

2007 **mazda** 3

MORE OF WHAT YOU WANTED, SOONER THAN YOU DREAMED.



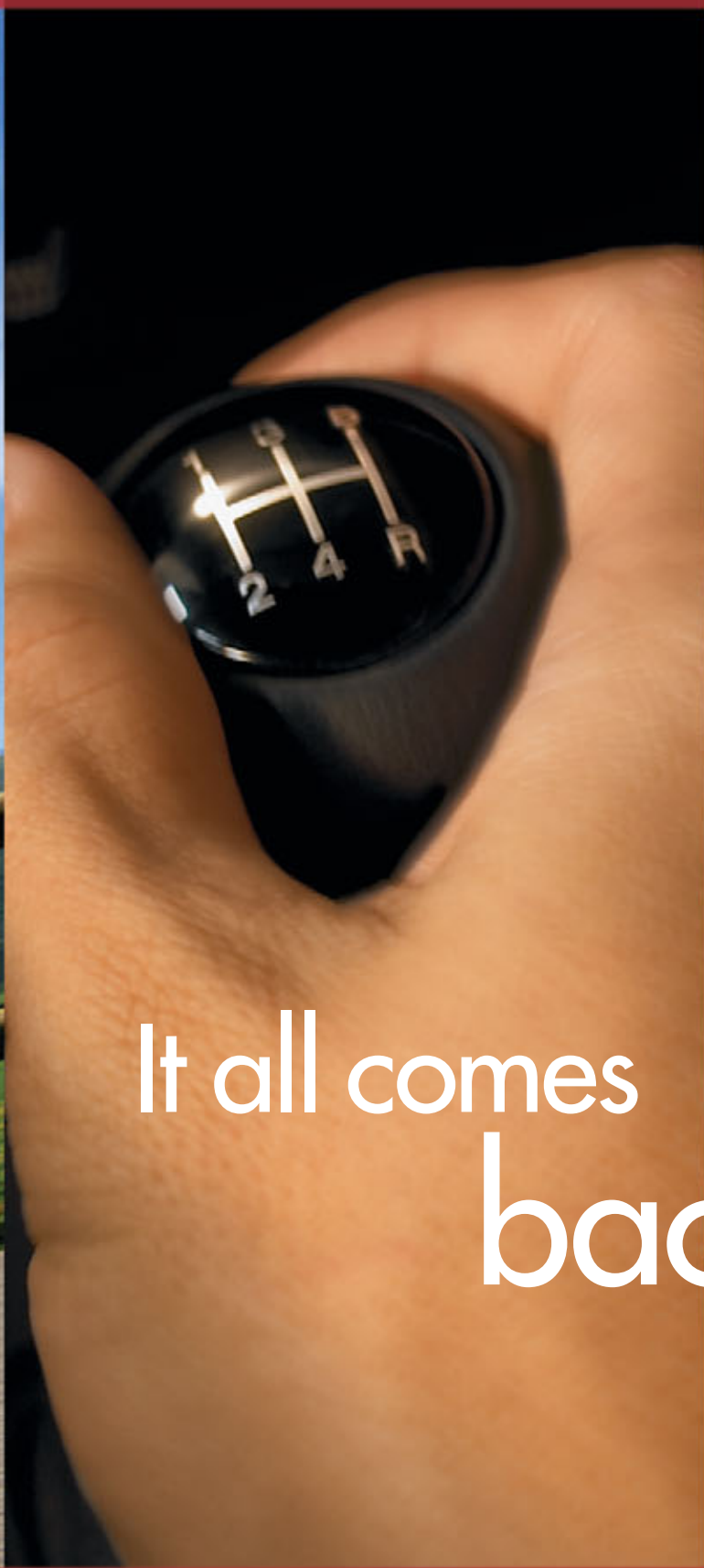
zoom-zoom

Rediscover the Emotion of Motion.

All children instinctively know it. A few adults still remember it. One unique car company refuses to outgrow it. In grown-up language, it means the exhilaration and liberation that come from experiencing sheer motion. But as usual, children put it much better. And simply call it "zoom-zoom". We practice it every day. It's why we build the kind of cars we do. And why you'll find the soul of a sports car engineered into everything we make...including the innovative Mazda3 family.

Mazda3 sedan and Mazda3 Sport are not just about room and practicality. This year, we've added even more items to their already extensive list of features. And like every Mazda, they boast responsive acceleration and steering, superb braking and surefooted handling. Treat yourself to the Mazda Test-Drive Experience, and see how Mazda3 delivers more of what you wanted sooner than you dreamed.





It all comes
back to you.

The refreshed compact sport sedan of your future needs to be a lot of things: A looker. A performer. A hauler. An entertainer. A lifesaver. And, above all else, a keeper. Happily, you're about to discover that the brand-new Mazda3 is ingeniously designed to be all of these things. Especially with three trim levels to experience and enjoy. So take a test-drive. Or three. And see how well the new Mazda3 syncs up with your "to do" list, personal priorities and cheque book.

Gratification that's truly instant.

Been waiting long? Maybe for something more stylish. More versatile. Or simply more exciting. Then check out a new Mazda3 sedan or Sport. Surround yourself with a sleeker, more enticing shape. Savour the spirited response of an advanced 156-hp engine with variable-valve timing (standard on Mazda3 sedan GT and Mazda3 Sport). Immerse yourself in a well-appointed interior. And enjoy most everything you've been waiting for. Because in a Mazda3, pure exhilaration and instant gratification are easily within your reach.



Status quo turned inside out.



Mazda3 Sport has no equals. Especially when it comes to bold, fresh ideas that empower your personal sense of style and adventure. Survey the standard 60/40-split fold-down rear seatback that allows you to carry a rear-seat passenger along with larger, longer cargo. Note the ingenious rear area cargo management system* that helps you organize and protect everything from groceries and sports gear to your laptop and luggage. Then check out the impressive array of bright ideas on the exterior, all standard on the GT, that proudly telegraph your excellent taste to the world. Including stunning 17-inch alloy wheels. Slick side sill extensions. A sporty rear roof spoiler. Even LED taillights.

*Please remember to properly secure all cargo.



The steering wheel on every Mazda3 tilts and telescopes to help ensure a more comfortable driving position and enhance driver control. Also standard on the GS and GT models are illuminated steering-wheel-mounted controls for both the AM/FM CD player and cruise control, and on the instrument panel, a trip computer with fuel economy and average speed.



We spared
no expense.



Make the connection.

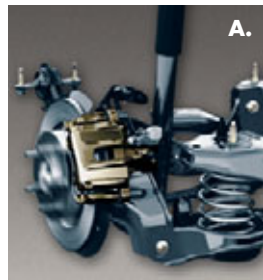
Slip behind the wheel of a Mazda3 and there's an instant connection. To the car. To the road. And to an enticing array of available features. Like the supportive hug of front bucket seats with height and lumbar support adjustments (available on Mazda3 sedan GS and GT and Mazda3 Sport models). The just-right feeling of the leather-wrapped shifter and 3-spoke steering wheel (standard on sedan and Sport GT models). The comfort of standard heated front seats on GT models. And the kick of a state-of-the-art AM/FM CD player with a standard auxiliary input jack for your Apple® iPod® or other audio device. More telltale signs of Mazda quality and attention to detail: available power windows, mirrors and door locks, plus rain-sensing intermittent windshield wipers and remote keyless entry on most models. The GS and GT sedan and Sport GT models add cruise control, rear centre armrest with two cup holders and an available moonroof. Or opt for the Luxury package (optional on sedan and Sport GT models) that includes automatic climate control, leather-trimmed seats, a 6-disc, in-dash CD changer and Xenon headlights (HID). Fact is, whatever your eyes zero in on inside a Mazda3, they're sure to be rewarded.



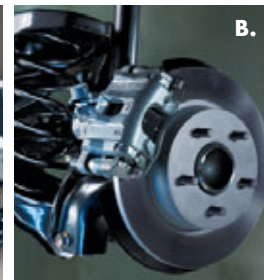


Get there ahead of the crowd.

Want to rocket yourself to a more exhilarating state of mind? In a Mazda3, simply step on the gas. Its advanced 16-valve engine does the rest – instantly executing your command. The tachometer soars toward its redline. A slick-shifting, 5-speed manual gearbox coolly invites you to grab a gear (optional 4-speed **Sport** mode automatic transmission on Mazda3 sedan GX and GS, and an optional 5-speed **Sport** mode automatic transmission on Mazda3 sedan GT and Mazda3 Sport models). While double-cone synchronizers help ensure each shift is smooth and precise. Abundant propulsion is generated by two sophisticated, all-aluminum, 4-cylinder power plants. Empowering the Mazda3 sedan GT as well as the Mazda3 Sport is a responsive 156-hp, 2.3 L DOHC gem. While Mazda3 sedan GX and GS models feature a spirited, yet fuel-efficient, 148-hp, 2.0 L DOHC design. Both engines also utilize variable-valve timing to maximize low-end torque and high-rpm power. No wonder the editors of Edmunds.com concluded, “Bottom line: More performance, utility and style than any car in the segment.”



A.



B.



C.

A. The 4-wheel independent suspension found on every Mazda3, including MacPherson struts in front and an advanced multi-link design in the rear, results in agile handling and impressive ride comfort. **B.** All Mazda3 models feature power-assisted 4-wheel disc brakes to promote consistently linear, fade-resistant stopping power. An advanced Anti-lock Brake System (ABS) with Electronic Brake Force Distribution (EBFD) and Brake Assist is also standard on all models. **C.** Mazda’s available **Sport** automatic transmission delivers the convenience of an automatic plus the fun of a manual shift mode (sedan GX and GS models feature a 4-speed, sedan GT and both Sport models feature a 5-speed).



Every Mazda3 surrounds its occupants with a tour de force of safety engineering. **Advanced Dual Front Air Bags*** that utilize inflators with both crash-zone and driver's/passenger's seat weight sensors, a **Collapsible Steering Column**, **Whiplash-Reducing Front Seat Headrests** and **Front Safety-Belt Pretensioners** with force limiters are all standard. **Dual Front Side-Impact Air Bags** and **Side Air Curtains** with coverage for front and rear outboard passengers are standard on all Mazda3 models. Mazda's **Triple "H" Construction** strengthens critical body areas with additional steel reinforcements to enhance impact protection, structural integrity and overall handling. All four doors incorporate **Side-Door Impact-Protection Beams** to help absorb energy and promote cabin integrity in the case of a collision. Additionally, extensive **Front and Rear Crumple Zones** also help to absorb energy and better protect all Mazda3 occupants in the case of a collision.

*Always wear your safety belt and secure children in the rear seat.



An exhilarating mix of safety and value.

There's a carload of reasons why Mazda3 is so popular. For starters, its integrated safety systems and impressive standard features are as numerous as they are insightful. And there's more. Consider its ample seating for five. Refined exterior styling touches, including white side turn markers, LED taillights (standard on GT models), front mud guards (not available on the GT models) and available body-coloured mirrors, side mouldings and door handles. You'll also appreciate the fuel-conserving nature of its power train. Its 148-hp, 2.0 L engine and 5-speed manual gearbox deliver a frugal 8.4 L/100 km City and 6.1 L/100 km Highway.* What a beautiful way to make sure your pay cheques and fill-ups both go farther.

*Estimated fuel economy. Your actual fuel consumption may vary.



2007 MAZDA3 & MAZDA3 SPORT COLOURS

EXTERIOR COLOURS



BLACK MICA



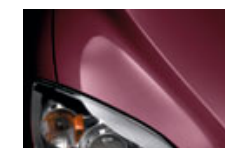
PHANTOM BLUE MICA



ARCTIC WHITE



GALAXY GREY MICA



PHANTOM PURPLE MICA



ELECTRIC BLUE MICA



SUNLIGHT SILVER METALLIC



SAND MICA



CARBON GREY MICA



CRYSTAL WHITE PEARL

INTERIOR COLOURS



BLACK LEATHER



SPORT-TYPE BLACK CLOTH WITH RED ACCENT



SPORT-TYPE GREY CLOTH WITH RED ACCENT



BLACK CLOTH



BEIGE CLOTH

MAZDA3 WHEELS



15" steel wheels with wheel covers



15" alloy wheels



16" alloy wheels



17" alloy wheels

MAZDA3 COLOUR COMBINATIONS

EXTERIOR	INTERIOR		
	GX & GS (CLOTH)	GT (CLOTH) (Colour with Red Accent)	GT (LEATHER)
Black Mica	Black	Black	Black
Galaxy Grey Mica	Beige	Black	Black
Phantom Purple Mica	Beige	Grey	Black
Electric Blue Mica	Black	Black	Black
Sunlight Silver Metallic	Black	Black	Black
Carbon Grey Mica	Black	Grey	Black
Phantom Blue Mica (GT only)	—	Black	Black
Crystal White Pearl (GT only)	—	Black	Black
Sand Mica (GX and GS only)	Black	—	—
Arctic White (GX and GS only)	Beige	—	—

MAZDA3 SPORT COLOUR COMBINATIONS

EXTERIOR	INTERIOR	
	GS & GT (CLOTH) (Colour with Red Accent)	GT (LEATHER)
Black Mica	Black	Black
Galaxy Grey Mica	Black	Black
Phantom Purple Mica	Grey	Black
Electric Blue Mica	Black	Black
Sunlight Silver Metallic	Black	Black
Carbon Grey Mica	Grey	Black
Phantom Blue Mica	Black	Black
Crystal White Pearl	Black	Black

MAZDA WARRANTY The basic warranty on the Mazda3 and Mazda3 Sport covers all parts found to be factory defective for 3 years or 80,000 km, whichever comes first. Additional warranties cover powertrain components for a period of 5 years or 100,000 km, whichever comes first, body sheet metal perforation for 5 years and unlimited mileage and specific emission control components for up to 8 years or 128,000 km. Exclusions from coverage are limited to maintenance items or adjustments (repairs not requiring parts replacement) on vehicles over 12 months old and repairs due to normal wear and tear. Ask your Mazda Dealer for additional information.

ROADSIDE ASSISTANCE PROGRAM As part of our commitment to your total satisfaction, 2007 Mazda3 and Mazda3 Sport owners are automatically enrolled in our Roadside Assistance Program. Roadside Assistance protects your Mazda3 and Mazda3 Sport for the duration of the 3-year basic limited warranty. Should you require assistance during this period, our service will help to get your vehicle back on the road and minimize any inconvenience. For complete details on this program, see your Mazda Dealer.

MAZDA MOBILITY ASSISTANCE PROGRAM Mazda Canada believes that vehicle access is vital for everyone. Under this program, physically-challenged customers who purchase or lease a new, unused Mazda vehicle may be eligible to receive assistance from Mazda Canada Inc. to aid with the cost of acquiring and installing adaptive driving aids on their vehicle. For complete details on this program, see your Mazda Dealer.

MAZDA TEST-DRIVE EXPERIENCE Exhilaration begins with the Mazda Test-Drive Experience — a uniquely designed road trip engineered to take you miles beyond the ordinary test-drive. Down local streets, on-ramps, highways and off-ramps. Through straightaways, S-curves and corners. It's all about putting a Mazda to the test under real-world conditions. It's about discovering the superb acceleration, braking, steering, handling and ride quality that every Mazda offers. And rediscovering that fun, connected-to-the-road feeling we call "zoom-zoom".

READY TO ROLL Our pre-delivery commitment means every new Mazda is checked out, gassed up and fitted with floor mats.



For peace-of-mind motoring, we've created the Mazda Added Protection Plan (M.A.P.). M.A.P. complements your Mazda Limited Warranty for up to 7 years or 160,000 km, and protects you from unexpected repair expenses and the rising cost of repairs. All M.A.P. plans include Personal Budget and Repair Inflation Protection. In addition, all M.A.P. plans include Premium Roadside Assistance, which extends the roadside assistance coverage offered during the new-vehicle limited-warranty period throughout the M.A.P. term. The Premium Roadside Assistance offers Towing, Winching, Battery Boost, Out-of-Fuel Coverage, Tire Service, Lockout Service, Emergency Travel Expense Reimbursement and Travel Planning and Dealer Locator. Should you ever decide to sell your Mazda vehicle, M.A.P. is transferable to future owners and will enhance the resale value of your vehicle. The Mazda Added Protection Plan is fully backed and administered by Mazda Canada Inc. For more information, please contact your Mazda Dealer.



Ask your dealer about Mazda's competitive program for recent university and college graduates.

Product changes and options availability: Following publication of this brochure, certain changes in standard equipment, options, prices and the like, or product delays may have occurred which would not be included in these pages. Your Mazda Dealer is your best source for up-to-date information. Mazda reserves the right to change product specifications at any time without incurring obligations. Options and accessories shown or described in this brochure are available at extra cost and may be offered only in combination with other options or subject to additional ordering requirements or limitations. E. & O. E.



2007 MAZDA3 & MAZDA3 SPORT SPECIFICATIONS

ENGINE	MAZDA3 GX & GS	MAZDA3 GT & MAZDA3 SPORT
Type	2.0L DOHC 16-valve 4-cylinder	2.3L DOHC 16-valve 4-cylinder
Displacement	1999 cc	2260 cc
Compression ratio	10.0:1	9.7:1
Horsepower SAE net*	148 @ 6,500 rpm	156 @ 6,500 rpm
Torque SAE net lb. ft.	135 @ 4,500 rpm	150 @ 4,000 rpm
Fuel system	Electronic Fuel Injection (EFI)	Electronic Fuel Injection (EFI)
Recommended fuel	Regular	Regular

*Horsepower calculated using SAE method, revised August 2004.

DRIVETRAIN

Type	Transverse front engine/front-wheel drive
Transmission	5-speed manual Optional: 4-speed Sport mode automatic with overdrive (Mazda3 GX/GS) Optional: 5-speed Sport mode automatic with overdrive (Mazda3 GT and Mazda3 Sport)

CHASSIS

Frame	Unit body (Monocoque) with side-door impact-protection beams and Triple "H" construction
Front suspension	Independent, strut type, coil springs and stabilizer bar
Rear suspension	Independent, multi-link, coil springs and stabilizer bar
Steering	Rack-and-pinion with Electro Hydraulic Power-Assist Steering
Minimum turning circle	10.4 m (curb-to-curb)
Brakes	Power-assisted front (ventilated) and rear (solid) disc brakes Anti-lock Brake System (ABS) with Electronic Brake Force Distribution (EBFD)

	Curb weight (kg)	
	MT	AT
Mazda3 GX	1,249	1,262
Mazda3 GX with A/C and GS	1,261	1,274
Mazda3 GT	1,326	1,350
Mazda3 Sport GS	1,325	1,349
Mazda3 Sport GS with A/C and GT	1,337	1,361

CAPACITIES	
Seating	5 persons
Washer fluid tank	4.0L
Fuel tank	55L

EXTERNAL DIMENSIONS (mm)

Wheelbase	2,640
Track (fr/rr)	1,530/1,515
Overall length	4,530 (Mazda3 GX and GS) 4,540 (Mazda3 GT) 4,485 (Mazda3 Sport)
Overall width	1,755
Overall height	1,465
Ground clearance	145

INTERNAL DIMENSIONS	MAZDA3	MAZDA3 SPORT
Headroom – with moonroof (fr/rr) (mm)	969/941	971/974
Headroom – without moonroof (fr/rr) (mm)	994/951	994/976
Legroom (fr/rr) (mm)	1,065/922	1,065/922
Shoulder room (fr/rr) (mm)	1,394/1,371	1,394/1,371
Cargo volume (L)	325	484
Cargo volume (with rear seats folded) (L)	–	1,240
Passenger volume (L)	2,670	2,699
Total volume (L)	2,995	3,183

FUEL ECONOMY RATINGS** (L/100km)

	2.0L MAZDA3 (GX & GS)		2.3L MAZDA3 (GT)		2.3L MAZDA3 SPORT	
	SMT	4AT Sport	SMT	SAT Sport	SMT	SAT Sport
City	8.4	9.1	9.2	9.4	9.2	9.4
Highway	6.1	6.4	6.7	6.9	6.7	6.9

**Estimated fuel economy. Your actual fuel consumption may vary.

2007 MAZDA3 & MAZDA3 SPORT ACCESSORIES

MAZDA3 ACCESSORIES



Pictured above from left to right: iPod® adapter, rear lip spoiler.



MAZDA3 SPORT ACCESSORIES



Pictured above from left to right: Rear bumper step plate, parking-brake handle.



- Auto-dimming mirror with compass and Homelink®
- Cargo net
- Door edge guards
- Engine block heater
- Fog lights
- Hood deflector – Smoke
- Instrument decoration panel – Blue or red
- Mud guards
- Raised rear spoiler
- Remote engine start (A/T only)
- Roof rack ski/snowboard carrier
- Side marker cover – Chrome
- 6-disc in-dash CD/MP3 changer (panel required)
- Aluminium fuel-filler door – Satin finish
- Bike carrier
- Cargo tray
- Door mirror garnish (with LED turn signal)
- Door pocket illumination
- Gear shift knob – Black, blue or red with silver accent
- Leather-wrapped 3-spoke steering wheel
- Moonroof wind deflector – Smoke
- Rear roof spoiler (GS only)
- Roof rack
- Scaff plates

For further information, please refer to the Mazda3 and Mazda3 Sport Accessories Brochure. Mazda notes that all Genuine Mazda Accessories, if installed by your Mazda Dealer prior to or at an initial vehicle retail delivery, carry the same new-vehicle basic warranty as the Mazda3 and Mazda3 Sport.



2007 MAZDA3 & MAZDA3 SPORT FEATURES

ENGINEERING FEATURES	MAZDA3			MAZDA3 SPORT	
	GX	GS	GT	GS	GT
5-speed manual transmission	S	S	S	S	S
4-speed Sport mode automatic transmission	0	0	–	–	–
5-speed Sport mode automatic transmission	–	–	0	0	0
Anti-lock Brake System (ABS) with Electronic Brake Force Distribution (EBFD)	S	S	S	S	S

WHEELS AND TIRES

15" steel wheels	S	–	–	–	–
15" alloy wheels	–	S	–	–	–
16" alloy wheels	–	SP	–	S	–
17" alloy wheels	–	–	S	–	S
195/65R15 all-season tires	S	S	–	–	–
205/55R16 all-season tires	–	SP	–	S	–
205/50R17 all-season tires	–	–	S	–	S

EXTERIOR FEATURES

Sporty bumpers	–	–	S	S	S
Side sill extensions	–	–	S	S	S
Front mud guards	S	S	–	–	–
Body-coloured front grille	–	–	S	S	S
Body-coloured door handles	–	S	S	S	S
Body-coloured protective bodyside mouldings	–	S	S	S	S
Body-coloured rear spoiler	A	A	A	A	S
Body-coloured power-operated heated door mirrors	PP	S	S	–	S
Fixed constant windshield wipers	S	–	–	–	–
Rain-sensing intermittent windshield wipers	–	S	S	S	S
Sporty exhaust garnish	S	S	S	S	S
Auto light control	–	S	S	S	S
Sporty fog lights	–	–	S	S	S
White side turn markers	S	S	S	S	S
Roof rack mounting hardware	S	S	S	S	S
Intermittent rear wiper	–	–	–	S	S
Headlights – Xenon (HID) with manual levelling	–	–	LP	–	LP
LED taillights	–	–	S	–	S

AUDIO

AM/FM CD player with 2 speakers	S	–	–	–	–
AM/FM CD player with 4 speakers	PP	S	–	S	–
AM/FM CD player with 4 speakers and 2 tweeters	–	–	S	–	S
6-disc in-dash CD changer	–	–	LP	–	LP
Steering-wheel-mounted audio controls	PP	S	S	S	S
Auxiliary input	S	S	S	S	S

COMFORT AND CONVENIENCE

Air conditioning with micron air filter	0	S	S	0	S
Automatic climate controls	–	–	LP	–	LP
Exterior temperature gauge	S	S	S	S	S
Steering-wheel-mounted cruise controls	–	S	S	–	S
Tilt and telescopic steering wheel	S	S	S	S	S
Internal fuel door release	S	S	S	S	S
Internal trunk release	S	S	S	–	–
Power door locks	PP	S	S	S	S
Central locking switch on driver and front passenger doors	PP	S	S	S	S
Remote keyless entry system with 2-action unlock feature (includes two transmitters)	–	S	S	S	S
Illuminated entry	PP	S	S	S	S
Power windows with driver's one-touch down feature and switch illumination	PP	S	S	S	S
Rear-seat heater ducts	S	S	S	S	S
Trunk/cargo lamp	S	S	S	S	S
Covered driver's and passenger's vanity mirrors	–	S	S	S	S
Dual front cup holders	S	S	S	S	S
Passenger assist grips (3)	S	S	S	S	S
Coat hooks (2)	S	S	S	S	S

COMFORT AND CONVENIENCE (cont'd)	MAZDA3			MAZDA3 SPORT	
	GX	GS	GT	GS	GT
Map lamps	–	S	S	S	S
Power glass moonroof	–	SP	0	–	0

SEAT AND TRIM

Casual-type cloth upholstery	S	S	–	–	–
Sport-type cloth upholstery	–	–	S	S	S
Leather upholstery	–	–	LP	–	LP
Heated front seats	–	–	S	–	S
Reclining front seats with thigh support	S	S	S	S	S
Adjustable driver's seat lifter and lumbar support	–	S	S	S	S
60/40-split fold-down rear seatback	S	S	S	S	S
Leather-wrapped 3-spoke steering wheel	–	–	S	–	S
Leather-wrapped shift knob	–	–	S	–	S
Carbon fibre finish on centre panel	–	–	S	S	S
Silver finish on inner door handle	–	S	S	S	S
Molded leather-like door trim	–	–	LP	–	LP
Custom-fitted floor mats	S	S	S	S	S
Unwoven cloth interior carpeting	S	S	S	S	S

INSTRUMENT PANEL AND STORAGE

12-volt power outlet (2)	S	S	S	S	S
Tri-mode electroluminescent gauges	–	–	S	S	S
Ignition key illumination	S	S	S	S	S
Tachometer	S	S	S	S	S
Engine coolant temperature gauge	S	S	S	S	S
Warning lights for oil pressure, check engine, low windshield washer fluid, low fuel level and door ajar	S	S	S	S	S
Warning lights for air bags	S	S	S	S	S
Trip computer with fuel economy/range and average speed data	–	S	S	S	S
Cargo management system	–	–	–	S	S
Double centre console box with lid	S	S	S	S	S
Front door storage pockets with bottle holders	S	S	S	S	S
Rear door bottle holders	S	S	S	S	S
Lockable glove compartment	–	S	S	S	S
Driver's side seat back pocket	S	S	S	S	S
Rear centre armrest with 2 cup holders	–	S	S	–	S

SAFETY AND SECURITY

Dual front air bags	S	S	S	S	S
Dual front side air bags	S	S	S	S	S
Dual side air curtains	S	S	S	S	S
Engine immobilizer theft-deterrent system	S	S	S	S	S
Anti-theft alarm system	–	–	S	–	S
Whiplash-reducing adjustable front seat head restraints	S	S	S	S	S
Adjustable rear seat headrests	S	S	S	S	S
Adjustable front safety-belt anchors	S	S	S	S	S
Integrated child-seat anchors	S	S	S	S	S
3-point rear safety belts for all occupants	S	S	S	S	S
Driver and front passenger safety-belt pretensioners and load limiters	S	S	S	S	S
Child-proof door locks	S	S	S	S	S
Side-door impact-protection beams	S	S	S	S	S

S = Standard 0 = Optional A = Accessory PP = Power package SP = Sport package LP = Luxury package – = Not available

Power package: 2 additional speakers (4 total), steering-wheel-mounted audio controls, power windows, power locks, illuminated entry and power-adjustable body-coloured heated mirrors. Available on Mazda3 GX.
Sport package: Power glass moonroof, 16" alloy wheels and 205/55R16 tires. Available on Mazda3 GS.
Luxury package: Leather seats, automatic climate control, 6-disc in-dash CD changer and Xenon headlights (HID). Available on Mazda3 GT and Mazda3 Sport GT.

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© HomeLink and the HomeLink house are registered trademarks of Johnson Controls, Inc.



CX-7



CX-9 (AVAILABLE EARLY 2007)



ALWAYS THE SOUL OF A SPORTS CAR. *zoom-zoom*



MAZDA3



MAZDA3 SPORT



MAZDA5



MAZDA6



MAZDA6 SPORT WAGON



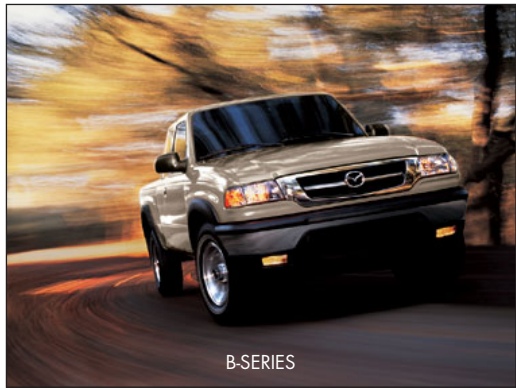
MAZDA6 SPORT HATCHBACK



MX-5



RX-8



B-SERIES



Get more detailed information on your Mazda3 sedan, Mazda3 Sport. Check out our website at www.mazda.ca for specifications and features, option packages, pricing, financing, to book a test-drive and find a dealer near you.

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