



2009 Mazda3  
zoom-zoom

2009 MAZDA3





**Stop.** Take a listen. **You'll hear it everywhere. The double beat. The one-two cadence that propels us all from deep within.** Thump-Thump. Goes the heart. **The boxer throws the powerful one-two-boxing's most feared combination.** Two quick claps of the hands and dancers prepare for perfection. **Snap your fingers two times and watch as everyone around gets ready to move.** Why do rock legends tap the microphone twice before melting your face? **What makes a thoroughbred's muscles respond when it hears two clicks from a jockey's mouth? This is no mere coincidence.** The double beat lives on a deeper level. An emotional level. It's a universal tribal-like connection. **It's everywhere. And we've followed it for over 40 years.** Always building to it. **It's what drove us to make the MX-5 Miata, the best-selling roadster of all time.** The *MAZDASPEED3*, one of the fastest front-wheel-drive cars on the planet. And the CX-9, 2008 North American Truck of the Year. **It's what stirs our soul.** It's what led us to rethink what's possible. **And to redefine all a sport compact can be with the new MAZDA3.** We'll never stop listening. **Zoom-Zoom.** Forever.







"...MAZDA3 does everything—and we mean everything—better than its competition. In fact, its acceleration, handling, build quality, feature content, interior design and styling are on par with cars that cost significantly more." (Edmunds' *Inside Line*) So what could be even better? Having three MAZDA3 models to choose from: The versatile 5-Door. The turbocharged MAZDASPEED3. And the sporty 4-Door sedan. Each, in its own inspiring way, engineered to deliver a compelling combination of performance and safety. Style and substance. Coolness and value. Want a looker, a performer or simply a keeper? Pick any three.





**Exhilarating fuel efficiency that's also a sight for sore eyes.** With its taut athletic styling, abundant standard features and fun-to-drive performance dynamics, the MAZDA3i Touring Value Edition raises the bar. As well as eyebrows. Especially when you realize it also delivers a gas-sipping 32 mpg highway/24 mpg city\* for fewer stops at the pump. All courtesy of its spirited, yet fuel-efficient, 148-hp† 2.0-liter engine and slick-shifting 5-speed manual gearbox. Outside, its athletic styling, aggressive 17-inch alloy wheels and fog lights reward second looks. Inside, the quality—and quantity—of its amenities are uniformly impressive. As evidenced by its leather-wrapped, tilt and telescopic steering wheel with illuminated controls for both the stereo and cruise control. Its leather-wrapped shift knob. Six-speaker AM/FM/CD stereo. Versatile 60/40 split fold-down rear seatback. Plus its auxiliary-audio input jack for your MP3 player. For added peace of mind, fade-resistant 4-wheel disc brakes with ABS, Electronic Brakeforce Distribution and Brake Assist; and dual front side-impact air bags and side-impact air curtains‡ are also standard. Making the MAZDA3i Touring Value Edition an ideal choice for those striving to make paychecks—and fill-ups—go as far as possible.

\* With manual transmission. EPA estimated fuel economy. Actual results may vary. † 144 hp in CA, CT, MA, ME, NJ, NY, OR, PA, RI, VT and WA. ‡ Always wear your seat belt and secure children in the rear seats in appropriate child restraints.



Ever notice how some performers get all the good parts? When it comes to delivering pure, undiluted Zoom-Zoom, every MAZDA3 is purposefully engineered to deliver the goods. With a sophisticated 4-wheel independent-suspension system to help ensure agile handling and exceptional road manners. With power-assisted disc brakes at all four corners to promote linear, fade-resistant stops. And with three advanced, all-aluminum, 16-valve engines that eagerly await your input. All MAZDA3*i* models sport a spirited 2.0-liter DOHC engine that serves up 148 horsepower.\* MAZDA3*s* 4-Door and 5-Door models feature a refined and responsive 2.3-liter DOHC powerplant that pumps out 156 horsepower.† While the MAZDASPEED3's turbocharged, 2.3-liter dynamo generates a whopping 263 horsepower. Also standard, depending on the model, is a 5- or 6-speed manual gearbox with double-cone synchronizers for smooth, precise shifts. Plus the kind of exhilarating performance that dares you to do your part—and take the long way home.




**1 Mazda Sport AT Automatic Transmission** is available on all MAZDA3 models except the MAZDASPEED3. The epitome of insightful engineering, it marries the convenience of an automatic with the added control, and fun, of a manual-shift mode. A 5-speed AT is offered on *s* models. A 4-speed AT is offered on *i* models. A slick-shifting 5-speed manual gearbox is standard except on the MAZDASPEED3, which comes standard with a 6-speed manual gearbox. **2 A Sophisticated 4-Wheel Independent Suspension System** is standard on all MAZDA3 models. To promote agile, surefooted handling and impressive ride comfort, the system combines MacPherson struts in front with an advanced multilink design in the rear, plus front and rear stabilizer bars. Dynamic Stability Control<sup>‡</sup> and a Traction Control System are also standard on all MAZDA3*s* Touring and Grand Touring and MAZDASPEED3 models. **3 Three Advanced, All-Aluminum, 16-Valve MZR Engines** power the MAZDA3 family. MAZDA3*i* models deliver a remarkable 32 mpg highway/24 mpg city<sup>§</sup>—thanks to the fuel-efficient design of their 2-liter MZR engine. MAZDA3*s* models serve up an impressive 29 mpg highway/22 mpg city<sup>¶</sup> courtesy of their 2.3-liter MZR powerplant. Both utilize variable valve timing to maximize low-end torque and high-rpm power. Even the MAZDASPEED3's turbocharged and direct-injected 2.3-liter dynamo delivers a surprising 26 mpg highway/18 mpg city.<sup>¶</sup>



\* 144 hp in CA, CT, MA, ME, NJ, NY, OR, PA, RI, VT and WA. † 151 hp in CA, CT, MA, ME, NJ, NY, OR, PA, RI, VT and WA. ‡ DSC is not a substitute for safe driving practices. § With manual transmission. ¶ EPA estimated fuel economy. Actual results may vary.





When your middle name is "speed," you grow up fast. As its name so fittingly implies, the MAZDASPEED3\* is an adrenaline rush of the first order. A high-output, high-velocity performer without the high-output price. Aiding and abetting all the fun are: A 263-hp turbocharged and direct-injected 2.3-liter MZR powerplant. A track-tuned, fully independent suspension system to reduce body roll by 60%. Ventilated front, and solid rear, disc brakes that include ABS, Electronic Brakeforce Distribution and Brake Assist. Form and function are further enhanced by a full complement of unique MAZDASPEED3 front and rear aero body parts. An underbody air management system. Plus Mazda's full, new-car factory warranty. In short, everything it takes to make a real name for yourself.

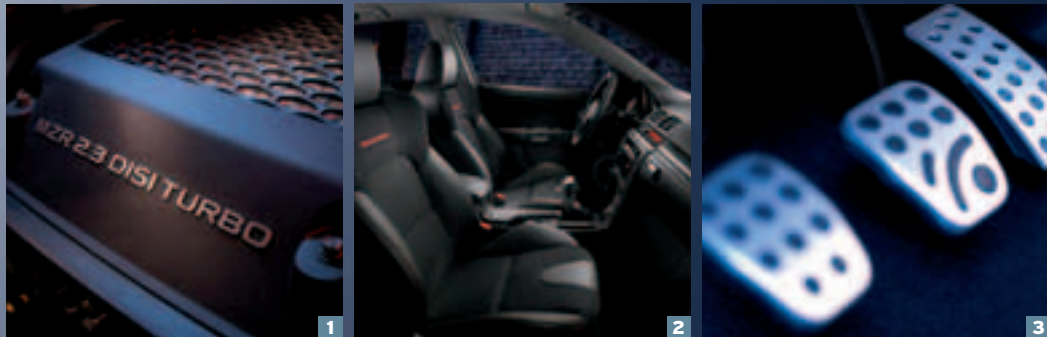


"Put simply, it's impossible to go this fast, have this much fun or be more practical for less money." (Edmunds' *Inside Line*) Crunch the numbers, and you'll come to the same conclusions. MAZDASPEED3 serves up a stunning 263 horsepower @ 5500 rpm. A hefty 280 lb-ft of torque @ just 3000 rpm. And rockets from "...0-60 mph in 5.4 seconds..."† It also boasts an electronically limited top speed of 155 mph.

\* Available only at authorized MAZDASPEED Dealers. † CarandDriver.com (6/08)







**1 Turbocharged, Intercooled And Direct-Injected**, the *MAZDASPEED3*'s 2.3-liter MZR engine was named one of *Ward's* 10 Best Engines for 2008. Its advanced, all-aluminum design features Direct-Injection Spark Ignition (DISI) to improve combustion, boost torque and optimize fuel efficiency. Equally impressive are its forged crankshaft and connecting rods as well as its tuned intake and exhaust systems. **2 MAZDASPEED-Spec Interior Features** are numerous and provide competition-inspired design touches wherever you look. These include: High-bolstered front bucket seats. Instrument panel components. Door and interior trim elements. Floor mats. And even metal insert scuff plates. **3 Drilled Aluminum Foot Pedals** complement the *MAZDASPEED3*'s performance-oriented cockpit. The result is a distinctive look that delivers a compelling combination of form, function and flash.



**A Precise 6-Speed Close-Ratio Manual Gearbox** welcomes your eager grip in the *MAZDASPEED3*. Also helping to ensure that the *MAZDASPEED3*'s abundant power gets properly transferred to the pavement are a torque-sensing conical limited-slip differential, Dynamic Stability Control\* and a Traction Control System.

\* DSC is not a substitute for safe driving practices.





"The MAZDA3 is simply one of the best small cars in the world, absolute proof that small and inexpensive doesn't have to look or feel like it." (AUTOMOBILE Magazine 1/07) Obviously, when it comes to making positive impressions, the MAZDA3 is clearly dialed in. In fact, inside, stylish design touches, thoughtful standard features and quality materials are evident everywhere your eyes, hands or feet might choose to linger. Outside—from its striking front grille to its wraparound rear taillights—the MAZDA3's distinctive exterior reflects an unwavering commitment to exemplary fit and finish, attention to detail and true craftsmanship. Which not only speaks volumes about its high standards, but also its driver's. No wonder the experts at Edmunds.com concluded: "Its build quality, materials and design are all top notch."

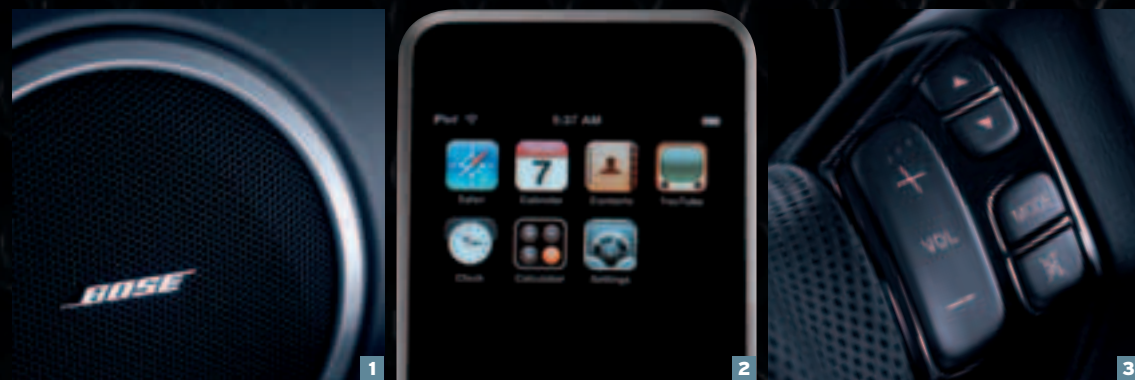








**Take things into your own hands. And be richly rewarded.** The advanced, driver-centric cockpit of the MAZDA 3s has a knack for pushing all the right buttons. And inviting drivers to reciprocate. It starts with the firm, supportive grip of a well-bolstered driver's seat that provides both lumbar support and height adjustments. The cool, red-on-black glow of electroluminescent gauges. And the rich, tactile feel of a leather-wrapped steering wheel and shifter. Other insightful features repay your attention as well. Like the steering wheel's tilt and telescopic adjustments for a more comfortable driving position. The A/C system's outside ambient temperature display and integral pollen filter. And the AM/FM/CD audio system's six speakers and SIRIUS Satellite Radio® compatibility.\* Grand Touring models feature leather-trimmed seating and heated front seats. Plus automatic climate control. While also making available an integral navigation system that even includes a retractable, easy-to-read 7-inch screen. All of which produce a rewarding, exhilarating connection. To both the car and to the road.



**1 Bose® 222-Watt 7-Speaker Premium Audio System**, combined with an in-dash 6-disc CD/MP3 changer, is available on all MAZDA 3s Grand Touring models—and standard on MAZDASPEED3 Grand Touring. **2 A Built-In Auxiliary-Audio Input Jack**, standard on all MAZDA 3 models, allows you to easily play music from popular MP3 players, such as an Apple® iPod®, through the MAZDA 3's speaker system. **3 Illuminated Steering-Wheel-Mounted Controls** for both the audio and cruise control systems are standard on all MAZDA 3 models (audio only on MAZDA 3i Sport). Which makes it much easier to control both systems while keeping your hands safely on the wheel.



\* 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.





**Find your multipurpose in life.** The MAZDA3s 5-Door is about as multitalented as new rides come. With killer good looks. Impressive 29 mpg/highway, 22 mpg/city\* fuel economy. Plus a potent arsenal of interior features to complement your multitasking lifestyle. Like the versatility of a 60/40 split fold-down rear seatback combined with a 5th door. Which allows you to more easily transport larger items—along with a rear-seat passenger. You'll also find a handy 12-volt power outlet to power up your cell phones and other mobile-office must-haves conveniently located in the center console. Plus a rear-area cargo management system† that's ideal for everything from laptops and luggage to sports gear. Naturally, the MAZDA3s 5-Door's exterior also handsomely reflects your active lifestyle. With striking 17-inch alloy wheels. Fog lights. Aggressive side sill extensions. And rear liftgate spoiler. All standard. The Grand Touring adds even more refinements, outside as well as in. Providing auto on/off Xenon (HID) headlights. LED taillights. Automatic rain-sensing windshield wipers. Black-leather-trimmed seats. Heated front seats. An 8-way power-adjustable driver's seat. Even automatic climate control. Making it a multitasking all-star.

\* EPA estimated fuel economy. Actual results may vary. † Please remember to properly secure all cargo. Not included on MAZDASPEED3.





**Safety comes full circle in every MAZDA3.** At Mazda, performance and safety engineering have always been considered essential and equal parts of the same equation. Which is why every MAZDA3 provides an advanced 4-wheel independent suspension system. Fade-resistant ventilated front, and solid rear, disc brakes. Plus an Anti-lock Brake System, Electronic Brakeforce Distribution and Brake Assist. Better yet, Dynamic Stability Control\* with an integral Traction Control System is standard on all MAZDA3s Touring and Grand Touring models. Inside, MAZDA3 occupants also benefit from: Front seat-belt pretensioners with force limiters. A whiplash-reducing front-seat headrest design. A collapsible steering column. Even a Tire-Pressure Monitoring System that warns you when air pressure in one or more tires is low. What's more, in the case of a collision, crumple zones—front and rear—help to absorb energy and protect all occupants. While side-impact door beams, inside all four doors, also help to absorb energy and promote cabin integrity. The end result is a MAZDA3 engineered to consistently deliver the beauty of strength. And vice versa.



**1 Advanced Dual Front Air Bags†** that utilize inflators with both crash-zone and driver's seat/passenger weight sensors are standard on all MAZDA3 models—as are dual front side-impact air bags and side-impact air curtains\* with coverage for front and rear passengers. **2 Mazda's "Triple H" Construction**, also standard on all MAZDA3 models, provides extra steel reinforcements to further strengthen critical body areas. Among the benefits it produces are enhanced structural integrity, overall handling and impact protection. **3 An Antitheft System** is standard on all MAZDA3 models. It helps prevent thieves from driving away with your MAZDA3 and its valuable cargo by electronically immobilizing the engine.

\* DSC is not a substitute for safe driving practices. † Always wear your seat belt and secure children in the rear seats in appropriate child restraints.





On any given weekend, more Mazdas and Mazda-powered cars are road-raced than any other car. At the heart of Mazda, you'll find a true passion for motorsports. It's in our blood. And in our heritage. It spans decades. And it's what inspires Mazda to compete in an amazing 18 distinct club and pro-level motorsports series. In 2007, for example, Mazda engineers developed an all-new, high-output MZR-R racing engine for American Le Mans Series LMP2 Class competition. They started with a reliable MZR engine similar to the ones available in eight Mazdas—including the MAZDA3—and worked their mechanical magic. The end result: A fully race-prepared engine that develops 500 horsepower. And another reason why we can say you'll find "the soul of a sports car" in every Mazda we make. On the street, or the track, Mazda is all about designing and engineering. Competing and improving. Refining and winning. Zoom-Zoom. Forever.

Mazda Motorsports...Powered To Grow. Mazda's motorsports program has been uniquely designed to grow driver talent—from karting all the way up to the top level of endurance sports-car racing. Our motorsports ladder system enables aspiring young drivers to perfect their skills, master the challenges, reap the rewards of moving up—and ultimately achieve their dreams as drivers.



(Top Row From Left) CLOSED WHEEL: Skip Barber Driving and Racing Schools, Club Racing, Playboy Mazda MX-5 Cup, Grand-Am KONI Challenge, SPEED World Challenge Touring Car  
 (Second Row From Left) Grand-Am Rolex GT Series, American Le Mans. OPEN WHEEL: Karting, Skip Barber National Series, Star Mazda Championship presented by Goodyear.



Every open-wheel race car competing in the Cooper Tires Atlantic Championship Powered by Mazda is now powered by a race-prepared version of Mazda's remarkable 2.3-liter MZR engine. Capable of generating 300 hp and propelling a race car up to 175 mph, it's also the most powerful engine ever used in the Atlantic Championship's 35-year history and is responsible for shattering many long-standing previous track records.



Mazda is proud to be the official vehicle of the Skip Barber Driving School—nationwide.



## MAZDA3 SPECIFICATIONS & CAPACITIES

Specifications	MAZDA <i>3i</i> 4-Door	MAZDA <i>3s</i> 4-Door/5-Door
Engine size and type	2.0L DOHC 16-valve 4-cylinder with variable valve timing	2.3L DOHC 16-valve 4-cylinder with variable valve timing
Horsepower	148* @ 6500 rpm	156* @ 6500 rpm
Torque (lb-ft)	135* @ 4500 rpm	150* @ 4500 rpm

EPA Estimated Fuel Economy			
City/highway mpg	Manual	24/32	22/29
	Automatic	23/30	22/29

Curb Weight		
Manual	2780 lb	2906 lb / 2930 lb
CA, CT, MA, ME, NJ, NY, OR, PA, RI, VT, WA	2795 lb	2921 lb / 2945 lb
Automatic	2811 lb	2959 lb/2983 lb
CA, CT, MA, ME, NJ, NY, OR, PA, RI, VT, WA	2828 lb	2974 lb/2998 lb

Exterior Dimensions	MAZDA <i>3i</i> 4-Door	MAZDA <i>3s</i> 5-Door	MAZDA <i>3s</i> 5-Door
Wheelbase/overall length (in)	103.9/177.4	103.9/177.6	103.9/176.8
Overall width (in)	69.1	69.1	69.1
Overall height (in)	57.7	57.7	57.7
Track, front/rear (in)	60.2/59.6	60.2/59.6	60.2/59.6

Interior Dimensions	MAZDA <i>3i</i> 4-Door	MAZDA <i>3s</i> 5-Door	MAZDA <i>3s</i> 5-Door
Headroom, front/rear (in)	39.1/37.4	39.1/37.4	39.1/38.4
Headroom, front/rear with moonroof (in)	38.1/37.0	38.1/37.0	38.2/38.3
Legroom, front/rear (in)	41.1/36.3	41.1/36.3	41.1/36.3
Shoulder room front/rear (in)	54.9/54.0	54.9/54.0	54.9/54.0

Capacities	MAZDA <i>3i</i> 4-Door	MAZDA <i>3s</i> 4-Door	MAZDA <i>3s</i> 5-Door
EPA passenger volume (cu ft)	94.3	94.3	95.3
EPA cargo volume (cu ft)	11.5	11.5	17.1
EPA cargo volume, rear seats folded (cu ft)	-	-	43.8
Fuel capacity (U.S. gallons)	14.5	14.5	14.5

### MAZDA3 ENGINE & MECHANICAL

Engine & Transmission	MAZDA <i>3i</i> 4-Door	MAZDA <i>3s</i> 4-Door	MAZDA <i>3s</i> 5-Door
2.0L DOHC 16-valve 4-cylinder engine with 148 hp*	S	-	-
2.3L DOHC 16-valve 4-cylinder engine with 156 hp*	-	S	S
5-speed manual overdrive transmission	S	S	S
4-speed Sport AT automatic transmission	(Available)	-	-
5-speed Sport AT automatic transmission	-	(Available)	(Available)

Suspension & Brakes	MAZDA <i>3i</i> 4-Door	MAZDA <i>3s</i> 4-Door	MAZDA <i>3s</i> 5-Door
Rack-and-pinion steering with electrohydraulic variable assist	S	S	S
Power-assisted 4-wheel disc brakes	S	S	S
Anti-lock Brake System (ABS) with Electronic Brakeforce Distribution (EBD) and Brake Assist	S	S	S
Independent strut-type front suspension	S	S	S
Independent multilink rear suspension	S	S	S
Front and rear stabilizer bars	S	S	S

MAZDA3 INTERIOR	MAZDA <i>3i</i> 4-Door	MAZDA <i>3s</i> 4-Door	MAZDA <i>3s</i> 5-Door
<b>Comfort &amp; Convenience</b>			
Power windows with driver's one-touch-down feature	TVE	S	S
Power door locks with 2-stage unlocking	TVE	S	S
Center console armrest with dual covered storage compartments and 12V power point	S	S	S
Dual front cup holders with cover	S	S	S
Dual front map lights; cargo area light; ignition-keyhole light	S	S	S
Driver's and passenger's covered visor vanity mirrors	S	S	S
White-on-black gauges with red nighttime illumination	S	-	-
Electroluminescent gauges with tri-mode lighting: blue (entry); white-on-black (daytime); red-on-black (nighttime)	-	S	S
Center instrument display panel (audio & clock)	S	S	S
Tilt/telescopic steering wheel	S	S	S
Leather-wrapped steering wheel and shift knob	TVE	S	S
Cruise control with steering-wheel-mounted controls	TVE	S	S
Heater/defroster with 4-speed blower and rear heater ducts	S	S	S
Rear window defogger; front side-window demisters	S	S	S
CFC-free air conditioning (includes outside ambient temp for center instrument panel and pollen filter)	TVE/O	S	S
Rear center armrest with cup holders	S	S	S
Removable rigid cargo cover	-	-	S
Cargo management system	-	-	S
Remote keyless illuminated entry system with Electronic Lockout Protection (ELP) and panic button feature	TVE	S	S
Remote trunk-lid release	S	S	-
Remote fuel-filler-door release	S	S	S

Seating & Trim	MAZDA <i>3i</i> 4-Door	MAZDA <i>3s</i> 4-Door	MAZDA <i>3s</i> 5-Door
Reclining front bucket seats	S	S	S
Driver's seat lifter and adjustable lumbar support	TVE	S	S
60/40 split fold-down rear seatback	S	S	S
Full cloth upholstery and carpet floor mats	S	S	S

Audio	MAZDA <i>3i</i> 4-Door	MAZDA <i>3s</i> 4-Door	MAZDA <i>3s</i> 5-Door
AM/FM/CD/MP3-compatible stereo with 4 speakers and automatic level control	S	-	-
AM/FM/CD/MP3-compatible stereo with 6 speakers and automatic level control	TVE	S	S
Steering-wheel-mounted audio controls	S	S	S
Auxiliary-audio input jack	S	S	S

### MAZDA3 SAFETY & SECURITY

Safety & Security	MAZDA <i>3i</i> 4-Door	MAZDA <i>3s</i> 4-Door	MAZDA <i>3s</i> 5-Door
Advanced front air bags <sup>†</sup> with belt-use, passenger-weight and driver's seat-position sensors	S	S	S
Front side-impact air bags and side air curtains <sup>†</sup>	S	S	S
Front seat-belt pretensioners with force limiters	S	S	S
3-point seat belts for all 5 seating positions	S	S	S
Tire-Pressure Monitoring System (TPMS)	S	S	S
Rear child-safety door locks and LATCH child-safety-seat anchors	S	S	S
Engine-immobilizer antitheft system	S	S	S

MAZDA3 EXTERIOR	MAZDA <i>3i</i> 4-Door	MAZDA <i>3s</i> 4-Door	MAZDA <i>3s</i> 5-Door
<b>Body</b>			
Front grille, black	S	-	-
Front grille, body color	TVE	S	S
5-mph body-color bumpers	S	-	-
5-mph body-color bumpers–sport type	-	S	S
Side sill extensions	-	T/GT/O/A	S
Body-color side moldings and door handles	S	S	S
Dual body-color remote outside mirrors	S	-	-
Dual body-color power remote outside mirrors	TVE	S	S
Variable-intermittent windshield wipers	S	S	S
Rain-sensing variable-intermittent windshield wipers	-	GT	GT
Rear wiper/washer with intermittent setting	-	-	S
Clear-lens halogen headlights with dark housings	S	S	S
Xenon High-Intensity-Discharge (HID) low-beam headlights	-	GT	GT
Clear-lens halogen fog lights	TVE/O/A	S	S
Clear-lens taillights with dark housings	S	S	S
LED clear-lens taillights	-	GT	GT
Fender-mounted turn-signal repeater lights	S	S	S
Roof-mounted radio antenna	S	S	S
Rear liftgate spoiler	-	-	S

Tires & Wheels	MAZDA <i>3i</i> 4-Door	MAZDA <i>3s</i> 4-Door	MAZDA <i>3s</i> 5-Door
15-inch steel wheels with full wheel covers	S	-	-
16-inch alloy wheels	-	S	-
17-inch alloy wheels	TVE	T/GT	S
195/65R15 H-rated steel-belted all-season radial tires	S	-	-
205/55R16 H-rated steel-belted all-season radial tires	-	S	-
205/50R17 V-rated steel-belted all-season radial tires	TVE	T/GT	S

S: Standard O: Optional P: Package T: Touring model TVE: Touring Value Edition GT: Grand Touring model A: Dealer-available accessory - -: Not available

\* 2.0L: 144 hp, 132 lb-ft / 2.3L: 151 hp, 149 lb-ft in CA, CT, MA, ME, NJ, NY, OR, PA, RI, VT and WA.

† Always wear your seat belt and secure children in the rear seats in appropriate child restraints.

Product Changes and Options Availability: Following publication of this brochure, certain changes in standard equipment, options, prices and the like, or product delays may have occurred which would not be included in these pages. Your Mazda Dealer is your best source for up-to-date information. Mazda reserves the right to change product specifications at any time without incurring obligations. Options 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.			
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### MAZDA3 MODELS

**MAZDA*3i*** 4-Door Touring Value Edition
*In addition to MAZDA3i 4-Door Sport:*

- 17-inch alloy wheels with P205/50R17 tires

- Clear-lens halogen fog lights
- Dual body-color power remote outside mirrors; color-keyed front grille bar

- Cruise control with steering-wheel-mounted controls
- Remote keyless entry with Electronic Lockout Protection (ELP); panic button feature
- Driver's seat lifter and adjustable lumbar support
- Power windows with driver's one-touch-down feature
- Power door locks with 2-stage unlocking

- CFC-free air conditioning (including outside ambient temp for center instrument display panel and pollen filter)

- 6-speaker sound system
- Leather-wrapped steering wheel and shift knob

**MAZDA*3s*** 4-Door Touring
*In addition to MAZDA3s 4-Door Sport:*

- 17-inch alloy wheels with P205/50R17 tires

- Side sill extensions
- Dynamic Stability Control (DSC)\*
- Traction Control System (TCS)

**MAZDA*3s*** 5-Door Touring
*In addition to MAZDA3s 5-Door Sport:*

- Dynamic Stability Control (DSC)\*
- Traction Control System (TCS)

*\* 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.*

### MAZDA3 OPTIONS & OPTION PACKAGES

Options/Option Packages	MAZDA <i>3i</i> 4-Door Sport	MAZDA <i>3i</i> 4-Door Touring Value Edition	MAZDA <i>3s</i> 4- & 5-Door Sport	MAZDA <i>3s</i> 4- & 5-Door Touring	MAZDA <i>3s</i> 4- & 5-Door Grand Touring
<b>Moonroof and 6-Disc CD Changer Package:</b> Power sliding-glass moonroof with one-touch-open feature; in-dash 6-disc CD/MP3 changer	-	0	0	0	-
<b>Moonroof, 6-Disc CD Changer and Bose® Audio System Package:</b> Power sliding-glass moonroof with one-touch-open feature; in-dash 6-disc CD/MP3 changer; Bose® Premium 222-watt 7-speaker audio system	-	-	-	-	0
DVD-based navigation system with retractable screen, SIRIUS Satellite Radio® and 6-month subscription	-	-	-	-	0
CFC-free air conditioning	0	S	S	S	S
Pearlescent paint (Crystal White Pearl Mica)	-	-	0	0	0
All-weather floor mats	O/A	O/A	O/A	O/A	O/A
Front air dam (5-Door only)	-	-	O/A	O/A	O/A
Cargo mat	O/A	O/A	O/A	O/A	O/A
Cargo net	O/A	O/A	O/A	O/A	O/A
Cargo tray (5-Door only)	-	-	O/A	O/A	O/A
Compass auto-dimming mirror	O/A	O/A	O/A	O/A	O/A
Compass auto-dimming mirror w/HomeLink®	O/A	O/A	O/A	O/A	O/A
Door-edge guards	O/A	O/A	O/A	O/A	O/A
Fog lights (requires air conditioning option)	O/A	S	S	S	S
Fuel-filler door, Pearl Satin	O/A	O/A	O/A	O/A	O/A
In-dash 6-disc CD/MP3 changer (not available with Moonroof & 6-CD packages)	O/A	O/A	O/A	O/A	O/A
Moonroof wind deflector	-	O/A	O/A	O/A	O/A
Rear bumper guard (5-Door only)	-	-	O/A	O/A	O/A
Mud guard package	O/A	O/A	-	-	-
Rear lip spoiler (4-Door only)	O/A	O/A	O/A	O/A	O/A
Rear wing spoiler (4-Door only)	O/A	O/A	O/A	O/A	O/A
Remote engine start (AT only—requires keyless entry)	-	O/A	O/A	O/A	O/A
SIRIUS Satellite Radio with 6-month subscription	O/A	O/A	O/A	O/A	O/A/P
Side sill extensions (4-Door only)	-	-	O/A	S	S
Wheel locks (set of 4)	-	O/A	O/A	O/A	O/A

**MAZDA*3s*** 5-Door Grand Touring
*Includes the following features in addition to or in place of MAZDA3s 5-Door Touring:*

- Rain-sensing front windshield wipers
- Xenon High-Intensity-Discharge (HID) low-beam headlights
- Automatic on/off headlights
- LED clear-lens taillights
- Automatic climate control
- Black-leather-trimmed seats
- 8-way power-adjustable driver's seat
- Heated front seats
- Driving information system (trip computer)
- Antitheft security system

**MAZDA*3s*** 5-Door Grand Touring
*Includes the following features in addition to or in place of MAZDA3s 5-Door Touring:*

- Rain-sensing front windshield wipers
- Xenon High-Intensity-Discharge (HID) low-beam headlights
- Automatic on/off headlights
- LED clear-lens taillights
- Automatic climate control
- Black-leather-trimmed seats
- 8-way power-adjustable driver's seat
- Heated front seats
- Driving information system (trip computer)
- Antitheft security system



## MAZDASPEED3 SPECIFICATIONS & CAPACITIES

### Specifications

Engine size and type	2.3L DISI turbocharged and intercooled DOHC 4-cylinder
Horsepower	263 @ 5500 rpm
Torque (lb-ft)	280 @ 3000 rpm
Fuel system	Direct-Injection Spark Ignition (DISI)
Fuel requirement	Unleaded premium gasoline (91 octane)
Fuel economy (EPA estimated mpg, city/hwy)	18/26
Curb weight	3153 lb

### Exterior Dimensions

Wheelbase/overall length (in)	103.9/176.8
Overall width (in)	69.5
Overall height (in)	57.7
Track, front/rear (in)	60.4/60.0

### Interior Dimensions

Headroom, front/rear (in)	39.1/38.4
Legroom, front/rear (in)	41.1/36.3
Shoulder room, front/rear (in)	54.9/54.0

### Capacities

Passenger volume (cu ft)	95.3
Cargo volume (cu ft)	16.5
Cargo volume, rear seats folded (cu ft)	43.4
Fuel capacity (U.S. gallons)	14.5

## MAZDASPEED3 ENGINE & MECHANICAL

Engine & Transmission	Sport	Grand Touring
2.3L DISI turbocharged & intercooled engine	S	S
6-speed manual transmission	S	S
Limited-slip front differential	S	S
Mazda Advanced Torque Management System	S	S
Dynamic Stability Control (DSC)* with Traction Control System (TCS)	S	S

### Suspension & Brakes

Rack-and-pinion steering with hydraulic variable assist	S	S
Power-assisted 4-wheel disc brakes with larger front rotors	S	S
Anti-lock Brake System (ABS) with Electronic Brakeforce Distribution (EBD)	S	S
MAZDASPEED Sport independent strut-type front suspension	S	S
MAZDASPEED Sport E-type multi-link rear suspension	S	S
MAZDASPEED front and rear stabilizer bars	S	S

S: Standard O: Optional P: Package A: Dealer-available accessory --: Not available

\* 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.

† Alcantara is nonwoven suede made of microfiber by Toray Industries, Inc.

‡ Always wear your seat belt and secure children in the rear seats in appropriate child restraints.

## MAZDASPEED3 INTERIOR

### Comfort & Convenience

	Sport	Grand Touring
Removable rigid cargo cover	S	S
Center console armrest with covered dual storage compartments and 12V power point	S	S
Dual front cup holders with cover	S	S
Power windows with driver's one-touch-down feature	S	S
Power door locks with 2-stage unlocking	S	S
Remote keyless illuminated entry system with Electronic Lockout Protection (ELP) and panic button feature	S	S
Remote fuel-filler-door release	S	S
Dual front map lights; cargo-area light; ignition-keyhole light	S	S
Driver's and passenger's covered visor vanity mirrors	S	S
MAZDASPEED electroluminescent gauges with tri-mode lighting: blue (entry); white-on-black (daytime); red-on-black (nighttime)	S	S
Center instrument display panel (audio, clock and outside ambient temp)	S	S
Driving information system (trip computer)	-	S
Tilt/telescopic steering wheel	S	S
Leather-wrapped steering wheel and gearshift knob	S	S
Cruise control with steering-wheel-mounted controls	S	S
CFC-free air conditioning with pollen filter; automatic climate control	S	S
Heater/defroster with 4-speed blower and rear heater ducts	S	S
Rear window defogger; front side-window demisters	S	S
Fold-down rear center armrest with cup holders	S	S
MAZDASPEED scuff plates	S	S
Drilled aluminum alloy foot pedals	S	S

### Seating & Trim

MAZDASPEED high-bolstered cloth front reclining bucket seats (Alcantara <sup>†</sup> with leather bolsters on Grand Touring)	S	S
60/40 split fold-down rear seatback	S	S
Driver's seat lifter and adjustable lumbar support	S	S
MAZDASPEED black/red interior trim, door panel inserts and floor mats	S	S

### Audio

AM/FM/CD/MP3 stereo with 6 speakers and automatic level control	S	-
AM/FM in-dash 6-disc CD/MP3 changer and Bose® Premium 222-watt 7-speaker system	-	S
Auxiliary-audio input jack	S	S
Steering-wheel-mounted audio controls	S	S

Product Changes and Options Availability: Following publication of this brochure, certain changes in standard equipment, options, prices and the like, or product delays may have occurred which would not be included in these pages. Your Mazda Dealer is your best source for up-to-date information. Mazda reserves the right to change product specifications at any time without incurring obligations. Options 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.

## MAZDASPEED3 EXTERIOR

### Body

	Sport	Grand Touring
Unique hood and front-fender design	S	S
Unique front and rear bumpers	S	S
Unique rear liftgate spoiler	S	S
Sport-tuned exhaust system	S	S
Side sill extensions	S	S
Dual body-color power remote outside mirrors	S	S
Clear-lens halogen headlights with dark housings	S	-
Xenon High-Intensity-Discharge (HID) low-beam headlights	-	S
Automatic on/off headlights	-	S
Halogen fog lights	S	S
Clear-lens taillights with dark housings	S	-
LED clear-lens taillights with dark housings	-	S
Variable-intermittent windshield wipers	S	-
Rain-sensing variable-intermittent windshield wipers	-	S
Rear wiper/washer with intermittent setting	S	S
Fender-mounted turn-signal repeater lights	S	S
Roof-mounted radio antenna	S	S

### Tires & Wheels

18-inch alloy wheels with P215/45R18 high-performance summer tires	S	S
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## MAZDASPEED3 SAFETY & SECURITY

### Safety & Security

	Sport	Grand Touring
Advanced front air bags* with belt-use, passenger-weight and driver's seat-position sensors	S	S
Front side-impact air bags and air curtains <sup>‡</sup>	S	S
Front seat-belt pretensioners with force limiters	S	S
3-point seat belts for all 5 seating positions	S	S
Rear child-safety door locks and LATCH child-safety-seat anchors	S	S
Tire-Pressure Monitoring System (TPMS)	S	S
Engine-immobilizer anti-theft system	S	S
Antitheft security system	-	S

## MAZDASPEED3 OPTIONS

### Options

	Sport	Grand Touring
DVD-based navigation system with retractable screen and SIRIUS Satellite Radio <sup>®</sup> with 6-month subscription	-	O
SIRIUS Satellite Radio with 6-month subscription	O/A	O/A
Fuel-filler door (Pearl Satin)	O/A	O/A
All-weather floor mats	O/A	O/A
Cargo net	O/A	O/A
Compass auto-dimming rearview mirror (available with or without HomeLink <sup>®</sup> )	O/A	O/A
Wheel locks (set of 4)	O/A	O/A

## MAZDA3 COLOR COMBINATIONS



### BLACK MICA

TRIM LEVEL	INTERIOR FABRICS
MAZDA 3i 4-Door	Black Cloth
MAZDA 3s 4-Door/5-Door	Black Cloth, Black Leather



### STORMY BLUE MICA

TRIM LEVEL	INTERIOR FABRICS
MAZDA 3i 4-Door	Beige Cloth
MAZDA 3s 4-Door/5-Door	Sand Cloth, Black Leather



### GOLDEN SAND METALLIC

TRIM LEVEL	INTERIOR FABRICS
MAZDA 3i 4-Door	Black Cloth
MAZDA 3s 4-Door/5-Door	Black Cloth, Black Leather



### COPPER RED MICA

TRIM LEVEL	INTERIOR FABRICS
MAZDA 3i 4-Door	Black or Beige Cloth
MAZDA 3s 4-Door/5-Door	Black or Sand Cloth, Black Leather



### GALAXY GRAY MICA

TRIM LEVEL	INTERIOR FABRICS
MAZDA 3i 4-Door	Black Cloth
MAZDA 3s 4-Door/5-Door	Black or Sand Cloth, Black Leather



### SUNLIGHT SILVER METALLIC

TRIM LEVEL	INTERIOR FABRICS
MAZDA 3i 4-Door	Black Cloth
MAZDA 3s 4-Door/5-Door	Black Cloth, Black Leather



### CRYSTAL WHITE PEARL MICA

TRIM LEVEL	INTERIOR FABRICS
MAZDA 3s 4-Door/5-Door	Black or Sand Cloth, Black Leather



### METROPOLITAN GRAY MICA

TRIM LEVEL	INTERIOR FABRICS
MAZDA 3i 4-Door	Black Cloth
MAZDA 3s 4-Door/5-Door	Black Cloth, Black Leather

## MAZDASPEED3 COLOR COMBINATIONS



### BLACK MICA

TRIM LEVEL	INTERIOR FABRICS
MAZDASPEED3	Black Cloth or Black Alcantara <sup>††</sup> /Leather



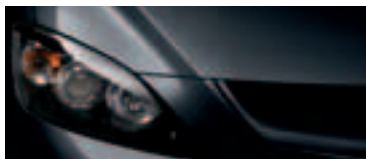
### TRUE RED

TRIM LEVEL	INTERIOR FABRICS
MAZDASPEED3	Black Cloth or Black Alcantara <sup>††</sup> /Leather



### CRYSTAL WHITE PEARL MICA

TRIM LEVEL	INTERIOR FABRICS
MAZDASPEED3	Black Cloth or Black Alcantara <sup>††</sup> /Leather



### METROPOLITAN GRAY MICA

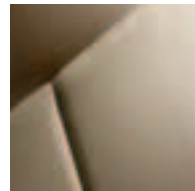
TRIM LEVEL	INTERIOR FABRICS
MAZDASPEED3	Black Cloth or Black Alcantara <sup>††</sup> /Leather

## MAZDA3 UPHOLSTERY



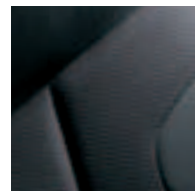
### BLACK CLOTH

MAZDA 3i 4-Door



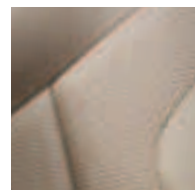
### BEIGE CLOTH

MAZDA 3i 4-Door



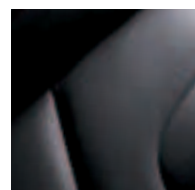
### BLACK CLOTH

MAZDA 3s 4-Door/5-Door



### SAND CLOTH

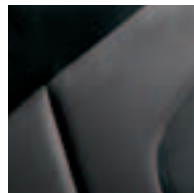
MAZDA 3s 4-Door/5-Door



### BLACK LEATHER

MAZDA 3s 4-Door/5-Door

## MAZDASPEED3 UPHOLSTERY



### BLACK CLOTH

MAZDASPEED3



### BLACK ALCANTARA<sup>®</sup>/LEATHER

MAZDASPEED3

## MAZDA3 WHEEL OPTIONS



### 15-inch Wheel Cover



### 16-inch Alloy



### 17-inch Alloy



### 18-inch Alloy



### Accessories Guaranteed To Go The Distance.

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 Mazda. See your dealer for details.



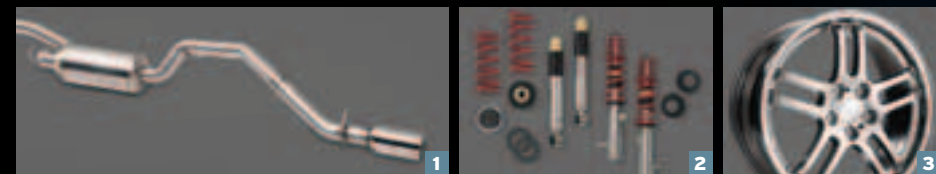
**MAZDA3 ACCESSORIES:** **1** Mazda's iPod® Integration Module makes it a lot easier to take your Apple® iPod along for the ride. The iPod Integration Module allows you to play your iPod through your MAZDA3 audio system with crystal-clear sound and a built-in battery charger. Works with all 30-pin, dock-connector-equipped iPods. (iPod not included. See your dealer for compatibility conditions and limitations on installation.) **2** A Mazda Front Air Dam gives your MAZDA3 5-Door a lowered, ground-effects-inspired racer look. The end result is a bold, aggressive appearance that integrates well with the existing body styling. **3** A Mazda Front Mask protects the front end of your MAZDA3 from the nicks, scratches and dings caused by dirt, road debris and insects. It's even custom-tailored for a snug, streamlined fit. **4** A Mazda Rear Bumper Guard protects the rear bumper of your MAZDA3 5-Door from chips and scratches when you're loading or unloading. It looks sharp too. **5** Mazda Fog Lights provide extra visibility in foul weather while also delivering an integrated, factory-installed appearance. **6** A Mazda Wing Spoiler lets you display a more sporty attitude and enhance your MAZDA3's sports-car look with a spoiler that's perfectly color-matched to your MAZDA3 4-Door's factory color.

Splash Guards—Front (2)<sup>1</sup> Rear (2)<sup>1</sup>  
Car Cover  
Car Cover Cable Lock  
Moonroof Wind Deflector  
Windshield Sunscreen  
Door-Edge Guards<sup>2</sup> (4)<sup>1</sup>  
Side Sill Extensions<sup>2</sup>  
Fuel-Filler Door—Satin Finish  
License-Plate Frame

Rear Lip Spoiler<sup>2</sup>  
Ashtray Replacement Compartment  
Rear Ashtray  
Compass Auto-Dimming Mirror  
Compass Auto-Dimming Mirror with HomeLink®  
In-Dash 6-Disc CD/MP3 Changer  
Remote Engine Start (Automatic Transmission Only)

SIRIUS Satellite Radio® Receiver Kit<sup>3</sup>  
Power Inverter (115-Volt, not with Bose® Audio)  
Parking-Brake Cover  
All-Weather Floor Mats (4)<sup>1</sup>  
Carpet Floor Mats (4)<sup>1</sup>  
Carpet Cargo Mat  
Cargo Net  
Cargo Tray

First Aid Kit  
Roadside Assistance Kit  
Touch-Up Paint<sup>2</sup>  
Wheel Locks (4)<sup>1</sup>  
3.5 mm Audio Cable  
Portable Navigation Device by Garmin®  
Motorola Portable Bluetooth® Car Kit



**MAZDASPEED3 ACCESSORIES:** **1** The MAZDASPEED Cat-Back Sport Exhaust system is engineered to provide your MAZDASPEED3 with a more aggressive exhaust note. Fabricated from 304 Stainless Steel for enhanced durability, it also features a striking polished tip with an embossed MAZDASPEED logo. **2** A MAZDASPEED Coil Over Suspension Kit provides independent rebound and compression damper adjustments—plus ride height adjustment from 7 to 25 mm lower than stock. Spring rates are approximately double those of the stock springs. All of which adds up to a high-performance, race-tuned suspension that enhances both steering precision and handling. **3** MAZDASPEED 18-Inch Forged Aluminum Wheels (18X7.5JJ) are a lightweight (7.7 kg), split five-spoke, one-piece forged-aluminum design that helps reduce the unsprung weight of your MAZDASPEED3. Reducing unsprung weight results in improved handling response, braking performance and acceleration.

Cargo Net  
Fuel-Filler Door—Pearl Satin  
All-Weather Floor Mats  
Compass Auto-Dimming Mirror

Compass Auto-Dimming Mirror with HomeLink  
SIRIUS Satellite Radio Receiver Kit<sup>3</sup>  
Wheel Locks (4)<sup>1</sup>

iPod Integration Module  
Car Cover  
Front Mask with MAZDASPEED Logo  
Sport Spring Kit  
In-Dash 6-Disc CD/MP3 Changer

### Zoom-Zoom And Peace Of Mind Go Hand In Hand.

We want your new MAZDA3 to be a source of pride, exhilaration and peace of mind for years to come. Which is why every new 2009 Mazda sold in the U.S. is protected by all of the following:

- 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

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

\* Whichever comes first.

### Making The Zoom-Zoom Connection Easier To Make.

**mazda** Whether you're buying or leasing a new Mazda, Certified Pre-Owned Mazda Mazda American Credit, or a used vehicle, Mazda American Credit (MAC) can make the financing process a more convenient and more satisfying experience. It all starts with first-class customer service and competitive rates. To find out which MAC purchase or lease plan best meets your needs, talk to your Mazda Dealer. Or for more information, visit [MazdaCredit.com](http://MazdaCredit.com).

1. Quantity per set.

2. Color-keyed item(s).

**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.



**Thump-Thump goes the heart.** And for 2009, Mazda makes it easier to follow yours by building ten uniquely stylish, insightful and spirited vehicles. Exhilarating sports cars. Sport compacts. Sport sedans. Crossover SUVs. Even trucks. Each one passionately designed and purposefully crafted to deliver Zoom-Zoom. Every time you turn the key. Mazda. Always the soul of a sports car.®





**ZOOM-ZOOM. FOREVER.**