

2010 MAZDA3 SPECIFICATION DECK

24-Mar-09 Version 2010.11

PRODUCTION TIMING:

Job #1: 4DR - October 2008 Job #1: 5DR - November 2008 Job #1: MAZDASPEED3 - TBD

LINEUP:

MAZDA3i SV 4DR
MAZDA3i Sport 4DR
MAZDA3i Touring 4DR
MAZDA3s Sport 4DR
MAZDA3s Grand Touring 4DR
MAZDA3s Sport 5DR
MAZDA3s Grand Touring 5DR
MAZDASPEED3 Sport 5DR

CONTENTS:	Page(s)
Product Changes	2
Product Summary	3-4
Equipment & Features	5-7
Packages & Options	8
Accessories	9
Color & Trim	10
Specifications	11-12

2010 MAZDA3 PRODUCT CHANGES

OVERVIEW

MODEL / SERIES / AVAILABILITY

- MAZDA3i Models (2.0L Engine)
 - SV 4DR 5 speed MT only
 - Sport 4DR 5 speed MT & 5 speed AT
 - Touring 4DR 5 speed MT & 5 speed AT
- MAZDA3s models (2.5L Engine)
 - Sport 4DR 6 speed MT & 5 speed AT
 - Grand Touring 4DR 6 speed MT and 5 speed AT
 - Sport 5DR 6 speed MT and 5 speed AT
 - Grand Touring 5DR 6 speed MT and 5 speed AT
- MAZDASPEED3
 - Sport 5DR 6 speed MT

EXTERIOR CHANGES

- ALL NEW DESIGN
- All-new Colors Added:
 - Velocity Red Mica (27A)
 - Celestial Blue Mica (38J)
 - Gunmetal Blue Mica(38L)
 - Liquid Silver Metallic(38P)
 - Graphite Mica(38R)
- New 16" wheel cover, 16" and 17" alloy wheel designs
 - 16" wheels standard on all i models
 - 17" wheels standard on all s models
 - Newly Designed 18" wheels on MAZDASPEED3
- 4DR & 5DR s models
 - Body colored outer mirror w/turn signal lamps
 - Lip Spoiler (4DR only)
 - Dual exhaust w/bright tips
- 4DR & 5DR GT models
 - Bi-Xenon headlights w/auto leveling
 - Adaptive Front-lighting System (AFS)

INTERIOR CHANGES

- ALL-NEW DESIGN
- 4DR i Touring model
 - Bluetooth hands free phone & audio
 - Auto door locks (speed & transmission sensitive)
- 4DR & 5DR s models
 - MID driver information system
 - Welcome lighting system
 - Driver and front passenger sport seats
- 4DR, 5DR GT, and MAZDASPEED3 models
 - Dual zone automatic climate control system
 - Variable heated front driver & passenger seats (NA on MAZDASPEED3)
 - 8-Way Power Driver's seat w/3-position memory (NA on MAZDASPEED3)

FUNCTIONAL CHANGES

- All-new 2.5L powertrain on s models
- 6-Speed MT standard on all 2.5L models

NEW PACKAGE / OPTION CHANGES

- Moonroof & Bose Pkg:
- 242-Watt Bose Centerpoint 10-speaker surround sound audio system with Audiopilot
- In-dash 6-disc CD changer -MP3 compatible
- Moonroof with one-touch open
- Tech Pkg:
- Full color MID with compact navigation
- Sirius satellite radio* w/6-mth subscription
- Advanced keyless system
- Push button start
- Perimeter alarm
- MAZDASPEED3 Tech Pkg:
- 242-Watt Bose Centerpoint 10-speaker surround sound audio system with Audiopilot
- In-dash 6-disc CD changer -MP3 compatible
- Sirius satellite radio* w/6-mth subscription
- Full color MID with compact navigation
- Advanced keyless system
- Push button start
- Perimeter alarm

SAFETY CHANGES

- Dynamic Stability Control standard i Touring
- Traction Control standard i Touring
- Standard active front headrests

Features, options and package content subject to change.

2010 MAZDA3 PRODUCT SUMMAR

			PRODUCT SUM			
MAZDA3i SV 4DR	MAZDA3i Sport 4DR	MAZDA3i Touring 4DR	MAZDA3s Sport 4DR	MAZDA3s Grand Touring 4DR	MAZDA3s Sport 5DR	MAZDA3s Grand Touring 5DR
	(adding to / in lieu of MAZDA3i SV 4DR)	(adding to / in lieu of MAZDA3i 4DR)	(adding to / in lieu of MAZDA3i Touring 4DR)	(adding to / in lieu of MAZDA3s Sport 4DR)	(adding to / in lieu of MAZDA3s Sport 4DR)	(adding to / in lieu of MAZDA3s Sport 5DR)
Functional / Powertrain ■ 2.0L DOHC I4 with 148HP	Functional / Powertrain 5-speed manual or 5-speed sport automatic transmission	Functional / Powertrain Dynamic stability control (DSC)	Functional / Powertrain 2.5L DOHC I4 with 168 HP	Functional / Powertrain	Functional / Powertrain	Functional / Powertrain
	5-speed manual of 5-speed sport automatic transmission					
Power-assisted ventilated front & solid rear disc brakes 5-speed manual transmission		Traction control system (TCS)	6-speed manual or 5-speed sport automatic transmission			
Front and rear stabilizer bars						
Front-wheel drive						
Independent front MacPherson strut suspension						
Independent rear E-type multi-link suspension						
Rack-and-pinion steering with variable assist (EHPAS)						
Anti-lock brakes (ABS) with Electronic Brakeforce Distribution (EBD) and Brake assist.						
Exterior	Exterior_	Exterior	<u>Exterior</u>	<u>Exterior</u>	<u>Exterior</u>	Exterior
Exterior ● 16" steel wheels		Exterior ● Alloy wheels	Sport-type body-color front & rear bumpers	Automatic on/off headlights	Rear roof spoiler	Automatic on/off headlights
P205/55 R16 all-season tires	1		Sport-type grille insert & trim	Rain-sensing front windshield wipers	Side sill extensions	Rain-sensing front windshield wipers
Black urethane grille insert & trim (matte-type finish) with			17" alloy wheels	Bi-Xenon (high & low beam) High-Intensity Discharge (HID)	Antenna, roof-mounted short aerodynamic	Bi-Xenon (high & low beam) High-Intensity Discharge (HID)
chrome accent				headlights w/auto leveling		headlights w/auto leveling
Body-color bumpers			P205/50 R17 all-season tires	Adaptive Front-lighting System (AFS)	Rear window wiper	Adaptive Front-lighting System (AFS)
Body-color door handles Body-color dual power door mirrors (folding-type)			Body colored outer mirror w/turn signal lamps Lip Spoiler	LED rear combination taillights Heated body colored outer mirror w/turn signal lamps		LED rear combination taillights Heated body colored outer mirror w/turn signal lamps
Clear-lens halogen headlights			• Fog Lights	Nagare inspired illuminated headlight detail		Nagare inspired illuminated headlight detail
Clear-lens taillights			Dual exhaust w/bright tips			
Variable-intermittent windshield wipers High-mount center brake light - integrated with trunk lid						
Integrated rear window radio antenna						
Single exhaust outlet with bright tip						
Interior	Interior	Interior	Interior	Interior	Interior	Interior
Interior ■ 12V power outlet (2)	Air conditioning with pollen filter	Steering wheel with audio, cruise & Bluetooth controls	s trim level type cloth-trimmed seat upholstery & door panel inserts	Dual zone (driver and passenger) automatic climate control system	Interior ●	Dual zone (driver and passenger) automatic climate control system
3-spoke urethane steering wheel with audio controls	Ambient temperature display	Power door locks with 2-stage unlocking & Central locking	s trim level type sport designed/shaped seats	5 position variable heated front seats (driver and passenger)		5 position variable heated front seats (driver and passenger)
4-speaker sound system (door-mounted speakers) 5-passenger seating capacity		Delayed courtesy lightsCruise control	Illuminated vanity mirrors (Driver & Pass) Electroluminescent gauges with red & blue nighttime illumination with white stylus	Leather trimmed seats and door panel inserts 8-Way Power Driver's seat w/3-position memory, activated from key fob		Leather trimmed seats and door panel inserts 8-Way Power Driver's seat w/3-position memory, activated from key fob
 AM/FM CD modular audio system with ALC & digital clock (MP3 Compatible) 		6-speaker sound system (includes 4 full-range and 2 tweeter speakers)	Parking brake knob-silver	Padded door armrests		Padded door armrests
Auxiliary audio input jack		Bluetooth hands free phone & audio	Leather wrapped steering wheel			
Black gauges w/ white lettering Center console armrest w/ covered storage compartment		IP Decoration Panel - silver Door handles (inner) - silver	Center console w/ sliding padded armrest Multi Information Display MID(Dot Monochrome) driver information system w/outside temperature display, trip computer, maintenance reminder, and audio information			
Center instrument panel display (audio & clock)		Auto door locks (speed sensitive and transmission sensitive)	Leather wrapped shift knob			
Door handles (inner) - black	1		Shift knob insert - silver			
Driver & passenger-side covered visor vanity mirror			Welcome lighting system (outside illumination and interior lighting)			
Driver-side storage bin Front cupholders w/ lid (2)			Steering wheel insert - silver Front/Rear vertical door grips - silver			
Front cupnoiders w/ lid (2) Front door storage pockets with bottle holders	1		Overhead sunglass holder			
Front dual map lights; dome light			,			
Front seatback map pocket (passenger) Full carneting (black): Carnet floor mate	1					
Full carpeting (black); Carpet floor mats IP decoration panel - Black	1					
i trim level type cloth-trimmed seat upholstery & door panel						
inserts 60/40 split fold-down rear seat; Rear seat button release						
·	1					
Power windows with driver-side one-touch down Lever-type driver's seat lifter	1					
Passenger assist grips (3)						
Rear Seat armrest w/cupholders	1					
Rear door bottle holders Rear window defogger	1					
Reclining front bucket seats	1					
Red nighttime gauges & controls illumination	1					
Remote hood, trunk and fuel door releases SIRIUS Satellite Radio-ready head unit	1					
SIRIUS Satellite Radio-ready head unit Tachometer; resettable trip odometers	1					
Tilt & telescopic steering column	1					
 Urethane shift knob & parking brake handle w/ black-color button 	1					
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MNAO Product Development and Strategy

2010 MAZDA3 PRODUCT SUMMARY

MAZDA3i SV 4DR	MAZDA3i Sport 4DR	MAZDA3i Touring 4DR	MAZDA3s Sport 4DR	MAZDA3s Grand Touring 4DR	MAZDA3s Sport 5DR	MAZDA3s Grand Touring 5DR
	(addition to the Para of MAZDACK OV 400)	(addition to the line of AM 70 AS ADD)	(addition to the Foundation (DD)	(addition to the line of MAZDAO Open ADD)	(addies to the line of MAZDAO Court (DD)	(addition to (in line of MAZDAG, Or out EDD)
	(adding to / in lieu of MAZDA3i SV 4DR)	(adding to / in lieu of MAZDA3i 4DR)	(adding to / in lieu of MAZDA3i Touring 4DR)	(adding to / in lieu of MAZDA3s Sport 4DR)	(adding to / in lieu of MAZDA3s Sport 4DR)	(adding to / in lieu of MAZDA3s Sport 5DR)
ıfety	Safety	Safety	Safety	Safety	Safety	Safety
Triple-H body construction		Remote keyless entry system w/retractable key and panic				
"Crashable" brake pedal		mode and trunk release				
Tire pressure monitor system						
3-point safety-belts for all seat positions						
o point safety belts for all seat positions						
Advanced dual front air bags (SRS)						
Dual front seat-mounted side-impact air bags						
Side-impact air curtains (front & rear coverage)						
Child-safety rear door locks						
Collapsible steering column (following air bag deployment)						
Engine-immobilizer anti-theft system						
Front & rear side-impact door beams						
Front safety-belt pretensioners with force limiters						
Height adjustable front shoulder belt "B" pillar anchors						
LATCH rear seat child safety-seat lower anchors & upper						
tethers						
Rear door catch pins						
Trunk entrapment release system						
Whiplash-reducing active front headrests					1	

MNAO Product Development and Strategy

2010 MAZDA3 EQUIPMENT AND FEATURES

	EQUIPN		D FEAT					
		2.0L 4DR		2.5L	4DR	2.5L	5DR	MAZDASPEED3
	i SV	i Sport	i Touring	s Sport	s Grand Touring	s Sport	s Grand Touring	Sport
Engine & Transmission 2.0L DOHC 16-valve 4-cylinder engine with VVT (LFX)		•	•					
2.3L Direct Injection Spark Ignition (DISI) Turbocharged 16-								
valve 4-cylinder engine (L3T) 2.5L DOHC 16-valve 4-cylinder engine with VVT (L5X)					-	-		-
Aluminum-alloy cylinder block and aluminum-alloy lower								
block	•	•	•	•	•	•	•	•
Engine cover - black urethane Exhaust, Stainless steel exhaust manifold, main silencer	•	•	•	•	-	-	-	•
and pipe; single outlet with bright tip	•	•	•					
Exhaust, Stainless steel exhaust manifold, main silencer and pipe; dual outlet with bright tip				•				
Exhaust, Sport tuned with bright tip								•
Front Wheel Drive			•	•		•	•	•
Transmission, 5-speed MT Transmission, 6-speed MT								
Transmission, 5-speed Sport AT with manual mode		Available	Available	Available	Available	Available	Available	
Underhood insulator pad Suspension & Chassis	•		•	•		•		
Suspension & Chassis								
Brakes, Power-assisted ventilated front disc/solid rear disc	-	-	-	-	•	-	•	
Brakes, Enlarged MAZDASPEED power-assisted ventilated front disc/solid rear brakes								-
Brakes, Anti-lock (ABS) w/ Electronic Brakeforce				•				_
Distribution (EBD) & Brake-Assist Dynamic stability control (DSC) with Traction control	-	-	-	-	•	-	•	_
system (TCS)			•	•	•	•	•	-
Limited Slip Differential								•
Mazda Torque Management System								•
Front Suspension - MAZDASPEED Sport Independent MacPherson strut with coil springs								•
Rear Suspension - MAZDASPEED Sport Independent E-								
type multi-link with coil springs								_
Front Suspension -Independent MacPherson strut with coil springs	•		•	•	•	•	•	
•			_	_		_	-	
Rear Suspension - Independent multi-link with coil springs	•		•	•		•	•	
Stabilizer bar, front Stabilizer bar, rear	-	:	•	-	-	:	- :	
Stabilizer bar, MAZDASPEED enlarged front		-	-					•
Stabilizer bar, MAZDASPEED enlarged rear			-					•
Steering, Variable power-assisted rack-and-pinion steering	•		•	•	•	•		-
oteering, variable power-assisted rack-and-pinion steering				•				
Steering, Electro Hydraulic Power Assist (EHPAS) System	•	•		•	•	•	•	•
Tires & Wheels 16-inch steel wheels with full wheel covers	-	-						
16-inch alloy wheels			•					
17-inch alloy wheels				•	•	•	•	=
18-inch alloy wheels 205/55 R16 all-season steel-belted radial tires		-						-
	-	-						
205/50 R17 all-season steel-belted radial tires				•				
225/40 R18 93Y			1					•
225/40 R18 93Y Temporary spare tire					_			
225/40 R18 93Y			1					•
225/40 R18 93Y Temporary spare tire Exterior Antenna, Integrated rear window Antenna, roof-mounter short aerodynamic	•							
225/40 R18 93Y Temporary spare tire Exterior Antenna, Integrated rear window Antenna, roof-mounter short aerodynamic Back-up lights - clear-lens			•		•			
225/40 R18 93Y Temporary spare tire Exterior Antenna, Integrated rear window Antenna, roof-mounter short aerodynamic Back-up lights - clear-lens Brake light - high-mount, integrated in trunk			 					
225/40 R18 93Y Temporary spare tire Exterior Antenna, Integrated rear window Antenna, roof-mounter short aerodynamic Back-up lights - clear-lens Brake light - high-mount, integrated in trunk Brake light - high-mount, interior-type (top of rear window)								
225/40 R18 93Y Temporary spare tire Exterior Antenna, Integrated rear window Antenna, roof-mounter short aerodynamic Back-up lights - clear-lens Brake light - high-mount, integrated in trunk Brake light - high-mount, interior-type (top of rear window) Brake light - high-mount, spoiler-integrated								
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2010 MAZDA3 EQUIPMENT AND FEATURES

	EQUIFIN	IENT AN	DIEAL	UKES				
		2.0L 4DR	1	2.5L	4DR	2.5L		MAZDASPEEL
	i SV	i Sport	i Touring	s Sport	s Grand Touring	s Sport	s Grand Touring	Sport
Automatic climate control system with display - Dual Zone				-				•
Cargo area light	•	•		•	-			
Cargo area light with ON/OFF switch						•	•	•
Center console armrest with covered storage compartments	•		•	•	-	•	•	-
Center console with sliding padded armrest				•	-	•	•	•
Centralized door locking feature - driver's & front								
passenger's-side Cigarette lighter	•							
Compass/AutoDim Mirror	ACC	ACC	ACC	ACC	-	ACC		ACC
Compass/AutoDim Mirror w/ Homelink	ACC	ACC	ACC	ACC		ACC		ACC
Compass/AutoDim Mirror w/ Homelink Compass/AutoDim Mirror					ACC ACC		ACC ACC	
Coat hooks (2)	•			•	ACC	•	ACC	•
Cruise control with steering wheel-mounted controls -		1						
illuminated Cup holders, rear door bottle holders (without storage				_	_			
pockets)	•	-	•	•	•	•	-	•
Cupholders, dual front with lid	•	•		•	-	•		•
Cupholders, dual rear (integrated in armrest)		•		•		•	•	
Delayed courtesy lights (dual map & dome lights) Dome light			-	-	•	- :	-	
Driver-side covered visor vanity mirror	-	-		-				-
Driver-side illuminated covered visor vanity mirror								•
Footrest, driver-side		•		•		•	•	
Footrest, driver-side aluminum Front dual map lights								-
Front side-window demisters	-	-	- :	-	-	-	-	-
Heater/defroster with multiple speed fan	•	•			•	•	•	
Illuminated driver-side power window switches			•	•	•	•	•	•
Illuminated glove compartment Illuminated ignition keyhole	-	-	-	-	•	- :	-	-
Illuminated exterior and interior welcome mode		- -		-	-		-	-
Illumination: Blue ambient lighting and interactive								
instrument display				-	-	-	-	<u> </u>
Moonroof, power sliding-glass ("one-touch" open feature) with interior sunshade			OPT	OPT	OPT	OPT	OPT	
Passenger-side covered visor vanity mirror	•							
Passenger-side illuminated covered visor vanity mirror		<u> </u>		•	-	•	•	•
Power door lock switches - driver's-side & front passenger-								
side			-	-	_		-	_
Power door locks with 2-stage unlocking Power door locks - Auto door locks (speed sensitive and		+						
transmission sensitive)			•	•	•	•	•	•
Push button start				OPT	OPT	OPT	OPT	OPT
Rear heater ducts Rear window defogger	-	-	-	•	•	- :	-	-
Rearview mirror, day/night			- :		-	- :		+ -
Remote Engine Start		ACC	ACC	ACC	ACC	ACC	ACC	
Remote fuel door release	•	•	-	-	-	•	•	•
Remote hood release Remote keyless illuminated entry system w/ "answer back"	•	•	•	•	•	•	•	•
feature			•	-	-	•	•	•
Remote trunk lid release (interior switch)		•			-			
Steering column, tilt & telescopic	•	•		•	•	•	-	
Steering wheel, 3-spoke leather wrapped with red stitching								•
Steering wheel, 3-spoke leather-wrapped					-	•	•	
Steering wheel, 3-spoke urethane		•	-					
Steering wheel-mounted audio controls - illuminated Storage bin - driver's side	-	-	-	•	-	- :	-	
Storage pockets, front door with bottle holders		-	- :	-	-			
Storage, front seatback map pocket (passenger)	•	•			-	•		•
Storage, glove compartment with illumination		•	•				_	
Vinyl-covered sunvisors	•	•				•		
Windows, power with driver-side one-touch down/up feature			•	•	•	•		:
		-	-	•				
Seating & Trim		-			•	•	•	•
5-passenger seating capacity	•	•	•	•	•	:	•	•
5-passenger seating capacity 60/40 split fold-down rear seat	•	•	•	•	•	:	•	:
5-passenger seating capacity 60/40 split fold-down rear seat Aluminum pedals	•	•	•	•	•	:	•	•
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isignals/hazard warning on, check engine, engine oil resessure, engine temp, battery change, defogger-on, air hagffront seal belt pretensioner system, door-ajar, low fuel, Anti-lock Brake System, cruise control on, tire pressure nontroling system lately & Skewity		•	•	•	•	•	•	•	-
pressure, engine temp, battery charge, defogger-on, air agaffront seat beth pretensioner system, door ajar, low fuel, and/hock Brake System, cruise control on, tire pressure nontotroing system detays a Security 3-point safety belts for all seating positions (2 front; 3 rear) 3-point safety belts for all seating positions (2 front; 3 rear) 3-point safety belts for all seating positions (2 front; 3 rear) 3-point safety belts for all seating positions (2 front; 3 rear) 3-point safety belts for all seating positions (2 front; 3 rear) 3-point safety belts for all seating positions (2 front; 3 rear) 3-point safety belts for all seating positions (2 front; 3 rear) 3-point safety belts for all seating positions (2 front; 3 rear) 3-point safety belts for all seating positions (2 front; 3 rear) 3-point safety belts for all seating positions (2 front; 3 rear) 3-point safety belts for all seating positions (2 front; 3 rear) 3-point safety belts for all seating positions (2 front; 3 rear) 3-point safety belts for all seating positions (2 front; 3 rear) 3-point safety belts for all seating positions (2 front; 3 rear) 3-point safety belts for all seating positions (2 front; 3 rear) 3-point safety positions (2 front) safety safe									
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B-point safety belts for all seating positions (2 front; 3 rear)	monitoring system								<u></u>
	Safety & Security								
Advanced dual front air bags (SRS) - with crash-zone & firver's seat position/passenger weight sensors (Mazda Advanced Restraint System) Advanced Restraint System) Advanced Restraint System Distribution (EBD) & Brake-Assist I I I I I I I I I I I I I I I I I I I		•		-					
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Advanced Restraint System) Strakes, Anti-lock (ABS) w/ Electronic Brakeforce	driver's seat position/passenger weight sensors (Mazda	•		•					
Distribution (EBD) & Brake-Assist	Advanced Restraint System)								<u></u>
Collapsible steering column (following air bag deployment) Crashable* brake pedal Usual front side-impact air bag supplemental restraint System (SRS) - front seat-mounted (front coverage) Dynamic stability control (DSC) with Traction control System (TCS) Engine immobilizer anti-theft system Front safety-belt pretensioners with force limiters I = I = I = I = I = I = I = I = I = I =	Brakes, Anti-lock (ABS) w/ Electronic Brakeforce								I
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System (TCS)	system (SRS) - front seat-mounted (front coverage)			-				•	
Engine immobilizer anti-theft system Front safety-bet pretensioners with force limiters eladrests, Whiplash-reducing active front headrests eleight adjustable front shoulder belt "B" pillar anchors forn - single type (eyless remote panic button feature (on key fob) ATCH rear seat child safety-seat lower anchors & upper ethers Power door locks - Auto door locks (speed sensitive and ransmission sensitive) Side air curtains - front & rear coverage Side impact door beams – front and rear Infelt-Deterrent Security System Infelt-Deterrent Security System Infelt-Pronstruction Trunk entrapment release system Frunk lid opener cancel system (trunk latch type) Infelt Depener cancel system (trunk latch type) Infelt Depener cancel system (trunk latch type) Infelt Depener cancel system (trunk latch type)	Dynamic stability control (DSC) with Traction control								
Front safety-belt pretensioners with force limiters	system (TCS)	_		-	-	-	_	-	•
-leadrests, Whiplash-reducing active front headrests -leight adjustable front shoulder belt "B" pillar anchors -lom - single type -low - single ty						_			
Height adjustable front shoulder belt "B" pillar anchors I I I I I I I I I I I I I I I I I I I									
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Keyless remote panic button feature (on key fob)	Horn - single type								•
ethers Ower door locks - Auto door locks (speed sensitive and ransmission sensitive) Side air curtains - front & rear coverage Side-impact door beams - front and rear Ineft-Deterrent Security System Ineft-Deterrent Security System Ineft-Deterrent Security System Ineft-Deterrent Security System Incept-Security	Keyless remote panic button feature (on key fob)			•	•	•	•	•	•
ethers Over door locks - Auto door locks (speed sensitive and ransmission sensitive) Side air curtains - front & rear coverage I I I I I I I I I I I I I I I I I I I	LATCH rear seat child safety-seat lower anchors & upper								
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Side air curtains - front & rear coverage			_	•					
Side-impact door beams - front and rear		-	-	-		-		-	-
Theft-Deterrent Security System									
Triple-H" construction Triple-H" construction Triple-H" construction Trink entrapment release system Trunk lid opener cancel system (trunk latch type)	Theft-Deterrent Security System								
Frunk entrapment release system	Tire pressure monitoring system		_					•	•
Frunk lid opener cancel system (trunk latch type)	"Triple-H" construction							•	•
	Trunk entrapment release system	_							
	Trunk lid opener cancel system (trunk latch type) Whiplash-reducing front seat headrests	•	-	-	•				

2010 MAZDA3 PACKAGES AND OPTIONS

	MAZDA3i			MAZDA3s				MAZDASPEED3
	SV	Sport	Touring4	Sport	GT	Sport	GT	Sport 5DR
	4DR	4DR	DR	4DR	4DR	5DR	5DR	0,000
(2MC) Moonroof, 6CD changer with BOSE Audio system (MP3 Capable)		-	OPT	OPT	OPT	OPT	OPT	
(1TE) Tech Package		-		OPT	OPT	OPT	OPT	
(JCP) Crystal White Paint		OPT	OPT	OPT	OPT	OPT	OPT	
(1MT) MAZDASPEED Tech Package								OPT

Moonroof & Bose Pkg: 242-Watt Bose Centerpoint 10-speaker surround sound audio system, in-dash 6-disc CD changer -MP3

compatible, moonroof with one-touch open

Tech Pkg: Full color MID with compact navigation, Sirius satellite radio* w/6-mth subscription, advanced keyless system,

push button start, and perimeter alarm

* Body colored satellite radio antenna (shark fin) on 4-Door, Satellite radio antenna integrated with black whip radio antenna on 5-Door

MAZDASPEED Tech Package: 242-Watt BOSE Centerpoint 10-speaker surround sound audio system, in-dash 6-disc CD changer - MP3

compatible, Sirius satellite radio* with 6-mth subscription, full color NAVI with compact navigation, perimeter

alarm, advanced keyless system, push button start

* Body colored satellite radio antenna (shark fin) on 4-Door, Satellite radio antenna integrated with black whip radio antenna on 5-Door

2010 MAZDA3 ACCESSORIES

		MAZDA3i			MAZ	DA3s		MAZDASPEED3
ACCESSORIES	SV 4DR	Sport 4DR	Touring 4DR	Sport 4DR	GT 4DR	Sport 5DR	GT 5DR	Sport 5DR
AUDIO / VISUAL / ELECTRONICS								
In-Dash 6-Disc CD Changer, MP3 Compatible (CDC) 1.	Port/Dealer	Port/Dealer	Port/Dealer	Port/Dealer	Port/Dealer	Port/Dealer	Port/Dealer	
Remote Engine Start (A/T only) (RSE) 6.		Port/Dealer	Port/Dealer	Port/Dealer	Port/Dealer	Port/Dealer	Port/Dealer	
Remote Engine Start (A/T only) (RST) 7.				Port/Dealer	Port/Dealer	Port/Dealer	Port/Dealer	
SIRIUS Satellite Radio w/6 Month Subscription (N/A AK & HI) (SAT) 8.	Port/Dealer	Port/Dealer	Port/Dealer	Port/Dealer	Port/Dealer	Port/Dealer	Port/Dealer	Port/Dealer
EXTERIOR								
Front Air Dam (ADD)						Port/Dealer	Port/Dealer	
Fuel-Filler Door, Chrome (FLD)	Port/Dealer	Port/Dealer	Port/Dealer	Port/Dealer	Port/Dealer	Port/Dealer	Port/Dealer	Port/Dealer
Fog Lights (FOG)	Port/Dealer	Port/Dealer	Port/Dealer					
Mud Guards, Front & Rear (MGB)	Port/Dealer	Port/Dealer	Port/Dealer					
Rear Aero Flares & Rear Center Under Skirt (RAF)						Port/Dealer	Port/Dealer	
Rear Bumper Guard (RBS)						Port/Dealer	Port/Dealer	
Rear Wing Spoiler (RSW)	Port/Dealer	Port/Dealer	Port/Dealer					
Wheel Locks (WLK)			Port/Dealer	Port/Dealer	Port/Dealer	Port/Dealer	Port/Dealer	Port/Dealer
INTERIOR								
Cargo Mat (CGM)	Port/Dealer	Port/Dealer	Port/Dealer	Port/Dealer	Port/Dealer	Port/Dealer	Port/Dealer	
Cargo Net (CGN)	Port/Dealer	Port/Dealer	Port/Dealer	Port/Dealer	Port/Dealer	Port/Dealer	Port/Dealer	Port/Dealer
Cargo Tray (CGT)	Port/Dealer	Port/Dealer	Port/Dealer	Port/Dealer	Port/Dealer	Port/Dealer	Port/Dealer	
Floor Mats, All-Weather (FLA)	Port/Dealer	Port/Dealer	Port/Dealer	Port/Dealer	Port/Dealer	Port/Dealer	Port/Dealer	Port/Dealer
Compass/AutoDim Mirror (MCR) 2.					Port/Dealer		Port/Dealer	
Compass/AutoDim Mirror w/ Homelink (MHR) 3.					Port/Dealer		Port/Dealer	
Compass/AutoDim Mirror (MRC) 4.	Port/Dealer	Port/Dealer	Port/Dealer	Port/Dealer		Port/Dealer		Port/Dealer
Compass/AutoDim Mirror with Homelink (MRH) 5.	Port/Dealer	Port/Dealer	Port/Dealer	Port/Dealer		Port/Dealer		Port/Dealer

- 1. N/A on 2MC equipped models
- 2. N/A on GT 4-door equipped with MRC, MRH, or MHR, and the GT hatch with MHR
- 3. N/A on GT 4-door equipped with MRC, MRH, or MCR, and the GT hatch with MCR
- 4. N/A on all GT and Touring models equipped with MRH, MCR, and MHR, and hatch Sports euipped with MRH
- 5. N/A on all GT and Touring models equipped with MRC, MCR, and MHR, and hatch Sports euipped with MRC
- 6. N/A with 1TE or MT
- 7. Requires AT and 1TE
- 8. N/A with 1TE

NOTE: Carpet Floor Mats (FLM) are standard equipment on all vehicles

2010 MAZDA3 COLOR AND TRIM

				MAZ	DA3i				MAZ	DA3s	
		i S	sv	i S	port	i To	uring		s Sport a	and s GT	
Interior	Trim Type	Black Cloth	Dune Cloth	Black Leather	Dune Leather						
		BS9	BT2	BS9	BT2	BS9	BT2	BS9	BT2	BS9	BT2
16W	Black Mica	•		•		•	•	•	•	•	•
27A	Velocity Red Mica							•		•	
32V	Copper Red Mica						•		•		•
38J	Celestial Blue Mica							•		•	
38L	Gunmetal Blue Mica			•		•		•		•	
38P	Liquid Silver Metallic	•		•		•		•		•	
38R	Graphite Mica					•	•	•	•	•	•
34K	Crystal White Pearl Mica			•		•	•	•	•	•	•

LEGEND:

= Available



18" x 7.5JAL

P225/40 R18

Dunlop

35/34 (18")

T125/70D17

3245

SPECIFICATIONS 4-DOOR 4-DOOR 5-DOOR 5-DOOR i S MAZDASPEED ENGINE AND ELECTRICAL Type-LFX 2.0L DOHC Type-L3T 2.3L Direct Injection Spark Ignition Type-L5X 2.5L DOHC Engine Type 16-valve 4-cylinder with VVT 16-valve 4-cylinder with VVT (DISI) Turbocharged 16-valve 4-cylinder Horsepower (SAE net) 148 @ 6500 rpm (PZEV* = 144 @ 6500 rpm) 167 @ 6000 rpm (PZEV = 165 @ 6000 rpm) 263 @ 5500 rpm 135 @ 4500 rpm (PZEV = 132 @ 4500 rpm) 280 @ 3000 rpm 168 @ 4000 rpm (PZEV = 167 @ 4000 rpm) Torque (lb.-ft.) 6500 RPM 6200 RPM 6200 RPM 6700 RPM Displacement (cubic inches/cc) 122.0/1999 151.9/2489 151.9/2489 138/2260 ore x Stroke (inches/mm) 3.44 x 3.27/87.5 x 83.1 3.50 x 3.94/89.0 x 100.0 3.50 x 3.94/89.0 x 100.0 3.44 x 3.70/87.5 x 94.0 10.0:1 9.7:1 9.7:1 Compression Ratio electronic fuel injection Direct Injection uel System Recommended Fuel Regular unleaded Premium unleaded (91 octane required) ⁷alvetrain 4 valves per cylinder, Variable-Valve Timing Engine Block Aluminum Alloy ylinder Heads Aluminum Alloy Emission Control (FED) Tier2-BIN5 Emission Control (CAL = CA, MA, ME, PZEV* $NY, VT, PA, CT, RI, WA, OR, N\overline{J)}$ Ignition System Distributor Less Ignition Alternator 12V - 100amp 12V - 110amp 50D 20L (75D 23L i models & 80D 26L s models) Battery (cold area) 55D 23L (80D 26L) Starter 12V: 1.0kw 12V: 1.4kw 12V: 1.4kw DRIVETRAIN FWD Type Transmission (MT) 5-Speed Manual 6-speed manual 6-speed manual Transmission (AT) 5-speed electronically-controlled Sport AT (FN5) 5-speed electronically-controlled Sport AT (FN5) N/A Clutch Type MT Single dry plate with diaphragm spring Single dry plate with diaphragm spring AT Torque converter with electronic lockup N/A Ratios (:1) 2.0L MT 2.5L MT 2.3L MT 1st 3.454 2nd 1.842 2.059 1.913 3rd 1.310 1.392 1.366 4th 0.970 1.030 1.025 5th 0.755 0.837 0.948 6th Not Equipped 0.717 0.79 Reverse 3.198 Final Drive 4.105 1-4th: 4.187; 5-6th:3.526 2.0L SPORT AT 2.5L SPORT AT 1st 3.620 3.620 1.925 1.925 2nd 3rd 1.285 1.285 4th 0.933 0.933 5th 0.692 0.692 Reverse 3.405 3.405 Final Drive 3.458 3.652 CHASSIS 5-passenger, 4-door sedan Body Type 5- passenger, 5-door hatchback Independent, MacPherson strut ront Suspension Independent, Multi-link Rear Suspension Shock Absorbers Telescopic, double acting Rack-and-pinion Steering Type Electro-Hydraulic Power Assist Steering (EHPAS) ower Assist Overall Steering Ratio 16.2:1 16.2:1 teering Wheel Turns-to-Lock 2.94 Turning Circle, Curb-to-Curb (Radius - feet/m) 17.1/5.2 18.04/5.5 Turning Circle, Wall-to-Wall (Diameter - feet/m) 35.8/10.9 Diagonal Hydralic Power assist; Anti-lock Brake System (ABS) w/ Electronic Brakeforce Distribution (EBD) & Brake Assist Braking System ront Brakes Ventilated discs 10.94 inches 11.81 inches 11.81 inches 12.6 inches Rear Brakes Solid discs 10.43 inches 11.02 inches 11.02 inches 11.02 inches Mechanical, hand-operated on rear wheels arking Brake

P205/50 R17 all-season

ТОҮО, ҮОКОНАМА

2963 (PZEV = 2963)

3025 (PZEV = 3025)

T115/70D15

17 x 7.0JAL

35/35 (16") / 32/32 (17")

P205/50 R17 all-season

ТОҮО, ҮОКОНАМА

3005 (PZEV = 3005)

3064 (PZEV = 3064)

Memo:

Vheels

ires

3rand

Fire Inflation Pressure, Fr/Rr (psi)

Curb Weight (lbs.)

16 x 6.5J

P205/55 R16 all-season

TOYO, BS

2868 (PZEV = 2870)

2928 (PZEV = 2932)

MT

^{*} Partial Zero Emission Vehicle (PZEV) includes: a) SULEV emission level for 150,000 miles; b) zero evaporative emissions; c) emission warranty for 150,000 miles or 15 years.



SPECIFICATIONS				
or Edit Ida Hono	4-DOOR	4-DOOR	5-DOOR	5-DOOR
	i	s	s	MAZDASPEED
	•			
EPA Mileage (City/Highway)				
MT	25/33	21/29	21/29	18/25
AT	24/33	22/29	22/29	
These estimates reflect new EPA methods beginning with 2	J08 models			
rankcase: not exchange OF/ Exchange OF (U.S. quarts)	4.1 / 4.5	4.9 / 5.3	4.9 / 5.3	5.6 (w/ oil filter replacement), 6.0 (without
Engine Coolant (U.S. quarts)	7.9	7.	9	7.9
Fuel Tank Capacity (gallons)	14.5	15.9	15.9	15.9
PA Passenger Volume (cubic feet)	9	4.1	94.6	94.6
PA Cargo Volume (cubic feet)	1	1.8	17.0	17.0
PA Cargo Volume with rear seats down, (cubic feet)	N	I/A	42.8	42.8
PA Total Volume (cubic feet)	10	05.9	111.6	111.6
EPA Vehicle Size Category		Compact (Sm	all Car)	
Wheelbase (inches)		103.9		103.9
rack, Front (inches)		16"- 60.4 / 17"- 60.2		18" - 60.4
rack, Front (inches)		16 - 60.4 / 17 - 60.2		18 - 60.4 18" - 60.0
Length (inches) w/License Plate Holder	180.7	180.9	177.4	177.6
Vidth (inches) w/o Body Side Protector	180.7	69.1	177.4	69.7
leight, unladen (inches)		57.9		57.5
Minimum Ground Clearance, laden (inches)		4.7		4.7
Veight Distribution, % front:rear		60/40		4.7
Coefficient of Drag (Cd)	0	.29	0.31	0.32
op Speed (MPH) with speed limiter	v	116.8	0.01	155.3
or open minor		***************************************		1000
Jeadroom, front/rear without Moonroof (inches)		0/37.5	38.9/38.0	38.9/38.0
Jeadroom, front/rear with Moonroof (inches)	38.1	/37.4	38.1/37.7	Not Equipped
eg Room, front/rear (inches)		42.0/36.2		42.0/36.2
thoulder Room, front/rear (inches)		54.9/54.0		54.9/54.0
Hip Room, front/rear (inches)		53.7/52.2		53.7/ 52.2