

MAZDA 3



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ZOOM-ZOOM



The partner that's another part of you

Jinba-ittai – the feeling that the car is actually an extension of your body – is what makes every Mazda so special. It's the result of a painstaking development process that is always firmly centred on the driver and his or her passengers. This human-centric development philosophy is crystallized in our groundbreaking SKYACTIV TECHNOLOGY. And it delivers the confidence and peace of mind that comes from knowing the vehicle will faithfully respond as if it were just another part of you. Now, new Mazda3 takes it to an even higher level with the introduction of SKYACTIV-VEHICLE DYNAMICS, Mazda's new-generation vehicle dynamics control technology, while the i-ACTIVSENSE suite of safety technologies is further evolved and enhanced for more timely warnings and broader protection. What's more, exterior and interior design are simultaneously visually appealing and supremely functional, exceeding the expectations of the class and providing superior ride comfort as well as day-in, day-out driving satisfaction. It's Mazda3, the life partner that always feels just right.







The mature face of sports styling

Mazda3 takes Mazda's signature KODO – Soul of Motion design language into a new dimension of emotional power and vitality. Exterior styling emphasizes the wide, well-planted stance and strong front-to-rear axis to create a design with dynamic proportions and mature, dignified composure. The redesigned front grille and signature wings combine with LED headlamps to create a bold and engaging face. And the instant you open the door, the driver-oriented space invites you to get behind the wheel, while passengers enjoy an open, comfortable space. Individual interior components are comprehensively evolved to give a sporty yet dignified, high-quality cabin, underlined by the harmonious matching of materials such as satin chrome plating and double pleating on soft pads, as well as the striking contrast between the pure white leather interior and black items.



魂動
KODO | SOUL of MOTION





Human-centric engineering: the key to satisfaction

At Mazda, driver satisfaction is always the driving force. So all our research and development is centred on you, the driver, to give you the confidence and peace of mind that comes with Mazda's trademark *Jinba-ittai* feeling of unity with the car. And to deliver soul-stirring driving along with superior safety and environmental performance, Mazda developed the innovative SKYACTIV TECHNOLOGY suite of technological breakthroughs by re-evaluating and revising every aspect of automotive engineering from the ground up. Now SKYACTIV TECHNOLOGY enters a new phase with SKYACTIV-VEHICLE DYNAMICS and G-Vectoring Control (GVC). Based on how you and your passengers physically experience Mazda3's dynamic performance, GVC's human-centred innovations open a new world of enjoyment of the road.

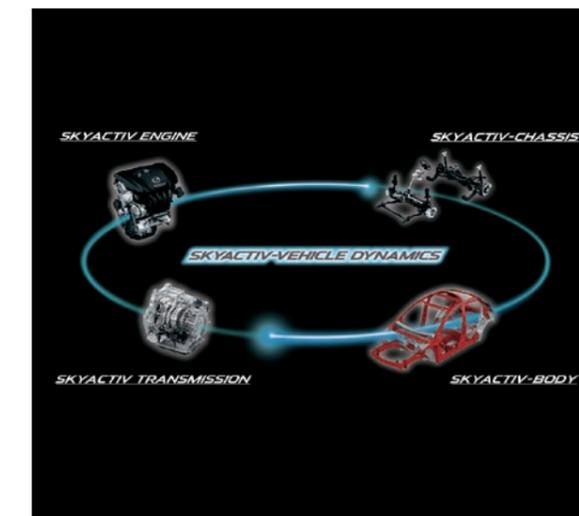
The birth and evolution of SKYACTIV TECHNOLOGY

Exhilarating, fun driving combined with unprecedented environmental and safety performance – it seems like an impossible dream. And it required tearing up the rule book of conventional ideas plus a series of quantum leaps in technology to achieve. But this is what inspired the development of SKYACTIV TECHNOLOGY, and what continues to drive its evolution along a path charted by human-centric engineering. From its very beginnings, SKYACTIV TECHNOLOGY was squarely aimed at eliminating inefficiency and waste throughout the entire vehicle to deliver unheard-of levels of fuel efficiency along with cutting-edge safety and unmatched driving pleasure, helping to realize Mazda's future vision of 'Sustainable Zoom-Zoom'.

The next step: SKYACTIV-VEHICLE DYNAMICS

Jinba-ittai is what makes every Mazda so special. The outcome of Mazda's human-centric design and development philosophy, *Jinba-ittai* lets the driver control the vehicle – whether turning,

braking or just cruising – as simply and naturally as if it were an extension of his or her body. Now, to take this concept to the next level, Mazda3 introduces SKYACTIV-VEHICLE DYNAMICS. This new addition to SKYACTIV TECHNOLOGY provides integrated control of the engine, transmission, chassis and body to further enhance the *Jinba-ittai* feel of connectedness between car and driver. As opposed to conventional vehicles where these four key areas are controlled separately, SKYACTIV-VEHICLE DYNAMICS takes a holistic, human-centred approach with real-time feedback and dynamic interaction occurring between the driver and amongst these four pillars of vehicle control. The result is an involving, exhilarating drive as Mazda3 responds to your every intention with crisp, confidence-inspiring linearity and predictability. This innovative, new-generation vehicle dynamics control system is the fruit of a multi-year initiative undertaken in pursuit of the ideal in rewarding sensations for both driver and passengers, as well as the ultimate in vehicle dynamics. And it sets a new benchmark for driver satisfaction.



G-VECTORING CONTROL

Enhancing chassis performance via the engine

Smooth transitions between G-forces when braking, turning and accelerating are an essential element of *Jinba-ittai*, and have been a major development focus at Mazda for many years. This unified feel to braking, steering and acceleration, along with consistent feedback, allows the driver to control the vehicle easily and precisely. And now G-Vectoring Control (GVC) – the debut technology of SKYACTIV-VEHICLE DYNAMICS – takes this dynamic, unified feel to an even higher level. It's a logical extension of Mazda's human-centric design and engineering philosophy that not only concentrates on mechanical efficiency but also considers how a vehicle should be in light of human

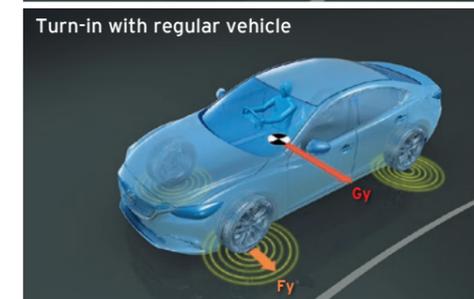
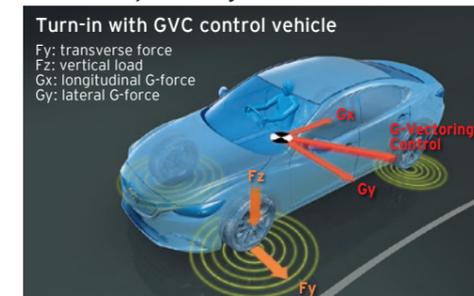
characteristics. GVC is a new approach to controlling vehicle dynamics that uses the engine to enhance chassis performance, and it gives Mazda vehicles even smoother transitions between G-forces in all driving scenarios.

Natural control giving greater response and stability

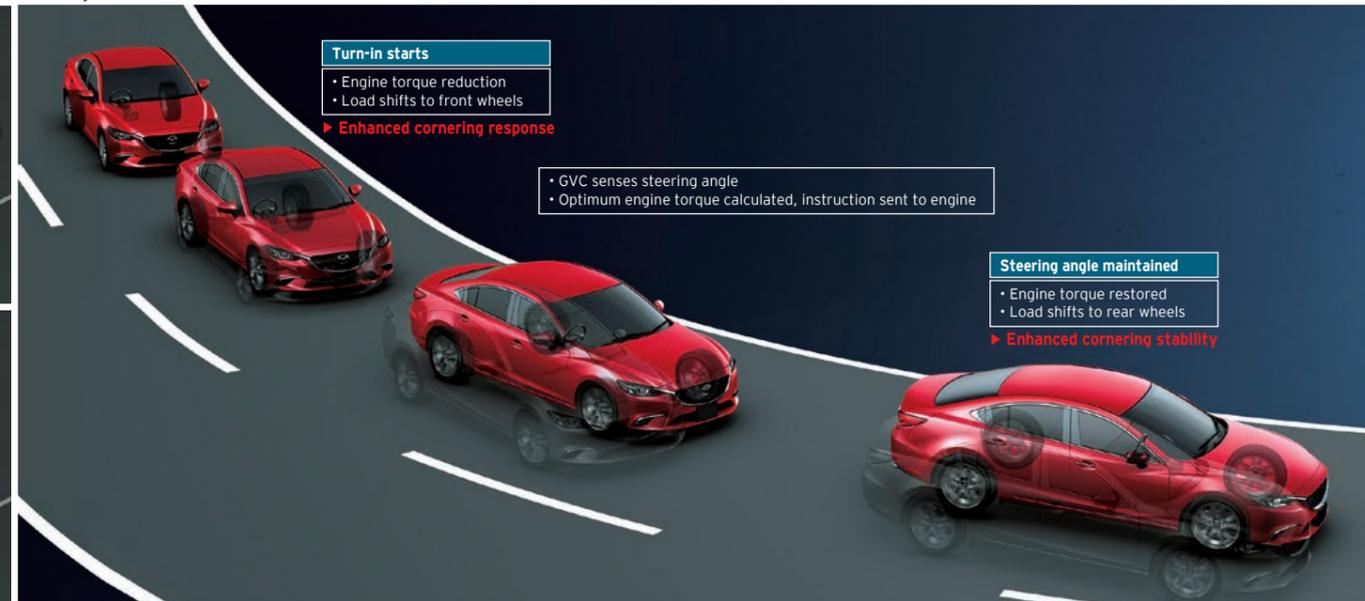
Conventionally both lateral and fore-aft G-forces are controlled separately. In contrast, GVC adjusts engine torque according to the driver's steering inputs to give unified control of G-force in all directions and dynamically optimize the vertical load on each wheel. For example, the instant the driver begins to turn the wheel to enter a curve, GVC momentarily lowers engine torque to transfer weight to the front wheels and enhance the front tyres' grip. Then while a constant steering angle is maintained, GVC

recovers engine torque to transfer load back to the rear wheels and heighten vehicle stability. This series of load transfers not only maximizes front and rear tyre grip to enhance response and stability in accordance with the driver's intentions, GVC does it so smoothly and naturally that neither the driver nor passengers feel any discomfort. And GVC demonstrates this effect over a wide range of situations from low-speed everyday driving to high-speed emergency manoeuvres, and even on slippery road surfaces. Thanks to this dynamic load allocation, GVC greatly reduces the necessity for steering corrections, enabling the driver to maintain a chosen line with greater confidence and lower fatigue on long drives. What's more, by smoothing the transitions between G-forces, GVC suppresses the swaying of heads and bodies to give all occupants a smoother and more enjoyable ride.

GVC conceptual diagram



GVC operation



SKYACTIV-G 2.0-litre/1.5-litre

High-efficiency SKYACTIV-G direct-injection petrol engines are your passport to a world of driving that is both exciting *and* eco-friendly. SKYACTIV-G engines do more than just set new standards for fuel efficiency and emissions control, they also actively enhance the Zoom-Zoom performance that sets Mazda apart. To accomplish this, Mazda engineers achieved a whole series of technical breakthroughs that include a 4-2-1 exhaust system and high tumble ports, cavity pistons, and multi-hole injectors, to deliver an extraordinary compres-

sion ratio of 14.0:1^{*1} while suppressing the knock usually caused by such high compression. The SKYACTIV-G 1.5 is also equipped with an exclusive presilencer that increases torque at low engine speeds resulting in exciting response along with low fuel consumption. Taken together, the technical breakthroughs in SKYACTIV-G engines realize an astonishing increase in fuel efficiency – up to 15% – as well as more satisfying everyday driving thanks to the ample torque available at low- to mid-engine speeds. Now there's no need to make a choice between fuel efficiency and driving pleasure, because SKYACTIV-G engines deliver both at the highest levels.

SKYACTIV-G 2.0^{*2}

Max. power: 121kW/6,000rpm

Max. torque: 210Nm/4,000rpm

SKYACTIV-G 1.5

Max. power: 88kW/6,000rpm

Max. torque: 150Nm/4,000rpm



*1 For Brunei, Hong Kong, Macau and Singapore. Compression ratio for other countries is 13.0:1.

*2 For Brunei, Hong Kong, Macau and Singapore. Values for other countries are 114kW/6,000rpm and 200Nm/4,000rpm.

SKYACTIV-DRIVE

This six-speed automatic transmission combines the smooth operation of a conventional automatic with the fast shifting of a twin-clutch gearbox. Lockup is extended to nearly 90% for the solid feel of a manual transmission, and there's also the choice of Sports and manual shift modes for sportier driving..

SKYACTIV-MT

This six-speed manual transmission offers the same short shift stroke and light, positive shifting as the Mazda MX-5 sports car, achieved through a complete redesign of the internal shift mechanism for more efficient action and minimum friction. The shift gate is designed for easy recognition of shift positions to allow fast, accurate flick-of-the-wrist gear shifting.

SKYACTIV-BODY

Innovations in structure, construction and materials make Mazda3 lighter, safer and more rigid. Straight structural members, a continuous framework and extensive use of high-tensile steel achieve the contradictory requirements of lighter weight and greater collision-resistance, particularly in the occupants' area.

SKYACTIV-CHASSIS

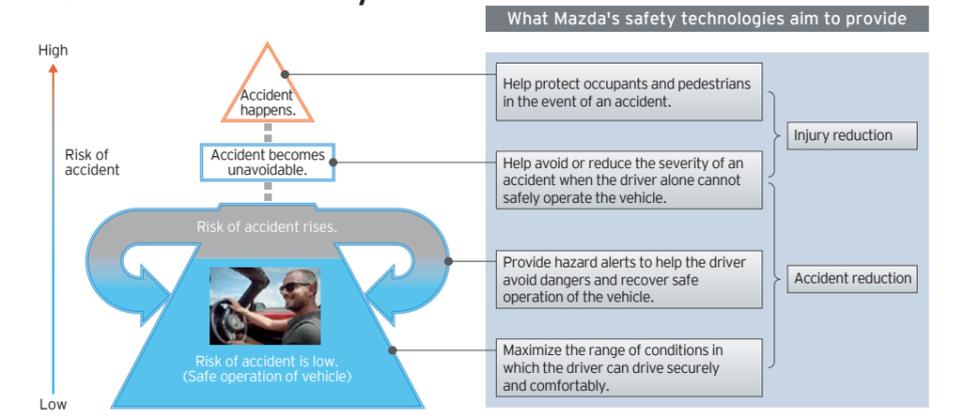
To deliver sporty *Jinba-ittai* driving, Mazda3 features strut geometry at the front and a multi-link layout at the rear, specifically tuned for stability at high speeds and sharp, nimble response at low and mid-range speeds. Electric Power Assist Steering provides comfortable, responsive operation with positive feedback.

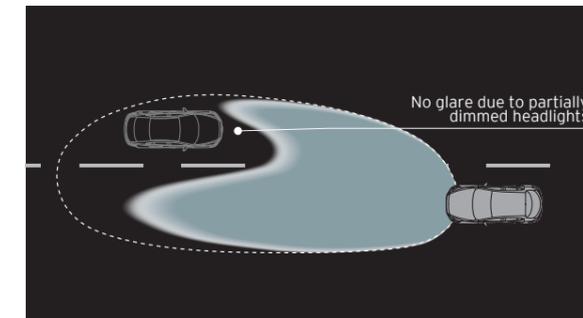


Human-centric innovation: the key to safer, more secured driving

Mazda's Proactive Safety philosophy is firmly grounded in a belief in the driver's abilities, aiming to support safer driving while maintaining all the fun of the open road. Safer driving demands early recognition of potential hazards, good judgment and appropriate action, and Mazda works to support these essential functions so you can drive securely and with peace of mind despite changing driving conditions. First is an optimum driver environment with good visibility, well-positioned controls, easy-to-read instruments and minimal distractions, all enhanced by Mazda's further evolved recognition support. Next is i-ACTIVSENSE, a portfolio of active safety measures to incrementally warn you when a potentially dangerous situation is developing. In particular, the Advanced Smart City Brake Support (Advanced SCBS) system features a new camera that expands operating speed range for detecting pedestrians ahead, while the Adaptive LED Headlights (ALH) system is equipped with more powerful LEDs. Finally there is passive safety, designed to help protect occupants and minimize injuries if an accident should occur.

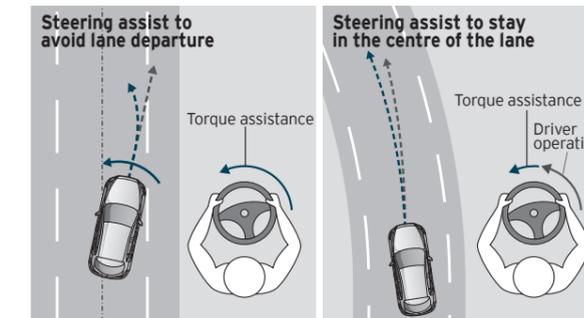
Mazda Proactive Safety





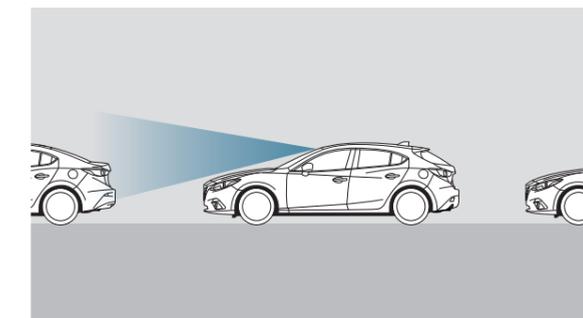
Adaptive LED Headlights (ALH)

ALH offers the driver greater support for recognizing potential hazards when driving at night. The system improves night visibility and helps the driver avoid hazardous situations by combining the use of Glare-free High Beam (featuring an adjustable illumination range) and Wide-range Low Beam.



Lane-keep Assist System (LAS)

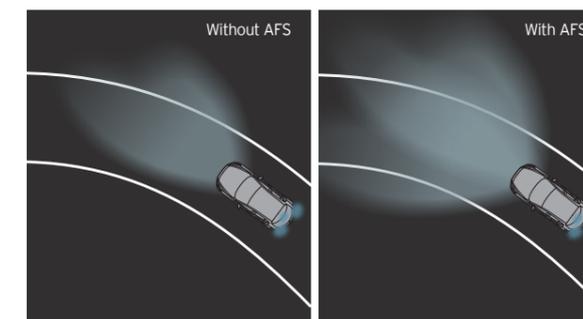
A forward sensing camera detects lane markings and assists the steering to keep you in lane. The system also alerts you when it judges an unintended lane departure is imminent by vibrating the steering wheel or with an audible alarm. When the system determines lane departure is intentional (use of turn signals, etc) steering assistance is cancelled and no warnings are given. The system operates at speeds above approximately 60km/h.



Advanced Smart City Brake Support (Advanced SCBS)

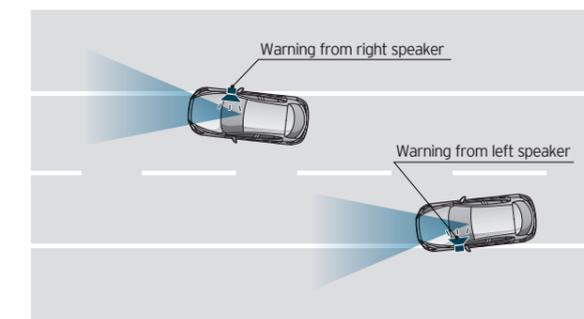
With the high-performance forward sensing camera, Advanced SCBS detects vehicles and pedestrians* in front of the vehicle and automatically applies the brakes to help avoid collisions and mitigate collision damage while driving between approximately 4 and 80km/h (sensing a vehicle ahead) or between approximately 10 and 80km/h (sensing a pedestrian).

*Detection of pedestrians and consequent automatic braking are not available in certain countries and regions.



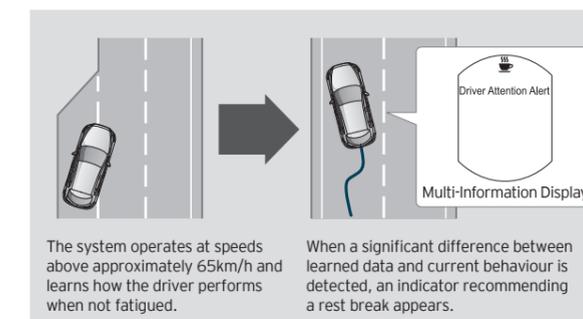
Adaptive Front-lighting System (AFS)

AFS promotes safer driving by allowing you to see further at intersections or around curves at night. Taking inputs from the steering angle and vehicle speed, AFS predicts the shape of the road and directs the headlamps' beams in the direction of travel, illuminating the path Mazda3 will actually follow.



Lane Departure Warning System (LDWS)

LDWS senses lane markings on the road surface. When the system predicts departure from the lane it issues an audible warning similar to the noise a car makes when it runs onto a rumble strip to prompt timely steering corrections. The system assesses driver inputs such as use of the turn signals to weed out false alarms.



Driver Attention Alert (DAA)

DAA uses information such as steering wheel angle, vehicle speed, and output from the forward sensing camera to assess the driver's condition and help prevent accidents caused by fatigue or lowered alertness. The system monitors and compares current behaviour with learned data on how the driver performs when fresh, and suggests a rest break when a significant difference is detected.

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



Human-centric design: the key to communication

Human-centric design is the key to complete and intuitive communication between you and Mazda3. As well as real-time communication with the world when you're on the road. It's all thanks to Mazda's latest iteration of the Human-Machine Interface (HMI) and MZD CONNECT system. HMI and its human-centric design philosophy now include even your driving position to further enhance the *Jinba-ittai* experience with a panoramic view of the road and all instruments and controls ideally placed to support you in safer, enjoyable driving.



HMI – control centred on you

Modern cars constantly present more and more information which can confuse, and even distract. So Mazda engineered its HMI entirely around you, to provide detailed information with minimal eye movements and stress. Controls, instruments, steering wheel and shift lever are all ideally placed in relation to the driver's seat, with the main instrument cluster and steering wheel – now featuring a new ergonomic shape to optimize grip comfort – directly centred on the driver, while the pedals are positioned symmetrically to fall naturally under the feet. Excellent visibility is assured thanks to A-pillars located rearward to offer a broader view of the road. Mazda3 now boasts a full-colour Active Driving Display with enhanced definition, brightness and contrast. This head-up display shows key driving and navigation system information just above the instrument cluster and just below your horizontal line of sight to keep you fully informed without the need to take your eyes off the road. The large, seven-inch centre display on the dash shows entertainment-related items and functions as a touchscreen when the car is stationary. In motion, the rotary commander provides control. By rotating, pressing and toggling this knob, you can operate entertainment functions while keeping your body and your eyes in the normal driving position. Unlike a touchscreen, there's no need to look at the commander when operating it, minimizing visual distraction. The commander is surrounded by five buttons giving shortcuts to four common screens plus a back button.

MZD CONNECT keeps you in touch

MZD CONNECT gives you versatile internet connection while on the road. It offers an extremely wide range of infotainment options through Aha™ by HARMAN when connected to your smartphone via Bluetooth®. The system's Audio feature lets you access multiple audio sources including AM/FM radio and mobile audio players, and Aha Internet Radio. The Communication feature can read SMS messages aloud as well as other internet social network services such as Twitter and Facebook available via Aha. The Navigation feature shows your current position on a map along with a route to your specified destination. System software is easily updated to give you ongoing access to the latest services without swapping out any hardware.



Note: Available functions of MZD CONNECT may vary according to the type of connected smartphone and its operating environment. Please consult your local Mazda dealer for exact information.

Equipment



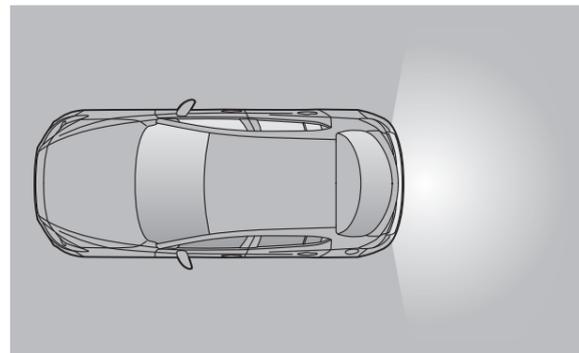
Navigation system data is offered on an optional SD card, allowing display of your current location on a map or suggested routes on the centre display. If the navigation data includes speed limits, a new speed limit warning function displays them in the Active Driving Display.



The full-colour Active Driving Display shows high-priority information as it changes from moment to moment, minimizing risks associated with looking away from the road and the time taken for the eyes to refocus.



The climate-control system gives excellent heating/cooling performance with low energy consumption.



The back-up monitor system features a wide-angle camera to give you a clear and comprehensive view around the rear of Mazda3 when reversing, further enhancing safety.



Mazda's i-stop idling stop system automatically shuts the engine down when you halt after braking. And the i-ELOOP regenerative braking system captures energy lost during deceleration, saving it as electrical power. Both technologies contribute to Mazda3's excellent fuel economy.



Within its sporty proportions, Mazda3 offers ample load space, with the hatchback accommodating two 67cm-tall suitcases and the sedan offering space for three. The liftgate and boot lid are both wide-opening and easy to operate, promoting effortless loading and unloading.

Exterior and interior colours

TAKUMI-NURI

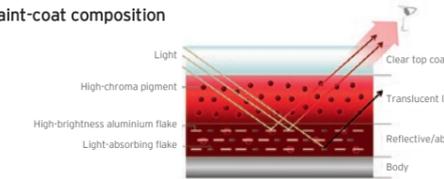


Soul Red Crystal Metallic (46V)



Machine Grey Metallic (46G)

Paint-coat composition



Mazda's unique painting technology TAKUMI-NURI (TAKUMI: master craftsman, NURI: painting), with its unprecedented combination of colour, highlights, shade and depth, further emphasizes the sheer beauty and quality of the dynamic KODO design body shape. Now the CX-5 lineup includes two TAKUMI-NURI body colours: Machine Grey Metallic and the newly developed Soul Red Crystal Metallic. The bright highlights, pure depths and outstanding transparency of Soul Red Crystal Metallic deliver a powerful impression of emotionally charged energy, giving CX-5 a fresher, more impressive and refined appearance.



Titanium Flash Mica (42S)



Deep Crystal Blue Mica (42M)



Eternal Blue Mica (45B)



Snowflake White Pearl Mica (25D)



Sonic Silver Metallic (45P)



Meteor Grey Mica (42A)



Jet Black Mica (41W)



Arctic White (A4D)



Cloth, Silk beige



Cloth, Black



Cloth, Silk beige



Cloth, Black



Leather, Pure white



Leather, Black



1. Mazda produced its first automobile in 1931, and steadily increased the production volume of three-wheel vehicles after World War II.

2. From development through to production, Mazda engineers share a tradition of teamwork, unified and inspired by their determination to create the world's finest cars.



Celebrating challenge, celebrating driving

The history of Mazda stretches back over 90 years – a history of meeting challenge head-on and winning. In 1931 Mazda became the first manufacturer of an entirely Japanese-made three-wheel vehicle, going on to cement its position as Japan's leading maker of three-wheeled trucks, a mainstay of short-haul cargo transportation at the time. At the end of World War II Mazda's home base of Hiroshima lay in ruins, yet Mazda took on the challenge of reconstruction and through innovation and dedication resumed export of three-wheeled trucks within just four years.

In 1961 Mazda accepted another major challenge: development and commercialization of the rotary engine. This unique design for the internal combustion engine presented a host of technological hurdles including development of new materials and the improvement of processing technology precision. And again Mazda engineers rose to the challenge, bringing fresh thinking to the table and succeeding where others had failed. The result was a series of rotary-engine vehicles beginning with the stunning 1967 Cosmo Sport, now a sought-after classic.

It was also the 60s that saw lightweight sports cars hit their peak. But through the course of the 70s, increasingly stringent safety standards and emissions controls caused their numbers to plummet. Once again, Mazda saw a challenge – reinventing the lightweight sports car to meet new safety and environmental standards while maintaining uniquely fun-to-drive characteristics. In 1989 the groundbreaking Mazda MX-5 debuted to instant acclaim and has stayed in production ever since, winning a place in the Guinness Book of Records as the world's best selling two-seater sports car.

Further underlining Mazda's sporting credentials came overall victory in the 1991 Le Mans 24 hour endurance race with the rotary engine 787B. This was the first – and only – time for a Japanese manufacturer to take the laurels in this prestigious event, amply demonstrating that not only do we set out to win, we do it with our own unique technology.

At Mazda, we have always blazed our own trail in our own way. Where others see limits, we see only a challenge as we create vehicles for people who love to celebrate driving.



3. Mazda began development work on the rotary engine in the early 1960s, a project that faced severe technical problems.

4. By 1967 these technical challenges were overcome, and the world's first rotary-engine vehicle, the Cosmo Sport, was launched.

5. Mazda MX-5 was born in 1989 as a pure lightweight sports car. Enthusiastic fans around the world celebrated its 20th anniversary in 2009.

6. June 23, 1991 saw the rotary-powered Mazda 787B beat the world at motor-racing's most prestigious endurance event, the 24 Hours of Le Mans.

7. At Mazda we look at things differently, aim higher and defy conventions. This has always been a core part of our corporate culture.