



mazda



Mazda3
FACELIFT 2011

PRESS KIT

zoom-zoom
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*1. MAZDA3 FACELIFT 2011 -
AT A GLANCE*



DESIGN REFINEMENT

Exterior

- New front bumper design for high emotional appeal and aerodynamic efficiency with new round front fog lamp design
- New rear bumper design unified for all grades (except for Sedan and MPS version)
- Rear lamps reflectors are now placed as far into the side panels as possible for a strong, athletic look (Hatchback only)
- New 16 and 17-inch "curved" wheel designs for a dynamic silhouette
- 8 exterior colours, including all-new Autumn Bronze Mica
- Two body types: sporty five-door hatchback with rear roof spoiler and athletic and elegant four-door sedan
- High-performance flagship model Mazda3 MPS

Interior

- New black colour for lower centre console with brighter chrome rings on control dials for faster recognition while driving
- New easy-to-read white graphics for multi-information display (MID)
- New continuously-lit white numbers on grey in the meter cluster for easier reading during the day





DRIVING DYNAMICS

- Applied *Toitsu-kan*: smooth transitions between acceleration, lateral and deceleration G forces in response to the basic aspects of driving, turning and stopping for a more linear and consistent driving feel
- Stiffer wheels for better straight-line stability
- Underbody structure stiffened by new forward cross-member reinforcement made of stronger steel and with more spot welds, and a new single brace bar
- Front tyre deflector stiffness increased by 50 percent for further enhanced driving stability
- Increased sense of stability in ride feel through optimized damper tuning
- New pump-flow characteristics for EHPAS (Electro-Hydraulic Power Assist Steering) delivers better steering feedback and road feel at mid to high speeds
- Improved drag coefficient (Cd) of only 0.27 for the sedan (formerly 0.28) and 0.29 for the hatchback (formerly 0.30) achieved by:
 - New front bumper design that streamlines and guides air-flow more efficiently
 - Increased rigidity of front tyre reflectors that help prevent deformation
 - New flat floor undercover that is 10 percent larger for improved air-flow
- Improved NVH with B-frame that is thicker with more welding points and increased underbody insulation for lower road noise and a quieter cabin
- MacPherson strut front, multi-link rear suspension [carry-over]
- Front ventilated, rear solid disc brakes in sizes 278 mm / 265 mm (1.6-litre models), 300 mm / 280 mm (all 2.0-litre models) and 320 mm / 280 mm (MPS) [carry-over]

POWERTRAINS

- Line-up increased to eight powertrains with introduction of an Activematic four-speed automatic transmission version of the MZR 1.6 petrol for the entire European market.

Diesels

High-performance yet frugal MZR-CD 2.2-litre turbo diesel in two derivatives with six-speed manual gearbox:

- High Power: 136 kW/185 PS at 3,500 rpm and 400 Nm of maximum torque at 1,800-3,000 rpm and combined fuel consumption of 5.4 l/100 km (3.6 percent lower versus outgoing model) and CO₂ emissions of 144 g/km (down 3.4 percent).
- Standard Power: 110 kW/150 PS at 3,500 rpm and 360 Nm of maximum torque at 1,800-2,600 rpm and combined fuel consumption of 5.2 l/100 km (down 3.7 percent) with CO₂ emissions of just 139 g/km (down 3.5 percent).

- MZ-CD 1.6 turbo diesel engine produces 85 kW/115 PS of maximum power and a robust 270 Nm of torque between 1,750 and 2,500 rpm: the 6-speed manual hatchback uses just 4.3 litres of fuel per 100 km combined (2.3 percent less than before) and produces a low 115 g/km of CO₂ (down 1.7 percent).



Petrols

- MZR 2.3 DISI (direct-injection spark ignition) turbo petrol with six-speed manual transmission (Mazda3 MPS only) produces high performance of 191 kW/260 PS at 5,500 rpm and 380 Nm of torque at 3,000 rpm. This model has a top-speed 250 km/h and accelerates from 0 to 100 km/h in 6.1 seconds [carry-over]
- MZR 2.0 DISI i-stop petrol engine with six-speed manual transmission produces 110 kW/150 PS of power at 6,200 rpm and 191 Nm of torque at 4,500 rpm, requires 6.7 litres of fuel per 100 km (down from 6.8) and produces 157 g/km of CO₂ (down from 159)
- MZR 2.0 naturally-aspirated petrol with five-speed automatic transmission produces 110 kW/150 PS at 6,500 rpm and 187 Nm of

torque at 4,000 rpm, while using 7.6 litres of fuel per 100 km and producing 175 g/km of CO₂ [carry-over]

- MZR 1.6-litre naturally-aspirated petrol with five-speed manual transmission produces 77 kW/105 PS at 6,000 rpm and 145 Nm of maximum torque at 4,000 rpm, while using 6.4 litres of fuel per 100 km and producing 147 g/km of CO₂ (down from 149)
- New MZR 1.6-litre petrol with 4-speed Activematic transmission needs just 7.4 litres of fuel per 100 km and produces 171 g/km of CO₂ (sedan model). The hatchback model needs 7.6 litres of fuel per 100 km and produces 176 g/km of CO₂. Activematic allows driving in fully automatic mode with slope control and optimised kick-down from fourth-to-second gear, or in sequential-manual mode.



EQUIPMENT & SAFETY

- New, affordable integrated Mazda navigation system based on TomTom® technology* introduced offering 4 GB memory and 18 languages, a large 5.8 inch touch screen monitor, and hands-free Bluetooth® telephoning and audio connection with external microphone
- New gear-shift indicator for optimal mix of driving fun and fuel-efficiency (for manual transmission MZR 1.6, MZR 2.0 DISI petrol engines, and any diesel engine)

- Park brake with new leather handle standard on all models
- New all-leather gear-shift lever (upper grades and MPS)
- Leather seats with 3 memory functions plus 2 integrated in the keyless entry and start system transmitter* [carry-over]
- Optional 10-speaker Bose® premium surround sound system, with Audiopilot2® noise compensation and Centerpoint® surround system* [carry-over]
- Hands-free system for Bluetooth®-equipped mobile phones and mobile audio players* [carry-over]

* Depending on grade and market





Passive safety (all standard):**

- Front, side, curtain airbags standard in all markets
- Active front head restraints that protect the neck against whiplash
- Double pretensioner seatbelts with digressive load-limiter retractors (LLR)
- Crushable brake pedal, crushable pads below the heel area, energy-absorbing steering column
- Soft, energy-absorbing ribs at each corner of the cabin
- Bonnet cowl, fender bracket and bumper beams optimized for good pedestrian safety
- Mazda Advanced Impact-energy Distribution and Absorption System offers highly rigid and protective body

Active safety:**

- ABS, EBD, DSC, brake assist and traction control system (TCS) (standard)
- Emergency Stop Signal (ESS) that warns cars behind of a sudden braking manoeuvre by automatically flashing the hazard lights rapidly (standard)
- Rear-vehicle monitoring system*
- Parking sensor systems*
- Bi-xenon headlamps with pivoting adaptive front lighting system*

* Depending on grade and market

** Carry-over

2. INTRODUCTION - THE ENHANCED SPORTS COMPACT

When the very first Mazda3 was launched in 2003 it was more than a continuation of Mazda's long compact history, it was a revelation. The new compact looked sportier than most compacts at the time and was exciting to drive. People took notice and Mazda3 quickly led the way in a rebirth of the Mazda brand around the world, reaching the 1-million production mark sooner than any Mazda model before it. The current second-generation model followed in 2008 and introduced an aggressive front end design. It remains the company's most popular car with almost 3 million sold globally.

Europe is the car's second-largest market worldwide with total sales of 613,000 units, nearly 100,000 of these from the current model achieved in less than two years. With almost 60,000 units sold in 2010, the Mazda3 is the best-selling vehicle for Mazda in Europe. Mazda3 has accumulated 125 global accolades since originally launched, including several Car of the Year awards. The first-generation won 99 of these over a 5-year period, while the current model has already taken home 26 awards.





"For the facelift Mazda3 we targeted a high level of comfort that would enable the driver and passengers to enjoy the ride in various driving conditions. We also wanted the car to be fun to drive with precision handling. Specifically, we focused on refining the driving feel by making the different vehicle movements – driving, turning and stopping – flow together. We call this Toitsu-kan, which translates as a consistent and linear driving feel. Thanks to its more linear behaviour, as well as improvements

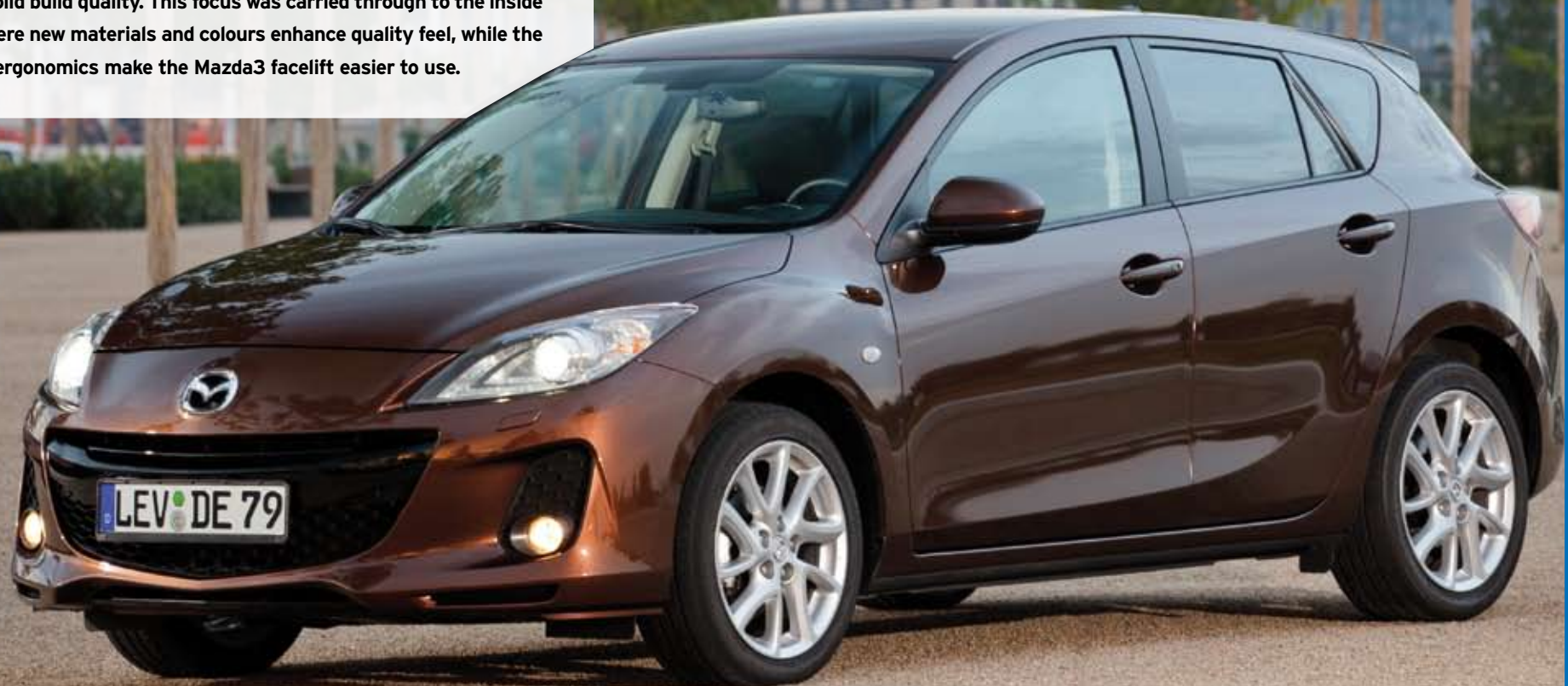
to the already impressive high-speed stability, the facelift Mazda3 is more pleasing than ever to use on a daily basis."

Kenichiro Saruwatari, Mazda3 Program Manager

The current second-generation Mazda3 has built a strong reputation as one of Europe's sportiest compacts. It comes in two body styles, each with its own distinct character: the smooth, sporty elegance of the four-door sedan, and the muscular strength of the five-door hatchback. For even sportier tastes there's the Mazda3 MPS, which is one of the most powerful front-wheel drive compacts. Besides this strong emotional appeal, state-of-the-art technology and a long list of equipment make Mazda3 frugal, fun-to-drive and easy to use. It has a powertrain line-up of five petrols (including two DISI direct injection petrol engines), three common-rail diesels, five and six-speed manual transmissions, and four and five-speed automatic transmissions. A long list of standard equipment and options - like a premium ten-speaker BOSE® stereo system and Bluetooth® MP3 capability - make the ride an enjoyable one. Park assist make city parking easier, and adaptive front xenon headlights, tyre-pressure monitoring, rear vehicle monitoring (according to grade/option) and ESS (Emergency Stop Signal) - along with standard front, side and curtain airbags- deliver superior safety.

3. DESIGN REFINEMENT - EVEN MORE AGGRESSIVE AND EASIER TO USE

When it comes to head-turning good looks, Mazda3 is already one of the market's most appealing compact line-ups with an aggressive hatchback and a sporty yet elegant sedan. This was confirmed less than two years ago, when a poll of 200,000 AutoBild readers across Europe voted Mazda3 Europe's best-looking compact. For the facelift version, designers focused on updates that would continue the car's emotional appeal. They redesigned the front end to be more aggressive and aerodynamic, and reduced rear bumper thickness. These changes give the exterior a well-toned muscular appearance that underscores the car's solid build quality. This focus was carried through to the inside as well, where new materials and colours enhance quality feel, while the optimized ergonomics make the Mazda3 facelift easier to use.



EXTERIOR



Front End - Evolution of Mazda3's Dynamic Styling

The current Mazda3 introduced a new front end that gave the car a unique sporty edge that is immediately recognizable as Zoom-Zoom. This continues with the Mazda3 facelift. The friendly yet sporty front face with large 5-point grille is updated to create a richer and more stylish impression. The corners of the front bumper now have a larger fascia around the air inlets, new round fog lights embedded in their lower sections, and a lower front lip that protrudes outwards more than before. These changes not only give the Mazda3 facelift a more aggressive and emotionally appealing look, they function to improve aerodynamic performance as well.

Hatchback Rear End Design - Less Means More

Changes were also made at the back of the Mazda3 facelift five-door version. The rear bumper is not as thick as before (it protrudes 30 mm less than the outgoing sports-grade hatchback) and the reflectors are placed closer to side panels. As a result, the facelift hatchback looks even wider and more solidly built when seen from the back. The shortened rear bumper allows easier loading and unloading of the Hatchback's luggage compartment, and the overall length of the car has been reduced by 30 mm (compared to sports grade).



New Wheel Designs and Colours

The sporty silhouette of the Mazda3 gets new 16 and 17-inch wheel designs with more spokes that are twisted slightly backwards to give a dynamic, lighter look even when the car is standing still. Customers can choose between 8 exterior colours: an all-new Autumn Bronze Mica to go along with Indigo Blue Mica, Velocity Red Mica, Crystal White Pearl, Arctic White, Aluminium Metallic, Graphite Mica and Black Mica.



Aluminium Metallic



Arctic White



Autumn Bronze Mica



Black Mica



Crystal White Pearl



Graphite Mica



Indigo Blue Mica



Velocity Red Mica



INTERIOR

Cockpit - Now Easier to Use

The insightful combination of design and functionality continues on the inside of the Mazda3 facelift with updates intended to create a more stylish interior that is also functional and easier to use. The current Mazda3 already delivers superior cockpit ergonomics with a driver-orientated sporty dashboard, great all-round view of the road, telescopic and height adjustable steering wheel, height and front-to-aft seat adjustment, and a high-mount shift level backed by a centre console that allows easy shifting with a flick of the wrist.

Leaving this unchanged, designers focused on lowering the amount of eye-movement it takes to use the car's onboard systems from behind the wheel. To realize this, they replaced the previous silver of the lower section of the dashboard middle console with black colour, and ringed dials and controls that are used most by the driver in brighter satin-polish silver that's easier to see.





They also replaced the red graphics of the current model's multi-information display and LCD (under the instrument panel hood) to a crisp white, which makes them easier to see as well. The twin-metre driver cluster is also optimized in the facelift model to be easier to read, especially during the day. The previous blackout meters are replaced by continuously lit white graphics. These graphics are placed on either a grey background colour (standard and high grade models) or a sporty red gradation for the Mazda3 MPS.



Colours and Materials

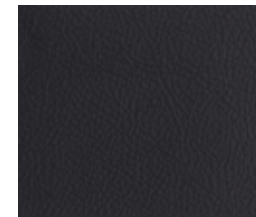
The facelift interior now has leather park-brake handle for all models. Designers introduced new design patterns in the seat-centre that are of higher quality. Standard grades have a centre fabric in black or beige* with a three-dimensional pattern using wavy cross-threads for a strong sense of quality. High grades also use this wavy pattern in black and beige, but with shiny threading that changes according to how the light hits it*.



Cloth Fabric
Standard Grades*



Cloth Fabric
High Grades*



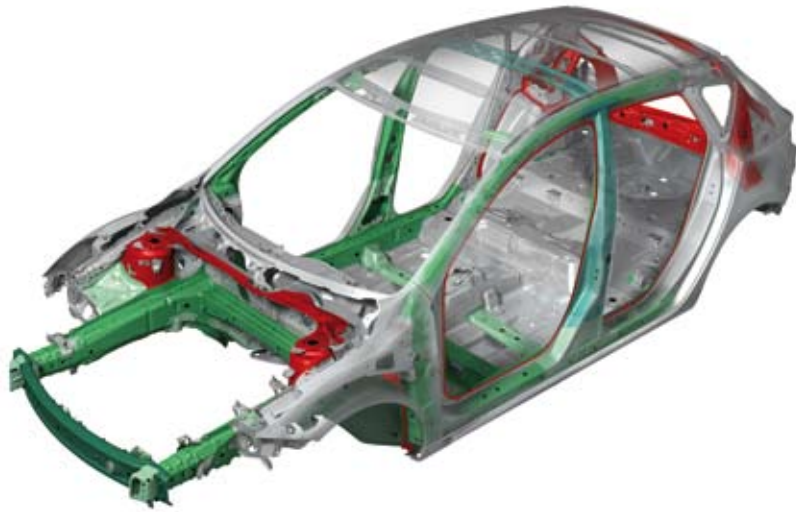
Leather*

* Depending on market and grade.

4. DRIVING DYNAMICS - OPTIMISED RIDE COMFORT AND HANDLING STABILITY

The 2011 facelift carries forth the Mazda3 reputation for agility and easy handling by introducing new features that improve ride quality and handling stability. The result is a facelift model that is even more fun and predictable to drive on a daily basis.





HANDLING STABILITY

Toitsu-kan - a Higher Quality Driving Experience

Mazda3 is a driver's car. For the facelift version, engineers optimized handling and ride comfort even further to deliver a higher quality driving experience. To achieve this, the pilot must experience a "consistent and linear feel" while driving. Engineers gave this composite attribute a name, Toitsu-kan, and applied it to steering, suspension and body characteristics, along with engines and transmissions.

It delivers smooth transitions between acceleration, lateral and deceleration G forces in response to the basic aspects of driving, turning and stopping for a more linear and consistent driving feel.

Updates to Body Shell, Suspension and Steering

A new single brace bar that is made of stronger and more rigid reinforcement material is added to the front of the body, instead of the current two reinforcing bars, which is better at suppressing fore-aft deformation, it delivers not only more rigidity, but a more refined handling stability (except for MZR-CD 2.2-litre diesel version).

To increase ride comfort, changes were made to Mazda3's front MacPherson strut and rear multi-link suspension system, and its electric-hydraulic power assisted (EHPAS) system. Mazda3's EHPAS system was updated with new pump-flow settings and stiffer wheels were introduced. When combined with the more rigid body and optimized dampers, these contribute to better steering feedback and road feel, especially at mid and high speeds.



Improved Aerodynamics

A major contributor to handling stability of the Mazda3 facelift is its new, aerodynamically-optimized front bumper. Its lower side sections protrude further forward, and the fins beneath it are larger. This streamlines the air hitting the front of the vehicle more effectively and lowers turbulence where air enters the front of the engine compartment. It also improves the effectiveness of the new front tyre deflectors and suppresses air swirling at the sides of the body. The updated front grille allows more gloss painting at the upper part of the grille (for high-grade) and less grille mesh is needed, which has the advantage of reducing the chance of mud or rocks entering the grille.

The front tyre deflectors are now 50 percent more rigid than before, which helps prevent deformation at high speeds. The floor undercover was also redesigned to contribute to better aerodynamics. It now covers 10 percent more area than before and the vertical grooves of the outgoing model are replaced in favour of a flatter surface. At the back, the undercover is curved and closer to the ground, which is better

for controlling air-flow rearwards. How much these measures affect air-flow can be seen in the Mazda3 facelift's improved coefficient of drag - for the sedan Cd is just 0.27 (0.28 for the current model) and 0.29 for the hatchback (0.30 for the current model). The Mazda3 MPS coefficient of drag is unchanged at 0.32.

Taken together, these updates help the Mazda3 facelift to respond perfectly to driver input, support Mazda's trademark one-with-the-car feel, improve handling stability at higher speeds, and make the ride even more comfortable.



Improved NVH

Also contributing to increased ride comfort is an improvement in NVH performance for the facelift. Pressure within the cabin increases as the body shell around the cabin flexes and moves, which amplifies interior noise. To lower this, engineers introduced a new B-frame beneath the floor that is 0.7 mm thicker than before and has a reinforced joining area with more spot welds, which helps lower cabin deformation, and there is increased floor damping material as well, which reduces road noise and makes the Mazda3 facelift cabin even quieter.

5. POWERTRAINS - IMPROVED FUEL EFFICIENCY AND LOWER EMISSIONS

Over the past two years, the Mazda3 line-up has been expanded by several new engines and derivatives bringing the total number of different powertrains to seven. For the Mazda3 facelift, this outstanding portfolio is expanded to eight with the introduction of a new 1.6-litre petrol model with automatic transmission, and all but two engines have been enhanced to deliver better fuel efficiency and lower emissions.





PETROL POWERTRAINS

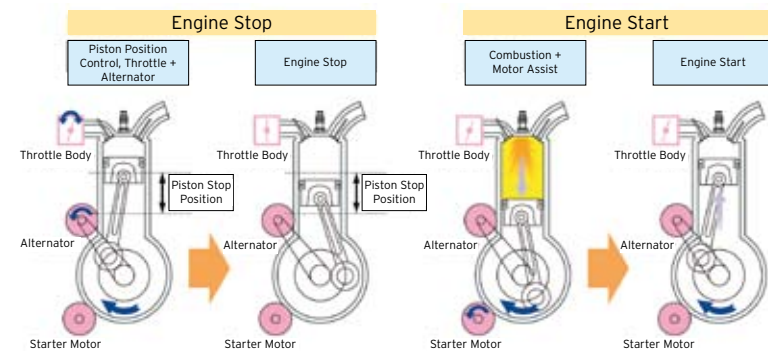
Five petrol powertrains are offered for the Mazda3 facelift, beginning with the **MZR 2.0 DISI i-stop with six-speed manual transmission**, which produces a sporty 110 kW/150 PS of power at 6,200 rpm and 191 Nm of torque at 4,500 rpm. This driving fun is combined with Mazda's stop/start system, i-stop, that shuts down the engine when the cars stops and saves fuel. For the Mazda3 facelift, optimized engine control tuning and improved aerodynamics have lowered fuel consumption by 0.1 litre to 6.7 litres per 100 km and CO₂ emissions from 159 to 157 g/km (combined).

The petrol line-up also has the high-performance **MZR 2.3 DISI Turbo with a special-ratio six-speed manual transmission** in the Mazda3 MPS for sports purists. This engine is one of the most powerful front wheel-drive petrol in the world and produces 191 kW/260 PS of maximum power at 5,500 rpm, and 380 Nm of maximum torque at just 3,000 rpm. The engine uses 9.6 litres of petrol per 100 km, which is very acceptable for a high-performance car this exciting to drive.

THE AWARD-WINNING MAZDA3 I-STOP SYSTEM

In 2009, Mazda launched the world's only start-stop system that uses combustion energy for restart. This unique Mazda system has won several technology awards since launch. It has advanced engine control that is able to position the pistons, crankshaft and valve openings so that hardly any electricity is need for restart. Just a short impulse to the crankshaft at initial restart is required and combustion energy does the rest automatically. Petrol direct-injection is ideally suited for such a system, and Mazda developed a special 2.0-litre DISI to realize it. There are many advantages to this combination. Besides using less fuel than the naturally-aspirated 2-litre petrol, restart is very quick and smooth. In fact, Mazda3 i-stop restart is twice as fast, and smoother, than conventional systems at restart.

The i-stop technology



MAZDA3 MPS - HIGH-PERFORMANCE AT AN AFFORDABLE PRICE

Besides offering a sporty hatchback and sedan, the Mazda3 facelift will also offer the Mazda3 MPS for true sports car fans. It is one of the world's most powerful - and affordable - front wheel-drive compacts and is Zoom-Zoom at its most exciting. The flagship model differs from the standard hatchback with the following features:

- A high-performance MZR 2.3L DISI turbo petrol with 260 PS, 380 Nm torque and especially high performance (max. speed: 250 km/h, Acceleration 0-100 km/h in 6.1 sec.)
- Limited slip differential and torque control system
- Six-speed manual transmission
- Special body reinforcements, larger diameter stabilizers, modified coil spring rates and special dampers
- Special bonnet with air-intake and specific front fenders and bumpers
- LED tail lamps
- 18-inch aluminium alloy wheels (18 x 7.55) with three-dimensional design
- Four body colours available ranging from Velocity Red, Aluminium Metallic, Black Mica and Crystal White Pearl
- Special MPS black interior with red graphic design
- LCD turbo-boost gauge between the driver metres
- Special sport front seats
- Sporty red gradation for meters



Also onboard for the Mazda3 facelift are three lively, petrol engines that are very popular with European customers. This includes the **MZR 2.0 petrol with a five-speed automatic transmission** with manual-shift mode for easy driving with an ideal mix of power and fuel economy. It produces 110 kW/150 PS at 6,500 rpm and 187 Nm of maximum torque at 4,000 rpm, while using 7.6 litres of fuel and producing 175 g/km of CO₂ (combined).

The agile **MZR 1.6 petrol with five-speed manual transmission** is onboard for customers looking for driving fun combined with low consumption. It produces 77 kW/105 PS of maximum power at 6,000 rpm and 145 Nm of maximum torque at 4,000 rpm. With the improved aerodynamics of the Mazda3 facelift design and a 5th gear raised from 0.820 to 0.775, this engine produces less CO₂ than before (147 g/km, down from 149) and uses 6.4 litres of fuel per 100 km. It is now joined by a **four-speed automatic transmission version** (see box). The sedan with this powertrain uses 7.4 litres of fuel per 100 km while emitting a low 171 g/km of CO₂ (combined). The hatchback model needs 7.6 litres of fuel per 100 km and produces 176 g/km of CO₂.

NEW MAZDA3 1.6 PETROL ACTIVEMATIC TRANSMISSION

For the facelift, Mazda is expanding the line-up with a new MZR 1.6 petrol model with a four-speed automatic transmission called Activematic, which allows the convenience of driving in fully-automatic or manual mode. The automatic mode is comfortable yet sporty and includes slope control for uphill grades that prevents gear-hunt, and optimised downshift characteristics from fourth-to-second gear. Tuned especially for the 1.6-litre petrol engine, Activematic provides a linear, direct feeling of control with no compromises on spirited engine performance.



DIESEL POWERTRAINS

The diesel flagship model of the Mazda3 facelift is the **High Power 2.2 Turbo diesel** that produces 136 kW/185 PS of maximum power at 3,500 rpm and massive torque of 400 Nm available between 1,800 and 3,000 rpm for high-performance driving fun, while using just 5.4 litres of fuel per 100 km, which is 3.6 percent less fuel than the current model. As a result, it also produces just 144 g/km of CO₂, which is 3.4 percent lower than before.

The **Standard Power 2.2 Turbo diesel** produces 110 kW/150 PS of maximum output and 360 Nm of torque available as low as 1,800 rpm. It uses less fuel than the current engine, just 5.2 litres per 100 km, down 3.7 percent, while emitting only 139 g/km of CO₂, which is 3.5 percent lower than the current engine.

Completing the Mazda3 facelift diesel line-up is the **MZ-CD 1.6 Turbo diesel** with a six-speed manual transmission version. It delivers 85 kW/115 PS of maximum power and a robust 270 Nm of torque between 1,750 and 2,500 rpm. The low-friction engine with lightweight aluminium block offers very low fuel consumption and emissions combined with high levels of driving fun. It needs just 4.3 litres of fuel per 100 km, which is 2.3 percent less than before, and emits a low 115 g/km of CO₂ (combined), which is 1.7 percent lower than the current engine thanks to decreased oil pump resistance.

6. EQUIPMENT & SAFETY - ENJOYING THE RIDE

The Mazda3 facelift inherits equipment and safety technologies that make it easy to enjoy the ride. The list of equipment is long and now includes a new gear-shift indicator and an affordable navigation system to go along with state-of-the-art options to meet just about every need.



EQUIPMENT

Mazda3 facelift's standard equipment package is very generous and includes electric side mirrors, tilt + telescope steering wheel adjustment, CD player with MP3 capability and an AUX jack for hooking up an MP3 player and playing it using the factory-delivered stereo system. Depending on grade and market, leather seats with 3 memory functions plus 2 integrated in the keyless entry and start system transmitter, a premium 10-speaker Bose® sound system developed especially for the Mazda3, Bluetooth® for playing your MP3 player wirelessly or for hands-free telephoning, iPod® and iPhone® and MP3 CD capability are also available. There is also dual-zone heating/air conditioning, a keyless entry and start system with button ignition, a parking sensor system, auto-dimming mirror, a heated windshield and a rain/light sensor system available (according to market/grade) - just to mention a few.

The new Mazda3 is loaded with equipment that makes the trip fun and easy. It can be equipped, for instance, with an affordable, integrated navigation system as an option that delivers 99 percent coverage of Europe's major markets (except for MPS and models with Bose® sound system). It has 4 GB memory and 18 languages, a large 14.7 cm / 5.8 inch touch screen monitor, and a hands-free Bluetooth® telephone and audio connection with external microphone. This equipment package also comes with an integrated CD player + radio that includes iPod®, iPhone® (via optional connector cable) and MP3 CD capability, and steering-wheel controls. Also onboard for the first time with Mazda3 facelift is a new gear-shift indicator (for the manual transmission MZR 1.6, MZR 2.0 DISI i-stop petrols, and all diesel engines). This system has been developed to optimize driver shift behaviour to be smoother and more fuel-efficient in all driving situations. An onboard computer calculates the amount of torque needed according to the road environment and driver operations, then displays the ideal gear the driver should shift into next, which optimizes fuel-efficiency and driving performance.



PREMIUM BOSE® SOUND SYSTEM

The Mazda3 facelift can be ordered with a premium sound system that was designed especially for the acoustics of the new compact using the Bose® Surround Sound System that reproduces music with clarity, spaciousness and power at any volume. A surround sound experience from stereo sources is created by Bose Centerpoint® signal processing circuitry: It delivers evenly balanced 360° surround sound to each passenger. The Bose® digital amplifier and AudioPilot® 2 noise compensation technology adjust the music to compensate for the effects of unwanted outside sound and vehicle speed - it all happens automatically, so there is much less need to adjust the audio controls.

The system includes the following hardware:

- A • One 8 cm Twiddler® neodymium mid/high-range speaker
- B • Two 3 cm neodymium tweeters
- C • Two 16.5 cm neodymium wide-range speakers
- D • Two 13 cm neodymium wide-range speakers
- E • Two 8 cm Twiddler® neodymium mid/high-range speakers
- F • One 13 cm Richbass® woofer mounted in a 10-litre custom-engineered bass housing in the spare tyre wheel well
- G • A Bose® digital amplifier under the right front seat



NEW NAVIGATION SYSTEM USING TOMTOM® TECHNOLOGY



An affordable navigation system using TomTom® technology in 18 languages is added to the Mazda3 line-up for the first time with the launch of the facelift (depending on market and grade, not available for MPS). It features a large 14.7 cm touch screen monitor with dynamic live guidance, TomTom® high-definition traffic, and local search with Google®. Its 4 GB memory allows 99 percent coverage of Europe using the latest maps updated quarterly in all languages (with subscription).

SAFETY

The current Mazda3 is one of Europe's safest compacts, having scored a maximum of 5 stars on its EURO-NCAP crash test in November 2009. For the Mazda3 facelift, this package of cutting-edge technologies has been kept and enhanced even further.

Active Safety

Mazda3 facelift's standard safety package includes ABS, EBD, brake assist, traction control system (TCS) and DSC. An emergency stop signal (ESS) is also standard that warns following vehicles with rapidly flashing hazard lights when the driver suddenly brakes in an emergency situation, and then continues to flash normally after the car comes to a stop. Depending on grade and market, customers can enhance this even further by ordering an adaptive front lighting system with Bi-xenon headlamps that pivots automatically to illuminate the corner or curve, and a rear vehicle monitoring system that detects a vehicle approaching from the right or left rear or driving in the blind spot area and warns the driver (see box). A further enhancement to the Mazda3 facelift safety is Mazda's Brake Override System, which was originally introduced with the Mazda5 last year. This system always prioritizes the brake pedal over the accelerator pedal should both be engaged simultaneously, allowing the vehicle to be brought to a safe stop.



MAZDA REAR VEHICLE MONITORING SYSTEM RECEIVED "EURO NCAP ADVANCED" AWARD

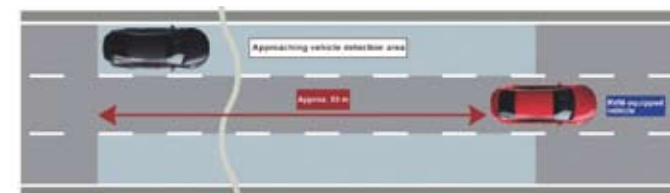


The Mazda Rear Vehicle Monitoring system (RVM) available on the Mazda3 has received a coveted "Euro NCAP* Advanced" award at the Frankfurt Motor Show (IAA) 2011. Euro NCAP reviewed the Mazda RVM and were impressed by its many safety benefits. It helps a driver avoid dangerous situations or even collisions with other vehicles during a lane change. Two radar sensors, one mounted in each side of the rear bumper, constantly measure the distance to, and the relative speed of, surrounding vehicles.

At speeds above 60 km/h, Mazda's RVM warns the driver with a proximity indicator light in the door mirror on the side where, either a vehicle is in the blind spot area, or a vehicle will approach this area in the next 5 seconds from within a zone of up to 50 m. If the driver switches on the turn signal in the direction of the approaching vehicle, the proximity light blinks rapidly and a beeper sounds to warn the driver not to change lanes. The system is designed to work in virtually every kind of weather and detect all types of vehicles, including motorcycles.



■ Image of Rear Vehicle Monitoring (RVM) System Effect



Notification/warning upon detection of vehicles approaching from the rear.

Passive Safety

Mazda3 facelift takes as its basis a strong body shell created using Mazda Advanced Impact-energy Distribution and Absorption System featuring high-strength steel reinforcements and inners at the A-pillar, the hinge pillar and the side sills. The joint between the hinge pillars and A-pillar inner panels has additional spot-welding for extra strong seams. The door impact beams have special reinforcements at their front sections to make them especially good at resisting crash force during a side impact. At the back, the rear side frames are made of tailored-blank high-tensile steel, and have a thicker and straighter crossbeam. Its structure is designed to dissipate collision energy to the front and away from the fuel tank.



Standard on the inside are front, side and curtain airbags, active front head restraints that protect the neck against whiplash, and double pretensioner seatbelts with digressive load-limiter retractors (LLR) that help reduce shock to the passenger's chest. Protecting the driver is a crushable brake pedal, crushable pads below the heel area, and an energy-absorbing steering column.

The Mazda3 facelift inherits good pedestrian safety features as well. Its bonnet is made with an energy-absorbing structure at the cowl and fender bracket areas, to help reduce injury when struck. Energy-absorbing foam is used in the bumper beams and energy-absorbing plastic in the bumper's lower section.

TECHNICAL SPECIFICATIONS - MAZDA3 FACELIFT 2011

Dimensions

		Mazda3 Sedan	Mazda3 Hatchback	Mazda3 MPS
Body Type		Monocoque	Monocoque	Monocoque
Doors		4	4 + liftgate	4 + liftgate
Seating capacity		5	5	5
Coefficient of drag	Cd	0.27	0.29	0.32
Cross-sectional area	m ²	2,217	2,217	2,217
Dimensions				
External				
Overall length	mm	4,580	4,460	4,505
Overall width	mm	1,755	1,755	1,770
Overall width mirror to mirror	mm	2,002	2,002	2,010
Overall height (unloaded)	mm	1,470	1,470	1,460
Wheelbase	mm	2,640	2,640	2,640
Track front 15 + 16-inch / 17-inch wheels	mm	1,535 / 1,530	1,535 / 1,530	1,535 (18-inch wheels)
Track rear 15 + 16-inch / 17-inch wheels	mm	1,520 / 1,515	1,520 / 1,515	1,520 (18-inch wheels)
Ground clearance 2.2DE / all others	mm	- / 155	150 / 155	- / 145

Dimensions

		Mazda3 Sedan	Mazda3 Hatchback	Mazda3 MPS
Interior				
Front head room w/o sunroof	mm	987	987	987
Rear head room w/o sunroof	mm	953	964	964
Front shoulder room	mm	1,395	1,395	1,395
Rear shoulder room	mm	1,371	1,371	1,371
Front hip room	mm	1,364	1,364	1,364
Rear hip room	mm	1,326	1,326	1,326
Front leg room	mm	1,068	1,068	1,068
Rear leg room	mm	919	919	919
Boot measurements				
Volume all seats up (to belt line)	l	430	340*	300
Volume 2nd row down (floor to ceiling)	l	---	1,360	1,360
Load floor to 2nd row	mm	1,027	880*	856
Load floor to 1st row	mm	1,580	1,473	1,473
Distance between rear wheel housings	mm	1,058	1,050	1,050
Load floor width at widest point	mm	1,244	1,167	1,167
Boot height	mm	559	808*	722
Boot lid / liftgate opening width	mm	938	944	944

* Without Bose® sound system

Engines and Chassis - Petrol

		MZR 1.6	MZR 2.0
Engine Type		In-line 4-cylinder DOHC, 16-valve	In-line 4-cylinder DOHC, 16-valve
Displacement	cm ³	1,598	1,999
Bore x stroke	mm	78.0 x 83.6	87.5 x 83.1
Valves		4 per cylinder	4 per cylinder
Camshaft drive		Timing chain	Timing chain
Fuel injection system		Electronically controlled fuel injection	
Compression ratio		10.0 : 1	10.0 : 1
Emission control system		Electrically Controlled & Catalyst	Electrically Controlled & Catalyst
Max. Power	kW PS	77 at 6,000 105 at 6,000	110 at 6,500 150 at 6,500
Max. torque	Nm	145 at 4,000	187 at 4,000
Fuel type		Unleaded 95 RON	Unleaded 95 RON
Fuel tank capacity (w/ oil filter replacement)	l	55	55
Engine oil capacity	l	3.9	4.3
Battery		50D20L/12 V	50D20L/ 12V
Transmission		5-speed MT / 4-speed AT	5-speed AT
Powertrain		Front-wheel drive	Front-wheel drive
Gear ratios			
1st		3.416 / 2.816	3.620
2nd		1.842 / 1.497	1.925
3rd		1.290 / 1.000	1.285
4th		0.972 / 0.725	0.933
5th		0.775 / --	0.692
Reverse		3.214 / 2.648	3.405
Final Drive Ratio		4.105 / 4.416	3.863

Engines and Chassis - Petrol

		MZR 2.0 DISI i-stop	MZR 2.3 DISI Turbo
Engine Type		In-line 4-cylinder DOHC	In-line 4-cylinder DOHC, turbo petrol
Displacement	cm ³	1,999	2,261
Bore x stroke	mm	87.5 x 83.1	87.5 x 94.0
Valves		4 per cylinder	4 per cylinder
Camshaft drive		Timing chain	Timing chain
Fuel injection system		Electronically controlled fuel injection	
Compression ratio		11.2 : 1	9.5 : 1
Emission control system		Electrically Controlled & Catalyst	Electrically Controlled & Catalyst
Max. Power	kW PS	110 at 6,200 150 at 6,200	191 at 5,500 260 at 5,500
Max. torque	Nm	191 at 4,500	380 at 3,000
Fuel type		Unleaded 95 RON	Unleaded 98 RON
Fuel tank capacity (w/ oil filter replacement)	l	55	60
Engine oil capacity	l	4.3	5.7
Battery		46B24LS +26B17L/12V	55D23L/12V (excl. Russia) 80D26L/12V (Russia)
Transmission		6-speed MT	6-speed MT
Powertrain		Front-wheel drive	Front-wheel drive
Gear ratios			
1st		3.454	3.214
2nd		1.842	1.913
3rd		1.310	1.366
4th		0.970	1.025
5th		0.795	0.948
6th		0.680	0.790
Reverse		3.198	3.456
Final Drive Ratio		4.105	1st - 4th = 4.187 5th - 6th = 3.526

Engines and Chassis - Petrol

		MZR 1.6	MZR 2.0
Suspension and Wheels			
Front Suspension		MacPherson strut	MacPherson strut
Rear Suspension		Multilink	Multilink
Stabilizers (front / rear)	mm	21/20	21/20
Wheel size	15"	15X6.0J	
	16"	16X6.5J	16X6.5J
	17"	17X7.0J	17X7.0J
Tyre size	15"	195/65 R15	
	16"	205/55 R16	205/55 R16
	17"	205/50 R17	205/50 R17
Steering			
Type		Rack & Pinion	Rack & Pinion
Power assist type		Electro hydraulic power assist	Electro-hydraulic power assist
Steering wheel turns (lock to lock)		2.94	2.94
Turning circle (curb to curb)	m	10.4	10.4
Turning circle (wall to wall)	m	10.9	10.9
Brakes			
Type front		Ventilated discs	Ventilated discs
Type rear		Solid discs	Solid discs
Diameter front	mm	278	300
Diameter rear	mm	265	280
Vacuum booster diameter	inch	10	10
Scheduled maintenance		Every 20,000 km/ 12 months	Every 20,000 km/ 12 months

Engines and Chassis - Petrol

		MZR 2.0 DISI i-stop	MZR 2.3 DISI Turbo
Suspension and Wheels			
Front Suspension		MacPherson strut	MacPherson strut
Rear Suspension		Multilink	Multilink
Stabilizers (front / rear)	mm	21/20 (16")	26/25 22/21 (17")
Wheel size	16"	16X6.5J	
	17"	17X7.0J	
	18"		18X7.5J
Tyre size	16"	205/55R16	
	17"	205/50R17	
	18"		225/40R18
Steering			
Type		Rack & Pinion	Rack & Pinion
Power assist type		Electro-hydraulic power assist	Electro-hydraulic power assist
Steering wheel turns (lock to lock)		2.94	2.7
Turning circle (curb to curb)	m	10.4	11.0
Turning circle (wall to wall)	m	10.9	11.9
Brakes			
Type front		Ventilated discs	Ventilated discs
Type rear		Solid discs	Solid discs
Diameter front	mm	300	320
Diameter rear	mm	280	280
Vacuum booster diameter	inch	10	8 + 9
Scheduled maintenance		Every 20,000 km/ 12 months	Every 15,000 km/ 12 months

Engines & Chassis - Diesel

		MZ-CD 1.6	MZR-CD 2.2 Standard Power	MZR-CD 2.2 High Power
Engine Type		In-line 4-cylinder SOHC, 8-valve	In-line 4-cylinder DOHC, 16-valve	In-line 4-cylinder DOHC, 16-valve
Displacement	cm ³	1,560	2,184	2,184
Bore x stroke	mm	75.0 x 88.3	86.0 x 94.0	86.0 x 94.0
Valves		2 per cylinder	4 per cylinder	4 per cylinder
Camshaft drive		Timing belt and timing chain	Timing chain	Timing chain
Fuel injection system		Electrically controlled direct injection Common-rail		
Compression ratio		16.0 : 1	16.3 : 1	16.3 : 1
Emission control system		Electrically controlled with catalyst and diesel particulate filter		
Max. Power	kW PS	85 at 3,600 115 at 3,600	110 at 3,500 150 at 3,500	136 at 3,500 185 at 3,500
Max. torque	Nm	270 at 1,750-2,500	360 at 1,800 - 2,600	400 at 1,800 - 3,000
Fuel type		Diesel	Diesel	Diesel
Fuel tank capacity	l	55	55	55
Engine oil capacity	l	3.9	4.7	4.7
Battery		75D23L/ 12V	80D26L/ 12V	80D26L/ 12V

Engines & Chassis - Diesel

		MZ-CD 1.6	MZR-CD 2.2 Standard Power	MZR-CD 2.2 High Power
Transmission				
Powertrain		Front-wheel drive	Front-wheel drive	Front-wheel drive
Gear Ratios		6-speed MT	6-speed MT	6-speed MT
1st		3.727	3.538	3.538
2nd		2.048	1.913	1.913
3rd		1.258	1.218	1.290
4th		0.919	0.880	0.926
5th		0.738	0.809	0.853
6th		0.622	0.711	0.711
Reverse		3.818	3.831	3.831
Final Drive Ratio		3.611	1st-4th = 3.421 5th-6th = 2.954	1st-4th = 3.611 5th-6th = 3.095
Suspension and Wheels				
Front Suspension		MacPherson strut	MacPherson strut	MacPherson strut
Rear Suspension		Multilink	Multilink	Multilink
Stabilizers (front / rear)	mm	21/20	22/21	22/21
Wheel size	15" 16" 17"	15 X 6.0 J 16 X 6 J	16 X 6 J 17 X 7.0 J	16 X 6 J 17 X 7.0 J
Tyre size	15" 16" 17"	195/65 R15 205/55 R16 205/50 R17	205/55 R16 205/50 R17	205/55 R16 205/50 R17

Engines & Chassis - Diesel

		MZ-CD 1.6	MZR-CD 2.2 Standard Power	MZR-CD 2.2 High Power
Steering				
Type		Rack & Pinion	Rack & Pinion	Rack & Pinion
Power assist type		Electro-hydraulic power assist		
Steering wheel turns (lock to lock)		2.94	2.94	2.94
Turning circle (curb to curb)	m	10.4	10.4	10.4
Turning circle (wall to wall)	m	10.9	10.9	10.9
Brakes				
Type front		Ventilated discs	Ventilated discs	Ventilated discs
Type rear		Solid discs	Solid discs	Solid discs
Diameter front	mm	278	300	300
Diameter rear	mm	265	280	280
Vacuum booster diameter	inch	10	10	10
Scheduled maintenance		Every 20,000 km/ 12 months	Every 20,000 km/ 12 months	Every 20,000 km/ 12 months

Mazda3 Sedan - Petrol - Performance and Weights

Engine		MZR 1.6	MZR 2.0	MZR 2.0 DISI i-stop
Transmission		5-speed MT / 4-speed AT	5-speed AT	6-speed MT
Performance				
Top speed	km/h	185/177	210	212
Acceleration 0-100 km/h*	s	12.2/13.1	10.6	10.4
Fuel Consumption**				
Urban	l/100 km	8.4/9.9	10.6	9.1
Extra urban	l/100 km	5.2/6.0	5.8	5.3
Combined	l/100 km	6.4/7.4	7.6	6.7
CO ₂ emissions (combined)	g/km	147/171	175	157
Emissions ranking		Euro Stage V	Euro Stage V	Euro Stage V
Weight and Payload				
Min. kerb weight (without driver)	kg	1,185/1,195	1,265	1,265
Min. kerb weight***	kg	1,260/1,270	1,340	1,340
Max. permissible weight	kg	1,745/1,770	1,820	1,820
Permissible front axle weight	kg	920/945	995	990
Permissible rear axle weight	kg	905/900	900	905
Permissible tow weight, trailer without brakes	kg	550/550	550	550
Permissible tow weight, trailer with brakes (12% slope)	kg	930/550	1,300	1,000
Max. roof load capacity	kg	75	75	75

* Under Mazda test conditions

** According to 80/1268/EEC in its latest version

*** According to 92/21/EEC in its latest version (including 75 kg driver)

Mazda3 Sedan - Diesel - Performance and Weights

Engine		MZ-CD 1.6
Transmission		6-speed MT
Performance		
Top speed	km/h	188
Acceleration 0-100 km/h*	s	11.0
Fuel Consumption**		
Urban	l/100 km	5.2
Extra urban	l/100 km	3.8
Combined	l/100 km	4.3
CO ₂ emissions (combined)	g/km	115
Emissions ranking		Euro Stage V
Weight and Payload		
Min. kerb weight (without driver)	kg	1,240
Min. kerb weight***	kg	1,315
Max. permissible weight	kg	1,815
Permissible front axle weight	kg	995
Permissible rear axle weight	kg	900
Permissible tow weight, trailer without brakes	kg	600
Permissible tow weight, trailer with brakes (12% slope)	kg	1,300
Max. roof load capacity	kg	75

* Under Mazda test conditions

** According to 80/1268/EEC in its latest version

*** According to 92/21/EEC in its latest version (including 75 kg driver)

Mazda3 Hatchback - Petrol - Performance and Weights

Engine		MZR 1.6	MZR 2.0	MZR 2.0 DISI i-stop
Transmission		5-speed MT / 4-speed AT	5-speed AT	6-speed MT
Performance				
Top speed	km/h	181/173	205	206
Acceleration 0-100 km/h*	s	12.2/13.1	10.6	10.4
Fuel Consumption**				
Urban	l/100 km	8.4/10.2	10.6	9.1
Extra urban	l/100 km	5.2/6.1	5.8	5.3
Combined	l/100 km	6.4/7.6	7.6	6.7
CO ₂ emissions (combined)	g/km	147/176	175	157
Emissions ranking		Euro Stage V	Euro Stage V	Euro Stage V
Weight and Payload				
Min. kerb weight (without driver)	kg	1,195/1,225	1,285	1,280
Min. kerb weight***	kg	1,270/1,300	1,360	1,355
Max. permissible weight	kg	1,770/1,790	1,835	1,835
Permissible front axle weight	kg	925/950	1,000	1,000
Permissible rear axle weight	kg	920/915	910	910
Permissible tow weight, trailer without brakes	kg	550/550	550	550
Permissible tow weight, trailer with brakes (12% slope)	kg	930/550	1,300	1,000
Max. roof load capacity	kg	75	75	75

* Under Mazda test conditions

** According to 80/1268/EEC in its latest version

*** According to 92/21/EEC in its latest version (including 75 kg driver)

Mazda3 Hatchback - Diesel - Performance and Weights

		MZ-CD 1.6	MZR-CD 2.2 Standard Power	MZR-CD 2.2 High Power
		6-speed MT	6-speed MT	6-speed MT
Performance				
Top speed	km/h	186	205	213
Acceleration 0-100 km/h*	s	11.0	9.2	8.2
Fuel Consumption**				
Urban	l/100 km	5.2	6.6	6.9
Extra urban	l/100 km	3.8	4.4	4.5
Combined	l/100 km	4.3	5.2	5.4
CO ₂ emissions (combined)	g/km	115	139	144
Emissions ranking		Euro Stage V	Euro Stage V	Euro Stage V
Weight and Payload				
Min. kerb weight (without driver)	kg	1,255	1,390	1,390
Min. kerb weight***	kg	1,330	1,465	1,465
Max. permissible weight	kg	1,830	1,965	1,965
Permissible front axle weight	kg	1,005	1,135	1,135
Permissible rear axle weight	kg	910	915	915
Permissible tow weight, trailer without brakes	kg	600	600	600
Permissible tow weight, trailer with brakes (12% slope)	kg	1,300	1,500	1,500
Max. roof load capacity	kg	75	75	75

* Under Mazda test conditions

** According to 80/1268/EEC in its latest version

*** According to 92/21/EEC in its latest version (including 75 kg driver)

Mazda3 MPS Facelift 2011 - Performance and Weights

		MZR 2.3-litre DISI Turbo
		6-speed MT
Performance		
Top speed	km/h	250
Acceleration 0-100 km/h*	s	6.1
Fuel Consumption**		
Urban	l/100 km	13.2
Extra urban	l/100 km	7.5
Combined	l/100 km	9.6
CO ₂ emissions (combined)	g/km	224
Emissions ranking		Euro Stage V
Weight and Payload		
Min. kerb weight (without driver)	kg	1,395
Min. kerb weight***	kg	1,470
Max. permissible weight	kg	1,925
Permissible front axle weight	kg	1,075
Permissible rear axle weight	kg	925
Permissible tow weight, trailer without brakes	kg	550
Permissible tow weight, trailer with brakes (12% slope)	kg	1,300
Max. roof load capacity	kg	75

* Under Mazda test conditions

** According to 80/1268/EEC in its latest version

*** According to 92/21/EEC in its latest version (including 75 kg driver)

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