



Sharper, Smarter and More Sophisticated: the 2017 Mazda3

- 2017 Mazda3 goes on sale in Europe with styling enhancements, a revised cabin and sophisticated new technology
- G-Vectoring Control, the debut of Mazda's SKYACTIV-VEHICLE DYNAMICS technology

Leverkusen, 07. October 2016. With global production having passed five million cars at the end of April 2016, the highly acclaimed Mazda3 is updated with the launch of the 2017 Mazda3. Highlights across the full Hatchback and Sedan range include subtle exterior changes and an updated cabin. And, with the introduction of G-Vectoring Control, the debut of Mazda's SKYACTIV-VEHICLE DYNAMICS technology in the Mazda3 range.

Thanks to its KODO - Soul of Motion design and SKYACTIV technology, the current generation of Mazda's global sales leader set new standards; its bold styling, premium quality and advanced technology saw it win praise for its sharp handling, upmarket cabin, alluring looks and efficient engines.

Conceived under Mazda's *Jinba Ittai* driver-and-car-as-one ethos and human-centred design philosophy, and maintaining an award-winning range of SKYACTIV petrol and diesel engines, the 2017 Mazda3's broad spread of enhancements are designed to keep it at the forefront of this competitive class.

Externally, the latest Mazda3 features a revised grille with a stronger three-dimensional look, a new front fog light bezel, and the availability of LED headlamp technology* and a new design of 18-inch alloy wheel with a choice of two finishes. Across both body styles, revised door mirrors feature wraparound turn indicators, while Hatchback versions feature a redesigned rear bumper.

The 2017 Mazda3 is available in a choice of 9 colours: one all-new to Mazda - Eternal Blue Mica, and two new to the Mazda3 - Sonic Silver and Machine Grey Premium Metallic. Like the hugely popular Soul Red Metallic paint, Machine Grey Premium Metallic uses Mazda's unique TAKUMINURI paint process, which features a reflective, aluminium flake layer only 2.5 microns thick.

The driver-oriented interior space has evolved, with a host of updates that include higher-quality switch panels and handle bezels on the doors, and a newly designed dashboard trim insert. The adoption of an electric parking brake creates space for a more practical centre console. Available with a heated rim*, a new leather steering wheel design enhances feel and style.

Both the Active Driving Display and the instrument binnacle dials have been revised to improve the quality and readability of the instruments -the Active Driving Display having

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been upgraded to full colour, making it brighter, higher definition and far easier to read at-a-glance. This enhanced interior is available in one of two new types of black fabric, or a choice of black or pure white leather*.

The 2017 Mazda3 Hatchback and Sedan line-up is available with a choice of 105 PS SKYACTIV-D 1.5-litre** turbodiesel and 2.2-litre 150 PS** SKYACTIV-D bi-turbo diesel engines, and three lightweight SKYACTIV-G petrol engines – a 1.5-litre 100 PS**, a 2.0-litre 120 PS** and a 2.0-litre 165 PS** unit.

These ultra-clean and efficient, Euro 6-compliant, award-winning engines are mated to a choice of SKYACTIV-MT manual and SKYACTIV-Drive automatic transmissions, both of which feature six forward ratios***.

The two SKYACTIV-D turbodiesel engines benefit from new SKYACTIV-D technologies, such as High-Precision DE Boost Control, a Natural Sound Smoother (NSS) and Natural Sound Frequency Control- to sharpen engine responsiveness, improve quietness and enhance driving quality.

Across the whole 2017 Mazda3 range, overall refinement has been substantially improved with added noise suppression material in the doors, console and transmission tunnel area. Optimised door seals and additional vibration damping materials between the rear cross-members further improve cabin comfort.

Revisions to the MacPherson strut front and multi-link rear suspension have focused on delivering improved ride comfort and reducing vibration, while at the same time enhancing the pin-sharp handling for which the Mazda3 is famed.

The 2017 Mazda3 also marks the range debut of G-Vectoring Control (GVC), the first of Mazda's SKYACTIV-VEHICLE DYNAMICS technologies. It varies engine torque to optimize load on each wheel, indiscernibly providing more precise handling and improved comfort.

The vehicle is equipped with an enhanced and expanded range of the company's advanced and innovative i-ACTIVSENSE driver-supporting safety technologies, developed as part of Mazda's Proactive Safety philosophy to deliver class-leading active safety performance. And it has been awarded the maximum five-star Euro-NCAP crashworthiness rating.

The adoption of a new, forward sensing camera has expanded the capabilities of Mazda's i-ACTIVSENSE technologies through the availability of enhanced Advanced Smart City Brake Support (Advanced SCBS) and Smart Brake Support (SBS) systems, and a new Traffic Sign Recognition (TSR) function.

Now able to detect pedestrians in addition to vehicles, Advanced SCBS features an expanded detection distance and a wider view angle, and the upper limit at which it operates has increased to 80 km/h. SBS also has a wider speed range for automatic braking, its upper limit increasing to 160 km/h.

* Availability depends on trim level and/or market.

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** 1.5-litre 100 PS: 5.1 l/100 km, 119 g/km. 2.0-litre 120 PS: 5.1 l/100 km, 119 g/km (5.6 l/100 km, 129 g/km AT). 2.0-litre 165 PS: 5.8 l/100 km, 135 g/km. 1.5-litre SKYACTIV-D 105PS: 3.8 l/100 km, 99 g/km (4.4 l/100 km, 114 g/km AT). 2.2-litre SKYACTIV-D 150 PS: 4.1 l/100 km, 107 g/km (4.8 l/100 km, 127 g/km AT). (All fuel consumption data Combined, measured on hatchback models).

*** SKYACTIV-G 1.5, SKYACTIV-G 2.0 (165 PS) and SKYACTIV-D 2.2 offered with manual only in Europe; sedan not available with SKYACTIV-G 2.0 (165 PS),

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