

04 **mazda** 3



zoom-zoom

RETHINK WHAT'S POSSIBLE. THE MAZDA3s.

160-HP ALL-ALUMINUM ENGINE

6-SPEAKER AM/FM/CD STEREO

REMOTE KEYLESS ENTRY SYSTEM

TILT/TELESCOPIC WHEEL WITH AUDIO/CRUISE CONTROLS

4-WHEEL DISC BRAKES

ALLOY WHEELS





**IMPOSING STOP SIGNS.** Linear, fade-resistant stopping power is a top priority. So every MAZDA3 features power-assisted, 4-wheel disc brakes. An advanced Anti-lock Brake System (ABS) with Electronic Brakeforce Distribution (EBD) is available.



**INSPIRING ROAD MANNERS.** A fully independent suspension system—including MacPherson struts up front, an advanced multilink design in the rear, plus front and rear stabilizer bars—results in agile handling and exceptional ride comfort.

## IT CUTS CORNERS WITH SUCH PRECISION BECAUSE OUR ENGINEERS DIDN'T.

Just when you thought “practical” and “affordable” were the only words allowed by law to describe compact cars, the all-new MAZDA3 4-Door and 5-Door roar onto your radar screen. Shattering the status quo. And daring you to rethink what’s possible—in terms of sporty styling, fun-to-drive performance and inspiring features. The MAZDA3’s quickness is exhilarating. Its reflexes, remarkable. And its fully independent suspension system, including an advanced multilink rear design similar to the award-winning MAZDA6, is well-equipped to champion the bond between rubber and road. Fire one up. And prepare to be impressed.



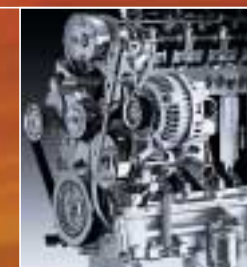
ZOOM-ZOOM

**HERE'S YOUR ONE-WAY, NON-STOP TICKET OUT OF THE ORDINARY.**

Want to instantly escape the boring performance and sleepy styling that curse ordinary compacts? Then plant yourself behind the wheel of a MAZDA3s 5-Door (or 4-Door) and step on the gas. Its enthusiastic response will rocket you to a far more satisfying place. Where a sophisticated 160-hp, 16-valve, all-aluminum powerplant is standard. Where variable valve timing maximizes low-end torque and high-rpm power. And where a smooth-shifting 5-speed manual gearbox adds to the fun. Even its provocative profile projects an aggressive self-confident image. Which means, no matter where you're coming from, the MAZDA3 is a great place to be.



**AUTOMATIC EXHILARATION.** While a precise 5-speed manual gearbox is standard, the available Sport AT 4-speed automatic transmission combines both convenience and fun. Its manual sport mode lets you sequentially shift gears up or down.



**A POWERFUL PAIR.** Both the MAZDA3s 5-Door and 4-Door boast a sophisticated 160-hp, 16-valve, 2.3-liter engine with variable valve timing. The MAZDA3i 4-Door features a spirited, yet efficient, 148-hp,\* 2.0-liter DOHC engine.

\*144 hp in CA, MA, ME, NY and VT.



## JUST WHEN YOU THINK YOU'VE SEEN IT ALL.

Beneath the MAZDA3's sleek skin you'll discover a tour de force of integral performance and safety features. Like a long wheelbase and wide stance to promote stability and ride comfort. And Mazda's "Triple H" construction that reinforces critical body components to enhance impact protection, structural integrity and handling by making the body more rigid. Plus side-impact door beams and crumple zones, front and rear, to help absorb the energy of a collision. Even a "crushable" pedal assembly that folds away in an accident to minimize the chance of a serious ankle or leg injury. After all, good looks can only take you so far.



**SAFETY IN STAGES.** Advanced 2-stage front air bags\* with belt-use, passenger-weight and driver's seat-position sensors are standard. Front side-impact air bags\* and side air curtains with coverage for front and rear passengers are available.

**BRIGHTER IDEAS.** Xenon High-Intensity-Discharge (HID) low-beam headlights are available on both MAZDA3 S models.

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





**CENTER OF ATTENTION.** A stunning digital display atop the MAZDA3's central dash sets the stage for the AM/FM/CD stereo. Or, if you like, add an optional in-dash 6-disc CD changer. Other available modular components include MP3 and MiniDisc units.



**LUXURY THAT'S OVER AND ABOVE.** The available power sliding-glass moonroof (with sunshade) is a versatile addition. Tilt it up for extra ventilation. Or slide it wide open and enjoy all the moonlight, or sunshine, the moment offers.

**THERE'S MORE THAN ONE WAY TO GAUGE AN EXHILARATING EXPERIENCE.**

But an excellent place to start is with the quality materials and attention to detail that surround you in the MAZDA3's inviting interior. From its distinctive gauge cluster and silver-ringed air vents to its richly patterned upholstery and cloth headliner, meticulous craftsmanship is apparent everywhere your eyes and hands come to rest. Insightful engineering also abounds—from the MAZDA3's convenient "command center" and firmly supportive bucket seats to the driver's left footrest. In fact, everywhere you look are signs of a vehicle designed to run circles around the competition.



**GLOWING REPORT.** Tri-mode electroluminescent gauges, standard on both MAZDA3 S models, offer three different lighting variations depending on whether it's daytime, nighttime or the ignition is off.



**MORE BUTTONED UP.** Convenient steering-wheel-mounted controls for the AM/FM/CD stereo are standard—as are controls for the cruise control on *s* models (and on *i* models so equipped)—allowing you to enjoy the driving experience at hand.



**TRY ONE ON FOR SIZE.** All MAZDA3 models come with a steering wheel that not only tilts, but telescopes. Needless to say, this insightful feature makes it much easier to find your ideal driving position.

## ALL YOU NEED IS EVERYTHING IT'S GOT.

"Someday" is highly overrated. So we designed the MAZDA3 *s* to address your wants and needs on a more immediate basis. And provide a more rewarding driving experience that includes a leather-wrapped steering wheel and shift knob to welcome your grip. Electroluminescent gauges to reward your attention. A 6-speaker AM/FM/CD stereo for your life's soundtrack. Air conditioning to cool your jets. The added convenience of cruise control; power windows, mirrors and door locks. All standard. Plus an available DVD-based navigation system to help you chart your course. But then, when it comes to gratification, it's hard to beat the instant variety.



TREAT YOUR FRIENDS TO THE BEST SEATS IN THE HOUSE.

**MORE VERSATILE. MORE FUN. MORE YOU.**

Tired of driving a sled that's a total compromise when it comes to style or versatility? Want something that reflects more of who you are than how much you've spent? Then strap yourself into a MAZDA3s 5-Door. Especially if the idea of scoring a roof-mounted antenna, rear liftgate spoiler, side sill extensions, fog lights and 17-inch alloys rocks your world. Because they're all standard. Of course, there are also some sweet options you may want to consider. Like a leather interior, moonroof and in-dash 6-disc CD changer. Or perhaps a cutting-edge DVD-based navigation system with pop-up screen. Want more flexibility and fun in your next ride? Then rethink what's possible. An all-new MAZDA3s 5-Door is the key. Just let yourself in.



**HOLD EVERYTHING.** A handy 60/40 split fold-down rear seatback adds extra versatility to every MAZDA3. Wherever your adventures take you, you'll quickly appreciate this insightful standard feature.

**GREAT MANAGEMENT TOOL.** A unique cargo management system is included with the MAZDA3s 5-Door. It will help you organize and protect everything from outdoor gear and sports equipment to tools and groceries.

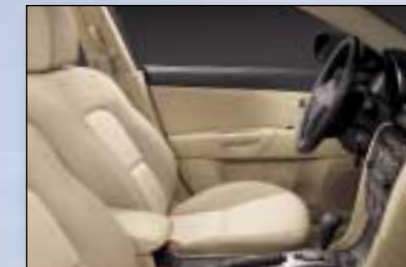




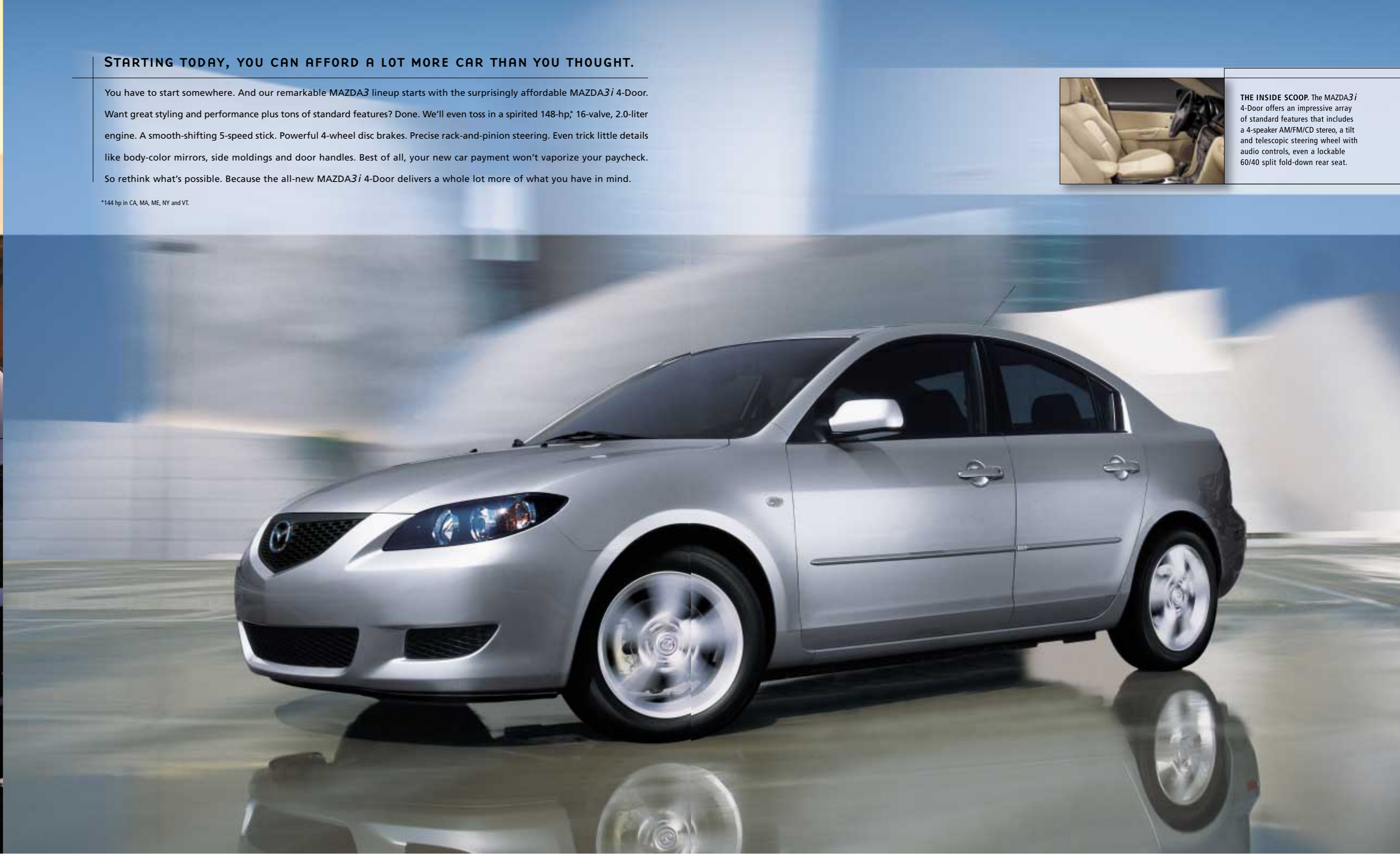
**STARTING TODAY, YOU CAN AFFORD A LOT MORE CAR THAN YOU THOUGHT.**



You have to start somewhere. And our remarkable MAZDA3 lineup starts with the surprisingly affordable MAZDA3 *i* 4-Door. Want great styling and performance plus tons of standard features? Done. We'll even toss in a spirited 148-hp,\* 16-valve, 2.0-liter engine. A smooth-shifting 5-speed stick. Powerful 4-wheel disc brakes. Precise rack-and-pinion steering. Even trick little details like body-color mirrors, side moldings and door handles. Best of all, your new car payment won't vaporize your paycheck. So rethink what's possible. Because the all-new MAZDA3 *i* 4-Door delivers a whole lot more of what you have in mind.

\*144 hp in CA, MA, ME, NY and VT.




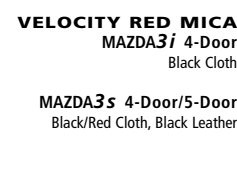










**THE INSIDE SCOOP.** The MAZDA3 *i* 4-Door offers an impressive array of standard features that includes a 4-speaker AM/FM/CD stereo, a tilt and telescopic steering wheel with audio controls, even a lockable 60/40 split fold-down rear seat.



	MAZDA3i 4-Door	MAZDA3s 4-Door	MAZDA3s 5-Door	INTERIOR FEATURES	MAZDA3i 4-Door	MAZDA3s 4-Door	MAZDA3s 5-Door	OPTIONS AND OPTION PACKAGES	MAZDA3i 4-Door	MAZDA3s 4-Door	MAZDA3s 5-Door	INTERIOR FABRICS
<b>MECHANICAL FEATURES</b>												
2.0L DOHC 16-valve 4-cylinder engine with 148* hp	S	—	—	Advanced 2-stage front air bags† with belt-use, passenger-weight and driver's seat-position sensors	S	S	S	<b>ABS/SAB/SAC Package:</b> Anti-lock Brake System (ABS) with Electronic Brakeforce Distribution (EBD); front side-impact air bags;† side-impact air curtains with front and rear coverage	0 <sup>1,2</sup>	0	0	 <b>BLACK CLOTH</b> MAZDA3i 4-Door
2.3L DOHC 16-valve 4-cylinder engine with 160 hp	—	S	S	Front safety-belt pretensioners with force limiters	S	S	S	<b>Moonroof and 6-CD Package:</b> Power sliding-glass moonroof with "one-touch" open feature; in-dash 6-disc CD changer	0 <sup>1,2</sup>	0	0	
5-speed manual overdrive transmission	S	S	S	3-point safety belts for all 5 seating positions	S	S	S	<b>Power and 16" Alloy Wheel Package:</b> Power windows, door locks and mirrors; remote keyless entry; driver's seat lifter and lumbar support; cruise control; 6-speaker sound system; 16" alloy wheels with P205/55R16 H-rated tires	0 <sup>1</sup>	—	—	 <b>BEIGE CLOTH</b> MAZDA3i 4-Door
Rack-and-pinion steering with electro-hydraulic variable assist	S	S	S	Reclining front bucket seats	S	S	S	<b>Sport Package:</b> 17" alloy wheels with P205/50R17 V-rated tires; side sill extensions	—	0	S	
Power-assisted 4-wheel disc brakes	S	S	S	Driver's seat lifter and adjustable lumbar support	P	S	S	<b>Xenon and TPMS Package:</b> Xenon High-Intensity-Discharge (HID) low-beam headlights, Tire Pressure Monitoring System (TPMS)	—	0 <sup>3,4</sup>	0 <sup>3</sup>	 <b>BLACK/RED CLOTH</b> MAZDA3s 4-Door/5-Door
Independent strut-type front suspension	S	S	S	60/40 split fold-down rear seatback	S	S	S	<b>Sport AT 4-speed automatic overdrive transmission</b>	0 <sup>1</sup>	0	0	
Independent multilink rear suspension	S	S	S	Removable rigid cargo cover	—	—	S	Leather-trimmed upholstery†	—	0 <sup>4</sup>	0	 <b>BLACK/BLUE CLOTH</b> MAZDA3s 4-Door/5-Door
Front and rear stabilizer bars	S	S	S	Cargo management system	—	—	S	<b>DVD-based navigation system with pop-up screen</b>	—	0 <sup>3,4,5</sup>	0 <sup>3,5</sup>	
<b>EXTERIOR FEATURES</b>				Full cloth upholstery	S	S	S	CFC-free air conditioning	0	S	S	 <b>BLACK LEATHER</b> MAZDA3s 4-Door/5-Door
15-inch steel wheels with full wheel covers	S	—	—	Carpet floor mats	S	S	S	15" alloy wheels	0 <sup>1</sup>	—	—	
15-inch alloy wheels	O	—	—	Center console armrest with dual covered storage compartments	S	S	S	<b>EXTERIOR DIMENSIONS</b> (inches)				
16-inch alloy wheels	P	S	—	Dual front cup holders with cover	S	S	S	Wheelbase/overall length	103.9/178.3	103.9/178.7	103.9/176.6	
17-inch alloy wheels	—	P	S	Power windows with driver's 1-touch-down feature	P	S	S	Overall width	69.1	69.1	69.1	
195/65R15 H-rated steel-belted all-season radial tires	S	—	—	Power door locks with 2-stage unlocking	P	S	S	Overall height	57.7	57.7	57.7	
205/55R16 H-rated steel-belted all-season radial tires	P	S	—	Remote keyless illuminated entry system	P	S	S	Track, front/rear	60.2/59.6	60.2/59.6	60.2/59.6	
205/50R17 V-rated steel-belted all-season radial tires	—	P	S	Rear child-safety door locks and LATCH child-seat anchors	S	S	S	<b>INTERIOR DIMENSIONS</b> (inches)				
5-mph body-color bumpers	S	—	—	Remote trunk-lid release	S	S	—	Headroom, front/rear	39.1/37.4	39.1/37.4	39.1/38.4	
5-mph body-color bumpers – sport-type	—	S	S	Remote fuel-door release	S	S	S	Headroom, front/rear w/moonroof	38.1/37.0	38.1/37.0	38.2/38.3	
Side sill extensions	—	P	S	Dual front map lights; cargo area light; ignition-keyhole light	S	S	S	Legroom, front/rear	41.9/36.3	41.9/36.3	41.9/36.3	
Body-color side moldings and door handles	S	S	S	Driver's and passenger's covered visor vanity mirrors	S	S	S	Shoulder room front/rear	54.9/54.0	54.9/54.0	54.9/54.0	
Dual body-color remote mirrors	S	—	—	Tachometer	S	S	S	<b>CAPACITIES</b> (cubic feet)				
Dual body-color power remote mirrors	P	S	S	White-on-black gauges with red nighttime illumination	S	—	—	EPA passenger volume (cubic feet)	94	94	95	
2-speed variable-intermittent windshield wipers	S	S	S	Electroluminescent gauges with tri-mode lighting: blue (entry); white-on-black (daytime); red-on-black (nighttime)	—	S	S	EPA cargo volume (cubic feet)	11	11	17	
Rear wiper/washer with intermittent setting	—	—	S	Center instrument panel display (audio & clock)	S	S	S	EPA cargo volume, rear seats folded (cubic feet)	—	—	31	
Clear-lens halogen headlights with dark housings	S	S	S	Tilt/telescopic steering wheel	S	S	S	Fuel capacity (U.S. gallons)	14.5	14.5	14.5	
Clear-lens halogen fog lights	A	S	S	Leather-wrapped steering wheel and shift knob	—	S	S	<b>SPECIFICATIONS</b>				
Red-lens taillights with bright housings	S	—	—	Cruise control with steering-wheel-mounted controls	P	S	S	Engine size and type	MAZDA3i 4-Door	MAZDA3s 4-Door/5-Door		
Clear-lens taillights with dark housings	—	S	S	Heater/defroster with 4-speed blower and rear heater ducts	S	S	S	Horsepower	2.0L DOHC 16-valve 4-cylinder	2.3L DOHC 16-valve 4-cylinder with variable valve timing and dual balance shafts		
Fender-mounted turn-signal repeater lights	S	S	S	Rear window defogger; front side-window demisters	S	S	S	Torque, lb-ft	148* @ 6500 rpm	160 @ 6500 rpm		
Roof-mounted mast-type radio antenna	S	S	S	CFC-free air conditioning	O	S	S	EPA estimated fuel economy	135* @ 4500 rpm	150 @ 4500 rpm		
Rear liftgate spoiler	—	—	S	AM/FM/CD stereo with 4 speakers and automatic level control	S	—	—	City/Highway	Manual 28/35 Automatic 26/34	Manual 25/32 Automatic 24/29		
<b>EXTERIOR COLORS</b>				AM/FM/CD stereo with 6 speakers and automatic level control	P	S	S	Curb weight	Manual 2696* lb Automatic 2738* lb	Manual 2762 lb/2826 lb Automatic 2807 lb/2857 lb		
Black Mica	•	•	•	Steering-wheel-mounted audio controls	S	S	S					
Rally White	•	•	•	Engine-immobilizer anti-theft system	S	S	S					
Strato Blue Mica	•	•	•	<b>INTERIOR FABRICS</b>								
Winning Blue Metallic	—	•	•	Black cloth	•	—	—					
Titanium Gray Metallic	—	•	•	Beige cloth	•	—	—					
Sunlight Silver Metallic	•	•	•	Black/red cloth	—	•	•					
Shimmering Sand Metallic	•	—	—	Black/blue cloth	—	•	•					
Solar Yellow Mica	—	•	•	Black leather	—	0	0					
Velocity Red Mica	•	•	•	<b>PRODUCT CHANGES AND OPTIONS AVAILABILITY:</b> Following publication of this brochure, certain changes in standard equipment, options, prices and the like, or product delays may have occurred which would not be included in these pages. Your Mazda dealer is your best source for up-to-date information. Mazda reserves the right to change product specifications at any time without incurring obligations. Options shown or described in this brochure are available at extra cost and may be offered only in combination with other options or subject to additional ordering requirements or limitations.								
Lava Orange Mica	—	•	•									
Starlight Green Mica	•	—	—									
Nordic Green Mica	•	—	—									
S : Standard O : Optional P : Package A : Dealer-installed accessory — : Not available												
*CA, MA, ME, NY, VT: 144 hp, 132 lb ft, 2718 lb (manual), 2760 (automatic). †Always wear your safety belt and secure children in the rear seat. ‡Seating surfaces upholstered in leather except for leather-look vinyl on seat side panels, rear sides of seatbacks and other minor areas.												
<p><b>www.MazdaUSA.com</b> Wherever you see this symbol, you can get the whole story on our interactive Web site.</p>												

**EXTERIOR COLORS**

 <b>BLACK MICA</b> MAZDA3i 4-Door Black Cloth, Beige Cloth  MAZDA3s 4-Door/5-Door Black/Red Cloth, Black Leather	 <b>STRATO BLUE MICA</b> MAZDA3i 4-Door Black Cloth, Beige Cloth  MAZDA3s 4-Door/5-Door Black/Blue Cloth, Black Leather	 <b>TITANIUM GRAY METALLIC</b> MAZDA3s 4-Door/5-Door Black/Red Cloth, Black Leather	 <b>VELOCITY RED MICA</b> MAZDA3i 4-Door Black Cloth  MAZDA3s 4-Door/5-Door Black/Red Cloth, Black Leather	 <b>SHIMMERING SAND METALLIC</b> MAZDA3i 4-Door Beige Cloth	 <b>NORDIC GREEN MICA</b> MAZDA3i 4-Door Beige Cloth
 <b>RALLY WHITE</b> MAZDA3i 4-Door Beige Cloth  MAZDA3s 4-Door/5-Door Black/Blue Cloth, Black Leather	 <b>WINNING BLUE METALLIC</b> MAZDA3s 4-Door/5-Door Black/Blue Cloth, Black Leather	 <b>SUNLIGHT SILVER METALLIC</b> MAZDA3i 4-Door Black Cloth  MAZDA3s 4-Door/5-Door Black/Red Cloth, Black Leather	 <b>LAVA ORANGE MICA</b> MAZDA3s 4-Door/5-Door Black/Red Cloth, Black Leather	 <b>SOLAR YELLOW MICA</b> MAZDA3s 4-Door/5-Door Black/Blue Cloth, Black Leather	 <b>STARLIGHT GREEN MICA</b> MAZDA3i 4-Door Beige Cloth

ACCESSORIES AVAILABLE THROUGH YOUR MAZDA DEALER



	MAZDA3 i 4-Door	MAZDA3 s 4-Door	MAZDA3 s 5-Door
Front lip spoiler	—	—	•
Front air dam	•	—	—
Fog lights	•	—	—
Wheel arch molding	—	—	•
Lower door molding	•	•	•
Door edge guards	•	•	•
Side sill extensions	•	—	—
Rear wing spoiler	•	•	—
Rear lip spoiler	•	•	—
Rear skirt diffuser	—	—	•
Rear aero flares	•	—	•
Rear bumper step plate	—	—	•
Front and rear mud guards	•	—	—
Satin-finish fuel door	•	•	•
Front mask	•	•	•
Moonroof wind deflector	•	•	•
Roof rack	•	•	•
Cargo box (roof-mount)	•	•	•
Ski attachment (roof-rack mount)	•	•	•
Bike attachment (roof-rack mount)	•	•	•
Compass & outside temperature auto-dimming mirror	•	•	•
Compass & outside temperature auto-dimming mirror w/ HomeLink®	•	•	•
Windshield sunscreen	•	•	•
Rear ashtray	•	•	•
Cassette player	•	•	•
In-dash 6-disc CD changer	•	•	•
MiniDisc player	•	•	•
MP3 player	•	•	•
Instrument panel decorative trim	•	•	•
Door switch decorative panel	•	•	•
Parking brake cover*	•	•	•
Gearshift knob* (automatic transmission)	•	•	•
Ashtray replacement compartment	•	•	•
Carpet floor mats	•	•	•
Premium carpet floor mats	•	•	•
All-weather floor mats	•	•	•
Carpet cargo mat	•	•	•
Cargo tray	—	—	•
Cargo net	•	•	•
Car cover	•	•	•
First aid kit	•	•	•
Roadside emergency kit	•	•	•
Power inverter	•	•	•
Security system/remote start	•	•	•
Wheel locks	•	•	•
Engine block heater	•	•	•
Touch-up paint	•	•	•

**REAR AERO FLARES.** Add a custom look to your new MAZDA3. These rear aero flares enhance the vehicle's sporty design characteristics while providing protection to the rear finish. Available in all MAZDA3 colors. (Set of 2) **INSTRUMENT PANEL DECORATIVE TRIM.** Add a sporty flair to the interior of your MAZDA3 with these instrument panel decorative trim pieces. Available in blue or red, they match the color scheme of your vehicle. **FRONT MASK.** Keep your MAZDA3's front end free of nicks and scratches from insects and road debris. Custom tailored for a snug fit.



Aftermarket roof rack shown.

**COMPASS & OUTSIDE TEMPERATURE AUTO-DIMMING MIRROR WITH HOMELINK®** This multi-purpose rearview mirror combines compass, outside temperature and auto-dimming features with a HomeLink® controller to activate any system-connected lights, gates, alarms, etc. in your home. **DOOR SWITCH DECORATIVE PANELS.** Add a sporty flair to the interior of your MAZDA3 with these blue or red door switch decorative panels. Combine them with the instrument panel decorative trim for additional impact. **REAR BUMPER STEP PLATE.** Protects your MAZDA3's rear bumper from chips and scratches when you're loading and unloading. Looks sharp, too.

\*Available in 3 color combinations: black and silver, blue and silver, or red and silver.

All Genuine Mazda Accessories, if installed by a Mazda dealer prior to or at initial vehicle retail delivery, carry the same new-vehicle limited warranty as the Mazda3. Ask your dealer for details.

A MORE EXHILARATING ROUTE TO MAKING THE RIGHT CHOICE.

It starts with the **Mazda Test-Drive Experience**—a uniquely designed road trip engineered to take you miles beyond the ordinary test drive. It's all about putting a Mazda to the test under real-world conditions. Down local streets, highways, on-ramps and off-ramps. Through straightaways, S-curves and corners. It's also all 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."

A MORE LIBERATING APPROACH TO OWNER PEACE OF MIND.

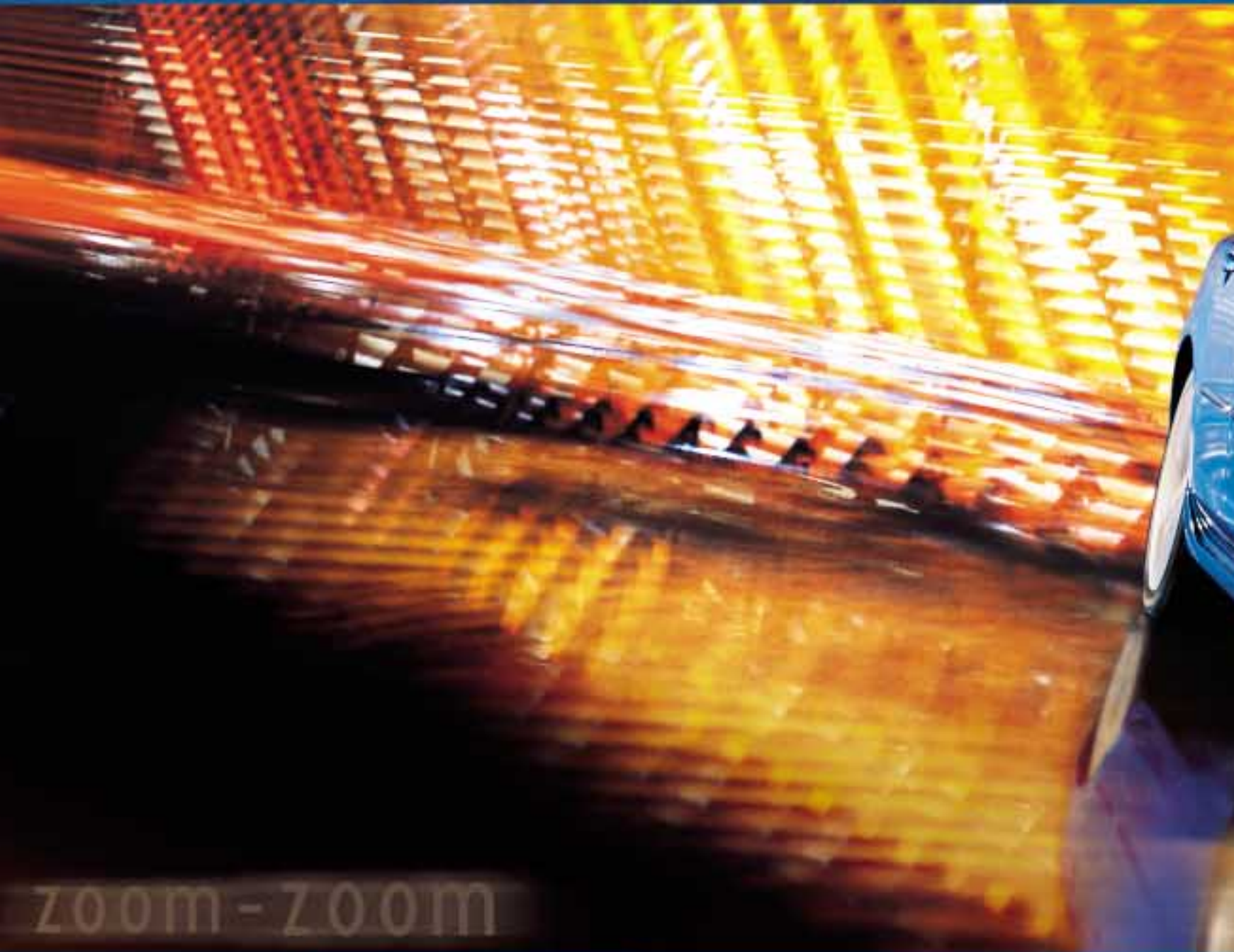
Once you become a new Mazda owner, you'll enjoy the peace of mind the **2004 Mazda Driver's Assurance Plan** delivers. It includes the freedom of a **48-month/50,000-mile "bumper-to-bumper" limited warranty**, plus **24/7 Emergency Roadside Assistance**. And should your MAZDA3 require a warranty repair, the **Mazda Service Transportation Solution** can typically provide another vehicle to drive. After all, we want your new Mazda to be a source of pride and exhilaration for years to come. (See your Mazda dealer for details.)

A MORE COMPELLING WAY TO CONNECT WITH ZOOM-ZOOM.

Speaking of exhilaration, add Mazda's Web site to your list of must-see destinations. You can preview the new 2004 Mazdas. Look into seasonal incentives or special service offers. Pick up maintenance tips. Visit the Mazda Performance Corner for updates on driving technology, tuning and motorsports. Interactively "build" the MAZDA3 of your dreams and see how it will look. Request a quote. Even locate a Mazda dealer.

It all translates into a lot more Zoom-Zoom at: [MazdaUSA.com](http://MazdaUSA.com)





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