



## PRESS RELEASE – MAZDA MOTORS UK

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### Mazda announces UK price and specification of Skyactiv-X powered All-New Mazda3

- Arriving in the UK in October, the Skyactiv-X powered All-New Mazda3 hatch will start from £23,555.
- Offered with Skyactiv-X and Skyactiv-D engines, the All-New Mazda3 saloon also arrives this autumn.
- Full All-New Mazda3 range now expanded to 40 models across saloon and hatchback body styles.

Mazda has announced UK specification and pricing for the much anticipated Skyactiv-X version of the All-New Mazda3. Arriving in October, Mazda3s fitted with this ground-breaking engine will start from £23,555 with combined economy of up to 52.3mpg, while at the same time the stylish All-New Mazda3 saloon will make its UK debut powered by the 180ps Skyactiv-X engine and the 116ps Skyactiv-D diesel engine.

Featuring Mazda's unique Spark Controlled Compression Ignition (SPCCI) technology, Skyactiv-X is the world's first production petrol engine to exploit the benefits of compression ignition. Providing drivers with the free-revving performance of a petrol engine with the superior response of a diesel, the 2.0-litre four-cylinder 180ps Skyactiv-X engine features the highest compression ratio for a production petrol engine in the world, while its lean burn capabilities ensure outstanding fuel economy and low emissions.

The entry point to the Skyactiv-X line up, the £23,555 manual All-New Mazda3 Sport hatch emits 100g/km, while the identically priced Sport saloon emits just 96g/km. Across both body styles the Skyactiv-X powered Mazda3 is offered in Sport, Sport Lux, GT Sport and GT Sport Tech trim levels, with a choice of automatic or manual transmission across all models.

Additionally, for the first time since the Mazda 323 AWD, Mazda is offering UK drivers a four-wheel drive car in the family hatch segment. Exclusively matched to the high-grade GT Sport Tech trim and hatchback body, this Mazda3 combines the cutting-edge efficiency of the Skyactiv-X engine with the security and dynamic excellence of Mazda's latest i-Activ all-wheel drive system.

Like the rest of the range, Skyactiv-X hatch and saloon models are specified with a level of standard equipment never seen before on a Mazda in this sector: the All-New Mazda3 features high-end technology such as a windscreen projecting colour head-up display with Traffic Sign Recognition, Mazda Radar Cruise Control and LED headlights across the range. Every model in the line-up also features navigation, Apple CarPlay/Android Auto and an advanced eight speaker audio system.

Even the Sport trim entry point to the Skyactiv-X range has a cabin enhanced with chrome detailing, a frameless rear view mirror and rear privacy glass, while Sport Lux models feature a reversing camera, smart keyless entry and heated front seats. GT Sport sees the introduction of black leather seats with power adjustment, a heated steering wheel and Bose audio, while the range-topping GT Sport Tech features a suite of additional active safety equipment, including a 360° camera and Driver Monitoring System with interior camera.

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Exclusive to cars powered by the Skyactiv-X engine, GT Sport and GT Sport hatchbacks can be specified with £200 Burgundy leather, while the saloon can be equipped identically priced Stone leather.

Inside, the stylish cabin environment takes a minimalist approach with every aspect of the cockpit laid out in perfect horizontal symmetry with the driver to deliver both ergonomic simplicity and beautiful design. Mazda's focus on Japanese mastery inspired craftsmanship is evident in both high-class materials found throughout the interior and the impressive build quality. All models feature a seven-inch colour TFT driver instrument display, while the latest version of the Mazda Connect infotainment system features a larger 8.8-inch central display, improved navigation and a revised multimedia commander control dial, to name just a few of the enhancements.

Like the Skyactiv-G petrol engine, Mazda's Skyactiv-X engine is matched to the Mazda M Hybrid 24V mild-hybrid system that recycles recovered kinetic energy. A belt-driven integrated starter generator (ISG) converts the energy in the 600kJ lithium-ion battery, while the DC-DC converter supplies it to the cars electrical equipment.

Externally, Sport Lux, GT Sport and GT Sport Tech Skyactiv-X powered cars are marked out by bright 18-inch alloy wheels on the saloon and metallic black alloys on the hatchback, while the keen eyed will spot the wider exhaust tailpipe and Skyactiv-X tailgate badge.

A stand out compact premium small saloon, the All-New Mazda3 saloon shares just its bonnet and windscreen with the hatchback, ensuring that it delivers a uniquely sophisticated and executive look distinct from the hatchback. Sharing an identical wheelbase, the saloon is 200mm longer, while the 444-litre boot ensures this stylish saloon delivers impressive levels of practicality.

Commenting on the arrival of the Skyactiv-X engine, Mazda UK Managing Director, Jeremy Thomson said: "I'm very excited about the arrival of the Skyactiv-X engine; this is another example of Mazda's convention defying powertrain innovation. Offering our customers a truly unique blend of fuel economy, low emissions and performance from a petrol engine, Skyactiv-X adds a unique selling point to the All-New Mazda3, a car that is already winning over our customers with its quality, style and driver appeal".

Adding, "it's also great that the saloon is arriving in UK dealerships this Autumn, as it's a stylish and distinctive small executive saloon that will appeal to both fleet and private customers".

Full price and specification information for the All-New Mazda3 Skyactiv-X saloon and hatchback can be downloaded here: <https://mazdamediapacks.com/en/mazda3/specifications-and-equipment.html>

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Further press information is available at [www.mazda-press.co.uk](http://www.mazda-press.co.uk)

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