



For Immediate Release

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## **2018 Mazda3 Gains More Standard Equipment in all Trim Levels**

*- Smart City Brake Support Automatic Emergency Braking Now Standard on Base Mazda3 Trim; Dealership Arrivals Start This Month -*

IRVINE, Calif. (August 2, 2017) – Mazda3's combination of craftsmanship, quality and uncommonly good driving dynamics place it apart from its competition in the crowded compact segment. For 2018, Mazda's small sedan and five-door hatchback offer greater value, starting with standard Smart City Brake Support in the entry-level Mazda3 Sport, demonstrating Mazda's commitment to advanced safety technologies at all price points.

Mazda3 Sport comes standard with cloth seating surfaces; a 2.0-liter, SKYACTIV-G engine that makes 155 horsepower; a 7-inch MAZDA CONNECT™ infotainment screen with Commander control knob; Bluetooth phone and audio pairing; one-touch driver's power window; power mirrors; remote keyless entry; and push-button ignition, among a long list of other standard items. Mazda3 Sport sedan models have an available package that includes 16-inch alloy wheels, Advanced Blind Spot Monitoring, Rear Cross-Traffic Alert, satin chrome interior trim and power heated outside mirrors with integrated turn signals. Mazda3 five-door models have 16-inch alloy wheels as standard.

Additionally, all Mazda3 models include G-Vectoring Control, a Mazda-exclusive technology that uses the engine to put a minute amount of weight on the front tires, making steering inputs more surefooted and increasing peace of mind with the goal of improving stability.

The mid-level 2018 Mazda3 Touring carries an even greater level of equipment, starting with what's under its hood. Mazda3 Touring comes standard with a SKYACTIV-G 2.5 engine, making 184 horsepower. Previously, only 2017 Mazda3 Touring 2.5 hatchback and Grand Touring models



carried the larger of the two engines. Mazda3 Touring comes with leatherette seating surfaces, heated front seats, Advanced Blind Spot Monitoring, Rear Cross-Traffic Alert, rain-sensing wipers, automatic on/off headlights, dual-zone automatic climate control, Mazda Advanced Keyless Entry, a six-way power driver's seat and a leather-wrapped steering wheel and shifter knob.

Mazda3 Touring equipment includes a new dark silver alloy wheel color, standard illuminated vanity mirrors and an overhead sunglasses holder. Available as part of the new BOSE®/Moonroof/Satellite package for Mazda3 Touring models are a nine-speaker premium audio system, SiriusXM satellite radio with a four-month subscription and a one-touch-open moonroof.

Headlining the Mazda3 lineup is the Grand Touring model, which comes standard with perforated black or parchment-colored leather seating surfaces with heated front seats, full-color Active Driving Display head-up unit and LED fog lights as well as previously optional equipment such as self-leveling bi-LED headlights, LED combination tail lights and LED daytime running lights.

Mazda3 Grand Touring's Premium Equipment Package adds pivoting Adaptive Front-lighting System, a heated steering wheel, paddle shifters on automatic models, Mazda navigation system, auto-dimming interior mirror with Homelink, High Beam Control, Lane Departure Warning System, Lane Keep Assist, Mazda Radar Cruise Control, Smart Brake Support and Traffic Sign Recognition. Previously, many of these features were available in a separate package at an additional cost.

Mazda3 is available with a choice of a SKYACTIV-MT six-speed manual or SKYACTIV-DRIVE six-speed automatic transmission; sedan or five-door hatchback body style; and in three trim levels, making it one of the most versatile vehicles available today for anyone from first-time new-car shoppers all the way up to those shopping for a premium compact. Mazda3 has been recognized by publications like *Car and Driver* and *Wards Automotive* for its exceptional interior quality at any price point, as well as its outstanding driving dynamics and KODO—Soul of Motion design.



MSRP<sup>1</sup> for all models is as follows:

<b>Trim</b>	<b>Sedan</b>	<b>Five-Door</b>
Sport 6MT	\$18,095	\$19,345
Sport 6AT	\$19,145	\$20,395
• Sport Preferred Equipment Package	\$1,000	
Touring 6MT <sup>2</sup>	\$20,090	\$20,840
Touring 6AT	\$21,140	\$21,890
• Touring BOSE®/Satellite/Moonroof Package	\$1,500	\$1,500
Grand Touring 6MT <sup>3</sup>	\$23,145	\$23,895
Grand Touring 6AT	\$24,195	\$24,945
• Grand Touring Premium Equipment Package	\$1,600	\$1,600

Premium paint colors:

Machine Gray Metallic	\$300
Soul Red Metallic	\$300
Snowflake White Pearl Mica	\$200

The 2018 Mazda3 is available in select regions of the U.S. now and will be available nationwide by the end of August.

Mazda North American Operations is headquartered in Irvine, California, and oversees the sales, marketing, parts and customer service support of Mazda vehicles in the United States and Mexico

<sup>1</sup> MSRP does not include \$875 for destination and handling (\$920 in Alaska), taxes, title or additional fees. Dealers set actual sale prices.

<sup>2</sup> Standard with BOSE®/Satellite/Moonroof Package

<sup>3</sup> Standard with Grand Touring Premium Equipment Package



through nearly 600 dealers. Operations in Mexico are managed by Mazda Motor de Mexico in Mexico City. For more information on Mazda vehicles, including photography and B-roll, please visit the online Mazda media center at [InsideMazda.MazdaUSA.com/Newsroom](http://InsideMazda.MazdaUSA.com/Newsroom).

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