MORE OF EVERYTHING. ESPECIALLY FUN.

Versatile. Nimble. Striking. The MAZDA3 is all of these things, and more. Our engineers built the MAZDA3 with technology that optimizes driving dynamics, control, fuel economy - and fun. Because driving matters. From SKYACTIV TECHNOLOGY’s fuel-saving engineering and our innovative connectivity features, to our advanced safety features and stunning KODO design, the MAZDA3 is the culmination of courageous engineering, creative design and fearless conviction. Better than ever before and as versatile as it’s always been, the MAZDA3 proves that one car can offer everything - all in a fun-to-drive, affordable package.
“This is one of those cars that demands to be driven and I’m more than willing to oblige.” — Harry Pegg, theautonet.com

MORE INNOVATION. EVEN MORE EXHILARATION.

Exhilaration has always run in the MAZDA3 family. SKYACTIV TECHNOLOGY takes it to a whole new level. With a lighter, yet stronger body, chassis and powertrain, the MAZDA3 delivers superb performance and handling. Its sure-footed, nimble ride includes a precisely tuned 4-wheel independent suspension system, rack-and-pinion steering with rpm-sensing variable power assist for accurate manoeuvring and Dynamic Stability Control for road-gripping turns. And amplifying the thrill is your choice of the spirited 2.0 L or 2.5 L SKYACTIV-G engines, with the 2.5 L offering up 184 horsepower worth of fun. Precise. Powerful. Performance-oriented. The MAZDA3 proves that more than ever before, passion and performance is in its blood.

Dynamic Stability Control is not a substitute for safe driving practices.

Even the design of the MAZDA3’s grille improves fuel economy. The MAZDA3 GT with Technology Package is equipped with an active air shutter system that temporarily closes the grille shutters to limit excess airflow to the engine bay, improving aerodynamics.

/ FREE FLOWING /

Even the design of the MAZDA3’s grille improves fuel economy. The MAZDA3 GT with Technology Package is equipped with an active air shutter system that temporarily closes the grille shutters to limit excess airflow to the engine bay, improving aerodynamics.
ALWAYS AHEAD OF THE REST.

The MAZDA3 never stops pushing the limits of innovation and design – from its excellent fuel efficiency and cutting-edge technologies, to its premium available amenities and head-turning design. From the inside out, the MAZDA3 exceeds expectations in every way, delivering more of everything and setting for nothing less than the best – as you can see from these standard and available advanced features and innovations.

4-wheel disc brakes
Anti-lock Brake System
Electronic Brake Force Distribution
Six standard air bags**
Blind Spot Monitoring™
Rear Cross Traffic Alert™
High Beam Control system
Adaptive Front Lighting System
Smart City Brake Support®
Lane Departure Warning System
SKYACTIV®-G 2.0 L and 2.5 L gasoline engines
SKYACTIV®-MT manual transmission
SKYACTIV®-Drive automatic transmission
i-ELOOP® regenerative braking system
SKYACTIV®-Body
SKYACTIV®-Chassis
Up to 60% ultra-high-and high-tensile steel
Bluetooth® hands-free phone and audio capability
Bose® audio with Centerpoint® 2 surround technology, Audioris® 2 noise compensation technology and SurroundStage® signal processing with 9 speakers
MAZDA CONNECT® infotainment system with:
7-inch colour touchscreen display
i-MMI Commander Switch®
HD Radio®
Integrated Stitcher™ internet radio
Integrated Aha® internet radio
SMS test message audio delivery and reply
USB and auxiliary audio input jacks
SiriusXM® Satellite Radio®
Voice-activated navigation system
Active Driving Display®
Auto-dimming rearview mirror
60/40 split fold-down rear seatback
Dual-stitched perforated leather-trimmed seats
Push Button Start
Power glass moonroof with interior sunshade, tilt up ventilation and one-touch open feature
18-inch alloy wheels
4-wheel independent suspension
Active air shutter
Advanced Keyless Entry System
Rain-sensing windshield wipers
Rearview camera
Up to 1,334 L of cargo space (Sport models)
Up to an estimated 5.7 L/100 km highway
Soul Red Metallic paint
KODO “Soul of Motion” Design
Automatic on/off headlights
Bi-xenon (HID) headlights
LED taillights

**Standard on the GS and GT models.
Standard on the GX and GS models and standard on the GT model.
Available on the GX and GS models and standard on the GT model.
Available on the GT model.
Available on the GT model.
Available on the GT model with Technology Package.
Standard on the GT model.
Standard on the GS and GT models.
Always wear your seat belt and secure children in the appropriate child restraints.
Check your mirrors. Be aware of the traffic around you.
Always check your mirrors. Be aware of the traffic around you.
This fuel economy is estimated and based on the U.S. Environmental Protection Agency’s (EPA) five-cycle testing method for the Mazda3 sedan G, GX and GS with 2.0 L engine and automatic transmission. Your actual fuel consumption may vary depending on how, where and when you drive.
ALWAYS AHEAD OF THE REST.
A REFLECTION ON PASSIONATE ENGINEERING.

The MAZDA3 is a testament to obsessive engineering down to the simplest detail. To achieve a greater level of precision and artistry, Mazda engineers sculpt every design in hard clay rather than relying solely on computer-aided design. By using special tools crafted by the artists themselves, Mazda is able to produce a design so precise that it measures within a fraction of a millimetre of the engineers’ original vision. Extreme craftsmanship? Sure. But at Mazda, defying convention is how we build cars worth driving.

WHEN BODY MEETS SOUL.

Every muscular line and refined curve of the MAZDA3 embodies the most dramatic expression of our KODO “Soul of Motion” design yet. Slightly lower and wider, the crouching stance, prominent grille and piercing headlights make a formidable first impression. Yet KODO design is as functional as it is beautiful. The stunning sculpted exterior is crafted to also deliver superb aerodynamics. And with an exceptionally low coefficient of drag, the MAZDA3 produces better fuel economy, performance and handling than ever before. With Mazda, there’s always more than meets the eye.

THE BIRTH OF SOUL

To create Soul Red Metallic*, we put an entirely new three-coat painting process into action. By using two separate coats of high-brightness aluminium flakes and high-chroma red pigment, we created a deep and vivid colour that’s unlike any other red on the road.

*Optional on the GS and GT models.

KODO DESIGN

Like the wind or the flow of water, KODO is a unique expression of power and beauty seen in instantaneous motion. It’s a cheetah pouncing on its prey. It’s the moment a sword strikes in the ancient Japanese art of kendo. It’s power, speed, dignified tension and sophisticated beauty. And it’s highly seductive.
ENGINEERING WITH HARMONY IN MIND.

While other car companies compromise power to improve fuel efficiency, we’ve taken a dramatically different approach. Far more than just an engine with hybrid-like efficiency, SKYACTIV TECHNOLOGY is a holistic system that takes the entire car into consideration. A matrix of next-generation innovations seamlessly works together to improve both fuel economy and the overall driving experience. Power and performance are delivered in abundance, along with efficiencies that offer up to a fuel-sipping estimated 5.7 L/100 km highway*. mazda.ca/skyactiv

01 // SKYACTIV-G /
By re-imagining the combustion engine with a lofty compression ratio of 13:1, increased power no longer requires fuel-consuming engine displacement. Get up to an estimated 5.7 L/100 km highway* on sedan models and 5.9 L/100 km highway* on Sport hatchback models.

02A // SKYACTIV-DRIVE /
Our engineers created a new kind of precise, high-performance automatic transmission that combines the direct feel of a manual transmission with the silky smoothness of an automatic. And with the Drive Selection switch (standard on the GT model), you get sharper, more responsive acceleration in addition to sporty performance.

02B // SKYACTIV-MT /
This six-speed manual transmission has the shortest shift throw in its class. Inspired by the legendary MX-5 Miata, it’s also smaller, lighter and stronger than any we’ve built before.

03 // SKYACTIV-CHASSIS /
Engineered together with the SKYACTIV/Body to work in perfect harmony, the steering and suspension systems achieve two seemingly contradictory goals at once: To be nimble at low speeds, yet stable at high speeds. Plus, its lighter weight allows for a more direct and agile feel.

04 // SKYACTIV-BODY /
We are constantly searching for new ways to make you safer behind the wheel. That’s why Mazda was the first auto manufacturer to use ultra-high-tensile steel in a production vehicle. Because we crafted an efficient structural design and used ultra-high-tensile steel in critical areas, the MAZDA3’s body is lighter than normal, yet it’s stiffer and stronger.

05 // i-ELOOP /
The MAZDA3 features i-ELOOP**, a regenerative engine braking system that engages every time you lift your foot off the accelerator. i-ELOOP converts the car’s own inertia into electricity, charging the battery, preventing fuel from being wasted and improving fuel economy by as much as 5 percent‡.

*5.7 L/100 km highway for the Mazda3 sedan GX and GS with 2.0 L engine and automatic transmission and 5.9 L/100 km highway on Sport hatchback models.

‡Actual results will vary based on driving conditions.

**Available on the GT model with Technology Package.
Welcome to a fully engaging and revitalizing driving experience. Inside the 2016 MAZDA3, you’ll find a richly contoured, driver-oriented environment that empowers focused, yet stimulating, driving. From the moment you open the door and the centre gauge lights up, you’ll know you’re in for a real treat. And when you fire up the engine with the push of a button, a new level of connectedness is undeniable. The side gauges illuminate. The available Active Driving Display* rises to greet you. And once on the road, the cockpit’s design around a theoretical vanishing point keeps you forward-focused, helping you fix your attention on the road ahead more easily.

*Standard on the GT model.
†Optional on the GT model.
Of course AM/FM radio is always a choice, but now there are new ways to explore music and infotainment options via your Bluetooth®†-enabled and Internet-connected device. Connect to your Facebook and Twitter feeds, listen to your own playlist or choose something from the integrated Internet radio apps such as Aha™ and Stitcher™.

With voice commands, making and receiving calls is as easy as pushing a button and saying hello. Thanks to the MAZDA3’s Bluetooth®† hands-free phone and audio streaming, you stay entertained with streaming audio from your compatible mobile device. SMS Text Message Audio Delivery and Reply† is available on select MAZDA3 models, so you can enjoy fully integrated text display and audio readout, and the ability to reply by choosing from a number of preset return messages.

Our convenient available navigation system** offers the advanced features of today’s navigation devices, including voice commands and advanced lane guidance. Plus, getting around town – or out of town – has never been easier thanks to the system’s 3D interactive map with step-by-step audio directions.

* Available on the GX, GS and GT models with free downloadable Aha and Stitcher apps. Available for the all GS and GT models.
‡ Available on the GT model with Technology Package and a SiriusXM™ Satellite Radio subscription (free 6-month trial includes all packages). SiriusXM™ Satellite Radio available on all models.
* Available on the all models.
A connected driving experience encompasses every sense, including your sense of hearing. That’s why the latest Bose® Centerpoint® 2 Surround Sound System† is available in the MAZDA3 GT. Specifically engineered to reproduce high-quality sound for the MAZDA3’s interior dimensions, its 9 speakers enable listeners to enjoy a surround sound experience from nearly any stereo source, including CD, MP3 devices, radio and available SiriusXM™ Satellite Radio*. Centerpoint® 2 surround technology analyzes the stereo signal and converts it to surround sound, creating a truly immersive experience. SurroundStage® delivers a balanced 360 sound field to each seat, so everyone feels as though they are in the middle of the music. While AudioPilot® 2 technology constantly monitors and adjusts the music to compensate for the effects of unwanted noise.
DON’T JUST DRIVE. EXPERIENCE.

The MAZDA3’s interior appointments offer luxury you simply won’t find in comparable affordable compact cars. Using high-end materials and refined finishes, like the satin chrome accents and a carbon fibre-look meter hood, the MAZDA3 offers a unique, understated beauty. The streamlined dash and instrument panel improve visibility for the driver and front passenger, while giving a feeling of spaciousness typically found in luxury vehicles. By repositioning the back seats slightly closer to the centre of the cabin, passengers have a broader view of the cockpit and road ahead. And by redesigning the front seatbacks to contour inwards, we created additional legroom and more foot room. Chances are, you’ve never seen an interior like this in another car in its class.

THE HOLE TRUTH

By making the seat perforations moderately large and the distances between them small, our engineers created leather-trimmed upholstery* that’s not only soft and breathable, but also absorbs road noise for an enhanced audio-listening environment.

PERFECT FIT

The MAZDA3’s sport seats are contoured to mould perfectly to the body, giving you and your passengers a more comfortable and connected ride, no matter how long the commute. And with the available dual-stitched leather-trimmed upholstery*, the seats are as carefully crafted as they are beautiful.

*Available on the GT model with Luxury Package.
With the MAZDA3 Sport hatchback, you can enjoy all the conveniences of a compact car without ever compromising cargo space. With a generous 1,334 L of cargo space with the rear seats folded, you’ll have enough room for all your camping gear, work gear, party gear or whatever gear you need. Plus, the easy-access lift-gate means easy loading. And when you have more passengers than gear? The MAZDA3 Sport offers plenty of versatility with 60/40-split fold-down rear seats. Simply fold down one section of the rear seat to allow for both passenger room and cargo. And when you need to be all about passengers, the MAZDA3 Sport accommodates five with room to spare.
LIFE IN THE FAST LANE NEVER FELT SO SAFE.

You don’t necessarily expect safety innovations to improve the driving experience – unless you’re a performance-obsessed automaker like Mazda. For the MAZDA3, our engineers insisted on offering i-ACTIVSENSE safety innovations - a collection of advanced safety technologies that take safety to a whole new level. Taking an active approach to safety, i-ACTIVSENSE is designed to put you closely in tune with your surroundings. It’s based on the belief that by making you more aware of road conditions, you’ll be better prepared to either help prevent an accident or lessen its severity.

/ HIGH BEAM CONTROL (HBC) /
High Beam Control† helps the driver see better at night by maximizing opportunities to use the high beams. The system automatically switches to the low beams when it detects oncoming traffic and/or a vehicle ahead.

/ LANE DEPARTURE WARNING SYSTEM (LDWS) /
The Lane Departure Warning System† gives audible and visual warnings when drivers are about to unintentionally depart from their lane at a speed of 70 km/hour or higher.

/ REAR CROSS TRAFFIC ALERT (RCTA) /
When backing up, Rear Cross Traffic Alert† detects a vehicle approaching from the side and promptly alerts the driver with an audible warning, as well as a visual warning in the driver’s side mirror.

/ ADAPTIVE FRONT LIGHTING SYSTEM (AFS) /
The MAZDA3’s KODO-design Adaptive Front Lighting System† is not only striking, but also provides a sharper vision of the road ahead. It automatically adjusts the angle of the vehicle’s headlights according to the steering angle and vehicle speed. When cornering or approaching intersections at night, the beam of the headlights illuminates the path the car will actually follow, thereby enhancing driver safety. Beautiful design fused with highly advanced technologies. There’s no better way to illuminate your journey.

/ SMART CITY BRAKE SUPPORT (SCBS) /
At low speeds, Smart City Brake Support† detects objects ahead and prepares the vehicle to stop by adjusting the brake pads closer to the disc. If no driver action is taken, the system automatically applies the brakes.

/ BLIND SPOT MONITORING (BSM) /
Blind Spot Monitoring† radar sensors detect objects in the left or right blind spots. If the driver signals a lane change while an object is present, a light in your corresponding side mirror blinks and a warning chime sounds.

/ REAR CROSS TRAFFIC ALERT (RCTA) /
When backing up, Rear Cross Traffic Alert† detects a vehicle approaching from the side and promptly alerts the driver with an audible warning, as well as a visual warning in the driver’s side mirror.

/ SMART CITY BRAKE SUPPORT (SCBS) /
At low speeds, Smart City Brake Support† detects objects ahead and prepares the vehicle to stop by adjusting the brake pads closer to the disc. If no driver action is taken, the system automatically applies the brakes.

/ ADAPTIVE FRONT LIGHTING SYSTEM (AFS) /
The MAZDA3’s KODO-design Adaptive Front Lighting System† is not only striking, but also provides a sharper vision of the road ahead. It automatically adjusts the angle of the vehicle’s headlights according to the steering angle and vehicle speed. When cornering or approaching intersections at night, the beam of the headlights illuminates the path the car will actually follow, thereby enhancing driver safety. Beautiful design fused with highly advanced technologies. There’s no better way to illuminate your journey.

Always check your mirrors. Be aware of traffic around you. Available on the GT model with Technology Package.
“Excellent balance of ride and handling; well-designed cabin; plenty of upscale features available.” — John LeBlanc, driving.ca

MAZDA 3 & MAZDA 3 SPORT COLOUR COMBINATIONS

<table>
<thead>
<tr>
<th>PAINT COLOURS</th>
<th>MAZDA 3</th>
<th>MAZDA 3 Sport GT with Technology Packages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Snowflake White Pearl</td>
<td>G/GX/GS</td>
<td>BLACK LEATHER</td>
</tr>
<tr>
<td>Premium Black Cloth</td>
<td>GT</td>
<td>BLACK LEATHER</td>
</tr>
<tr>
<td>Black Leather</td>
<td>GT</td>
<td>WHITE LEATHER</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>UPHOLSTERY</th>
<th>MAZDA 3</th>
<th>MAZDA 3 Sport</th>
</tr>
</thead>
<tbody>
<tr>
<td>BLACK CLOTH</td>
<td>G/GX/GS</td>
<td>BLACK CLOTH</td>
</tr>
<tr>
<td>PREMIUM BLACK CLOTH</td>
<td>GT</td>
<td>BLACK LEATHER</td>
</tr>
<tr>
<td>BLACK LEATHER</td>
<td>GT</td>
<td>WHITE LEATHER</td>
</tr>
</tbody>
</table>

MAZDA 3 & MAZDA 3 SPORT WHEEL OPTIONS

- 16" steel wheels with full wheel covers (G/GX)
- 16" alloy wheels (GS)
- 18" alloy wheels (GT)

MAZDA 3 & MAZDA 3 SPORT SPECIFICATIONS AND CAPACITIES

<table>
<thead>
<tr>
<th>SPECIFICATIONS</th>
<th>G/GX/GS</th>
<th>GT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engine type</td>
<td>SKYACTIV-G 2.0 L DOHC 16-valve 4-cylinder</td>
<td>SKYACTIV-G 2.5 L DOHC 16-valve 4-cylinder</td>
</tr>
<tr>
<td>Displacement</td>
<td>1,998 cc</td>
<td>2,488 cc</td>
</tr>
<tr>
<td>Compression ratio</td>
<td>13.0:1</td>
<td>13.0:1</td>
</tr>
<tr>
<td>Horsepower SAE net</td>
<td>155 @ 6,000 rpm</td>
<td>184 @ 5,700 rpm</td>
</tr>
<tr>
<td>Torque SAE net lb. ft.</td>
<td>150 @ 4,000 rpm</td>
<td>185 @ 3,250 rpm</td>
</tr>
<tr>
<td>Fuel system</td>
<td>Direct Injection</td>
<td>Direct Injection</td>
</tr>
</tbody>
</table>

**FUEL ECONOMY**

<table>
<thead>
<tr>
<th>CITY/HIGHWAY (L/100 KM)*</th>
<th>MAZDA 3</th>
<th>MAZDA 3 Sport</th>
</tr>
</thead>
<tbody>
<tr>
<td>6MT (G)</td>
<td>8.0/5.8</td>
<td>8.0/5.8</td>
</tr>
<tr>
<td>6MT (GX/GS)</td>
<td>8.0/5.8</td>
<td>8.0/5.8</td>
</tr>
<tr>
<td>6AT (GX/GS)</td>
<td>7.9/5.7</td>
<td>8.5/5.9</td>
</tr>
<tr>
<td>6AT (GT)</td>
<td>9.3/6.4</td>
<td>9.3/6.4</td>
</tr>
<tr>
<td>6AT with i-ELOOP (GT)</td>
<td>8.4/5.9</td>
<td>8.3/5.9</td>
</tr>
</tbody>
</table>

**EXTERIOR DIMENSIONS**

<table>
<thead>
<tr>
<th>MAZDA 3</th>
<th>MAZDA 3 Sport</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wheelbase (mm)</td>
<td>2,700</td>
</tr>
<tr>
<td>Overall width (mm)</td>
<td>2,053</td>
</tr>
<tr>
<td>Overall height (mm)</td>
<td>1,455</td>
</tr>
<tr>
<td>Track (fr/rr) (mm)</td>
<td>1,555/1,560</td>
</tr>
<tr>
<td>Overall length (mm)</td>
<td>4,580</td>
</tr>
<tr>
<td>Turning circle, curb-to-curb (m)</td>
<td>10.6</td>
</tr>
</tbody>
</table>

**INTERIOR DIMENSIONS**

<table>
<thead>
<tr>
<th>MAZDA 3</th>
<th>MAZDA 3 Sport</th>
</tr>
</thead>
<tbody>
<tr>
<td>Headroom (fr/rr) (mm)</td>
<td>981/955</td>
</tr>
<tr>
<td>Headroom (fr/rr) with moonroof (mm)</td>
<td>956/952</td>
</tr>
<tr>
<td>Legroom (fr/rr) (mm)</td>
<td>1,073/909</td>
</tr>
<tr>
<td>Shoulder room (fr/rr) (mm)</td>
<td>1,452/1,382</td>
</tr>
</tbody>
</table>

**CAPACITIES**

- Seating: 5
- Cargo volume (L): 390
- 512 (folded rear seats)
- Passenger volume (L): 1,534
- Fuel tank (L): 50

---

*Estimated fuel economy based on Government of Canada approved 5-cycle testing method. Your actual fuel consumption may vary depending on how, where and when you drive. For comparison purposes only. For more information on 5-cycle testing, visit mazda.ca/5cycle.
MAZDA & MAZDA 3 SPORT FEATURES

ENGINE & TRANSMISSION

MAZDA3 SPORT

SPORT FEATURES

SKYACTIV-Drive 6-speed automatic transmission
SKYACTIV-G 2.0 L DOHC 16-valve 4-cylinder engine
Integrated child-seat anchors
Blind Spot Monitoring system (BSM)
Rear Cross Traffic Alert (RCTA)
Driver’s and front passenger’s safety-belt pretensioners with force limiters
Rear seat headrests
Whiplash-reducing front seat headrests
Drive Selection switch
4-way manually adjustable passenger’s seat
Active Driving Display (ADD)
60/40-split fold-down rear seatback
Rear door storage pockets with bottle holders

COMFORT & CONVENIENCE

Driver and passenger’s sun visors with vanity mirrors
Leather-wrapped parking brake handle
Leather-wrapped steering wheel
Overhead console with sunglasses holder
Coat hooks

INSTRUMENT PANEL & STORAGE

SiriusXM satellite radio
Steering-wheel-mounted cruise controls
Rear seat headrests
215/45R18 all-season tires
205/60R16 all-season tires
18” alloy wheels
16” alloy wheels
Cargo/trunk light
Seat & Trim

6-way manually adjustable driver’s seat
Rear independent multi-link suspension
Rack-and-pinion steering with rpm-sensing variable power assist
3-point safety belts for all occupants
Dynamatic Stability Control (DSC)
Body-coloured power-operated door mirrors
Body-coloured power-operated rear view mirror
Power windows with driver’s one-touch up and down feature and timer
Internal fuel door, trunk/hatch and hood releases

SEAT & TRIM

27
MAZDA3 ACCESSORIES. IT’S YOUR MAZDA – MAKE IT YOUR OWN.

Customize your new MAZDA3 with Genuine Mazda Accessories. When installed by your Mazda Dealer prior to or at initial vehicle delivery, Genuine Mazda Accessories carry the same new-vehicle limited warranty as your new Mazda. Ask your dealer for details.

01 // 18" GLOSS BLACK WHEELS WITH MACHINED FACE /
These 18-inch Gloss Black Wheels give your MAZDA3 added style to match its sleek exterior design.

02 // 18" GLOSS BLACK WHEELS /
Ring out your MAZDA3’s dark side with these 18-inch Dark Alloy Wheels.

03 // AERO KIT /
Give your MAZDA3 a bold, aerodynamic stance. Accessorize your ride with our Brilliant Black Aero Kit that includes Front Air Dam, Side Sills, Rear Diffuser and Rear Spoiler. Pick and choose only the accessories you like or go all out and deck your drive with all four.

04 // CARGO TRAY /
Life doesn’t have to be messy, at least inside your MAZDA3. This flexible, durable Cargo Tray protects against spills and other damage.Removes easily for quick cleanup.

05 // MAZDA MOBILE START /
With Mazda Mobile Start, now you can remotely start, lock or unlock your Mazda using a smartphone app. You can even activate a panic alarm, and if you’ve forgotten where you parked your Mazda, you can use the app to find it virtually anywhere.

06 // ALL-WEATHER FLOOR MATS /
Fitted perfectly to your MAZDA3, these All-Weather Floor Mats guard against water, sand, mud, snow or whatever you drag through the door.

07 // REAR BUMPER GUARD /
Tailored and sleek, our durable stainless steel Rear Bumper Guard not only looks great, but also helps protect the rear bumper from chips and scratches.

08 // NAVIGATION SYSTEM /
Get where you need to go with our in-dash, integrated navigation system. Enjoy advanced lane guidance, 3D interactive map, intuitive voice commands and much more.

Visit mazda.ca for Accessory options.

NEVER STOP IMPROVING. NEVER STOP PUSHING THE LIMITS. THIS IS THE MAZDA WAY.
AND IT’S THE PHILOSOPHY THAT GUIDES EVERYTHING WE DO, FROM THE ENGINEERING AND DESIGN OF OUR NEW VEHICLES TO THE KIND OF WARRANTY WE OFFER.

A first-of-its-kind warranty that lets you drive as much as you want, as far as you want.
Standard on all 2015 and 2016 models.

It should come as no surprise that Mazda, a car company committed to an unrivalled driving experience, would defy convention to introduce a revolutionary new warranty program that lets you keep on driving. Introducing Mazda Unlimited, a first-of-its-kind warranty that lets you drive as much as you want, as far as you want. There are no limits on how far you can go. This is the Mazda Way.

What does Mazda Unlimited mean for you?
• Added confidence in the quality of the product you are driving
• Added protection, knowing Mazda will be there, kilometre after kilometre
• Added value, knowing that if you ever sell, trade or upgrade to a new vehicle during the warranty period, Mazda Unlimited will be transferable to the new owner
• Added peace of mind, knowing that there are no limits to how far you can go

To learn more about the Mazda Unlimited Warranty, visit mazdaunlimited.ca.

3-YEAR NEW VEHICLE UNLIMITED MILEAGE WARRANTY
3-YEAR ROADSIDE ASSISTANCE UNLIMITED MILEAGE
5-YEAR POWERTRAIN UNLIMITED MILEAGE WARRANTY
7-YEAR ANTI-PERFORATION UNLIMITED MILEAGE WARRANTY

*Please ensure to properly secure all cargo.
WHO LOVE TO DRIVE. SO FROM THE MAZDA CRAFTSMEN. WHO LOVE TO DRIVE. FOR PEOPLE WHO LOVE TO DRIVE. SO FROM THE MAZDA CRAFTSMEN. WHO LOVE TO DRIVE.

FROM THE MAZDA CRAFTSMEN.

EVERY MODEL IN THE MAZDA LINE-UP WAS BUILT BY A BUNCH OF CAR-CRAZED CRAFTSMEN. WHO LOVE TO DRIVE. FOR PEOPLE WHO LOVE TO DRIVE. SO FROM THE MAZDA CRAFTSMEN. WHO LOVE TO DRIVE.

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?

WHY MAZDA?
IT TAKES CONVICTION TO STAND UP TO THE NAYSAYERS.
A CREATIVE FIRE THAT’S UNAFRAID OF THE BLANK PAGE.
AND THE COURAGE TO FLIP CONVENTIONAL WISDOM ON ITS HEAD.
BECAUSE THIS IS THE ONLY WAY TO CHANGE THE GAME.
AND THE ONLY WAY TO BUILD CARS WORTH DRIVING.
TODAY, OUR SKYACTIV TECHNOLOGY IS CHANGING THE GAME.
IT’S HOW WE REINVENTED THE GASOLINE ENGINE,
DRAMATICALLY IMPROVING ITS EFFICIENCY
WITHOUT SACRIFICING HEART-POUNDING PERFORMANCE.
IT’S HOW WE ENGINEERED A LIGHTER CAR THAT’S EVEN STRONGER,
SAFER, MORE RESPONSIVE, AND MORE EXHILARATING TO DRIVE.
THESE ARE ACTIONS, NOT WORDS. PROOF, NOT THEORIES.
MAKING THE IMPOSSIBLE POSSIBLE.

THIS IS THE MAZDA WAY.