

ZOOM-ZOOM

# 08 MAZDA3

DESIGNED AND ENGINEERED THE ZOOM-ZOOM WAY!



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. Mazda. Always the soul of a sports car.





## YOU ASKED FOR THE MOON. WE SENT A STAR.

By every wickedly exhilarating means of measurement, Mazda3 runs circles around its challengers. Delivering substantial portions of style and substance. Performance and safety. Coolness and value. If having the "whole package" is a must, you've come to the right sport compacts. There are two, in fact. The multi-talented four-door Mazda3 and the assertive five-door Mazda3 Sport. Each one, in its own "zoom-zoom" way, is a looker. A performer. An entertainer. And, above all else, a keeper. If you want a ride that instantly syncs up with your own wants and needs, a test-drive (or two) is definitely in order. Slip inside and take the wheel. Because in a Mazda3, pure exhilaration and instant gratification are easily within your reach.



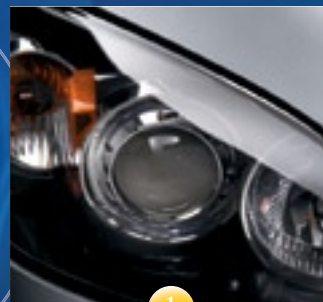




### SAVOUR THE BENEFITS OF BEING WELL-CONNECTED.

In the Mazda3 cockpit, you'll enjoy a nearly intuitive connection. With the car. With the road. And with a more rewarding driving experience. You're welcomed by the firm hug of its well-bolstered driver's seat with thigh support, as well as numerous adjustment points. And reassured by its ergonomic tilt/telescopic steering wheel. Other insightful touches reward your attention. Like the cool blue glow of electroluminescent gauges in the GT models. The high quality AM/FM CD player with built-in auxiliary audio input for your Apple® iPod® or other audio devices. Door bottle holders. Plus a standard air conditioning system with micron air filtration (options on GX and Sport GS). The GT models with Luxury Package add automatic climate control, leather-trimmed seating and a 6-disc, in-dash CD changer for your pleasure. 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. From Mazda3's rich fabrics and textures to its exacting fit and finish to its long list of conveniences, its cockpit pushes all the right buttons.

ZOOM-ZOOM



1



2

Auto on/off Xenon High-Intensity Discharge (HID) low-beam headlights combine outstanding night-time illumination and a manual levelling adjustment with extraordinary convenience. (Available on GT Luxury Package.)

Illuminated steering-wheel-mounted function buttons for both the audio and cruise control systems allow you to easily and safely operate both systems and still keep both hands on the wheel. (Standard on both GT models and Mazda3 GS.)





## ANSWER THE CALL TO BOLD, FRESH THINKING.

Once you've answered the call to a multitasking lifestyle, it's time to find a ride of equal calibre. Enter the Mazda3 Sport. With assertive styling. Bold, fresh thinking. Plus an arsenal of insightful special features. Most obvious among them – the added versatility of a fifth door. Plus the practicality of a 60/40-split fold-down rear seatback. Which makes hauling longer or larger cargo and gear virtually hassle-free – even with a rear seat passenger. There's also a cargo management system\* to help you organize and protect everything from sports gear to laptops and luggage. Up front in the centre console, a handy 12-volt power outlet powers up cell phones and other mobile-office must-haves. And outside? More standard features in touch with your active lifestyle. Including fog lights. Stunning 16- or 17-inch alloy wheels. Plus aggressive side sill extensions. Also available is a 6-disc, in-dash CD changer, a moonroof and leather-trimmed seats. Hear that "zoom-zoom-zoom" ringtone? It's definitely for you.

\*Please remember to properly secure all cargo.

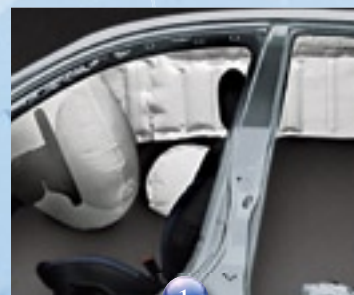




## PLAY IT SAFE. WITHOUT EVEN LOOKING LIKE IT.

Beneath the sporty styling of every Mazda3, you'll find a *tour de force* of safety engineering and features. Mazda's Triple "H" construction, for example, strengthens critical body areas with additional steel reinforcements. Side-impact door beams help absorb energy and promote cabin integrity in the case of a collision. While extensive crumple zones, front and rear, also help to absorb energy and protect occupants in the case of a collision. Also standard are: Advanced dual front air bags that use inflators with crash-zone, driver's seat position and passenger's seat weight sensors. A collapsible steering column. Front safety-belt pretensioners with load limiters. Even dual front side-impact air bags and side air curtains are standard on all Mazda3 models. But then, at Mazda, driving safety and driving exhilaration have always been integral parts of the same equation.

ZOOM-ZOOM



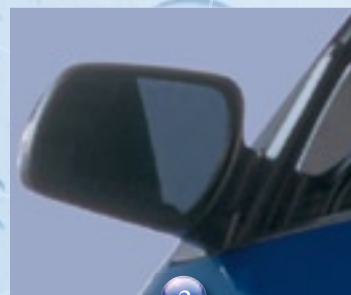
1

**Dual Front-Side Impact Air Bags and Side Air Curtains** with coverage for front and rear outboard passengers are standard on every Mazda3. So are advanced dual front air bags.



2

**Triple "H" Construction** strengthens critical body areas of Mazda3 with additional steel reinforcements to enhance impact protection, structural integrity and overall handling.



3

**Heated Outside Mirrors.** These safety-minded outside mirrors are about making sure you can see, in spite of changes in the weather. (Standard on Mazda3 GS and both GT models, optional on Mazda3 GX.)



## 2008 MAZDA3 & MAZDA3 SPORT COLOURS

### EXTERIOR COLOURS



BLACK MICA



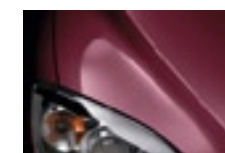
PHANTOM BLUE MICA



ARCTIC WHITE



GALAXY GREY MICA



PHANTOM PURPLE MICA



ELECTRIC BLUE MICA



SUNLIGHT SILVER METALLIC



SAND MICA



CARBON GREY MICA



CRYSTAL WHITE PEARL



TRUE RED

### INTERIOR COLOURS



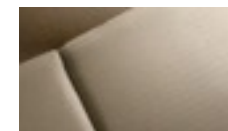
BLACK CLOTH



BLACK LEATHER



SPORTY BLACK CLOTH WITH RED ACCENT



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	Black	Black	Black
Phantom Purple Mica	Black	Black	Black
Electric Blue Mica	Black	Black	Black
Sunlight Silver Metallic	Black	Black	Black
Carbon Grey Mica	Black	Black	Black
True Red	Black	Black	Black
Phantom Blue Mica (GT only)	—	Black	Black
Crystal White Pearl (GT only)	—	Black	Black
Sand Mica (GX and GS only)	Beige	—	—
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	Black	Black
Electric Blue Mica	Black	Black
Sunlight Silver Metallic	Black	Black
Carbon Grey Mica	Black	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, 2008 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.



## 2008 MAZDA3 & MAZDA3 SPORT SPECIFICATIONS

ENGINE	MAZDA3 GX & GS	MAZDA3 GT & MAZDA3 SPORT	
Type	2.0 L DOHC 16-valve 4-cylinder	2.3 L 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	
DRIVETRAIN			
Type	Transverse front engine/front-wheel drive		
Transmission	5-speed manual		
	Optional: 4-speed <b>Sport</b> mode automatic with overdrive (Mazda3 GX/GS)		
	Optional: 5-speed <b>Sport</b> 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		
	Front: 278 mm (2.0 L) 300 mm (2.3 L)		
	Rear: 265 mm (2.0 L) 280 mm (2.3 L)		
	Anti-lock Brake System (ABS) with Electronic Brake Force Distribution (EBFD)		
Curb weight (kg)	MT	AT	
	Mazda3 GX without A/C	1,249	1,262
	Mazda3 GX with A/C and GS	1,261	1,274
	Mazda3 GT	1,326	1,350
	Mazda3 Sport GS without A/C	1,325	1,349
	Mazda3 Sport GS with A/C and GT	1,337	1,361

CAPACITIES	
Seating	5 persons
Washer fluid tank	4.0 L
Fuel tank	55 L
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 (rear seats folded) (L)	–	1,240
Passenger volume (L)	2,670	2,699
Total volume (L)	2,995	3,183

	FUEL ECONOMY RATINGS* (L/100 km)					
	2.0 L MAZDA3 (GX & GS)		2.3 L MAZDA3 (GT)		2.3 L 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.

## 2008 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®
- 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
- Trunk mat
- 6-disc in-dash CD/MP3 changer (panel required)
- Aluminum 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.



## 2008 MAZDA3 & MAZDA3 SPORT FEATURES

ENGINEERING FEATURES	MAZDA3			MAZDA3 SPORT	
	GX	GS	GT	GS	GT
2.0 L DOHC 16-valve 4-cylinder engine	S	S	–	–	–
2.3 L DOHC 16-valve 4-cylinder engine	–	–	S	S	S
5-speed manual transmission	S	S	S	S	S
4-speed <b>Sport</b> mode automatic transmission	0	0	–	–	–
5-speed <b>Sport</b> mode automatic transmission	–	–	0	0	0
Power-assisted 4-wheel disc brakes	S	S	S	S	S
Anti-lock Brake System (ABS) with Electronic Brake Force Distribution (EBFD)	S	S	S	S	S
Front and rear stabilizer bars	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
Temporary spare tire	S	S	S	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 door mirrors	PP	S	S	–	S
Heated door mirrors	PP	S	S	–	S
Headlights – Xenon (HID) with manual levelling	–	–	LP	–	LP
Auto headlight control	–	S	S	S	S
White side turn markers	S	S	S	S	S
LED taillights	–	–	S	–	S
Fixed constant windshield wipers	S	–	–	–	–
Rain-sensing intermittent windshield wipers	–	S	S	S	S
Intermittent rear wiper	–	–	–	S	S
Sporty fog lights	–	–	S	S	S
Sporty exhaust garnish	S	S	S	S	S
Roof rack mounting hardware	S	S	S	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
Auxiliary audio input	S	S	S	S	S
Steering-wheel-mounted audio controls	PP	S	S	S	S

COMFORT AND CONVENIENCE					
Air conditioning with micron air filter	0	S	S	0	S
Automatic climate controls	–	–	LP	–	LP
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
Remote keyless entry system with 2-action unlock feature (includes two transmitters)	PP	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
Map lamps	–	S	S	S	S
Covered driver's and passenger's vanity mirrors	–	S	S	S	S

COMFORT AND CONVENIENCE (cont'd)	MAZDA3			MAZDA3 SPORT	
	GX	GS	GT	GS	GT
12-volt power outlet (2)	S	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
Power glass moonroof	–	SP	0	–	0

SEAT AND TRIM					
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
Rear centre armrest with 2 cup holders	–	S	S	S	S
Casual cloth upholstery	S	S	–	–	–
Sporty cloth upholstery	–	–	S	S	S
Leather-trimmed upholstery	–	–	LP	–	LP
Heated front seats	–	–	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 handles	–	S	S	S	S
Custom-fitted floor mats	S	S	S	S	S

INSTRUMENT PANEL AND STORAGE					
Tri-mode electroluminescent gauges	–	–	S	S	S
Tachometer	S	S	S	S	S
Exterior temperature gauge	S	S	S	S	S
Engine coolant temperature gauge	S	S	S	S	S
Ignition key illumination	S	S	S	S	S
Warning lights for low fuel level, low windshield washer fluid, door ajar, check engine and oil pressure	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

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
Brake assist	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's and front passenger's 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 with driver's one-touch down feature and switch illumination, power door locks, illuminated entry, body-coloured power-operated heated door mirrors and remote keyless entry system (includes two transmitters). (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.



2008 CX-7



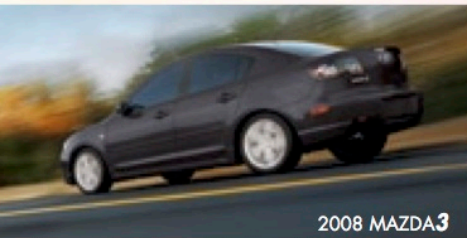
2008 CX-9



2008 TRIBUTE



2007 MAZDA5



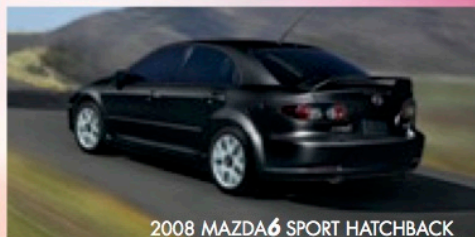
2008 MAZDA3



2008 MAZDA3 SPORT



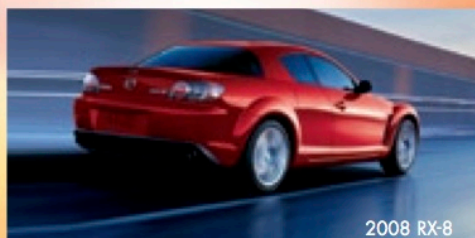
2008 MAZDA6



2008 MAZDA6 SPORT HATCHBACK



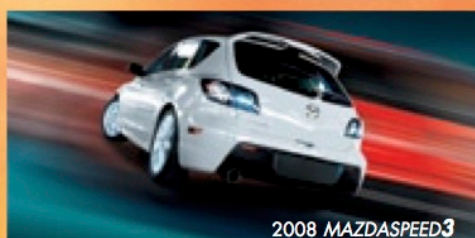
2008 MX-5 MIATA



2008 RX-8



2008 B-SERIES



2008 MAZDASPEED3

ALWAYS THE SOUL OF A SPORTS CAR.



Get more detailed information on your Mazda3 and Mazda3 Sport. Check out our website at [www.mazda.ca](http://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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