



mazda

**ALL-NEW
Mazda3**
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THE ALL-NEW MAZDA3

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1 WELCOME FROM THE PROGRAM MANAGER



Since the launch of the first generation in 2003, through the second generation and up to the present, the Mazda3 has consistently exceeded both customers' expectations and the industry standards.

Responsive handling ensures driving pleasure while excellent environmental and safety performance is topped off with an emotive design complemented by the highest level of craftsmanship. It is no surprise, then, that the Mazda3 has established itself as one of Mazda's core models. It is sold in over 120 countries around the world and accounts for about thirty per cent of Mazda's annual sales volume. Total cumulative sales since the model was launched now exceed 3.9 million units.

There is no doubt that the Mazda3 represents the Mazda brand, and in order to take this key model to the next level, we made it our mission to deliver a product which would exceed the expectations of both long-standing fans and potential new customers. We knew that in addition to further enhancing the vehicle's

basic performance and delivering a generous serving of Mazda's renowned driving pleasure, it was essential to offer something new; something never before seen in the segment.

Therefore, we made "innovating the sports compact" our theme, and set about achieving this innovation by considering the vehicle from the customers' point of view.

Our aim was to appeal to the customer on two different levels. We wanted to create a "stunning first impression that captures the eye and increases in impact when you climb inside" as well as "a deeper-level appeal that customers will come to understand and appreciate more fully over the years of ownership."

The dynamic design captivates viewers at first glance and drivers will note the nimble and linear feedback the first time they get behind the wheel.

Of course any model must offer *Jinba Ittai* to be worthy of the

Mazda emblem, but our goal with the Mazda3 was that this Mazda-unique experience of unity between car and driver would become stronger and deeper with each passing mile. The Human Machine Interface (HMI), packaging, high-quality interior, and outstanding environmental and safety performance all incorporate this quest to appeal to the customer on a deeper level; to make the vehicle something more akin to a life partner than a simple possession.

Like the CX-5 and the Mazda6 which preceded it, the All-New Mazda3 brings together the very best Mazda has to offer.

At a single glance, the design conveys the unique, instantaneous power of which the Mazda3 is capable. The dynamic expressions of KODO design, from the broad powerful stance, to the bold and rhythmical undulations of the body surface, suggest the exhilarating drive that awaits. The model employs the full suite of SKYACTIV Technology, which

delivers both *Jinba Ittai* driving and outstanding environmental performance. It also offers the driver peace of mind, with a wide selection of Mazda's advanced safety technologies dubbed i-ACTIVSENSE. At Mazda, we have always aimed to offer customers driving pleasure and this compelling package ensures the All-New Mazda3 is no exception. Furthermore, a new car connectivity system that broadens the scope of that driving pleasure is being introduced for the first time with the All-New Mazda3. The new Human Machine Interface (HMI) is designed with ergonomics in mind and places the greatest emphasis on driving safety.

Our approach to the development the new generation model was not to simply benchmark the figures of competitor's models, but rather to consider how we want the customer to use and appreciate the car. As a result the most basic elements of an automobile; dynamic performance, packaging, ride comfort and quality – to name

but a few – have been raised to a new level.

The All-New Mazda3 is the product of the passion and uncompromising challenging spirit of the R&D team who worked tirelessly to deliver driving pleasure in every area and a car that exceeds the expectations of the segment. It is our sincere hope that the new Mazda3 will win the hearts of customers around the world and will hold a special place in their lives for many, many years to come.

Kenichiro Saruwatari
Mazda3 Program Manager





2 AT A GLANCE

ALL-NEW MAZDA3 FAST FACTS

- Third Mazda after CX-5 and Mazda6 to adopt KODO – Soul of Motion design language and SKYACTIV Technology
- Availability of latest i-ACTIVSENSE technologies across the range
- First Mazda to introduce a Head-up Active Driving Display
- Introduction of next-generation HMI with Commander control offering safe access to navigation, communications and infotainment including social media such as Stitcher™, Aha™ and Pandora®
- Introduction of MZD Connect, Mazda's new connectivity system
- Reintroduction of the Astina name plate
- Pricing below launch prices of the second generation Mazda3
- Specification levels higher than the second generation Mazda3
- Best ever Mazda3 fuel economy figures of 5.7L/100km for SKYACTIV-G 2.0 litre petrol engine with SKYACTIV-Drive automatic transmission. An improvement of 30 per cent over the outgoing MZR 2.0 litre petrol engine.
- Best ever Mazda3 fuel economy figures of 6.0L/100km for SKYACTIV-G 2.5 litre petrol engine with SKYACTIV-Drive automatic transmission. An improvement of 30 per cent over the outgoing MZR 2.5 litre petrol engine

ALL-NEW MAZDA3 RANGE

- Bold styling based on Mazda's 'KODO – Soul of Motion' design theme. A sporty, compact physique, the exterior unites a bold, powerful stance expressing pent-up energy with superior build quality.
- All-New Mazda3 comes with a choice of two engines: the 2.0 or 2.5 litre SKYACTIV-G petrol engine.
- The choice of the SKYACTIV-MT 6-speed manual transmission or SKYACTIV-Drive 6-speed automatic transmission – both of which will deliver impressive fuel economy figures.
- With six grades available, Neo, Maxx, Touring, SP25, SP25 GT and SP25 Astina, buyers have a wide choice and are sure to find a model that suits their needs and budget.
- The combination of the SKYACTIV-Chassis and SKYACTIV-Body makes for a more nimble driving experience but also provides a stronger body and improved safety.
- All-New Mazda3 features an updated Human Machine Interface (HMI) which includes Mazda's first ever Head-up Active Driving Display, a new connectivity system that offers improved phone, navigation and audio use, plus access to Stitcher™ and thousands of Internet radio stations via Pandora® and Aha™.
- Every model across the All-New Mazda3 range comes standard with the highest level of safety features including ABS, DSC, EBD, EBA, ESS, HLA, TCS and six SRS airbags. Initial

pricing, across all grades, is below that of the second generation pricing offered at launch. This means buyers will get more standard features, improved safety, superior styling and better value for less.

EXTERIOR DESIGN

- The rhythmical undulations of the exterior surface complement KODO design's expression of motion and the proportions convey a sense of off-the-line power.
- Large wheels positioned in the four corners and highlighted by boldly flared fenders create a wide, strong stance.
- The signature wing appears to be chiseled from solid metal, giving it a sculpted finish that suggests quality and depth.
- The grille is positioned low on the face and the license plate holder is incorporated into the grille to express a strong sense of forward motion.
- The sleekness of the headlamps is emphasised by separating them from the turn signals, which are positioned above the fog lamps. In addition, a lighting signature with a sharp line of light creates strong sense of presence.
- Dynamic reflections flow over the body surface from the headlamps and front fenders along the side to the rear express rhythmical motion.
- The compact cabin is positioned toward the rear of the body creating a raked profile that rises dramatically toward the rear and emphasises a sense of agility and speed.



- Taillight rings in the rear combination lamps add a sporty flair. High-grade models feature a wing-shaped illumination signature that extends from either side of the top of this ring.
- The lineup of 18-inch aluminum wheels, 16-inch aluminum wheels, and 16-inch steel wheels with full wheel caps are designed to express dynamic motion from hub to rim. They also show a combination of sure-footed stability and nimble agility.
- The eight available body colours emphasise the emotional exterior design. The line-up includes Soul Red Metallic and two new colours; Titanium Flash Mica and Deep Crystal Blue Mica.

INTERIOR DESIGN

- The interior is designed to create a driver-oriented environment with a front-rear axis that makes the driver feel physically at one with the car, as well as a roomy, comfortable environment for the passenger.
- The new Active Driving Display displays vehicle speed, information from the navigation system and other important driving information on a clear panel vertically mounted behind the meter hood.

- The new meter cluster design features a centrally positioned analog meter surrounded by a pair of wing-shaped digital displays. The dial face for the centre meter features three-dimensional metallic numerals that accentuate the interior's fine craftsmanship.
- A red ring around the centre meter begins to pulsate as soon as the driver opens the door. The Active Driving Display rises into position when the ignition is turned on.
- To further emphasise a sporty appearance, the easy-to-operate shift knob is covered in leather and satin-chrome plating. For both the automatic and manual transmissions the design incorporates a shifter boot.
- A long horizontal decorative panel extending across the instrument panel visually extends the width and impression of spaciousness.
- Finished in lustrous piano black, contrasted against the metallic look of satin chrome trim, the centre console has a high quality appearance.
- The seat design provides comfort and support while at the same time reducing weight. Sculpted front seat backs increase knee clearance for rear seat passengers. The use of differing colours and materials heightens the taut, sporty look of the seats.
- The interior is available in off-white or black leather in premium models, and in black cloth for entry and core grades.

PACKAGING

Dimensions and driving comfort

External dimensions		Hatchback	Sedan
Overall length	mm	4,460 (±0)	4,580 (±0)
Overall width	mm	1,795 (+40)	1,795 (+40)
Overall height	mm	1,455 (-15)	1,455 (-15)
Wheelbase	mm	2,700 (+60)	2,700 (+60)

- The front and rear hip points are lowered in conjunction with the reduced overall height, so the new Mazda3 retains about the same headroom as the previous generation.
- Increased front and rear shoulder room contributes to greater comfort for occupants.
- Rear legroom is near top-of-class at 909mm and the rear seatbacks are 50mm taller. In addition, the front seat backs are sculpted to provide rear seat occupants greater comfort.

Driving position

- Controls essential to operating the vehicle are positioned to maintain natural angles allowing the driver to react quickly and accurately.
- The pedals are laid out symmetrically to the left and right of the driver's center line. A hinged organ-type accelerator pedal is used for safety and comfort.
- Repositioning the base of the A-pillars 100mm rearward improves forward visibility for both the driver and front passenger. Mounting the outer mirrors

on the doors instead of the base of the A-pillar expands the scope of visibility when looking over the mirrors from the driver's seat.

- Making the seat cushion larger while optimizing the seatback realises a natural seating position with ample lateral support.

DRIVING DYNAMICS

Powertrain

- The new Mazda3 accelerates precisely as the driver expects and produces a pleasing engine sound the instant the accelerator pedal is pressed.
- All-New Mazda3 offers two types of SKYACTIV powertrain, a SKYACTIV-G 2.0 litre petrol and 2.5 litre petrol. The transmission lineup includes the SKYACTIV-Drive 6-speed automatic transmission, and the SKYACTIV-MT 6-speed manual transmission.
- SKYACTIV-G 2.0: Introduces a high tumble port and 4-2-1 exhaust system that increase engine output.
 - >> Maximum power: 114kW, Maximum torque: 200Nm

- >> CO₂ emissions from 134g/km
- >> Combined Fuel economy figures from 5.7L/100km
- SKYACTIV-G 2.5: Torque output at low-to mid-range speeds is increased by 10-15 per cent over the MZR 2.5 engine, and the weight is reduced by 10%.
- The SKYACTIV-G 2.5 produces ample power, exhibits excellent fuel economy and low NVH.
 - >> Maximum power: 138kW, Maximum torque: 250Nm
 - >> Combined Fuel economy figures from 6.0L/100km
- SKYACTIV-Drive: The 6-speed automatic transmission achieves a direct shift feel and quick gear changes that contribute to quick acceleration.
- SKYACTIV-MT: The lightweight and compact 6-speed manual transmission with its short, crisp shift pattern emphasises the driving dynamics expected of a sports compact.
- Mazda's original "i-stop" idling stop system, with its smooth stopping and starting, contributes to fuel economy improvement in real world driving by shutting off the engine when the vehicle is stopped.

Chassis and Body

- The high-performance, lightweight SKYACTIV-Chassis enhances the sense of oneness between car and driver. Carefully engineered load transfer ensures a firm grip on the road that the driver can feel.
- Straight line stability, tyre grip and ride comfort have been greatly improved by tuning the suspension system's

springs, dampers and stabilisers.

- Mazda's new mechatronic column-type electric power assist steering system is compact and lightweight. The steering gear ratio is 14:1.
- The responsive brake system allows excellent control and braking distance that is amongst the best in the class. Improvements to the system also reduce friction and improve fuel economy.
- The lightweight and highly rigid SKYACTIV-Body increases rigidity by approximately 30 per cent, compared to the previous model, with a dual brace structure that suppresses body deformation when cornering.

Weight reduction/Aerodynamics/NVH performance

- The adoption of the lightweight SKYACTIV powertrain, expanded use of high-tensile steel and thorough review of over 300 components of which the body is comprised, help reduce overall weight.
- Achieves excellent aerodynamic performance with a drag coefficient of 0.28 for the hatchback and 0.26 for the sedan.
- A new lightweight material that exhibits a high level of noise absorption is introduced on the dash insulator and floor mats, and insulating material is also positioned for maximum effectiveness behind the instrument panel. These measures achieve a level of cabin quietness that stands among the top in the class.

SAFETY

Active safety

- Mazda Proactive Safety is Mazda's development concept that aims to help the driver avoid dangerous situations before they occur by minimising the risks that can lead to an accident and maximising the range of conditions in which the vehicle can be driven safely.
- The All-New Mazda3 adopts a wide range of Mazda's advanced safety technologies dubbed i-ACTIVSENSE. These technologies use sensing devices such as milliwave radars and cameras to support the driver in recognising hazards, avoiding collisions and minimising damage when accidents do occur.
- High Beam Control (HBC): The system automatically switches the headlamps between high and low beams.
- Blind Spot Monitoring (BSM): This safety confirmation system detects vehicles approaching from the blind spot areas at the sides and rear, and issue an alert to assist the driver.
- Lane Departure Warning (LDW): It monitors the lane markings on the road and issues a warning to the driver when it predicts that the vehicle is going to depart from its lane.
- Forward Obstruction Warning (FOW): This system monitors the vehicle ahead and issues both visual and audible alerts to help the driver take evasive action when it determines a high risk of collision to exist.
- Smart Brake Support (SBS): When travelling in the mid- to high-speed range, this system detects vehicles or

obstructions ahead and applies the brakes in two stages.

- Smart City Brake Support (SCBS): By automatically applying the brakes, SCBS helps prevent or soften impact with the vehicle ahead when traveling at slower speeds.
- Radar Cruise Control: The system determines the difference in speed and distance separating the new Mazda3 from the vehicle ahead and automatically adjusts vehicle speed to maintain a safe distance.

Passive safety

- The SKYACTIV-Body efficiently absorbs impact energy from any direction and minimises the chance of cabin deformation.
- Safety features are incorporated to soften the impact and mitigate injury in the event of a collision. This includes dual front airbags, large side airbags, and curtain airbags.

HMI / CONNECTIVITY

HMI

- Introducing a new generation Human-Machine Interface based on the Head-up Cockpit concept, aims to help drivers maintain proper posture, concentrate on the road and drive more safely, even while handling larger amounts of information.
- Information used during driving is divided into groups and an innovative layout is employed to let the driver safely handle large amounts of information.

MZD Connect

- Mazda's new connectivity system, MZD Connect, works in conjunction with the customer's smartphone to provide an Internet connection and communication functions.
- The operating system can be updated so customers always have access to the latest services without swapping out any hardware.
- The system can receive radio and play music from CDs and mobile audio players. When connected to a smartphone, the system also allows access to Internet radio such as Aha™, Pandora® and Stitcher™.
- A Bose® premium audio system with Bose® Centerpoint® 2 virtual surround sound playback technology is featured on high-grade models.
- The system can read email and short messages aloud while the vehicle is in motion using text-to-voice technology. When a smartphone is connected, it can read aloud the latest Twitter tweets and Facebook news feed entries, and also post audio messages using the Shout function.
- The system enables the customer to search the Internet for the locations of places they want to go and set them as target destinations.
- A navigation system with data provided on SD media cards is available in conjunction with MZD Connect.





3 PRICING

All-New Mazda3 sedan and hatch arrive on showroom floors priced lower than the launch price of the previous model and with more features.

Model	Engine	Transmission	MLP
Mazda3 Neo	2.0 litre petrol	6MT	\$20,490
Mazda3 Neo	2.0 litre petrol	6AT	\$22,490
Mazda3 Maxx	2.0 litre petrol	6MT	\$22,990
Mazda3 Maxx	2.0 litre petrol	6AT	\$24,990
Mazda3 Touring	2.0 litre petrol	6MT	\$25,490
Mazda3 Touring	2.0 litre petrol	6AT	\$27,490
Mazda3 SP25	2.5 litre petrol	6MT	\$25,890
Mazda3 SP25	2.5 litre petrol	6AT	\$27,890
Mazda3 SP25 GT	2.5 litre petrol	6MT	\$30,590
Mazda3 SP25 GT	2.5 litre petrol	6AT	\$32,590
Mazda3 SP25 Astina	2.5 litre petrol	6MT	\$36,190
Mazda3 SP25 Astina	2.5 litre petrol	6AT	\$38,190

NEO 2.0L

Manufacturer's List Price (MLP)

from \$20,490 (6-speed manual)

Manufacturer's List Price (MLP)

from \$22,490 (6-speed automatic)

- 16 inch steel wheels with 205/60 R16 tyres
- Headlamps (Halogen)
- Power mirrors (body coloured)
- Power windows
- Rear spoiler (hatch only)
- 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
- Tilt and telescopic adjustable steering wheel
- Trip computer
- Wipers (front) 2-speed with variable intermittent function
- Audio system with: AM/FM tuner, single disc CD player (MP3 compatible) and 4 speakers
- Bluetooth® hands-free phone and audio capability
- USB input (iPod® compatible)
- Airbags SRS: front (driver and passenger), side (front) and curtain (front and rear)
- Anti-lock Braking System (ABS)
- Dynamic Stability Control (DSC)
- Electronic Brake-force Distribution (EBD)
- Electronic Brake Assist (EBA)

- Emergency Stop Signal (ESS)

- Hill Launch Assist (HLA)

- Traction Control System (TCS)

\$1,500 Safety Pack option includes:

- Rear-view mirror with auto dimming function

- Blind Spot Monitoring (BSM)

- Rear Cross Traffic Alert (RCTA)

- Smart City Brake Support (SCBS)

MAXX 2.0L

Manufacturer's List Price (MLP)

from \$22,990 (6-speed manual)

Manufacturer's List Price (MLP)

from \$24,990 (6-speed automatic)

Mazda3 Neo equipment plus:

- 16 inch alloy wheels with 205/60 R16 tyres

- Leather-wrapped: gear shift knob, handbrake handle and steering wheel

- Paddle shift gear control (auto only)

- Satellite navigation

- Audio system with: 6 speakers

- MZD Connect

- Reverse camera

\$1,500 Safety Pack option includes:

- Rear-view mirror with auto dimming function

- Blind Spot Monitoring (BSM)

- Rear Cross Traffic Alert (RCTA)

- Smart City Brake Support (SCBS)

TOURING 2.0L

Manufacturer's List Price (MLP)

from \$25,490 (6-speed manual)

Manufacturer's List Price (MLP)

from \$27,490 (6-speed automatic)

Mazda3 Maxx equipment plus:

- Air-conditioning (dual-zone climate control)

- Headlamps auto on/off function

- Overhead sunglass storage box

- Seat trim: leather

- Seats (front) with: lumbar adjustment (driver)

- Wipers (front) 2-speed with rain-sensing function

- Vanity mirrors (front) with illumination

\$1,500 Safety Pack option includes:

- Rear-view mirror with auto dimming function

- Blind Spot Monitoring (BSM)

- Rear Cross Traffic Alert (RCTA)

- Smart City Brake Support (SCBS)

SP25 2.5L

Manufacturer's List Price (MLP)

from \$25,890 (6-speed manual)

Manufacturer's List Price (MLP)

from \$27,890 (6-speed automatic)

Mazda3 Maxx equipment plus:

- 18 inch alloy wheels with 215/45R18 tyres

- Fog-lamps (front)

- Rear spoiler (sedan)

- Advanced keyless entry

- Air-conditioning (dual-zone climate control)

- Headlamps auto on/off function

- Wipers (front) 2-speed with rain-sensing function

\$1,500 Safety Pack option includes:

- Rear-view mirror with auto dimming function

- Blind Spot Monitoring (BSM)

- Rear Cross Traffic Alert (RCTA)

- Smart City Brake Support (SCBS)

SP25 GT 2.5L

Manufacturer's List Price (MLP)

from \$30,590 (6-speed manual)

Manufacturer's List Price (MLP)

from \$32,590 (6-speed automatic)

SP25 equipment plus:

- Daytime running lamps (LED)

- Headlamps (Bi-Xenon) with Adaptive Front-lighting System (AFS)

- Power mirrors (heated)

- Tail-lamps (LED)

- Active Driving Display (ADD)

- Rear-view mirror with auto dimming function

- Seat trim: leather

- Seats (front) with: 6-way power adjustment (driver), heating function and lumbar adjustment (driver)

- Overhead sunglass storage box

- Vanity mirrors (front) with illumination
- Premium Bose® 231 watt amplifier and 9 speakers

\$1,300 Safety Pack option includes:

- Blind Spot Monitoring (BSM)

- Rear Cross Traffic Alert (RCTA)

- Smart City Brake Support (SCBS)

\$2,900 Sunroof Pack option includes:

- Sunroof

- Blind Spot Monitoring (BSM)

- Rear Cross Traffic Alert (RCTA)

- Smart City Brake Support (SCBS)



SP25 ASTINA 2.5L

**Manufacturer's List Price (MLP)
from \$36,190 (6-speed manual)
Manufacturer's List Price (MLP)
from \$38,190 (6-speed automatic)**

SP25 GT equipment plus:

- 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)

MODEL MIX

The second generation Mazda3 has sold an average of 3,500 per month during 2013. Since launch in April 2009, the second generation Mazda3 has sold an average of 3,400 units per month.

All-New Mazda3 goes on sale from 1 February, 2014. Competitive pricing, a strong marketing campaign and increased interest thanks to superior styling, safety and technology, Mazda Australia expects approximately 3,800 monthly sales in 2014 with the following model split:

CY2014

NEO	40.0%
MAXX	10.0%
TOURING	10.0%

SP25	20.0%
SP25 GT	15.0%
SP25 ASTINA	5.0%

LIFECYCLE

NEO	55.0%
MAXX	10.0%
TOURING	7.0%

SP25	15.0%
SP25 GT	10.0%
SP25 ASTINA	3.0%



4 **DESIGN:** MESSAGE FROM THE CHIEF DESIGNER

A design that will win the customer's heart at first sight.

Since the launch of the original model, the Mazda3's design has earned high acclaim around the world for the bold, energetic lines of its finely sculpted form.

In developing the design for the All-New Mazda3, our team set out to evolve Mazda's distinctive C-car design. We were resolved to create a car design that would make the new Mazda3 an object of desire.

A great variety of cars exist in the world, as do design expressions. However, even if a design possesses unique character, it does not necessarily mean it will earn the owner's affection or encourage the desire for a long relationship with the model.



At Mazda, we have long believed in the importance of firmly setting a design theme and clearly expressing that commitment in the cars we build. This is the way to win the hearts of customers, regardless of country or culture, and to ensure that the appeal of the model doesn't wear off for the full length of their relationship with their Mazda.

The new Mazda3 is the third model to incorporate Mazda's KODO design language. At

its heart, KODO expresses dynamic motion in every detail and maximises the distinct appeal of each Mazda model. In applying this to the new Mazda3, I adopted the Japanese phrase 'shunpatsu yuhatsu' as our development slogan. The meaning symbolises design strength that lights a fire in the heart at first sight while also evoking anticipation of new dreams and exciting new experiences to come. In contrast to the powerful dynamism of the

Mazda6's design, which befits a CD-car, we pursued a rhythmical look for the new Mazda3 design that displays energetic tension.

At the same time, we aimed for a design that will earn the All-New Mazda3 a place in the hearts of customers as a trusty partner rather than a mere means of conveyance, a pleasing design with unfading appeal.

From the way light reflects off the surface of the body to the way plated parts look like real metals, the development team devoted attention to every detail in building the Mazda3 to embody this feeling.

I am confident the passion with which we designed the All-New

Mazda3 makes it a car that will immediately charm all who look upon it, that will prove an enduring partner that brings greater pleasure to the owner's life, and that will be cherished by many for the life of the car.

Koji Tabata

All-New Mazda3 Chief Designer





DISTINCTIVE AND DYNAMIC MAZDA3 DESIGN

The application of the KODO—Soul of Motion design theme resulted in a total transformation of the design of the Mazda3.

A powerful stance that makes the car look firmly planted on the ground creates a sense of dynamism. One glance at the Mazda3 and its expression of forward motion evokes anticipation of the exciting drive to come. The rhythmical undulations of the exterior

surface complement KODO design's expression of motion and the proportions convey a sense of off-the-line power.

The interior features a cockpit environment that has been designed around a vector image created by an imaginary vanishing point positioned directly in front of the driver. The lines of this design and a single, finely-crafted meter draw the driver's focus to the road ahead.

The cockpit is balanced with a comfortable passenger area that is roomy and feels secure.

The overall decorative expression for the interior is emotive and sophisticated, with high-contrast touches and a lustrous finish heightening anticipation of a pleasant driving experience the instant the door is opened.

EXTERIOR DESIGN

Mazda aimed to take the sporty, dynamic form of previous-generation Mazda3s and evolve the design by incorporating KODO. This involved positioning the compact cabin back in the vehicle's stance and emphasising agility and speed by creating a raked profile that rises dramatically toward the rear. The wheelbase has been stretched and the large-diameter wheels moved as much as possible into the four corners of the vehicle. These are highlighted by boldly flared fenders, creating a wide, strong stance and expressing the new Mazda3's excellent maneuverability.

FRONT VIEW

As with the Mazda CX-5 and Mazda6, the front grille and signature wing of the All-New Mazda3 create a distinctive design identity.

Viewers will recognise at a glance that this is one of Mazda's new-generation products. To heighten the look of sporty performance, the grille is positioned low on the face and the license plate holder is incorporated into the grille.

Emphasising the low nose expresses a strong sense of forward motion. The thick, bold horizontal bars in the grille establish a three-dimensional look with eye-catching appeal.

The signature wing appears to be chiseled from solid metal, giving it a sculpted finish that suggests quality and depth. The tips of the wing merge into the headlamps, which are designed to resemble the sharp eyes of a predatory animal. Separating them from the turn signals, which are now positioned above the fog lamps, enhances their sleek shape.

Attention was devoted to all details of the headlamp construction, including the inner moldings, surface treatment and cut design of the inner lenses. In addition, a lighting signature consisting of an LED light source, inner lens and light-guiding ring further emphasises the integrated look of the signature wing and creates strong presence when illuminated.

SIDE VIEW

Dynamic lines express motion in a rhythmical flow that extends from the signature wings at the front across the headlamps and front fenders and along the sides to the rear.

As one of the Mazda3's significant design features, the fender shapes create more dramatic three-dimensional contours and taller peaks positioned closer to the center of the body. The resulting design evokes

anticipation of nimble performance and driving excitement.

The rear quarter windows of the previous model have been eliminated and the upsweeping beltline finishes within the front and rear doors. This sleek styling makes the cabin look more compact while helping to maintain rearward visibility.



The hatchback's license plate holder is positioned on the tailgate rather than on the rear bumper, where it was located on the previous model. This emphasises the short rear overhang and heightens the overall effect of forward motion.

REAR VIEW

The All-New Mazda3 inherits a number of distinguishing features from the previous generations, including its boldly contoured fenders, wide stance and the V-shaped rear window of the hatchback. It then adopts the characteristic form of KODO design that heightens the impression of energy being concentrated in the rear of the car. One example is the tailgate garnish of

the hatchback. Its trapezoidal shape expands outward toward the bottom, creating a look of volume and a strong stance.

The sleek, compact shape of the rear combination lamps establishes a unified look with the headlamps.

Tail lamp rings add sporty flair, while two-tone black and silver internal finishing enhances the look of quality when the lamps are not illuminated. High-grade models feature a wing-shaped illumination signature that extends from either side of the top of the tail lamp rings.

The roof spoiler on the hatchback and rear spoiler on the sedan emphasise the sense of speed expressed throughout the body design.



WHEEL DESIGN

The line-up of 18-inch and 16-inch aluminum wheels, and 16-inch steel wheels with full wheel caps are designed to express dynamic motion from hub to rim. They also show a combination of sure-footed stability and nimbleness.

The dynamic twists in the spokes of the 18-inch aluminum wheels create a strong character with three-dimensional impact that further accentuates the overall stance. While adopting a relatively simple design for the 16-inch aluminum wheels, height variations incorporated into the spokes create a three-dimensional look. For the steel wheels, variations in surface height combine with bold twists to overcome the challenge of giving the full wheel caps a three-dimensional look.



INTERIOR DESIGN

The interior design goal for the All-New Mazda3 was to create a driver-oriented environment that makes customers want to get in and drive away the instant they open the door, while at the same time realising a roomy, comfortable environment for the passenger.

To create an environment that allows the driver to naturally focus on the road ahead, Mazda's design team created a theoretical vanishing point directly ahead of the driver, and subsequently designed all elements within the cabin to flow along the lines projecting back from this single point.

In addition to creating a snug-fitting cockpit environment that helps the driver to focus on driving, this design method helped to achieve an open yet secure-feeling environment for the front seat passenger and rear seats that do not feel cut off from the front. As a result, all occupants feel that they can fully enjoy the driving experience together.

As part of a layout that aims to make the driver feel physically

at one with the car, the centre of the driver's seat lines up along the same front-rear axis as the steering wheel and single, centrally-positioned analogue meter.

Each item in the interior projects a simple unified design expression, with accents and contrasting textures emphasising the quality finish.





COCKPIT DESIGN

■ Active Driving Display

The All-New Mazda3 introduces a newly developed head-up display system called Active Driving Display. Available on selected models; vehicle speed, turn-by-turn directions from the navigation system and other important driving information are displayed on a clear panel vertically mounted above a meter hood. The display is positioned at the optimum distance and at the perfect eye line from the driver and is adjusted via the easy-to-use commander system.

■ Meters

The new meter cluster design features a centrally positioned analogue meter surrounded by a pair of wing-shaped digital displays.

The three-dimensional dial face of the meter is surrounded by a metallic ring, heightening the impression of fine craftsmanship.

High-grade Mazda3s equipped with Active Driving Display employ an analog tachometer in the center with a digital speedometer incorporated in the bottom right corner.

Other grades place a speedometer in the centre and a tachometer in the digital display wing on the left.

On all grades, the wing on the right displays the external temperature, fuel level, as well as various indicators related to safety equipment. A carbon-fibre-look material introduced on the meter hood adds to the interior's sporty ambience.





■ Steering wheel

The black leather steering wheel for the new Mazda3 features red stitching that heightens the interior's sporty image. The left and right spokes of the three-spoke wheel incorporate switches and are finished in carbon-fibre-look material, while the vertical lower spoke is finished in satin-chrome. The entry-level variant's left and right spokes are made of urethane and includes a silver vertical lower spoke.



■ Shift lever

Shift lever designs for the new Mazda3 aim for a sporty look and excellent operating feel.

The shift knob for the automatic transmission was developed with ergonomics in mind, resulting in a design that is easy to operate, fits snugly into the driver's palm and makes the driver feel fully engaged with the car.

Further emphasising its sporty appearance, the shift knob is partially covered in leather on the entry-grade and fully

covered in leather and with satin-chrome plating on all remaining grades.

For both the automatic and manual transmissions, the design includes the use of a shifter boot. The shifter boot and parking brake lever for the high-grade specification feature the same red stitching as the leather steering wheel.

INSTRUMENT PANEL DESIGN

The All-New Mazda3 is the first Mazda model to position the centre display for the audio and navigation systems on top of, rather than set into, the dashboard. A long horizontal decorative panel extends across the passenger seat side, making the area feel wider.

Raised forms in the left and right corners of the dashboard suggest lines that appear to begin at the theoretical vanishing point in front of the driver and extend uninterrupted through the cabin as far back as the B-pillars.

The design of the side ventilation louvres as well as the front door handle bezels also conform to these lines, which heightens the sense of unified design throughout the cabin.

The centre console extends gracefully forward into the cabin from where it intersects with the instrument panel. Finished in lustrous piano black on high-grade options, and a black plastic-like trim on the entry-level variant, it contrasts against the metallic look of the satin chrome trim (silver on entry-level) to give the console a high quality look.

SEAT DESIGN

The seats feature a minimalist design and the use of different colours and materials heightens their taut and sporty look.

The front seats provide plenty of lateral support and feature seatback shoulder sections that are slim enough to help prevent passengers in the rear seats from feeling constrained.

COLOUR DESIGN

■ Body Colours

A lineup of eight body colours are available on All-New Mazda3.

This includes Soul Red Metallic, as well as two new colours, Titanium Flash Mica and Deep Crystal Blue Mica.

The five colours that round out the lineup are Blue Reflex Mica, Snowflake White Pearl Mica, Aluminium Metallic, Meteor Gray Mica and Jet Black Mica.



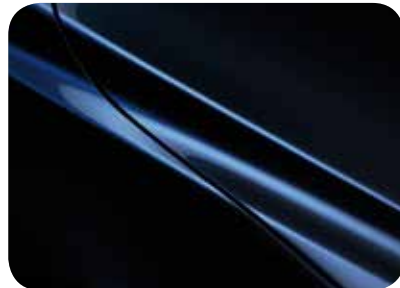
Aluminium Metallic



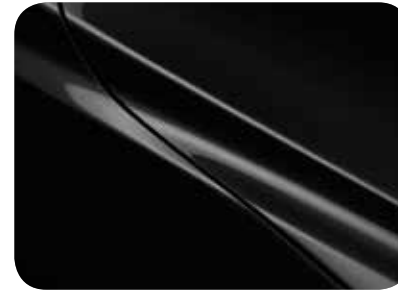
Snowflake White Pearl Mica



Blue Reflex Mica



Deep Crystal Blue Mica



Jet Black Mica



Meteor Gray Mica



Soul Red Metallic



Titanium Flash Mica

INTERIOR COLOURS

The interior is available in off-white or black leather, or in black fabric, dependent on grade.

The off-white interior combines quality genuine leather with white and gray stitching on the off-white sections and red stitching on the black sections. This gives the interior design a dynamic look that speaks of high quality.

The black leather interior uses red stitching throughout that adds an accent to the seats, steering wheel, shifter boot and armrests.

A great deal of attention was paid to achieving striking textures for the interior fabrics through geometric weave patterns and a metallic luster.



5 DESIGN CRAFTSMANSHIP

QUALITY THAT STIRS THE SENSES

The concept behind design craftsmanship is to synthesise Mazda's tradition of craftsmanship, based on fine workmanship, functional beauty, and the desire to delight customers, with the emotional realm of design.

The interior of the All-New Mazda3 hits new heights of quality and refinement thanks to the introduction of a newly developed carbon-fibre-look material for the meter hood and the bezels around the switches on the door and steering wheel, and a beautiful hard sheen satin chrome finish on the climate-control dials and the commander knob.

On the exterior, new methods of design craftsmanship to minimise the gaps between panels and a review of the entire manufacturing process was necessary to yield the high level of precision required to achieve the beautifully sculpted form of KODO design. Not only does this give a higher quality look and feel to the body of the vehicle, but it also gives a smoother airflow over the car, improving aerodynamics.

This passion for craftsmanship and technology bore a sense of quality that further enhances the joy of viewing, driving and owning the All-New Mazda3.

IN PURSUIT OF IDEAL EXTERIOR FIT AND FINISH

Advanced manufacturing technology combines with precision assembly processes to minimise the gap tolerances of parts to produce a finished product that expresses the emotional form the designers aimed to achieve.

For example, the development team set stringent new standards to maintain the minimum gap necessary for functionality, with adjustments made at 0.1mm levels.

To minimise the gaps between the front fenders and leading edge of the front doors, this included everything from revising the method for attaching the doors, to setting paint thickness tolerances along the panel edges.

PLEASING, NATURAL FEEL TO OPENING AND CLOSING THE DOORS

The design goal was to create a smooth and natural feeling to opening and closing the doors that matches the movement of the user.

The development team analysed the characteristics pertinent to making door operation feel completely natural. The door checker, hinges and moment of inertia were optimally tuned based on their findings.

START-UP ACTION THAT WELCOMES THE DRIVER

When the driver opens the door, the red ring around the centre meter slowly pulsates on and off a few times, as though the car is waking up.

When the ignition is turned on, the red ring stops pulsing and instead remains illuminated. The meter's needle also lights up, as do the numbers on the dial face and the digital meters on the wings to its left and right.

Once the engine is started, the Active Driving Display rises into position and displays the Mazda3 logo, informing the driver that all drive preparations are complete.



6 PACKAGING

Relaxing comfort combined with excellent functionality

The development team paid great attention to creating a functional, comfortable and roomy interior cabin. The All-New Mazda3 is the first in the lineup to introduce a new generation Human-Machine Interface (HMI)* that fully supports the latest car connectivity system.

The basic concept focuses on creating a human-centered design that does not compromise driving pleasure and safety even as the amount of information processed while driving increases.

Mazda has long been committed to enhancing the fundamental performance of its vehicles and the new HMI does just that, offering an optimum driving position and wide field of vision.

*Please refer to p.76 for more information on the new generation HMI.



EXTERIOR DIMENSIONS

The overall length of both the hatchback and sedan remain the same at 4,460mm and 4,580mm respectively.

At 2,700mm, the wheelbase of both the hatchback and sedan has been lengthened by 60mm. Overall width is 40mm wider at 1,795mm and the overall height is 15mm lower at 1,455mm.

The front overhang has been shortened by moving the front tyre 35mm further forward, and the size of the largest tyres has been increased from 205/50R17 to 215/45R18. Despite the longer wheelbase, the All-New Mazda3 realises a minimum turning radius of 5.3m.

HATCHBACK EXTERIOR DIMENSIONS

		All-New Mazda3	Previous Mazda3
Overall length	mm	4,460	4,460
Overall width	mm	1,795	1,755
Overall height	mm	1,455	1,470
Wheelbase	mm	2,700	2,640
Front overhang	mm	925	960
Rear overhang	mm	835	860
Tyre size		205/60R16	195/65R15
			205/55R16
		215/45R18	205/50R17
Minimum turning radius	m	5.3*	5.2*

*Tread-to-tread



		All-New Mazda3	Previous Mazda3
Overall length	mm	4,580	4,580
Overall width	mm	1,795	1,755
Overall height	mm	1,455	1,470
Wheelbase	mm	2,700	2,640
Front overhang	mm	925	960
Rear overhang	mm	955	980
Tyre size		205/60R16	195/65R15
			205/55R16
		215/45R18	205/50R17
Minimum turning radius	m	5.3*	5.2*



INTERIOR DIMENSIONS

The front and rear hip points are lowered in conjunction with the 15mm reduction in overall height, so the All-New Mazda3 retains about the same headroom as previous generations.

Downward range for the driver's seat height adjustment is extended by approximately 10mm to allow easier access and greater comfort for taller drivers.

In addition to rear legroom of 909mm for the hatchback and sedan, increased front and rear shoulder room contributes to greater comfort on the sides.

HATCHBACK INTERIOR DIMENSIONS

		All-New Mazda3	Previous Mazda3
Front headroom	mm	981 (956*)	987 (967*)
Front shoulder room	mm	1,452	1,395
Front legroom	mm	1,073	1,068
Rear headroom	mm	955 (952*)	964 (957*)
Rear shoulder room	mm	1,382	1,371
Rear legroom	mm	909	919
Rear knee clearance	mm	16	13

*With Sunroof



COMFORTABLE CABIN ENVIRONMENT BORN OF INGENUITY

Repositioning the A-pillars 100mm further back heightens the sense of speed and the compact look of the cabin, while also realising clear forward visibility for the driver.

At the same time, the resulting interior dimensions bring the A-pillars physically closer to the cabin occupants, so development efforts focused on maintaining a feeling of unconstrained space.

Thorough studies and analysis of the eye point of occupants in relation to the pillar surfaces, the angle of inclination and their spread, and the thickness and cross-sectional shape of the pillars combine to realise a design by which the pillars do not feel constraining despite their actual location.

The rear seatbacks are 50mm taller and the seatbacks of the front seats are hollowed to provide more knee room so that passengers in the rear can ride in comfort. In addition, the floor mounts for the front seats are positioned wide apart to give rear seat occupants more space in which to place their feet.

Efforts also focused on designing the shape of the front seats such that they offer rear seat occupants a visual sense of roominess and comfort. Narrowing the front seat headrests at the top and giving them a more rounded back creates a greater feeling of distance between

them and rear seat occupants. Limiting the breadth of the front seat shoulder sections makes the rear seat area feel less cramped. The left and right seating positions are also positioned slightly closer to the car's centre line than the front seats, giving occupants in the rear seats a clearer view of the road ahead and a feeling of greater openness.

CONVENIENT STORAGE SPACE FOR ALL CABIN OCCUPANTS

After dividing the cabin into zones for the driver, passenger, and rear seats, a thorough study was conducted to determine what small items occupants use in each of these three zones.

Storage spaces were then designed to allow smooth access to these items, placing them within easy to reach and where minimal eye movement is required to locate them.

Particular attention was paid to accommodating the customer's smartphone. A storage space in the rear centre console makes it easy to connect to the car's connectivity system via an installed USB adapter.

Front seat storage includes large cup holders, door pockets that can hold 1-litre plastic bottles, sun visor cardholders, and on selected models, a sunglass holder in the overhead console.

Rear seat storage includes a pair of cup holders in the centre armrest and a

SEDAN INTERIOR DIMENSIONS

		All-New Mazda3	Previous Mazda3
Front headroom	mm	981 (956*)	987 (967*)
Front shoulder room	mm	1,452	1,395
Front legroom	mm	1,073	1,068
Rear headroom	mm	955 (952*)	953 (950*)
Rear shoulder room	mm	1,382	1,371
Rear legroom	mm	909	919
Rear knee clearance	mm	16	13

*With sunroof

handy storage pocket on the back of the passenger seat that can hold maps, a sun shade and other items.

PRACTICAL SPACE IN THE LUGGAGE COMPARTMENT

The luggage compartments of both the hatchback and sedan provide ample capacity and easy loading and unloading.

The hatchback has a capacity of 308L (VDA), while the sedan's capacity comes in at 408L (VDA).

The sedan's trunk adopts swan hinges that make the lid easier to open and close.

OPTIMISED DRIVING POSITION SUPPORTS JINBA ITTAI DRIVING

In addition to carefully distributing control switches around the driver's seat, the development team considered the characteristics of mechanically-operated controls in relation to the physical nature of the driver.

This effort aimed to find the most relaxed operating position with body joints at angles that let the driver react quickly and accurately.

Accordingly, pedals, the steering wheel, and other controls directly involved in operating the vehicle are positioned to maintain natural angles that help achieve this relaxed posture.

■ Pedal layout enables quick, accurate operation

The pedals are laid out symmetrically to the left and right of the driver's centre line, with the accelerator pedal and footrest positioned where the driver's foot extends naturally.

Moving the front wheels further forward does away with the wheel housing interfering with the accelerator pedal. This is another advantage gained by incorporating KODO design.

The new hinged, organ type accelerator pedal realises stable operation, fine control, and smooth foot transfer to the brake pedal.

Re-examination of the role the footrest plays resulted in the decision to position and angle it such that the driver's foot can also be planted against it to maintain driving posture while cornering. The new design strikes a balance between comfortable cruising and exhilarating performance when cornering.

■ Steering wheel and shift knob

The steering wheel is positioned closer to the driver and in a lower position than on the previous model. It offers a 45mm tilt range and 50mm telescopic range.

The shift knob is optimally positioned to operate smoothly and easily without applying force, and such that the driver's hand lands on it naturally without visually confirming its current position. Shift knob design included ergonomic

studies of the bone structure of the human hand, how the hand moves when operating it, and where it contacts the hand. The result is a shift knob that fits naturally in the palm so the driver can operate without experiencing fatigue on long drives.

■ Application of KODO design improves the driver's field of vision

The rearward positioning of the A-pillars that accompanies KODO design greatly broadens the horizontal range of vision from within the cabin when compared to the previous model.

The increase in spread angle from 25.5° to 27.3° on the driver's side, and from 57.9° to 59.7° on the passenger's side, ensures clearer visibility. For example, when entering a corner, the driver can easily determine the point the new Mazda3 will reach a few seconds later, and this enables the driver to better confirm the road conditions ahead.

Mounting the outer mirrors on the doors instead of on the body increases the visual range when looking over the mirrors from



the driver's seat. The advantage of this is readily noticeable when making a left turn at an intersection.

■ Seat design helps the driver better engage with the car

The new seat comfortably wraps around the driver, encouraging him or her to feel at one with the car.

Making the cushion area larger while optimising the seatback to better hold the hips in place realised a natural seating position with ample support. The seat bolsters hold the occupants securely when subjected to lateral G-forces while cornering.

A new suspension mat adopted in the seatback suppresses displeasing vibration, while urethane foam that absorbs vibration well is used for the seat cushion. The result is a new seat design that offers a comfortable ride whether driving in town or on winding country roads.

Seat position is highly adjustable enabling drivers of varying sizes to find a stable and comfortable driving position that heightens the pleasure of the driving experience. This includes 260mm of fore / aft adjustment, 102° of recline*, and 56mm of vertical height adjustment.

Lumbar support and a six-way power adjustable seat are also available.

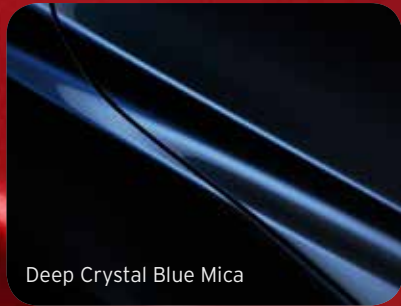
*Measured from the foremost to rearmost angle of the power seat.



Soul Red Metallic



Titanium Flash Mica



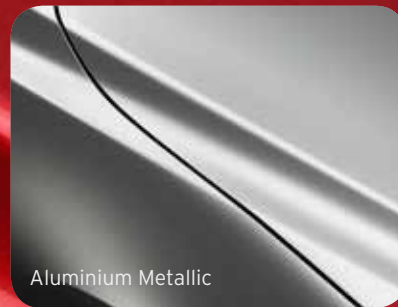
Deep Crystal Blue Mica



Blue Reflex Mica



Snowflake White Pearl Mica



Aluminium Metallic



Meteor Gray Mica



Jet Black Mica

7 BODY COLOURS

Eight colours available including:

Soul Red Metallic

Titanium Flash Mica

Deep Crystal Blue Mica

Blue Reflex Mica

Snowflake White Pearl Mica

Aluminium Metallic

Meteor Gray Mica

Jet Black Mica



8 DRIVING DYNAMICS

Every passing kilometre deepens the *Jinba Ittai* connection between car and driver

The pleasure of *Jinba Ittai* driving, where car and driver merge together as one, cannot be achieved through speed and power alone. It requires that the car respond to the driver's inputs linearly, precisely as he or she anticipates.

The result is exhilarating, responsive driving as demonstrated in the CX-5 and Mazda6.

Based on this concept, the driving pleasure, which has been a top priority for the Mazda3 since the first generation, has been advanced through the complete adoption of SKYACTIV Technology – engine, transmission, body and chassis – resulting in a vehicle that more closely follows the will of the driver.

Lively acceleration and a pleasing engine sound respond directly to the most subtle variations in accelerator input.

Excellent straight line stability at high speed is realised together with a refined and comfortable ride feel.

Every element of the All-New Mazda3 has been crafted with the greatest importance placed on human senses, resulting in an even greater feeling of unity between car and driver.

At the same time, the synergies from combining the above features with a highly efficient powertrain, lightweight body and chassis, idling stop system and excellent aerodynamic performance realise class leading environmental performance.

Three areas where Jinba Ittai driving stands out

ACCELERATOR CONTROL THAT RESPONDS PRECISELY AS THE DRIVER EXPECTS

The All-New Mazda3 employs a control function that precisely adjusts the amount of time required to reach peak acceleration in accordance with the speed with which the driver presses the accelerator pedal. This gives a consistent linear response to accelerator pedal action, whether it is pressed slowly or quickly. The driver is therefore able to anticipate how the vehicle will respond to accelerator pedal action, allowing for smooth operation exactly as the driver intends.

The driver can also use accelerator pedal action to control the shift timing of the 6-speed automatic transmission. For example, when pressing the pedal gently to accelerate slowly on urban roads, the control function limits the rate of acceleration so it changes very little. Pressing the accelerator pedal quickly causes the transmission to shift down immediately to attain a higher rate of acceleration. Flooring the accelerator pedal to pass another vehicle causes the transmission to shift down with satisfying quickness.

WITH EACH KILOMETRE DRIVEN, A STRONGER FEELING OF ONENESS WITH THE CAR

In developing the chassis, Mazda engineers aimed at achieving smooth pitch and roll throughout the actions of driving, cornering and stopping and a nimble load transfer between the four tyres that the driver can feel.

When cornering, the load is transferred to the front wheels when the driver brakes and then to the outside front wheel as the car changes direction. The chassis realises a smooth body roll and the linear change in G-forces means the car corners exactly as the driver intends.

Building on the quick and responsive steering of the previous generation Mazda3, the development is aimed at making steering feedback more linear.



PLEASING ENGINE SOUND IN RESPONSE TO ACCELERATOR PEDAL ACTION

In addition to accelerating as the driver expects in direct response to pedal operation, the All-New Mazda3 produces a pleasing engine sound the instant the driver presses the accelerator pedal.

Increasing the rigidity of the powertrain suppresses flexural resonance. This eliminates the muffled noise caused by vibration-induced resonance that increases as engine speed climbs.

The engine intake and exhaust systems were optimised to curb the amount of unpleasant high-frequency noise that infiltrates the cabin when the driver steps down hard on the accelerator pedal. This results in a powerful sound of a frequency near 300Hz.

HIGH-PERFORMANCE, LIGHTWEIGHT SKYACTIV-CHASSIS

Adopting the SKYACTIV-Chassis improves driving dynamics while also offering a comfortable and reassuring ride. In addition, the suspension and steering systems are thoroughly revised to help deliver the pleasure of Mazda's Jinba Ittai driving experience. Special attention went into engineering load transfer that delivers a firm grip on the road, as well as linear feedback to the driver.

SUSPENSION STRIKES A BALANCE BETWEEN NIMBLE PERFORMANCE AND RIDE COMFORT

While carrying over the layout of MacPherson struts in the front and multi-link suspension in the rear, the suspension system for the All-New Mazda3 realises a linear feeling to changes in cornering G-force when steering into a corner, as well as a smooth transfer of load to the outer front tyre.

The front suspension is mounted on a new perimeter frame, with increased caster angle and trail delivering greater self-aligning torque and greater stability at high speed.

The rear suspension adopts link positioning and bushing hardness that increases the lateral grip of the rear tyres. This increases straight-line stability and reduces yaw gain at high speeds to realise an appreciable feeling of stability. A faster steering gear ratio at low to mid-range speeds increases yaw gain for a lighter feel to steering operations. In addition, an optimised spring rate and damping force of the rear dampers yields greater ride comfort.

Steering system employs next-generation electric power steering

The All-New Mazda3 features a column-type electric power assist steering system that integrates the ECU and steering motor to realise a compact, lightweight unit.

In addition, the steering gear ratio was lowered from 16.2:1 in the previous model to 14.1:1, enabling precise control with minimal steering input and limiting driver fatigue.

The amount of power assist is lowered when driving at highway speeds to deliver a smooth feel to steering and to achieve a high level of stability.

The system also adopts a new 12-slot 10-pole starter motor armature coil that reduces power consumption. A function that suppresses ECU heat build-up when it runs continuously also contributes to smooth steering operation.

Brake system delivers excellent control

The brake system employs ventilated discs in the front and solid discs in the rear.

Development focused on delivering braking performance that enables confidence-building driving pleasure under various road conditions through better control characteristics, particularly when first pressing the brake pedal.

Changes to the booster's internal components and tuning to produce the desired amount of hysteresis actualise linear response to brake pedal operation. The purpose is to ensure smooth vehicle behaviour throughout cornering, from pressing the brake pedal during turn-in, as load builds on the front wheels, and when the driver eases off the brake and steers through the corner.

At the same time, using the latest analytic technology to reduce the weight of the front disc rotors and increase cooling efficiency ensures solid braking performance, even when braking hard repeatedly.

Paired with the newly developed high-grip tyres which exhibit excellent water channeling for consistent traction on wet roads, the Mazda3 is class-leading in braking distance tests.

Tuning of the piston seals for the disc brakes suppresses unnecessary brake play and reduces running resistance. This helps ensure positive response and improved fuel economy.

SKYACTIV-BODY FEATURES LIGHT WEIGHT AND HIGH RIGIDITY

The All-New Mazda3 adopts the SKYACTIV-BODY, which features the high level of rigidity needed to support driving pleasure and deliver excellent crashworthiness.



It is built around the concept of a continuous framework that disperses energy broadly across the entire structure by constructing the basic framework from straight beams wherever possible and making the individual sections function in harmony.

Every curve possible was removed from the underbody to create a straight frame running from the front to the rear. Sections that require some curvature use a strong, closed, cross-sectional structure and are connected with horizontal cross-members ensuring a high level of rigidity combined with reduced weight.

The entire body is designed to control the flow of energy, with the upper body formed from four ring structures that encompass the roof rails, B-pillars and the entire reinforced area of the underbody.

Also adopted is a dual brace structure that joins the body to the floor and left and right rear suspension mounting points. This holds down the rear corners to suppress deformation when cornering.

Dozens of simulations covering dimensions, materials and material thickness produced a structure that is light in weight, ensures ample cargo space, realises the high level of rigidity needed to handle the lateral G-forces of cornering and provides excellent body control.

The SKYACTIV-BODY for the All-New Mazda3 increases torsional rigidity on the hatchback by 31% over the previous model, and by 28% for the sedan.

NIMBLE HANDLING BORN OF STEM TO STERN WEIGHT REDUCTION

The adoption of the lightweight SKYACTIV powertrain and thorough review of over 300 components that comprise the vehicle body reduces overall weight.

This is achieved despite measures implemented to enhance performance such as increasing the size of the brakes to accommodate the change to larger wheels and tyres as well as the increased weight of the powertrain resulting from changes to the intake, exhaust and cooling systems.

MAJOR ITEMS FOR WHICH WEIGHT WAS REDUCED

Part	Weight reduction (kg)	Weight reducing technology
Body shell	-1	Adoption of high-tensile steel allows use of thinner material while increasing strength. Optimisation of shape increases torsional rigidity while maintaining weight on par with the previous model
Bumper beam (Front/Rear)	-4	Reinforcing material for the front and rear bumpers uses 1,800MPa grade hot stamping
Front suspension	±0	Even with the addition of the perimeter frame, maintains weight on par with the previous model
Rear suspension	±0	Increases front-rear span while maintaining weight on par with the previous model
Steering system	-2	Change from electro-hydraulic power steering to column-type electric power assist steering system
Front seat	-6	Use of high-tensile steel and revised internal structure
Rear seat	-1	Change in shape and smaller (shorter) seat cushion
Electric equipment	-3	Optimisation of the parts layout shortens the wiring harness, and integration of control units reduces their number
Instrument panel	-4	Optimisation of structure for protection against impact, and number of members reduced from two to one

■ Body shell

Wide use of high-tensile steel and optimisation of component shapes increase the strength and torsional rigidity of the body shell while achieving a weight that is on par with the previous model.

Use of high-tensile steel increased to 60% on the All-New Mazda3, up from the 50% on the previous hatchback and 51% for the sedan.

980MPa ultra-high-tensile steel is introduced as reinforcing material for the side sills, and use of 780MPa high-tensile steel increased from four per cent to nine per cent.

A thorough review of the functions of the front frame allowed the number of parts to be minimised and component shapes to be optimised, resulting in a 38% reduction in weight compared to the previous model.

Thickness of the inner roof rail members is reduced from 1.6mm to 1.2mm for a weight reduction of 0.7kg.

■ Suspension system

The front lower arms and rear trailing arms are the first on a Mazda vehicle to adopt 780MPa high-tensile steel.

Optimisation of the sheet thickness for the front section of the front perimeter frame, rear cross member and each arm, along with a new manufacturing process that eliminates the welding flanges from the previous model makes the welds both lighter and more rigid.

Approximately the same weight is achieved in the front as a result, even with the addition of the new perimeter frame. The rear suspension also comes in at a weight on par with the previous model, even while adopting large, highly rigid side members on the sub-frame.



■ Steering system

The change to a new electric power steering system eliminates the need for the hydraulic pump and piping of the electro-hydraulic power steering system from the previous model. This combines with the new lightweight structure of the integrated ECU and steering motor to reduce weight by approximately 2kg.

■ Seats

Use of high-tensile steel on the internal structure of the front seats, and the addition of the neck injury mitigating function to the seats themselves, eliminates the need for the active headrests of the previous model and reduces weight by approximately 6kg per seat. Modifications to the shape of the rear seats and use of a shorter rear seat cushion reduce weight by approximately 1kg.



■ Mudguards

Close examination of the position and depth through the beading of the front mudguard made it possible to reduce wall thickness by 13% while retaining the same level of rigidity as the previous model. This reduced weight by a total of 370g for the left and right sides, and realized one of the thinnest mudguards in the world.

AERODYNAMICS CONTRIBUTE TO STABILITY AND FUEL ECONOMY AT HIGHWAY SPEEDS

Development based on Mazda's "aerodynamically efficient ground line" aimed to improve the drag coefficient.

Directing the flow of air under the floor and creating a swift updraft as it exits the rear improves the flow across the top and bottom of the body, while also reducing turbulence.

To streamline airflow along the underbody, in addition to the engine undercover, floor undercover and front tyre deflector of the previous model, All-NewMazda3 adopts a tunnel cover, a large tunnel member, a rear tyre deflector and a new center floor cover which even covers the fuel tank.

A roof spoiler and rear side spoilers on the hatchback, and rear spoiler on the sedan (high-grade variants only) suppresses turbulence as air passes over the roof and sides of the upper body,



and guides the air smoothly toward the rear.

The result of these measures is excellent aerodynamic performance on par with the previous model, with a drag coefficient of 0.28 for the hatchback and 0.26 for the sedan.

EXCELLENT NVH PERFORMANCE ENHANCES DRIVING PLEASURE AND COMFORT

After determining which parts are more susceptible to causing vibration or noise, careful CAE analysis to examine how the body frame vibrates and hollow structures resonate resulted in changes that realise excellent cabin quietness.

To minimise vibration that can cause noise, vehicles powered by the 2.5-litre petrol engine adopt a balance shaft that reduces vibration from the engine itself.

In order to shut out routes by which noise enters the cabin, a new lightweight material with a high level of noise absorption is used for the dash insulator and floor mats.

Insulating material is also positioned for maximum effectiveness behind the instrument panel. Particularly effective in suppressing annoying, high frequency whining noises that originate from the engine and tyres, these measures achieve a level of cabin quietness that stands among the top in the class.

For the rear seats, the rear package tray was designated as a line of insulation and a sound-absorbing zone established below that line.

Insulators positioned within the trim suppress high frequency noise emanating from the rear tyres.

On the hatchback, the area between the C-pillar trim and body adopts a structure that shuts out road noise, and lightweight sound insulating material is used for the side trim in the luggage compartment.

Building sound-absorbing properties right into the trim material allowed for a reduction in the use of felt amounting to approximately 1kg in weight.

A WIDE RANGE OF SKYACTIV POWERTRAINS

All-New Mazda3 adopts the complete suite of SKYACTIV Technology, including engine, transmission, body and chassis. 2.0 litre and 2.5 litre SKYACTIV-G petrol engines will be offered at launch with both running on regular unleaded.

The 2.0 litre engine will produce a maximum of 114kW of power and 200Nm of torque while the larger displacement 2.5 litre engine will output 138kW of power and 250Nm of torque.

The transmission lineup includes a 6-speed automatic transmission that delivers powerful acceleration and smooth shifts, and a 6-speed manual transmission with Mazda's characteristic precise shift feel.

The engine and transmission pairing delivers performance faithful to the driver's will, combined with excellent fuel economy. Mazda's 'i-stop' idling stop system is available on all models.

SKYACTIV-G 2.0

This highly efficient direct-injection petrol engine benefits from its high compression ratio, light weight, and reduced mechanical resistance in realising excellent fuel economy combined with linear response to its dynamic performance.

Using a high tumble port and 4-2-1 exhaust system increases engine output over the previous model.

Maximum output of 114kW and maximum torque of 200Nm deliver more powerful performance, while CO₂ emissions from 134g/km combines with excellent fuel economy figures.

All-New Mazda3 sedans equipped with the SKYACTIV-G 2.0 litre petrol engine and SKYACTIV-Drive automatic transmission will use just 5.7 litres per 100km, while the manual transmission alternative uses 5.8 litres per 100km (both on combined cycle).

OFFICIAL CO₂ FIGURES

Engine	Trans	Body	CO ₂ emissions
2.0L	6MT	Sedan	136g/km
		Hatch	138g/km
	6AT	Sedan	134g/km
		Hatch	136g/km

SKYACTIV-G 2.5

The 4-2-1 exhaust system and other innovative technologies* achieve a compression ratio of 13.0:1.

In addition, reducing the weight of the individual components and reducing mechanical resistance produce a petrol engine with a high level of combustion efficiency.

Torque output at low to mid-range speeds is increased by 10-15% over the MZR 2.5 engine, while use of lightweight aluminum alloy for the engine block reduces weight by 10%.

The SKYACTIV-G 2.5-litre engine produces 138kW of power and 250Nm of torque. It has combined fuel economy figures of 6.0 litres per 100km with

SKYACTIV-Drive automatic transmission and 6.5 litres per 100km for the manual variant (in sedan body style).

The engine also employs a balance shaft that reduces secondary vibrations and improves low-frequency booming noise, and this helps ensure excellent NVH.

OFFICIAL CO₂ FIGURES

Engine	Trans	Body	CO ₂ emissions
2.5L	6MT	Sedan	152g/km
		Hatch	153g/km
	6AT	Sedan	141g/km
		Hatch	143g/km



* Shortening of combustion duration to improve resistance to knocking:
 - more homogenous mixture of air-fuel by means of intensifying air flow
 - using multi-hole injectors to enhance fuel spray characteristics
 - piston cavity to prevent initial combustion flame from hitting the piston.

The major technologies of SKYACTIV-G

High tumble port:

Generates a powerful tumble (vortex) within the combustion chamber.

The flame is more evenly distributed throughout the combustion chamber, and this improves the speed of combustion. It suppresses knocking and improves torque production.

Multi-hole injectors:

The six holes on each nozzle inject petrol directly into the cylinder to form a homogeneous air-fuel mixture with a powerful flow.

Intake is handled as a two-stage injection process that promotes mixing to maximise the homogeneity and flow strength. Its latent heat vaporisation improves the in-cylinder cooling effect and suppresses knocking.

Cavity pistons:

The aluminum pistons incorporate a cavity in the piston crown that reduces cooling loss. Efforts to reduce the weight of the pistons include removing all material possible from the underside of the piston, which is not subject to direct pressure from combustion.

The cylinder block is also designed to maintain circularity when the engine is running. This allows lower tension to be used for the piston rings without increasing oil consumption.

Dual S-VT:

Controls intake and exhaust valve timing, instantly optimising them in response to the engine operating conditions of the moment.

The advantages include maximising fuel economy under light loads, and suppressing knocking when starting the engine in cold weather or under heavy load.

The system reduces pumping loss under light load by greatly delaying intake valve closing to the timing of 110°C, while at the same time delaying exhaust valve closing to increase internal EGR volume for maximum effectiveness.

Under heavy load, the electric-powered S-VT used by the intake valves advances the timing of valve opening and closes the valve early, increasing the amount of air intake and increasing torque output.

4-2-1 exhaust system:

The four exhaust pipes running from the exhaust manifold first collect into pairs and then into a single pipe allowing greater distance for the exhaust gases from individual cylinders to travel before merging.

This lowers the effect of reflected waves reaching another combustion chamber and the scavenging effect reduces exhaust resistance to enable efficient combustion.

In addition, the loop design of the exhaust pipe reaps space savings. This allows the large-capacity catalytic converter to be positioned near the engine, which improves vibration characteristics.

Lighter weight and reduced mechanical resistance:

Detailed efforts aimed at reducing weight produced lighter pistons, connecting rods and crankshaft.

Measures implemented to reduce mechanical resistance include the following:

- Camshaft journal surface treatment and valve spring load are reduced.
- The drive-chain system is optimised, including the chainline and chain itself.
- The engine adopts a plastic impeller that improves the efficiency of the water pump and in conjunction a change in the shape of the water jacket reduces resistance in the cooling passages.
- The layout of the auxiliary equipment was also optimised.

Optimised oil lubrication system:

The structure of the engine oil lubrication system is revised.

The reduced resistance in the oil passages reduces pressure loss, and the reduced amount of pressure required enables the use of a smaller size oil pump.

The system provides optimised control over oil pump discharge pressure, using two-stage electronic control to switch output in response to engine speed and load conditions.

SKYACTIV-Drive: a highly efficient 6-speed automatic transmission

SKYACTIV-Drive achieves a direct feel and excellent acceleration by employing four compact multi-plate wet clutches that deliver ample cooling, a full-range direct drive with a torque transfer mechanism that uses a compact torque converter, and a full range lock-up clutch.

The transmission also adopts a direct solenoid and electric control mechanism in an integrated mechatronic module that responds well to the hydraulic control mechanism. This improves the precision and reliability of hydraulic operation.

In addition, the characteristics of the hydraulic control mechanism are measured at the time of manufacture. The result is stored in the ECU for use by a newly adopted trimming technology that can revise any variations to maintain system precision.

Linking the engine and transmission computers to harmonise control over engine torque and hydraulic operation strikes a balance between smooth, fast gear changes and minimal shift shock.



SKYACTIV-MT: a highly efficient 6-speed manual transmission

A new compact module spline is adopted that realises precise synchronisation and torque transfer, along with a 10% shorter stroke than on the previous manual transmission.

To achieve a light feeling that enables shifts with a simple flick of the wrist, first gear is placed at the top of the gear change mechanism.

A new down-type system leverages gravity to ease upshifts following a natural downward motion, and the lock ball type synchroniser mechanism enables smoother gear changes.

The shift link structure is also optimised, with the shift load canceller making shift lever action feel lighter and a slide ball bearing reducing resistance in the slide action.

In addition, shortening the shift lever shaft approximately 70mm and increasing the tilt angle of the shift knob makes it easy to recognise the shifter's position at a glance to help support more precise operation.

i-stop idling stop system

The SKYACTIV engine equipped with Mazda's idling stop system delivers smooth stopping and starting along with excellent fuel economy.

When the driver presses the brake pedal and comes to a stop, the system automatically stops the engine. Then, when releasing the brake or engaging the clutch to move off again, fuel is injected directly into the engine's cylinder and combusted to automatically restart the car.

Minimising the amount of fuel consumed while the vehicle is standing still contributes to fuel savings.

On petrol-powered vehicles, the timing of the intake valves is delayed when the engine is stopped to lessen the amount of air that enters the cylinders. This reduces vibration and conserves fuel, while at the same time realising smooth engine restart in a mere 0.35 seconds.

Clutch restart

Manual transmission vehicles equipped with i-stop add a new function by which the engine is re-started simply by pressing the clutch again in the case where the driver accidentally stalls the engine.

Providing the same restart operation as with normal i-stop functionality helps to prevent driver confusion.

Because this function is set to work only when the driver's door is closed and the driver's seatbelt is fastened, the system also covers the aspects of security and safety.



9 SAFETY

World class safety features

Mazda Proactive Safety*1 aims to help the driver avoid dangerous situations before they occur by minimising the risks that can lead to an accident and maximising the range of conditions in which the vehicle can be driven safely and with peace of mind.

In addition to outstanding dynamic performance that responds to the driver's input, the All-New Mazda3 adopts a wide range of Mazda's advanced safety technologies dubbed i-ACTIVSENSE*2.

These technologies use sensing devices such as milliwave radars and cameras to support the driver in recognising hazards, avoiding collisions and minimising damage when accidents do occur.

At the same time, the high-rigidity, lightweight SKYACTIV body offers world-class crash safety performance.

*1 Mazda Proactive Safety aims to minimise the risk of an accident by maximising the range of conditions in which the driver can safely operate the vehicle

*2 i-ACTIVSENSE is an umbrella term covering a series of advanced safety technologies which make use of detection devices such as milliwave radars and cameras. They include active safety technologies that support safe driving by helping the driver to recognise potential hazards, and pre-crash safety technologies which help to avert collisions or reduce their severity in situations where they cannot be avoided.



ACTIVE SAFETY

High Beam Control (HBC)

By automatically switching between the headlamps' high and low beams, the system reduces the burden of manual operation, improves visibility at night, and helps the driver to avoid hazards. It enables the driver to leave the high beams turned on under normal operation.

When the monocular colour camera detects the headlamps of oncoming vehicles or tail-lamps of those traveling ahead, the system switches to the low beams to prevent blinding the drivers of those vehicles and then back to the high beams once the road is clear.

It also uses the low beams in situations where it determines the high beams unnecessary, such as when driving in brightly lit urban areas or at low speeds of 30km/h or less.

Hill Launch Assist (HLA)

By temporarily maintaining brake pressure when the driver releases the brake pedal to accelerate from a standstill on a hill or slope, HLA prevents the vehicle from rolling backwards to help ensure a smooth start.

Blind Spot Monitoring (BSM) System

This safety confirmation system uses quasi-milliwave radar to detect vehicles approaching the new Mazda3 from the blind spot areas at the sides and rear, issuing an alert to assist the driver when making lane changes.

If the driver switches on a turn signal while a vehicle is approaching from a blind spot, the system issues a flashing visual indicator in the respective door mirror and also sounds a buzzer.

The new Mazda3 facilitates detection from lower speeds. It drops the minimum operating threshold of the BSM to 10km/h compared to the 35km/h from the Mazda6 and CX-5.

Lane Departure Warning (LDW)

The system is designed to prevent accidents caused by the vehicle leaving its lane because the driver is distracted or fatigued.

It employs a monocular colour camera that monitors the lane markings on the road and issues a warning to the driver when it predicts that the vehicle is going to depart from its lane.

To prevent issuing superfluous warnings, it is also designed to recognise intentional actions on the part of the driver, such as the use of turn signals and accelerator pedal operation.

Emergency Signal System (ESS)

If the driver brakes suddenly from speeds of 50km/h or greater, the hazard lamps flash rapidly to warn following vehicles and help prevent rear-end collisions.

PRE-CRASH SAFETY

Forward Obstruction Warning (FOW)

This system uses milliwave radar to monitor the vehicle ahead and issues both visual and audible alerts to help the driver take evasive action when it determines a high risk of collision to exist.

It operates while travelling at speeds between 15km/h and 145km/h. FOW is included as one function of the Smart Brake Support system described below.

Smart Brake Support (SBS)

Operating at speeds between 15km/h and 145km/h, this system uses milliwave radar to detect vehicles or obstructions ahead and controls the brakes in two stages to help avoid collisions or soften the impact should an accident occur.

When it determines a risk of collision to exist, FOW sounds an alert and SBS begins to pressurise the brakes.

Preliminary braking begins if the Mazda3 continues to draw any closer to the vehicle or obstacle ahead. Then, if the system determines that an accident can no longer be prevented, the stronger second-stage brakes are applied.

Demonstrating greater braking power than that of the driver's brake pedal operation, the system helps slow the vehicle as quickly as possible to avoid colliding, or at least to mitigate the severity of damage should impact occur.

Smart City Brake Support (SCBS)

SCBS helps prevent or soften impact with the vehicle ahead when travelling at slower speeds on city streets or in traffic jams.

The system uses a near-infrared sensor that excels in the rain and when the target is backlit by the sun and features accurate readings at short distances.

If the sensor mounted in the upper part of the windshield detects a vehicle or obstacle ahead and the system determines a high risk of collision when travelling at speeds between 4km/h and 30km/h, it begins to pressurise the brakes.

This allows them to demonstrate strong stopping power the instant the driver applies the brakes.

If the driver fails to take evasive action at this point, the system automatically applies the brakes to slow the vehicle and prevent or soften impact.

Radar Cruise Control

When driving at speeds between 30km/h and 145km/h, the new Mazda3's milliwave radar determines the distance to the vehicle ahead and its speed.

The system automatically controls the engine and brakes to adjust speed and maintain a safe following distance preset by the driver. This frees the driver from operating the accelerator and brake pedals, so eases the burden of driving long distances.

The system's radar sensor is capable of accurately monitoring vehicles far ahead, even in the rain, when the target is backlit by the sun, and at night.

PASSIVE SAFETY

Highly rigid body delivers a high level of collision safety

The body structure efficiently absorbs energy in an impact from any direction and minimises cabin deformation.

This, in combination with the most up-to-date equipment to protect cabin occupants, earns top ratings in collision safety performance tests around the world.

■ Protection against frontal impact

X-shaped crush cans at the front of the front frame realise highly efficient energy absorption characteristics. These protect the cabin from various forms of front end collisions.

■ Protection against side impact

A solid ring structure joins the roof and B-pillars to the underbody while reinforcements further strengthen the body. The goal is to minimise chances of cabin deformation and mitigate injury to cabin occupants.

The cross-sectional size of the B-pillars is increased over the previous model by 20% toward the cabin and 10% from front to rear. This minimises deformation in the event of side impact. They also assume an almost straight shape that reduces loss of load transmission in the event of a collision.



An impact bar added to the beltline area of the front doors raises the level of protection against impact from the side as well as from the front.

■ Protection against rear impact

Protecting against rear-end collisions that might occur under varying conditions are the double-hat shape of the rear frame and reinforcing cross shape of the rear bumper.

Employing a crushable zone that effectively absorbs impact energy from the rear protects the passenger cabin.

SAFETY EQUIPMENT AND MECHANISMS

■ SRS airbag system

The driver and front passenger seats are equipped with dual front airbags that soften the impact and mitigate injury in the event of a collision.

Large side airbags help protect the chest, abdomen and also the hips, while curtain airbags help protect the heads of occupants in the front and rear seats.

■ Three-point seatbelts for all seats

Each three-point front seatbelt is equipped with a pre-tensioner that removes slack from the seatbelt in the initial moment of a severe frontal or near-frontal collision and limits forward motion.

This is achieved with a load limiter that subsequently loosens the belt in a controlled manner to prevent excessive pressure from being applied to the occupant's chest.

All three rear seats are also equipped with three-point seatbelts.

■ Door armrests that absorb impact energy

The front and rear door armrests incorporate a hollow construction that improves shock absorption characteristics to minimise shock to the occupant's ribs in the event of a side collision.

■ Shock-absorbing interior trim

The interior incorporates trim that absorbs impact shock, with particular

attention paid to the structure of the trim for the A-pillars and B-pillars.

The goal is to protect the heads of cabin occupants in the event they suffer secondary head impact with the pillars in a side or oblique impact that does not cause airbag deployment.

■ Rear seat structure resistant to intrusion by luggage

The new reinforced structure of the rear seat helps prevent items in the luggage area from intruding into the cabin and harming occupants in the event of a frontal collision.

High-tensile steel is used to strengthen the rear seatback frames, while the catches, strikers, hinges and their body mounts are reinforced.

■ Front seats designed to mitigate neck injury

The front seats feature a new structure that firmly supports the occupant's head during initial impact and mitigates shock to the neck.

This was realised by optimising the structure of the cushion frame and seatback, optimising the headrest shape and positioning, and by making it easier for the occupant's body to sink into the backrest in the event of impact from the rear.

■ ISOFIX child seat anchor points

Maximising protection for infants are ISOFIX anchor points on the left and right rear seats that make it easy to securely attach compatible child safety seats.

■ Pedestrian protection

The hood and front bumper are equipped with functionality that mitigates the shock of impact to a pedestrian's head and legs in the event that contact is made with the vehicle.





10 HMI/CONNECTIVITY

A new HMI that places top priority on driving safety and a connectivity system that broadens the scope of driving pleasure.

The rapid popularisation of smartphones and tablet computing devices has greatly changed the lifestyles of customers who now expect to be connected to the Internet at all times.

Also, the advent of social media sites such as Facebook and Twitter has given rise to a new form of culture. Those involved openly share their interests, experiences and responses to events in their daily lives with select groups of close friends or the public in general.

Mazda was determined to build a car in which passengers could enjoy being connected to the Internet community safely in a way that would maximise driving pleasure and make them want to ride in the car again and again.

With the aim of realising this goal, Mazda developed a new car connectivity system which makes its debut on the All-New Mazda3.

As the operating systems (OS) of smartphones and other devices evolve to add new features and functionality, the connectivity system can be updated at the OS level to support these changes. As such, this innovative platform ensures customers always have access to the latest services without the need to swap out hardware.

However, the enhancement of connectivity systems and the increasing use of sensors have resulted in a rapid increase in the amount of information presented to the driver while behind the wheel. Safety can be compromised if this distracts the driver from concentrating on the operation of the vehicle, so Mazda made a thorough review of safety performance an inherent part of the development of the new connectivity system.

In accordance with the concept that convenience should never come at the cost of safety and that the first step in the task of enhancing connectivity was to ensure the highest level of safety, Mazda invested a great deal of time and research into developing a cockpit which places the driver in the optimum position to concentrate on driving while appropriately processing a variety of information. This research resulted in the *Head-up Cockpit* concept.



NEW HUMAN-MACHINE INTERFACE BASED ON THE HEAD-UP COCKPIT

Mazda is introducing a next-generation Human-Machine Interface (HMI) based on the *Head-up Cockpit* concept to accompany the enhancement of its connectivity system.

The thoroughly human-centered design of the HMI starts with the basics such as improving the driving position and field of vision, and features a newly developed device layout and Graphical User Interface (GUI).

Based around Mazda's unique commander control, the interface has been designed to be simple and easy to use, as well as minimising cognitive, visual and manual distractions to help the driver concentrate on the task of driving.

Unique device layout

The cockpit is clearly divided into two zones which delineate information that is necessary for the safe operation of the vehicle from that which is infotainment, thus minimising cognitive distraction.

Necessary driving information, including vehicle speed, engine speed, and alerts from safety equipment, is presented in the zone located directly in front of the driver.

Among these, active data that changes constantly while driving, such as vehicle speed and turn-by-turn directions, is presented on the Active Driving Display, which is positioned to be clearly visible to the driver with the minimum of eye movement.

Data that reflects the status of the vehicle, such as engine speed and gear

position, are displayed in the meter cluster below.

Infotainment data, such as maps and audio system controls, are shown on a 7-inch center display positioned high on the dashboard slightly closer to the passenger seat, so as not to hinder safe operation of the vehicle.

■ Active Driving Display

"Head-up" displays present information without requiring the driver to look away from the road. The Active Driving Display is the first head-up display to be used in a Mazda vehicle.

It uses a mirror to reflect images from a display panel and project them on the combiner, a clear panel vertically mounted atop the back of the meter hood to achieve minimal visual distraction.

To minimise eye movement and focal adjustment by the driver, the focal point is set at approximately 1.5m ahead of the driver's eye point.

The vehicle speed, automatic cruise control speed settings, navigation system turn-by-turn directions, and alerts from the advanced safety systems such as the Smart Brake Support system, are displayed in real time along with other important driving information.

■ Seven-inch center display

To date, LCD panels that display audio and navigation system data have been mounted in the centre of the instrument panel for the sake of design. This required a great deal of eye movement as the driver looked away from the road and metres ahead.

Introducing an independent seven-inch display positioned at the top of the All-New Mazda3's dashboard enables the driver to check the display with a minimal 15° downward movement of the eyes. This contributes greatly to minimising visual distraction.



■ Graphical User Interface (GUI)

The GUI for the new Mazda3 eliminates as many operating steps as possible in order to minimise visual distraction. For example, there are dedicated buttons located in front of the rotary commander to allow direct control over the most frequently-used functions of the audio and navigation systems.

Another dedicated button enables the driver to select from a list of preset "favourite" functions. The Back button makes it quick and easy to correct any mistaken selections. The interface also features high-quality graphics that are faithful to the KODO design aesthetic.

■ Commander control

The commander control, which will be available in all markets for the first time with the All-New Mazda3, minimises both visual and manual distraction by providing total control over the centre display in a single device that can be operated by touch alone.

The commander control is positioned where the driver can reach it by simply removing one hand from the steering wheel and moving it down in a natural motion toward the centre console. This enables natural control over related operations without requiring the driver to make visual confirmation.

The commander control is comprised of a rotary commander in the centre surrounded by five function switches. When the driver reaches down, the five switches lie in a position beneath the



five fingers in a manner that allows for natural operation without requiring visual confirmation.

The centre display is primarily controlled by the commander control, but many functions can also be controlled by voice commands or by the touch screen when the car is not in motion.

■ Voice commands

The driver can control a number of functions simply by speaking into the microphone. This includes menu switching, the audio system's play, stop and skip controls, radio station selection, as well as zoom in and out for the navigation system's map displays.

When a mobile music player or smartphone is connected to the onboard head unit, voice commands can also be used to search for songs by artist name, or to search by name for phone numbers stored in the smartphone's contact list.

Voice commands can also be used to enter addresses, landmark names, and restaurant names when setting destinations for the navigation system.

MZD CONNECT: THE NEW IN-VEHICLE CONNECTIVITY SYSTEM BY MAZDA

The new connectivity system called MZD Connect greatly advances the level of convenience and responds to a far wider range of needs; offering Bluetooth® connectivity for hands-free phone function, Internet radio and traffic updates via Sat Nav.

Even as the operating systems of smartphone and other devices evolve to add new features and functionality, Mazda's new connectivity system can be updated at the OS level to support the changes. As such, this innovative platform ensures customers always have access to the latest services without swapping out any hardware.

SYSTEM FEATURES

The new connectivity system can be used on its own, or connected to a mobile phone or other mobile device that supports USB audio or Bluetooth® connectivity.

In addition, it offers a variety of infotainment features accessed from the Internet when connected via Bluetooth® to the customer's iPhone® or Android™-based smartphone.

■ Audio features

The onboard system supports audio playback from CDs, the customer's iPod® or other mobile audio player, and USB memory sticks. When connected to

a smartphone, the system also allows access to Aha Radio™ content and other Internet radio programming.

The first implementation of Aha Radio™ in a Mazda product allows customers to access broadcasts from Europe and the United States, specialised programming of various genres and broadcasts from distant locations. In addition, the service offers downloads of free audiobooks.

Another Internet radio service being introduced is Stitcher™. This on-demand service provides more than 15,000 talk shows, music programs and podcasts from around the world. Users can enjoy listening to their favorite content whenever they please.

The Pandora Radio® service also makes its debut in All-New Mazda3. Via smartphone, users can create up to 100 personalised stations and listen to continuous music, or search for similar songs for automatic playback. As a result, they can enjoy listening only to music that matches their preferences while driving.

Further heightening the enjoyment of listening to music and developed jointly by Bose® and Mazda, the premium audio system is optimised for the new Mazda3 and incorporates the latest in playback technologies. It also adopts Bose® Centerpoint® 2 virtual surround sound playback technology. The updated system delivers rich virtual surround

sound for a pleasing listening experience with plenty of power, even when playing back audio from MP3 and other compressed files, radio and other sources.

■ Communication features

Customers can choose the communication function of their choice, including phone and short message service (SMS).

The previous Mazda3 supported hands-free phone communication and contact list access when a mobile phone was connected to the onboard system via Bluetooth®.

The new Mazda3 adds the ability to receive SMS messages while showing a list of sender IDs on the display, and can also read these aloud using text-to-voice software when the car is in motion.

In addition, the system can send replies from a selection of preset messages. Messages can also be edited on the keyboard screen using the commander control or touch screen when the new Mazda3 is stopped.

A connected smartphone in conjunction with Aha's social media contents can be used to read aloud the latest tweets in the customer's Twitter timeline. It can also read aloud the latest Facebook news feed entries, and allows the customer to "like" entries or post audio messages using the Shout function.



■ Navigation features

As with the previous Mazda3, the navigation system can set the target destination based on the contact list in the customer's mobile phone, making it easy to set a family member or friend's location as a destination.

When a smartphone is connected, the system enables the customer to search the Internet for the location of places they want to go. This makes it easy to set new places to visit as target destinations.

Customers can also access Yelp™ using Aha™ to do more than find the location of restaurants and the distance to them. Yelp entries help to choose a restaurant serving what the customer feels like eating at the moment and more.

The system displays turn-by-turn directions on the Active Driving Display mounted directly in front of the driver instead of only showing them on the map, as with previous systems.

Displaying the turn-by-turn directions alongside the speedometer and other important information reduces visual distraction and allows the driver to operate the vehicle safely.

Offering the navigation system with data provided on SD media cards as an option makes it possible to supply high-quality map data, more accurate destination searches and precise route directions. The customer can use a computer to update the data free of charge for three years.



Mazda3

11 HISTORY OF THE Mazda3

The history of the Mazda3 began with a firm conviction to build a C-car that would exceed customers' expectations and establish it as a model that would represent the Mazda brand around the world.

The same level of commitment to detail can be found in the All-New Mazda3, from driving

pleasure and bold, dynamic design to the high level of build quality.

It can also be seen in our efforts to strike the right balance between driving dynamics and environmental and safety performance.

The Mazda3 has continued to evolve and bring innovation to

the segment. Since the launch of the first generation in 2003, the Mazda3 has won a total of 136 major automotive awards around the world.

The strong support of customers worldwide has also resulted in global sales topping 3.9 million units in December 2013, including over 355,000 in Australia.

FIRST GENERATION: RECOGNISED GLOBALLY AS A BREAKTHROUGH C-CAR

In 2002, Mazda introduced its new Zoom-Zoom brand message and launched the Mazda6, Mazda2 and Mazda RX-8 as the first products in its new-generation lineup.

The Mazda3 followed, debuting in 2003 developed around the concept of delivering "a dynamic sport compact that exceeds expectations".

Offering design, performance and quality worthy of a class above, the Mazda3 breathed new life into the C-car segment, where the focus had traditionally been on basic practicality and low price.

Both the five-door hatchback and four-door sedan expressed youthfulness and strength, embodying an energetic presence that exceeded all customer expectations.

Dynamic performance was vital to the Mazda3. Combining the positive control of responsive steering with excellent braking performance, it delivered an exhilarating yet reassuring driving experience.

In Australia, the engine line-up included 2.0-litre and 2.3-litre MZR petrol engines as well as the MZ-CD 2.0 diesel engine.

In particular, the MZR engines delivered the driving pleasure of powerful torque and strong, linear acceleration throughout the engine-speed range.

Quality was another focus of attention, with Mazda's distinctive approach to craftsmanship aiming for a level that matched the European C-cars of the time.

These attributes made the first generation Mazda3 a big hit, with sales reaching more than two million units in over 100 countries worldwide. It grew to become a key model supporting the Mazda brand and brought new value to the global C-car segment.

Second generation: Embodying the Mazda brand with driving pleasure and environmental and safety performance

Launched in 2009 under the banner of Mazda's "Sustainable Zoom-Zoom" long-term vision, the second generation Mazda3 struck a fine balance between driving pleasure, eco-friendliness and safety.

The development concept was "the exciting sport compact that delivers heightened driving pleasure".

One goal was to further evolve the sporty performance and design that earned the first generation high acclaim around the world, and thereby realise a new level of performance and driving pleasure. The other was to offer solutions to a number of environmental and safety issues.

Mazda evolved the design while inheriting the dynamic and sporty expression of the first generation. One move was to adopt a new front face that emphasised the brand's distinctive character.

The new design also featured bold lines that gave the Mazda3 a richer expression. In terms of dynamic performance, development aimed to realise a lighter and more responsive feel to steering operations along with a more comfortable ride. Another goal was to deliver both dynamic performance and environmental responsibility.



An update in 2011 witnessed the introduction of SKYACTIV Technology in selected markets, including Australia, to blend true driving pleasure with excellent environmental performance. The new powertrain featured the highly efficient SKYACTIV-G 2.0 petrol engine and SKYACTIV-Drive, a new generation of 6-speed automatic transmission that delivers a direct shift feeling similar to a manual transmission. The powertrain combination served as an excellent complement to the MZR 2.0 and 2.5 litre petrol and MZ-CD 2.2 litre diesel engines

Injection Spark Ignition inline four-cylinder engine with a maximum output of 190kW at 5,500rpm and maximum torque of 380Nm at 3,000rpm.

An Advanced Torque Management System delivered optimised control over the high-output powertrain and the body, suspension and brakes were custom tuned.

At the same time, the Mazda3 MPS achieved a high level of environmental performance that reduced fuel consumption and complied with the stringent emissions regulations in the respective markets.

Mazda3 MPS: The high-performance compact devoted to driving pleasure

The high-performance Mazda3 MPS was launched when the first generation Mazda3 was updated in 2006.

Features included a lightweight, compact body and a turbocharged 2.3-litre Direct

The Mazda3 MPS also featured an aggressive design that was well-received by both customers and the media. Specifics included a sporty grille with air intake for the turbocharger's intercooler, a lower grille with a large opening, a large rear roof spoiler, and large-diameter dual exhaust pipes.



WINNER OF 136 AWARDS AROUND THE WORLD

The Mazda3 has won a total of 136 awards through to September 2013. The first generation earned 99 of those, including winning Canadian Car of the Year in 2004 and taking second place in the European Car of the Year selection in the same year.



The second generation took a further 37 awards. In addition, the Mazda3 MPS was selected as one of *Car and Driver's* 2010 10 Best Cars.

In Australia, the Mazda3 won Best Small Car between 2008 and 2010 in Carsales.com.au's People's Choice Awards, it was Drive.com.au's Best Small Car over \$20,000 between 2006 and 2008, and it was the nation's best-selling car for two consecutive years in 2011 and 2012.

The Mazda3 has also received high evaluations in collision tests conducted in the respective markets. This includes its selection as a 2013 Top Safety Pick by the Insurance Institute for Highway

Safety (IIHS) in the United States and it has earned the highest possible rating of five-stars in the European New Car Assessment Programme (Euro NCAP) and Australasian New Car Assessment Program (ANCAP) tests.

ALL-NEW MAZDA3 AWARDS

Since its launch in North America last September, All-New Mazda3 has already won 'Best Compact Car' by Yahoo! Autos and is one of *Car and Driver* magazine's 'Best 10 Cars'.

GLOBAL PRODUCTION AND SALES TOTAL TOPS 3 MILLION UNITS

Production of the first generation began at Mazda's Hofu Plant in June 2003.

Sales began in October of the same year with sales targets of 30,000 units in Japan and 250,000 units globally.

In 2004 over 300,000 units were produced in Japan breaking the record for the most-produced single model in one year.

By August 2006, Japanese production topped one million units. Achieved just three years and two months after Job #1,

it was the quickest time ever for a new Mazda model to reach this milestone.

Production was then expanded to overseas plants, and global production reached two million units in October 2008.

Sales of the second generation began in April 2009.

Sales of All-New Mazda3 began in September 2013.

Global production of the Mazda3 reached a total of 3.9 million units in December 2013. This is a record for any model in the current Mazda lineup.



12 SPECIFICATIONS & EQUIPMENT

ALL-NEW MAZDA3

POWERTRAIN

		Neo	Maxx	Touring	SP25	SP25 GT	SP25 Astina
Engine type		2.0 litre in-line 4 cylinder 16 valve DOHC S-VT petrol (SKYACTIV-G) with i-stop	2.0 litre in-line 4 cylinder 16 valve DOHC S-VT petrol (SKYACTIV-G) with i-stop	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	2.5 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
Engine capacity		1,998 cc	1,998 cc	1,998 cc	2,488 cc	2,488 cc	2,488 cc
Bore and stroke		83.5 mm x 91.2 mm	83.5 mm x 91.2 mm	83.5 mm x 91.2 mm	89.0 mm x 100.0 mm	89.0 mm x 100.0 mm	89.0 mm x 100.0 mm
Compression ratio		13.0 : 1	13.0 : 1	13.0 : 1	13.0 : 1	13.0 : 1	13.0 : 1
Maximum power		114 kW @ 6,000 rpm	114 kW @ 6,000 rpm	114 kW @ 6,000 rpm	138 kW @ 5,700 rpm	138 kW @ 5,700 rpm	138 kW @ 5,700 rpm
Maximum torque		200 Nm @ 4,000 rpm	200 Nm @ 4,000 rpm	200 Nm @ 4,000 rpm	250 Nm @ 3,250 rpm	250 Nm @ 3,250 rpm	250 Nm @ 3,250 rpm
Throttle control		Electronic (drive-by-wire)	Electronic (drive-by-wire)	Electronic (drive-by-wire)	Electronic (drive-by-wire)	Electronic (drive-by-wire)	Electronic (drive-by-wire)
Fuel system		Electronic direct injection	Electronic direct injection	Electronic direct injection	Electronic direct injection	Electronic direct injection	Electronic direct injection
Fuel tank capacity		51 litres	51 litres	51 litres	51 litres	51 litres	51 litres
Recommended fuel		Unleaded or E10 (91RON or higher)	Unleaded or E10 (91RON or higher)	Unleaded or E10 (91RON or higher)	Unleaded or E10 (91RON or higher)	Unleaded or E10 (91RON or higher)	Unleaded or E10 (91RON or higher)
Fuel Consumption*1	man (combined) sedan	5.8 litres per 100 km	5.8 litres per 100 km	5.8 litres per 100 km	6.5 litres per 100 km	6.5 litres per 100 km	6.5 litres per 100 km
	man (combined) hatch	5.9 litres per 100 km	5.9 litres per 100 km	5.9 litres per 100 km			
	auto (combined) sedan	5.7 litres per 100 km	5.7 litres per 100 km	5.7 litres per 100 km	6.0 litres per 100 km	6.0 litres per 100 km	6.0 litres per 100 km
	auto (combined) hatch	5.8 litres per 100 km	5.8 litres per 100 km	5.8 litres per 100 km	6.1 litres per 100 km	6.1 litres per 100 km	6.1 litres per 100 km
Automatic (SKYACTIV-Drive) transmission		6-speed	6-speed	6-speed	6-speed	6-speed	6-speed
Gear ratio	1st - man/auto	3.363 / 3.522	3.363 / 3.522	3.363 / 3.522	3.700 / 3.522	3.700 / 3.522	3.700 / 3.522
	2nd	1.947 / 2.022	1.947 / 2.022	1.947 / 2.022	1.947 / 2.022	1.947 / 2.022	1.947 / 2.022
	3rd	1.300 / 1.452	1.300 / 1.452	1.300 / 1.452	1.300 / 1.452	1.300 / 1.452	1.300 / 1.452
	4th	1.029 / 1.000	1.029 / 1.000	1.029 / 1.000	1.029 / 1.000	1.029 / 1.000	1.029 / 1.000
	5th	0.837 / 0.708	0.837 / 0.708	0.837 / 0.708	0.837 / 0.708	0.837 / 0.708	0.837 / 0.708
	6th	0.680 / 0.599	0.680 / 0.599	0.680 / 0.599	0.680 / 0.599	0.680 / 0.599	0.680 / 0.599
	reverse	3.385 / 3.893	3.385 / 3.893	3.385 / 3.893	3.385 / 3.893	3.385 / 3.893	3.385 / 3.893
	final drive	4.105 / 3.812	4.105 / 3.812	4.105 / 3.812	4.105 / 3.812	4.105 / 3.812	4.105 / 3.812

CHASSIS		Neo	Maxx	Touring	SP25	SP25 GT	SP25 Astina
Brake diameter	front	295 mm	295 mm	295 mm	295 mm	295 mm	295 mm
	rear	265 mm	265 mm	265 mm	265 mm	265 mm	265 mm
Brake type	front	Ventilated disc	Ventilated disc	Ventilated disc	Ventilated disc	Ventilated disc	Ventilated disc
	rear	Solid disc	Solid disc	Solid disc	Solid disc	Solid disc	Solid disc
Steering type		Electronic power assist steering	Electronic power assist steering	Electronic power assist steering	Electronic power assist steering	Electronic power assist steering	Electronic power assist steering
Suspension	front	MacPherson strut	MacPherson strut	MacPherson strut	MacPherson strut	MacPherson strut	MacPherson strut
	rear	Multi-link	Multi-link	Multi-link	Multi-link	Multi-link	Multi-link
Turning circle	kerb to kerb	10.6 m	10.6 m	10.6 m	10.6 m	10.6 m	10.6 m
Tyre size		205/60 R16	205/60 R16	205/60 R16	215/45 R18	215/45 R18	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	T125/70 D16	T125/70 D16	T125/70 D16	T125/70 D16	T125/70 D16
Wheel type (spare)		Temporary (Steel)	Temporary (Steel)	Temporary (Steel)	Temporary (Steel)	Temporary (Steel)	Temporary (Steel)

DIMENSIONS

Ground clearance	laden	155 mm	155 mm	155 mm	155 mm	155 mm	155 mm
Overall length	sedan	4,580 mm	4,580 mm	4,580 mm	4,580 mm	4,580 mm	4,580 mm
	hatch	4,460 mm	4,460 mm	4,460 mm	4,460 mm	4,460 mm	4,460 mm
Overall width		1,795 mm	1,795 mm	1,795 mm	1,795 mm	1,795 mm	1,795 mm
Overall height	sedan	1,455 mm	1,455 mm	1,455 mm	1,455 mm	1,455 mm	1,455 mm
	hatch	1,455 mm	1,455 mm	1,455 mm	1,455 mm	1,470 mm	1,470 mm
Track	front	1,555 mm	1,555 mm	1,555 mm	1,555 mm	1,555 mm	1,555 mm
	rear	1,560 mm	1,560 mm	1,560 mm	1,560 mm	1,560 mm	1,560 mm
Wheelbase		2,700 mm	2,700 mm	2,700 mm	2,700 mm	2,700 mm	2,700 mm

WEIGHTS AND CAPACITIES

Cargo room volume (VDA)	sedan	408 litres	408 litres	408 litres	408 litres	408 litres	408 litres
	hatch	308 litres	308 litres	308 litres	308 litres	308 litres	308 litres
Kerb weight man	sedan	1,267 kg	1,262 kg	1,266 kg	1,302 kg	1,320 kg	1,336 kg
	hatch	1,271 kg	1,266 kg	1,271 kg	1,308 kg	1,325 kg	1,342 kg
Kerb weight auto	sedan	1,301 kg	1,296 kg	1,300 kg	1,334 kg	1,351 kg	1,368 kg
	hatch	1,305 kg	1,300 kg	1,304 kg	1,339 kg	1,357 kg	1,373 kg
Towing capacity*5	braked	1,200 kg	1,200 kg	1,200 kg	1,200 kg	1,200 kg	1,200 kg
	unbraked	600 kg	600 kg	600 kg	600 kg	600 kg	600 kg
Tow-ball download	maximum	75 kg	75 kg	75 kg	75 kg	75 kg	75 kg

FEATURES

EXTERIOR

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

INTERIOR

	Neo	Maxx	Touring	SP25	SP25 GT	SP25 Astina
Active Driving Display (ADD)	-	-	-	-	X	X
Air-conditioning	X	X	-	-	-	-
Air-conditioning (dual-zone climate control)	-	-	X	X	X	X
Ambient temperature display	X	X	X	X	X	X
Centre armrest console with tray	X	X	X	X	X	X
Critical function warning lights/chimes	X	X	X	X	X	X
Cruise control	X	X	X	X	X	-
Cupholders	X	X	X	X	X	X

	Neo	Maxx	Touring	SP25	SP25 GT	SP25 Astina
Door bottle holders (front and rear)	X	X	X	X	X	X
Glove box	X	X	X	X	X	X
Instrument panel light dimmer	X	X	X	X	X	X
Interior illumination:	cargo room lamp	X	X	X	X	X
	entry system with delayed fade	X	X	X	X	X
	map reading spot lamps	X	X	X	X	X
Interior release for:	fuel filler door	X	X	X	X	X
Leather-wrapped:	gear shift knob	-	X	X	X	X
	handbrake handle	-	X	X	X	X
	steering wheel	-	X	X	X	X
One touch (up and down) power windows (driver)	X	X	X	X	X	X
Overhead sunglasses storage box	-	-	X	-	X	X
Paddle shift gear control (auto only)	-	X	X	X	X	X
Radar cruise control	-	-	-	-	-	X
Rear-view mirror with auto dimming function	Option	Option	Option	Option	X	X
Tachometer and electronic odometer/tripmeter	X	X	X	X	X	X
Tilt and telescopic adjustable steering wheel	X	X	X	X	X	X
Trip Computer *4	X	X	X	X	X	X
Vanity mirrors (front)	X	X	-	X	-	-
Vanity mirrors (front) with illumination	-	-	X	-	X	X

INFOTAINMENT

	Neo	Maxx	Touring	SP25	SP25 GT	SP25 Astina
7-inch full colour touch screen display	-	X	X	X	X	X
AM/FM tuner	X	X	X	X	X	X
Auxiliary-audio input jack (3.5mm mini-stereo)	X	X	X	X	X	X
Bluetooth® hands-free phone and audio capability*2	X	X	X	X	X	X
CD player, single disc (MP3 compatible)	X	X	X	X	X	X
Internet radio integration (Pandora®, Stitcher™ and Aha™)	-	X	X	X	X	X
Multi-function Commander control	-	X	X	X	X	X
Premium Bose® 231 watt amplifier and speakers	-	-	-	-	X	X

INFOTAINMENT CONT.

Radio Data System (RDS) program information		-	X	X	X	X	X
Satellite navigation		-	X	X	X	X	X
Speakers (4)		X	-	-	-	-	-
Speakers (6)		-	X	X	X	-	-
Speakers (9)		-	-	-	-	X	X
Steering wheel mounted audio controls		X	X	X	X	X	X
USB-audio input port (iPod® compatible)		X	X	X	X	X	X

SAFETY AND SECURITY

		Neo	Maxx	Touring	SP25	SP25 GT	SP25 Astina
Advanced keyless entry		-	-	-	X	X	X
Advanced keyless push-button engine start		X	X	X	X	X	X
Airbags SRS:	front (driver and passenger)	X	X	X	X	X	X
	side (front)	X	X	X	X	X	X
	curtain (front and rear)	X	X	X	X	X	X
Anti-lock Braking System (ABS)		X	X	X	X	X	X
Blind Spot Monitoring (BSM)		Option	Option	Option	Option	Option	X
Child restraint anchor points		X	X	X	X	X	X
Childproof rear door locks		X	X	X	X	X	X
Dynamic Stability Control (DSC)		X	X	X	X	X	X
Electronic Brake-force Distribution (EBD)		X	X	X	X	X	X
Emergency Brake Assist (EBA)		X	X	X	X	X	X
Emergency Stop Signal (ESS)		X	X	X	X	X	X
Engine immobiliser		X	X	X	X	X	X
Forward Obstruction Warning (FOW)		-	-	-	-	-	X
High Beam Control (HBC)		-	-	-	-	-	X
High mount stop lamp		X	X	X	X	X	X
Hill Launch Assist (HLA)		X	X	X	X	X	X
Lane Departure Warning (LDW)		-	-	-	-	-	X
Left-hand-side convex (wide angle) exterior mirror		X	X	X	X	X	X
Rear Cross Traffic Alert (RCTA)		Option	Option	Option	Option	Option	X
Remote central locking (2 transmitters)		X	X	X	X	X	X
Reverse camera		-	X	X	X	X	X
Seat-belt warning (front and rear)		X	X	X	X	X	X

Seat-belts 3-point lap-sash (all seats)		X	X	X	X	X	X
Seat-belts (front) with pretensioners, load-limiters and height adjustable shoulder anchorages		X	X	X	X	X	X
Side impact door beams		X	X	X	X	X	X
Smart Brake Support (SBS)		-	-	-	-	-	X
Smart City Brake Support (SCBS)		Option	Option	Option	Option	Option	X
Traction Control System (TCS)		X	X	X	X	X	X
Triple H¹ safety construction with front and rear crumple zones		X	X	X	X	X	X
Whiplash-minimising front seats		X	X	X	X	X	X

SEATS

		Neo	Maxx	Touring	SP25	SP25 GT	SP25 Astina
Seat trim:	cloth	X	X	-	X	-	-
	leather*3	-	-	X	-	X	X
Front seats with:	6-way power adjustment (driver)	-	-	-	-	X	X
	adjustable head restraints	X	X	X	X	X	X
	heating function	-	-	-	-	X	X
	height adjustment (driver)	X	X	X	X	X	X
	lumbar adjustment (driver)	-	-	X	-	X	X
	rake and slide adjustment	X	X	X	X	X	X
Rear seats with:	seat back pocket (passenger)	X	X	X	X	X	X
	60/40 split fold backrest	X	X	X	X	X	X
	adjustable head restraints	X	X	X	X	X	X
	centre fold down armrest	-	X	X	X	X	X

*1 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, road conditions and how the vehicle is driven.

*2 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 will operate correctly. Visit mazdahandsfree.com.au or consult your Mazda Dealer for further information.

*3 Leather interior includes some Maztex material on selected high impact surfaces. Off-white leather interior only available with selected exterior colours.

*4 Trip computer displays current and average fuel consumption, distance to empty and average vehicle speed.

*5 Subject to State or Territory regulations.



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