



DRIVE TOGETHER

MAZDA 3



Introducing the All-New Mazda3. The first in our next generation of cars. It takes the sense of togetherness you feel only with a Mazda to a new level, creating a unique oneness between car and driver. From the way it looks. The way it moves. The way it feels. It's the result of designing and engineering, not just to a specification, but to a feeling.

Model shown may not be to Irish specification.

MAZDA 3 HATCHBACK

A powerful statement in design. Confident, invigorated and energised: this bold hatchback creates a sense of vitality, elevating motion into an art form. Inside, no detail or consideration has been overlooked. A completely intuitive experience awaits you with a driver informed cabin. Every detail is designed with the precision of human hands crafted with you in mind. Through the designer's purely emotional approach, a relationship of complete oneness is felt with the All-New Mazda3, giving way to a driving experience that's effortless and engaging.



Model shown may not be to Irish specification.

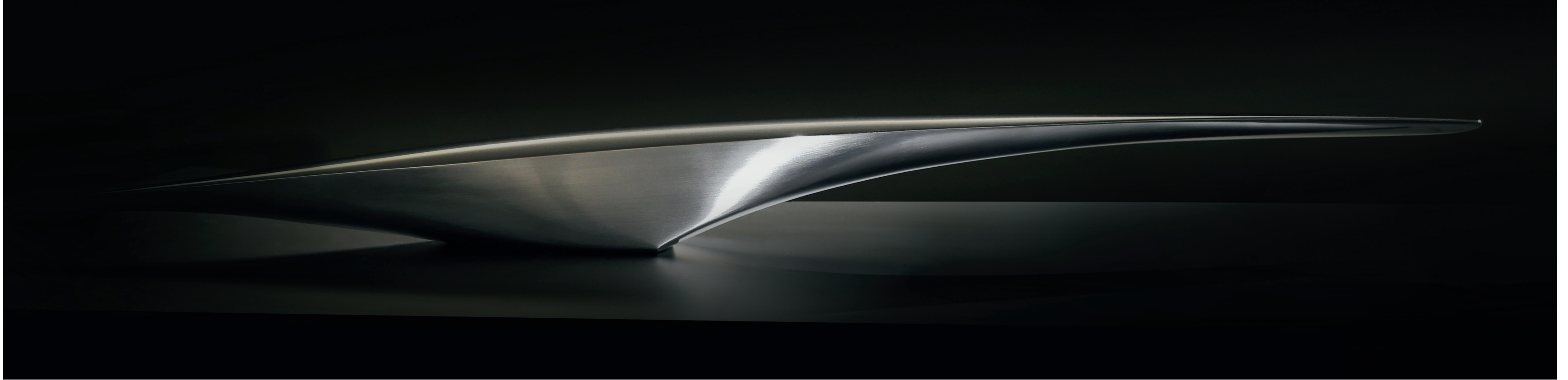




MAZDA 3 SALOON

Elegance: Defined as refined grace. Exemplified in the All-New Mazda3 Saloon's sleek, dignified profile. The alluring proportions of the All-New Mazda3 Saloon design dare to shed the restrictions of a traditional looking saloon. That same poise is reflected within the dignified interior. The environment is designed to deliver a pleasing symmetrical and ergonomic experience which makes you feel completely connected to the car each time you sit behind the wheel.

Model shown may not be to Irish specification.



KODO: SOUL OF MOTION

Our design philosophy is simple, yet elegantly capturing energy in motion, even at a touch. Created for humans by humans. Hands on clay, shaping form with warmth and precision. Eliminating all that is unnecessary, leaving only what is beautiful. Transferring the energy of the maker into every nuance. We call this

Kodo: “Soul of Motion” design. It’s what creates the unique urge to get behind the wheel that can only come from a Mazda.

MAZDA TAKUMI

These are the artisans and craftsmen who hone their skills for years, even decades, to achieve mastery. Their passion, patience and dedication to their craft is poured into every Mazda through the human touch. An emotional impression is made that no computer or equation can produce. Every detail inside the All-New Mazda3 is a testament to their proficiency. This transference of energy creates an environment that inspires and a feeling that lasts even after your drive is over. From designer to driver, this connection ultimately creates an enriching, emotional bond between you and your Mazda.



CONFIDENCE IN EVERY DIRECTION

Avoiding an accident in the first place is always the safest route. With the available i-Activsense suite of safety features, sophisticated safety innovations alert you to hazards to help you avoid collisions-or lessen their impact. Features such as Advanced Blind Spot Monitoring and Rear Cross Traffic Alert help improve your visibility and awareness of the road. When needed, select i-Activsense innovations will even perform automatic braking. More confident driving, so you can feel focused and engaged with every drive you take.



Model shown may not be to Irish specification.



CONNECTING CAR AND DRIVER

Every Mazda aspires to the same single goal-oneness between the vehicle and its driver. When you experience this seamless connection, your senses become heightened. You engage with the moment and leave all distractions behind. You feel energised. Rejuvenated. Better than when you first stepped in the car. From the meticulous consideration of our design to how our cars effortlessly respond to even your slightest direction, each detail in every Mazda offers you a pure driving experience.

Model shown may not be to Irish specification.



EQUIPMENT:

SPECIFICATION HIGHLIGHTS

[illegible]



Models shown may not be to Irish specification.