



PRELIMINARY

2010 Mazda3

SPECIFICATIONS & FEATURES DECK

PRODUCTION TIMING:

Job #1: October 2008

LINE UP:

GX

GS

GT

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*Note: Mazda3 Sport Specs & Features will only be available after December 3, 2008 due to embargo dates.
The trim strategy for M3S has not changed significantly from the current generation and will keep
the same power train strategy for Mazda3 Sport -- 2.0L GX, 2.5L GS & GT*

*** Information contained herein is subject to change without notice.**

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**2010 MAZDA3 SEDAN
PRODUCT CHANGES**

OVERVIEW

MODEL / SERIES

MAZDA3 models (2.0L engine):

- GX - 5 speed manual transmission
- GX - 5 speed *Sport* mode automatic transmission

- GS - 5 speed manual transmission
- GS - 5 speed *Sport* mode automatic transmission

MAZDA3 models (2.5L engine):

- GT - 5 speed manual transmission
- GT - 5 speed *Sport* mode automatic transmission

ENGINEERING CHANGES

MAZDA3 GT MODEL

- New 2.5L DOHC 16-valve I-4 engine
- 167 Horsepower
- 168 lb. ft Torque
- Traction Control System
- Dynamic Stability Control

EXTERIOR CHANGES

All new design

All new colours added:

- Velocity Red Mica (27A)
- Celestial Blue Mica (38J)
- Gunmetal Blue Mica (38L)
- Aluminum Metallic Mica (38P)
- Graphite Mica (38R)

Deleted colours:

- *Stormy Blue Mica*
- *Arctic White*
- *Galaxy Grey Mica*
- *Electric Blue Mica*
- *Sunlight Silver Metallic*
- *Sand Mica*
- *Metropolitan Grey Mica*
- *True Red*
- *Golden Sand Metallic*

Power door mirrors STD on all trims

Body coloured door handles STD on all trims

16" steel wheels STD on GX trim

New GT model features:

Dual sport exhaust garnish

2.5L badge on rear

Turn lamp indicators on exterior door mirrors

Manual levelling Bi-Xenon (HID) headlamps

New available features on GT model:

Adaptive Front Lighting System (AFS) with automatic headlamp levelling

INTERIOR CHANGES

Newly designed interior

New interior colours:

- Dune Beige/Black (GS & GT trims)
- Sporty Black Cloth (GT trim)
- Sporty Dune Beige/Black (GT trim)

Power door locks STD on all trims

Power windows STD on all trims

Bluetooth hands-free capability with Audio Profile (GS & GT trims)

Retractable "jack knife" key fobs w/ trunk release (GS & GT trims)

Auto-dimming rearview mirror (GS & GT trims)

Multi Information Display (MID) without colour (GT trim)

6-disc in-dash CD player with MP3 capability (GT trim)

Dual zone automatic climate controls (GT trim)

New available interior features on GT trim:

Colour Multi Information Display with navigation system

10-speaker premium BOSE audio system

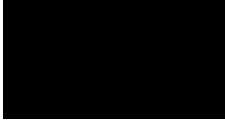
BOSE CenterPoint and Audio Pilot noise compensation system

Intelligent key system with push button ignition system

Colour Guide for 2010 Mazda3

Exterior:

Black Mica (16W)



Copper Red Mica (32V)



Crystal White Pearl (34K)



Velocity Red Mica (27A)



Celestial Blue Mica (38J)



Gunmetal Blue Mica (38L)



Aluminum Metallic Mica (38P)



Graphite Gray Mica (38R)



Interior:

Seating and Trim

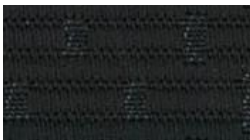
GX Models

Black Cloth (BS9)

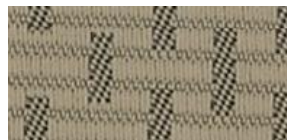


GS Models

Black Cloth (BS9)



Dune Beige/Black (BT2)

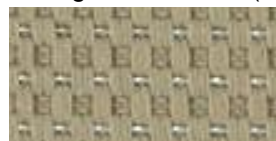


GT Models

Black Cloth (BS9)



Dune Beige/Black Cloth (BT2)



Black Leather (BS9)



Disclaimer

This colour guide has been added to facilitate the ordering process. Although we have made every effort to match the colour and fabric, we cannot guarantee the images above are their exact equivalent.

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2010 Mazda3 Colour & Trim:

| EXTERIOR COLOUR | CODE | GX | GS & GT (Cloth) Colour | GT (Leather) |
|------------------------|------|---------------|---|--------------|
| Black Mica | 16W | Black - (BS9) | Black - (BS9); Dune Beige/Black - (BT2) | Black (BS9) |
| Velocity Red Mica* | 27A | Black - (BS9) | Black - (BS9); Dune Beige/Black - (BT2) | |
| Copper Red Mica | 32V | Black - (BS9) | Black - (BS9); Dune Beige/Black - (BT2) | |
| Crystal White Pearl | 34K | Black - (BS9) | Black - (BS9); Dune Beige/Black - (BT2) | |
| Celestial Blue Mica | 38J | Black - (BS9) | Black - (BS9); Dune Beige/Black - (BT2) | |
| Gunmetal Blue Mica | 38L | Black - (BS9) | Black - (BS9); Dune Beige/Black - (BT2) | |
| Aluminum Metallic Mica | 38P | Black - (BS9) | Black - (BS9); Dune Beige/Black - (BT2) | |
| Graphite Mica | 38R | Black - (BS9) | Black - (BS9); Dune Beige/Black - (BT2) | |

*Available as of November 2008 production for Sedan models. Available as of December 2008 production for Sport models.

2010 Mazda3 Model Line-up:

| Trim Grade | Model Description | | MODEL CODE | OPTION CODE |
|------------|-------------------|------------------------------------|------------|-------------|
| GX | 2.0L | 5MT | D4XS50 | AA00 |
| | 2.0L | 5MT A/C | D4XS50 | AB00 |
| | 2.0L | 5AT | D4XS80 | AA00 |
| | 2.0L | 5AT A/C | D4XS80 | AB00 |
| GS | 2.0L | 5MT | D4SS50 | AA00 |
| | 2.0L | 5MT Comfort Package | D4SS50 | AB00 |
| | 2.0L | 5AT | D4SS80 | AA00 |
| | 2.0L | 5AT Comfort Package | D4SS80 | AB00 |
| GT | 2.5L | 6MT | D4TY60 | AA00 |
| | 2.5L | 6MT Moonroof | D4TY60 | AB00 |
| | 2.5L | 6MT Moonroof, Luxury Package | D4TY60 | AC00 |
| | 2.5L | 6MT Moonroof, Luxury Package, GT-E | D4TY60 | AD00 |
| | 2.5L | 5AT | D4TY80 | AA00 |
| | 2.5L | 5AT Moonroof | D4TY80 | AB00 |
| | 2.5L | 5AT Moonroof, Luxury Package | D4TY80 | AC00 |
| | 2.5L | 5AT Moonroof, Luxury Package, GT-E | D4TY80 | AD00 |

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2010 Mazda3 Options:

| | Mazda3 | | |
|---|--------|------|------|
| | GX | GS | GT |
| 5-speed <i>Sport</i> mode AT | O | O | O |
| Air conditioning with micron air filter | O | Std. | Std. |
| Power moonroof with tilt and slide | -- | -- | O |
| Comfort Package | -- | O | -- |
| Luxury Package | -- | -- | O |
| GT-E Package | -- | -- | O |

2010 Mazda3 Packages:

Comfort Package

- Power moonroof with tilt and slide
- Traction Control System
- Dynamic Stability Control

Luxury Package

- Leather seats
- Memory driver`s seat
- 8 way adjustable power driver seat

GT-E Package

- Multi Information Display (MID) system with colour and Navigation system
- Sirius satellite radio
- Premium BOSE audio sound system with Centerpoint® and Audio Pilot™
Noise Compensation System
- 10 Speakers
- Adaptive Front Lighting System (AFS) with automatic headlamp levelling
- Intelligent Key System
- Push button ignition system

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2010 Mazda3 Specifications

| Engine | <u>GX, GS</u> | <u>GT</u> |
|-----------------------|---------------------------------|---------------------------------|
| Type | 2.0L Inline 4-cylinder | 2.5L Inline 4-cylinder |
| Valve gear | DOHC 16-valve | DOHC 16-valve |
| Displacement | 1999 cc | 2489 cc |
| Bore and stroke | 87.5 x 83.1 mm | 89.0 x 100.0 mm |
| Compression ratio | 10.0 : 1 | 9.7 : 1 |
| Horsepower SAE net | 148 @ 6500 RPM | 167 @ 6000 RPM |
| Torque, SAE net lb-ft | 135 @ 4500 RPM | 168 @ 4000 RPM |
| Fuel system | Electronic Fuel Injection (EFI) | Electronic Fuel Injection (EFI) |
| Recommended fuel | Regular (Unleaded) | Regular (Unleaded) |

Drivetrain

| | |
|--------------|--|
| Type | Transverse front engine / front-wheel drive |
| Clutch type | Single Dry Plate with Diaphragm Spring (except AT) |
| Transmission | 5-speed manual (GX/GS) 6-speed manual (GT) Optional: 5-speed Sport mode AT (GX/GS/GT) |

| | <u>GX, GS</u> | | <u>GT</u> | |
|------------------|---------------|------------------|------------|------------------|
| Transmission | <u>5MT</u> | <u>5AT Sport</u> | <u>6MT</u> | <u>5AT Sport</u> |
| Gear Ratios: 1st | 3.307 | 3.620 | 3.454 | 3.620 |
| 2nd | 1.842 | 1.925 | 2.059 | 1.925 |
| 3rd | 1.310 | 1.285 | 1.392 | 1.285 |
| 4th | 0.970 | 0.933 | 1.030 | 0.933 |
| 5th | 0.755 | 0.692 | 0.837 | 0.692 |
| 6th | -- | -- | 0.717 | -- |
| Reverse | 3.166 | 3.405 | 3.198 | 3.405 |
| Final drive | 4.105 | 3.458 | 4.105 | 3.652 |

Electrical System

| | |
|-----------------|---------------------------|
| Type | 12 Volt |
| Battery | 75D23L |
| Alternator | 12 Volt - 100 amp |
| Starter | 1.0kW (GX/GS); 1.4kW (GT) |
| Ignition system | Distributor Less Ignition |

Chassis

| | |
|----------------------|--|
| Frame | Unit body (monocoque) with side door impact protection beams and triple "H" construction |
| Front suspension | Independent, strut type, coil springs, stabilizer bar |
| Rear suspension | Independent, multi-link type, coil springs, stabilizer bar |
| Shock absorbers | Telescopic-type, double acting |
| Steering | Rack and pinion with Electro Hydraulic Power Assist Steering |
| Steering ratio | 14.6 : 1 |
| Steering wheel turns | 2.9 (lock to lock) |
| Min. turning circle | 10.4m (curb to curb) |
| Brakes | Power-assisted front and rear disc brakes Anti-lock Braking System w/ Electronic Brake Force Distribution |

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2010 Mazda3 Specifications

Chassis

| | |
|-------------|--|
| Wheels | 16" steel wheels w/ full wheel covers (GX) 16" alloy wheels (GS) 17" alloy wheels (GT) |
| Tires | 205/55R16 all-season tires (GX/GS) 205/50R17 all-season tires (GT) |
| Curb Weight | 1,287 (MT)/ 1,314 kg (AT) - GX and GS models 1,341 kg (MT)/ 1,369 kg (AT) - GT models |

Capacities

| | |
|-------------------|-----------------------|
| Seating | 5 |
| Washer fluid tank | 4.0L |
| Fuel tank | 55L (GX/GS); 60L (GT) |
| Coolant capacity | TBD |

External Dimensions (mm)

| | |
|------------------|---|
| Wheelbase | 2,640 |
| Track (fr/rr) | 1,535 / 1,520 (GX/GS), 1,530 / 1,515 (GT) |
| Overall length | 2.0L - 4,590; 2.5L - 4,595 |
| Overall width | 1,755 |
| Overall height | 1,470 |
| Ground clearance | 145 |

Internal Dimensions

| | | |
|-----------------------|---------------------|----------------|
| Headroom (fr/rr) | 986 mm / 953 mm | (w/o moonroof) |
| | 967 mm / 950 mm | (w/ moonroof) |
| Legroom (fr/rr) | 1,068 mm / 915 mm | |
| Shoulder room (fr/rr) | 1,395 mm / 1,371 mm | |
| Passenger volume | TBD | |
| Trunk room capacity | 335L | |
| Total interior volume | TBD | |

Fuel Economy Ratings

| | 2.0L (GX, GS) | | 2.5L (GT) | |
|---------|---------------|-----------|-----------|-----------|
| | 5MT | 5AT Sport | 6MT | 5AT Sport |
| City | 8.1 | 8.7 | 10.1 | 9.2 |
| Highway | 5.9 | 6.0 | 6.9 | 6.8 |

Performance Data

| | |
|------------------|------------------------|
| Top Speed (km/h) | 188 (w/ speed limiter) |
|------------------|------------------------|

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2010 Mazda3

| EQUIPMENT AND FEATURES | GX | GS | GT |
|---|----|----|------|
| ENGINE & TRANSMISSION | | | |
| 2.0L DOHC 16-valve 4-cylinder engine | S | S | -- |
| 2.5L DOHC 16-valve 4-cylinder engine | -- | -- | S |
| 5-speed manual transmission | S | S | -- |
| 6-speed manual transmission | -- | -- | S |
| 5-speed Sport mode automatic transmission | O | O | O |
| Front wheel drive | S | S | S |
| Traction Control System (TCS) | -- | CP | S |
| Dynamic Stability Control (DSC) | -- | CP | S |
| SUSPENSION | | | |
| Front: Independent, strut type and coil springs | S | S | S |
| Rear: Independent, multi-link type and coil springs | S | S | S |
| Front and rear stabilizer bars | S | S | S |
| Rack and pinion with variable power assist | S | S | S |
| Power-assisted front and rear disc brakes | S | S | S |
| TIRES & WHEELS | | | |
| 16" steel wheels with full wheel covers | S | -- | -- |
| 205/55R16 all-season tires | S | S | -- |
| 16" alloy wheels | -- | S | -- |
| 17" alloy wheels | -- | -- | S |
| 205/50R17 all-season tires | -- | -- | S |
| Temporary spare tire | S | S | S |
| EXTERIOR FEATURES | | | |
| Exterior door handle – body coloured | S | S | S |
| Sporty bumpers | -- | -- | S |
| Black grille with plated grille bar | S | S | -- |
| Black grille with grey grille bar | -- | -- | S |
| Body coloured power door mirrors | S | -- | -- |
| Body coloured, dual heated, power door mirrors | -- | S | S |
| Exterior door mirror turn lamp indicators | -- | -- | S |
| Fender side turn lamp markers | S | S | -- |
| Fixed constant windshield wipers | S | -- | -- |
| Rain-sensing intermittent windshield wipers | -- | S | S |
| Rear window defroster | S | S | S |
| Sporty exhaust outlet garnish | S | S | -- |
| Dual sport exhaust garnish | -- | -- | S |
| 2.5L badge | -- | -- | S |
| Rear spoiler lip type | -- | -- | S |
| Roof Rack mounting hardware | S | S | S |
| Auto light control | -- | S | S |
| Adaptive Front Lighting System (AFS) with automatic headlamp levelling | -- | -- | GT-E |
| Sporty fog lights | -- | -- | S |
| Sporty LED taillights | -- | -- | S |
| Halogen headlamps | S | S | -- |
| Bi-Xenon (HID) headlamps with manual levelling | -- | -- | S |
| INTERIOR FEATURES | | | |
| Air conditioning with Micron air filter | O | S | S |
| Mechanical dial type HVAC controls | S | S | -- |
| Dual-zone automatic climate controls | -- | -- | S |
| Rear heater ducts | S | S | S |
| Exterior temperature gauge | S | S | S |
| Bluetooth® hands-free phone system with Audio Profile® | -- | S | S |
| Steering wheel-mounted cruise control | -- | S | S |
| Tilt steering wheel | S | S | S |
| Telescopic steering wheel | S | S | S |
| Internal fuel door release | S | S | S |
| Internal trunk release | S | S | S |
| Power door locks | S | S | S |
| Central locking switch on driver and passenger front doors | S | S | S |
| Speed sensing door locks | S | S | S |
| Power windows w/ driver's one-touch down feature | S | S | S |
| Power window switch illumination (Driver side only) | S | S | S |
| Keyless entry with 2 action unlock feature and trunk release (2 retractable key fobs) | -- | S | S |
| Intelligent key system with push button ignition system | -- | -- | GT-E |
| Illuminated entry | S | S | S |

S = Standard O = Optional CP = Comfort Package LP = Luxury Package GT-E = GT-E Package

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2010 Mazda3

| EQUIPMENT AND FEATURES | GX | GS | GT |
|---|----|----|------|
| INTERIOR FEATURES (continued) | | | |
| Trunk/ cargo light | S | S | S |
| Day/night rearview mirror | S | -- | -- |
| Auto dimming rearview mirror | -- | S | S |
| Driver and passenger sunvisor w/ vanity mirror | S | S | -- |
| Driver and passenger sunvisor w/ illuminated vanity mirror | -- | -- | S |
| Map lamps | S | S | S |
| Overhead console with sunglass storage holder | -- | -- | S |
| Passenger assist grips (3) | S | S | S |
| Coat hooks (2) | S | S | S |
| Driver-side footrest | S | S | S |
| 12V power outlet (2) | S | S | S |
| Power glass moonroof with tilt and slide | -- | CP | O |
| Cloth seats | S | S | -- |
| Sport type cloth seats | -- | -- | S |
| Adjustable heated front seats | -- | -- | S |
| Leather seats | -- | -- | LP |
| 8-way adjustable driver's power seat with memory function | -- | -- | LP |
| Reclining front bucket seats w/ thigh support | S | S | S |
| Manual adjustable driver's seat lifter | S | S | S |
| Power adjustable driver's seat lifter | -- | -- | LP |
| 60/40 split fold-down rear seatback w/ lock function | S | S | S |
| Leather-wrapped 3-spoke steering wheel | -- | -- | S |
| Leather-wrapped shift knob | -- | -- | S |
| Silver IP decoration panel | -- | S | S |
| Black out meter set | -- | -- | S |
| Chrome finish on inner door handle | -- | S | S |
| Molded cloth door trim | S | S | S |
| Molded leather-like door trim | -- | -- | LP |
| Custom fitted floor mats | S | S | S |
| Centre console box w/ lid | S | S | -- |
| Centre console box w/ sliding lid | -- | -- | S |
| Soft-feel leather-like sliding console lid | -- | -- | LP |
| Rear center armrest with 2 cup holders | S | S | S |
| Front door storage pockets with bottle holders | S | S | S |
| Rear door bottle holders | S | S | S |
| Illuminated glove compartment | S | S | S |
| Passenger's side seat back pocket | S | S | S |
| Dual front cupholders | S | S | S |
| Ignition key illumination | S | S | S |
| Tachometer | S | S | S |
| Engine coolant temperature gauge | S | S | S |
| Warning lights for oil pressure, check engine, low washer fluid, low fuel level and door ajar | S | S | S |
| Warning lights for airbags | S | S | S |
| Multi Information Display (MID) without colour | -- | -- | S |
| Multi Information Display (MID) with colour and navigation system | -- | -- | GT-E |
| Trip computer with fuel economy/range, and average speed data | -- | -- | S |
| AUDIO SYSTEM | | | |
| AM/FM CD player with MP3 capability and 4 speakers | S | -- | -- |
| AM/FM CD player with MP3 capability, 4 speakers and 2 tweeters | -- | S | S |
| 6-Disc in-dash CD changer with MP3 capability | -- | -- | S |
| Auxiliary Input | S | S | S |
| Steering wheel-mounted audio controls | -- | S | S |
| Premium 10-speaker Bose audio system with Centerpoint® and Audio Pilot™ Noise Compensation System | -- | -- | GT-E |
| Sirius satellite radio | -- | -- | GT-E |
| SAFETY & SECURITY | | | |
| Anti-lock brake system (ABS) w/ EBF | S | S | S |
| Side door impact protection beams | S | S | S |
| Dual front airbags, side airbags and curtain airbags | S | S | S |
| Engine immobilizer theft deterrent system | S | S | S |
| Anti-theft alarm system | -- | S | S |
| Front active headrests | S | S | S |
| Adjustable rear seat headrests | S | S | S |
| Adjustable front safety belt anchors | S | S | S |
| Integrated child seat anchor brackets | S | S | S |
| 3-point rear safety belts | S | S | S |
| Driver and front passenger safety belt pretensioners and load limiters | S | S | S |
| Child-proof door locks | S | S | S |

S = Standard O = Optional CP = Comfort Package LP = Luxury Package GT-E = GT-E Package

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2010 Mazda3 Equipment Walk

Trim Levels

| Mazda3 GX |
|--|
| Includes: Horsepower (148 hp) Torque (135 lb.ft.) 16" steel wheels, 205/55R16 tires ABS with EBFD 4-wheel disc brakes Fender side turn lamp markers Side Air Bags Curtain Air Bags Front Smart Air Bags Front seat active headrests Speed sensing door locks Engine immobilizer NAP plated grill bar Sporty exhaust outlet garnish Body coloured mirrors Body coloured door handles Variable intermittent windshield wipers Tilt and telescopic steering Passenger seat back pocket Centre Console w/lid Day/night rear-view mirror Power windows Power mirrors Power door locks Map lamps Front Power point w/ cap One touch down driver side window Ambient temperature gauge Unique Rear seat (add to 60/40) Interactive lighting system (GX & GS grade) 12V Power Outlet AM/FM/CD with MP3 capability 4 speakers Aux. Input |

| Mazda3 GS |
|--|
| Includes: Anti-theft alarm system 16" alloy wheels Dusk sensing headlights Front rain sensing wipers Auto-dimming rearview mirror Heated door mirrors Keyless entry w/ trunk release Jackknife Key FOB (2) Air conditioning Steering wheel mounted audio controls Steering wheel mounted cruise controls Silver IP decoration panel Bluetooth w/ Audio Profile® 4 speakers and 2 tweeters |

| Mazda3 GT |
|--|
| Includes: 2.5L 6MT Horsepower (167 hp) Torque (168 lb. ft.) Traction Control System Dynamic Stability Control 17" alloy wheels w/ 205/50R17 tires Sporty bumpers Rear spoiler Lip Type Dual Sport exhaust garnish 2.5L badge Bi-Xenon (HID) headlights Manual headlamp levelling Sporty LED Taillights Fog lights Turn lamp on side mirrors Multi Information Display (MID) 6-Disc CD Changer with MP3 capability Dual zone auto-climate control Sport type cloth seats Heated Cloth Seats (Adjustable) Interactive lighting system high Glove box illumination Vanity mirror Illumination (Passenger & Driver) Leather wrapped steering wheel Leather-wrapped shift knob PVC sliding console lid Black out meter set |

| Comfort Package | GS |
|--|----|
| Power moonroof Traction Control System Dynamic Stability Control | |

| Luxury Package | GT |
|---|----|
| Soft-feel leather like sliding console lid Leather seats Memory position seating Power driver seat | |

| GT-E | GT |
|--|----|
| Multi Information Display (colour) with Navigation Sirius satellite radio BOSE audio system Centerpoint and Audio Pilot 10 speakers AFS with auto headlamp levelling Smart Keyless Entry (oval) Smart start (push button) | |

| Options | GX |
|---|----|
| 5-speed <i>Sport mode AT</i> Air conditioning with micron air filter | |

| Options | GS |
|------------------------------|----|
| 5-speed <i>Sport mode AT</i> | |

| Options | GT |
|--|----|
| 5-speed <i>Sport mode AT</i> Power moonroof | |