watt Bose® digital amplifier. Because the Bose Centerpoint® Surround Sound System, standard on MAZDA 3 Grand Touring models and available on most other MAZDA 3 models, is tailored specifically to the MAZDA 3 cabin acoustics, it envelops you in 360 degrees of pure, goosebump-raising surround sound from even ordinary CDs and MP3 CDs. And Bose-exclusive SurroundStage® circuitry makes every seat feel like first-row center. And if that's not enough, AudioPilot® 2 noise compensation technology automatically adjusts audio levels to compensate for intrusive ambient and road noise. It's high fidelity you simply have to hear to believe.



*SUMPTUOUS, EXQUISITE AND OTHER
UNEXPECTED ADJECTIVES WILL COME TO MIND.*

The elegant interior refinements in the 2011 MAZDA 3 might well inspire the kind of superlatives normally associated with pricey luxury cars. On Grand Touring models, for example, meticulously stitched leather accents grace the MAZDA 3's high-bolstered sport seats, steering wheel and even the shifter. Graceful, sweeping lines, superb detailing and subtle textures come together with uncompromising fit and finish. And excellence. And distinction. And so forth. Actually, there are quite a few words that describe the level of craftsmanship you'll find throughout the all-new MAZDA 3. Just maybe not the ones you expected.

LIVE LARGE. SPEND SMALL.

The 2011 MAZDA 3i Touring pretty much rewrites the whole value equation. Naturally, it comes equipped with all the expected standard features. Not to mention several that might surprise you. Like air conditioning with an integral pollen filter. Bluetooth® hands-free phone and audio compatibility, steering-wheel-mounted controls for the 6-speaker AM/FM/CD audio system and cruise control. All without checking a single option box.

2.0-liter DOHC engine with variable valve timing

Air conditioning with integral pollen filter and ambient temperature display

Steering-wheel-mounted audio system, cruise control and Bluetooth controls

Speed- and transmission-sensitive automatic power door locks

Bluetooth hands-free phone and audio capability

Anti-lock Brake System (ABS) with Electronic Brakeforce Distribution (EBD) and Brake Assist

6-speaker AM/FM/CD audio system with automatic level control and auxiliary-audio input jack

Dynamic Stability Control (DSC)* and Traction Control System

Precise rack-and-pinion steering with electrohydraulic power assist



Sport-tuned 4-wheel independent suspension with front and rear stabilizer bars

Side-impact air curtains with front- and rear-passenger coverage†

Advanced dual front air bags†

Dual front side-impact air bags†

Active front headrests for added whiplash protection

16-inch alloy wheels

Tire-Pressure Monitoring System

MAZDA 3i Touring

* Dynamic Stability Control (DSC) is an electronic system designed to help the driver maintain control under adverse conditions. It is not a substitute for safe driving practices. Factors including speed, road conditions and driver steering input can all affect whether DSC will be effective in preventing loss of control. Please see your owner's manual for further details. † Always wear your seat belt and secure children in the rear seats in appropriate child restraints. Bluetooth is a registered trademark of Bluetooth SIG, Inc.

IT'S OPEN TO JUST ABOUT ANYTHING.

Once again, Mazda elevates the category. This time with unexpected room and versatility. The MAZDA 3 5-Door is designed to be all about you, the open road and a ton of stuff. Including a convenient 5th door and 60/40 split fold-down rear seatback. With more overall interior room than a VW Golf, it's able to easily transport longer, larger items—and still leave room for a backseat driver. Fold down the whole rear seatback, and you've got additional cargo space for sports equipment, camping gear, luggage and whatever else gets you through the long haul. Or short haul. And speaking of haul, the potent, 167-hp* engine has more than enough juice to get it all to whatever exciting Point B you have in mind.

17
CUBIC FEET



SAFETY CONSCIOUS? MORE LIKE SAFETY OBSESSED.

MAZDA 3's available Bi-Xenon Adaptive Front-lighting System* turns the headlights up to 15° as you steer, literally helping you to "see around corners." Power-assisted 4-wheel disc brakes and Anti-lock Brake System (ABS) offer you better stopping power. Front and rear crumple zones and side-impact door beams help protect everyone inside. Along with dual front air bags, dual front side-impact air bags and side-impact air curtains.† Plus active, whiplash-reducing, front-seat headrests. Collapsible steering column. Even a Tire-Pressure Monitoring System that warns you when one or more tires are low. Impressive? Yes. But not surprising. At Mazda, we've always believed that the best kind of driving experience is a safe one.



Advanced dual front air bags[†] that utilize inflators with both crash-zone and driver's seat/passenger weight sensors are standard on all MAZDA 3 models—as are dual front side-impact air curtains[†] with coverage for front and rear passengers.



MAZDA 3s models offer available high-performance LED-type taillights, which react faster, burn brighter and last longer than conventional bulbs.



Inner strength. All MAZDA 3 models utilize Mazda's "Triple H" construction system. Its steel reinforcements increase the strength of critical body areas and enhance basic structural integrity. Additional benefits include improved overall handling and greater impact protection.

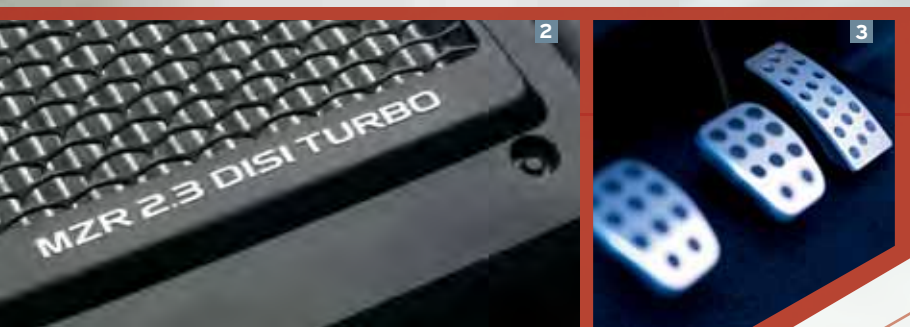
* Available on MAZDA 3s models. † Always wear your seat belt and secure children in the rear seats in appropriate child restraints.

THIS ONE TURNS PREMIUM INTO ROCKET FUEL.

Enthusiasts, meet MAZDASPEED3.* A turbocharged, intercooled, direct-injected jolt of automotive adrenaline. We're talking a heady combination of 263 hp and 280 lb-ft of torque. All courtesy of an arsenal of go-fast enhancements that include a high-output, all-aluminum, turbocharged and intercooled 2.3-liter MZR engine with Direct-Injection Spark Ignition (DISI), specific forged crankshaft and connecting rods, plus optimally tuned intake and exhaust. Connecting power to road are a 6-speed manual gearbox (optimized to exploit the engine's wide torque band), Dynamic Stability Control† with a Traction Control System and a torque-sensing conical limited-slip differential. Also in play: larger-diameter ventilated front disc brakes with ABS, Electronic Brakeforce Distribution and Brake Assist. As well as MAZDASPEED3-specific suspension system and thicker-diameter front and rear stabilizer bars. So yes, this take-no-prisoners expression of pure performance does sip 91 octane. But trust us, it's worth it.



1 A precise 6-speed close-ratio manual gearbox is standard, eager for your grip and ready to transfer *MAZDASPEED3*'s copious power to the pavement. It's teamed with standard Dynamic Stability Control,[†] Traction Control System and a torque-sensing conical limited-slip differential.



2 An all-aluminum turbocharged and intercooled 2.3-liter MZR engine rockets the *MAZDASPEED3* down the road. Its DISI direct-injection optimizes combustion, torque and fuel efficiency, plus tuned intake and exhaust systems always provide peak performance.

3 Competition-inspired, drilled aluminum foot pedals. Just the kind of performance-oriented form and function you'd expect from *MAZDASPEED3*.



* *MAZDASPEED3* is available only at authorized *MAZDASPEED* Dealers. [†] Dynamic Stability Control (DSC) is an electronic system designed to help the driver maintain control under adverse conditions. It is not a substitute for safe driving practices. Factors including speed, road conditions and driver steering input can all affect whether DSC will be effective in preventing loss of control. Please see your owner's manual for further details.

*ON ANY GIVEN WEEKEND, MORE MAZDAS AND MAZDA-POWERED CARS ARE ROAD-RACED THAN ANY OTHER CAR.**

At Mazda, motorsports is in our blood. It's part of our heritage. And it's a passion that spans decades, inspiring us to compete in over 24 distinct club and pro-level motorsports series. The Continental Tire Sports Car Challenge Series is a dramatic example. Six Mazda teams have chosen to battle the best that BMW, Chevrolet, Honda and Porsche have brought to the track by using race-prepped MAZDASPEED3s to battle for victories across North America.

What's more, these cars are using the stock 2.3-liter Mazda MZR powerplant that comes standard in the MAZDASPEED3, the same engine in the Mazda you drive every day. That's why we say you'll find "the soul of a sports car" in every Mazda we make. Zoom-Zoom.



Mazda Motorsports: Powering Growth. Mazda's motorsports program is uniquely structured to grow driver talent—from simple karting all the way to the pinnacle of endurance sports-car racing. Our motorsports ladder system lets aspiring young drivers perfect their skills while encouraging their inner racer to rule the road.

(Top Row From Left) CLOSED WHEEL: Skip Barber Driving and Racing Schools, Club Racing, Grand-Am Continental Tire Sports Car Challenge (Shown here and on opposite page), Playboy Mazda MX-5 Cup, Grand-Am Rolex GT Series, American Le Mans. (Second Row From Left) OPEN WHEEL: Karting, Skip Barber National Series, Cooper Tires presents the USF2000 Championship Powered by Mazda, Star Mazda Championship presented by Goodyear.



*Based on Sports Car Club of America racing data.

MAZDA3 OPTIONS & OPTION PACKAGES

OPTIONS/OPTION PACKAGES

	MAZDA3 i 4-Door SV	MAZDA3 i 4-Door Sport	MAZDA3 i 4-Door Touring	MAZDA3 s 4- & 5-Door Sport	MAZDA3 s 4- & 5-Door Grand Touring
Moonroof, 6-Disc CD Changer and Bose® Audio System Package: Power sliding-glass moonroof with one-touch-open feature; in-dash 6-disc CD/MP3 changer; Bose® 265-watt Centerpoint® 10-speaker Surround Sound System	-	-	0	0	S
Tech Package: Full-color Multi Information Display (MID) with compact navigation system; SIRIUS Satellite Radio® with 6-month subscription; Mazda Advanced Keyless Entry & Push Button Start System; Bi-Xenon High-Intensity-Discharge (HID) auto-leveling headlights; Adaptive Front-lighting System (AFS); Automatic on/off headlights; LED clear-lens taillights; rain-sensing front windshield wipers; perimeter alarm system	-	-	-	0	0
Pearlescent paint (Crystal White Pearl Mica)	-	0	0	0	0
All-weather floor mats	O/A	O/A	O/A	O/A	O/A
Front air dam	A	A	A	A (4-DR) O/A (5-DR)	A (4-DR) O/A (5-DR)
Cargo mat	A	A	A	A	A
Cargo net	O/A	O/A	O/A	O/A	O/A
Cargo tray	A	A	A	A	A
Auto-dimming rearview mirror with compass	A	A	A	A	A
Auto-dimming rearview mirror with compass and HomeLink®	O/A	O/A	O/A	O/A	O/A
Fog lights	O/A	O/A	O/A	S	S
Fuel-filler door, chrome	A	A	A	A	A
In-dash 6-disc CD/MP3 changer (not available with Moonroof, 6-Disc CD Changer and Bose Audio System Package)	O/A	O/A	O/A	O/A	S
Moonroof wind deflector	-	-	A	A	A
Rear bumper guard (5-Door only)	-	-	-	O/A	O/A
Splash guards	A	A	A	-	-
Rear wing spoiler	O/A	O/A	O/A	-	-
Remote engine start (AT only)	-	A	A	A	A
SIRIUS Satellite Radio* with 6-month subscription	O/A	O/A	O/A	O/A/P	O/A/P
Rear aero flares and rear center underskirt (5-Door only)	-	-	-	O/A	O/A
Wheel locks (set of 4)	-	-	O/A	O/A	O/A

* SIRIUS Satellite Radio reception requires a subscription and Mazda satellite radio receiver accessory kit (included in Tech Package). Available only in the U.S., except Alaska and Hawaii.

MAZDA3 UPHOLSTERY



MAZDA3 PAINT COLORS



MAZDA3 COLOR COMBINATIONS

	MAZDA3 i 4-Door SV	MAZDA3 i 4-Door Sport	MAZDA3 i 4-Door Touring	MAZDA3 s 4- & 5-Door Sport	MAZDA3 s 4- & 5-Door Grand Touring
INTERIOR TRIM	BLACK CLOTH	BLACK CLOTH	BLACK CLOTH	DUNE CLOTH	BLACK CLOTH
Black Mica	■	■	■	■†	■
Velocity Red Mica				■	■
Copper Red Mica				■	■
Celestial Blue Mica				■†	■†
Gunmetal Blue Mica		■	■	■	■
Liquid Silver Metallic	■	■	■	■	■
Graphite Mica			■	■	■
Crystal White Pearl Mica		■	■	■	■

† 5-Door model only
‡ 4-Door model only

MAZDA3 WHEELS



16" Steel Wheel Cover



16" Alloy Wheel



17" Alloy Wheel



Copper Red Mica



Velocity Red Mica



Gunmetal Blue Mica



Celestial Blue Mica

PEACE OF MIND ALSO COMES STANDARD.

Every new 2011 MAZDA3 is protected by:

- A 3-year/36,000-mile* "bumper-to-bumper" limited warranty
- A 3-year/36,000-mile* 24/7 Emergency Roadside Assistance Program
- A 5-year/60,000-mile* limited powertrain warranty
- A 5-year/unlimited-mileage warranty against body rust-through

* Whichever comes first.

For details, please see your Mazda Dealer, visit MazdaUSA.com, or call toll-free 1-800-639-1000.

ONCE YOU HAVE IT, OUTFIT IT ACCORDINGLY.

One of the most enjoyable aspects of buying a new MAZDA3 is being able to enhance its appearance and performance with Genuine Mazda Accessories. What's more, all Genuine Mazda Accessories installed by your Mazda Dealer, prior to or at initial vehicle retail delivery, carry the same new-vehicle limited warranty as your new MAZDA3. Ask your dealer for details.




A. All-Weather Floor Mats. Not just for bad weather anymore, these "Whatever" floor mats are the perfect accessory to protect your MAZDA3's interior from not only water, sand, mud and snow but crumbs, spills, grass and anything else that your Zoom-Zoom lifestyle may bring. **B. Cargo Tray.** Keeps the cargo-area carpet clean and free from damage. Cleans easily with soap and water. **C. Splash Guards.** Give your new MAZDA3 extra protection from dirt, mud, rocks and other road debris. **D. Cargo Net.** Keep smaller items from bouncing around in your cargo area. Easily installed and removed. **E. Roof Rack.** Expand your storage possibilities with a removable roof rack. Add any of our customized attachments to transport your kayak, bike, cargo, surfboard, luggage, snowboard and more. **F. Bumper Guard.** Protect your paint finish while loading and unloading the cargo area. **G. Auto-Dimming Mirror.** Equipped with a bright LCD compass to keep you on the right road and HomeLink® to help make your life more convenient and safe.

- Fog Lights
- Front Mask
- Front Air Dam
- Windshield Sunscreen
- Moonroof Wind Deflector
- Roof Rack
- Roof-Rack Attachments
- Bike Carrier
- Cargo Box, Medium
- Cargo Box, Short
- Luggage Basket with Stretch Net
- Kayak Carrier
- Ski/Snowboard Carrier
- Surfboard Carrier
- Side Sills
- Splash Guards
- Fuel-Filler Door
- Rear Spoiler
- License-Plate Frame
- Car Cover
- Car-Cover Cable Lock
- Touch-Up Paint
- Wheel Locks
- SIRIUS Satellite Radio†
- 3.5-mm Audio Cable
- Bluetooth® Car Kit by Motorola
- In-Dash 6-Disc CD/MP3 Changer
- Apple® iPod® Integration
- Auto-Dimming Rearview Mirror with Compass
- Auto-Dimming Rearview Mirror with Compass and HomeLink
- Portable Navigation Devices by Garmin®
- Interior Lighting Kit
- Remote Engine Start
- All-Weather Floor Mats
- Cargo Mat
- Cargo Net
- Cargo Tray
- First Aid Kit
- Roadside Assistance Kit



FINANCING YOUR NEW MAZDA IS EASY.

 Whether buying or leasing a new Mazda, Certified Pre-Owned Mazda or a used vehicle, Mazda Capital Services can help make the financing process more convenient and satisfying. One of the largest auto lenders in America, Mazda Capital Services is known for first-class customer service, a wide range of financing options and highly competitive rates. To find out which purchase or lease plan is right for you, talk with your Mazda Dealer, or visit www.MazdaUSA.com.

GENIUS RUNS IN THE FAMILY.

Sporty styling, racing-inspired performance and engineering innovation. You'll find them all in every Mazda vehicle, from the luxurious, 7-passenger CX-9 to the rotary-powered, one-and-only RX-8—and of course, the legendary MX-5 Miata. Get acquainted with the entire 2011 Mazda lineup of vehicles. Ten distinctive vehicles designed and engineered to deliver Zoom-Zoom. You'll come away with a new appreciation of the exhilarating difference those two little words can make.



MAZDA3 4-Door



MAZDA3 5-Door



MAZDA2



MAZDA CX-7



MAZDA RX-8



MAZDA5



MAZDA TRIBUTE



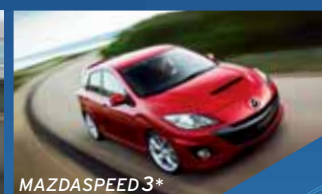
MAZDA6



MAZDA MX-5 MIATA



MAZDA CX-9



MAZDASPEED3*

† SIRIUS Satellite Radio reception requires a subscription and Mazda satellite radio receiver accessory kit. Available only in the U.S., except Alaska and Hawaii. Apple and iPod are registered trademarks of Apple Inc.; Apple iPhone® not compatible with iPod adapter. Bluetooth is a registered trademark of Bluetooth SIG, Inc.

* Available only at authorized MAZDASPEED Dealers.