

## MAZDA NORTH AMERICAN OPERATIONS

7755 Irvine Center Drive Irvine, CA 92618  
Tel: (949) 727-1990 Fax: (949) 727-6813  
www.mazdaUSAmedia.com



For Immediate Release

Contact: Beverly Braga, Mazda North American Operations, 949-727-6751  
Jeremy Barnes, Mazda North American Operations, 949-727-6844

### **MAZDA ANNOUNCES PRICING OF 2012 MAZDA3 WITH SKYACTIV® TECHNOLOGY**

*- Popular Compact Offers Up to 40 MPG (Highway) and Lower Starting MSRP -*

IRVINE, Calif. (October 4, 2011) – Mazda North American Operations (MNAO) today announced pricing of its refreshed [2012 Mazda3](#) compact vehicle, including the first application of the brand's all-new fuel-efficient and performance-oriented SKYACTIV TECHNOLOGY. Available as both a sedan and hatchback, Mazda3 commands more than 40 percent of Mazda's year-to-date sales, and is by far the best-selling vehicle in the brand's line-up.

"The Mazda3 is the core of the Mazda line-up and continues to be the standard by which all other compact cars are measured," said Jim O'Sullivan, president and CEO, MNAO. "Because of the importance of this critical vehicle to Mazda sales success, we chose to debut our revolutionary SKYACTIV TECHNOLOGY in Mazda3, as well as bring the *i*SV model to market at a lower starting MSRP than the previous year."

The Mazda3 *i*SV sedan starts at an impressive \$15,200<sup>1</sup> MSRP, which is a price drop from the previous model year. Styling is updated with a revised front fascia and Mazda-distinctive five-point grille opening. Inside, new cloth seats and a bold, black cabin accentuates intuitive controls and panels. Paired with the dependable 148-horsepower MZR 2.0-liter engine, the Mazda3 *i*SV sedan is the first stop in Mazda's performance-gearred, fuel-efficient line of sporty compacts. Moving up to the Mazda3 *i*Sport, the 2012 model sees the addition of remote keyless entry as standard equipment. The Mazda3 *i*Sport sedan starts at \$16,845 MSRP and is optionally available with the five-speed Sport automatic transmission. Mazda3 *i*SV and Sport trims are not available on five-door models.

---

<sup>1</sup> Starting price is manufacturer's suggested retail price (MSRP) for lowest trim level. MSRP does not include \$795 destination charge (Alaska \$840), title, taxes, license, options and dealer charges. Actual prices set by dealer and may vary.



Mazda3 *i* Touring models swap the MZR engine for the all-new SKYACTIV-G 2.0-liter gasoline engine, and is EPA-rated to achieve 40 mpg on the highway. MSRP for the sedan model starts at \$18,450. SKYACTIV TECHNOLOGY is a suite of fun-to-drive and fuel-saving technologies, debuting with a SKYACTIV-G 2.0-liter engine that produces 155 horsepower and 148 lb-ft of torque. The all-new engine offers five percent more horsepower than the standard MZR 2.0-liter engine as well as 10 percent more peak torque, 15 percent more low- to mid-range torque and up to 21 percent better fuel economy. And, unlike competitors in the segment, the SKYACTIV-G 2.0-liter engine is available on a host of different trim levels to benefit the most customers possible.

In addition, the hatchback model will be available for the first time in the U.S. with a 2.0-liter engine, priced from \$18,950 for the Mazda3 *i* Touring hatchback with SKYACTIV-G, and boasts an EPA-rated 39 mpg on the highway, which is best-in-class for compact five-doors. All *i* Touring and Grand Touring models are available with the all-new SKYACTIV-MT six-speed manual transmission or the all-new SKYACTIV-Drive six-speed automatic transmission (an additional \$850 MSRP for either sedan or hatchback model).

Building off the Mazda3 *i* Touring model is the all-new *i* Grand Touring trim level, also available in both sedan and hatchback body styles. Mazda3 *i* Grand Touring models provide class-competitive fuel efficiency as well as high-value standard features such as a power moonroof, power driver's seat, leather-trimmed seats, heated front seats, a Bose® Centerpoint® 10-speaker Surround Sound System with AudioPilot® and a full-color navigation system with a multi-information display (MID). Mazda3 *i* Grand Touring sedan models start at \$22,300 MSRP with five-door models starting at \$22,800.

Other standard equipment for *i* Touring and Grand Touring models are an all-new 16-inch aluminum alloy wheel design, a leather-wrapped shift knob and steering wheel as well as a trip computer. A Moonroof & Bose® Audio Package is available for *i* Touring models (\$1,400) while an updated Technology Package featuring rain-sensing windshield wipers, self-leveling bi-xenon headlights, automatic headlights, Adaptive Front-lighting System (AFS), Sirius satellite radio and a perimeter alarm. A segment-exclusive Blind Spot Monitoring (BSM) System is available for *i* Grand Touring models (\$1,400).



Available in Touring and Grand Touring trims, Mazda3 s models are equipped with an MZR 2.5-liter engine that boasts 167 horsepower and 168 lb-ft of torque. Starting at \$21,300 MSRP for the sedan and \$21,800 for the hatchback, new standard features for s models are all-new 17-inch aluminum alloy wheels, the Mazda Advanced Keyless Entry & Start System with push-button start, a moonroof, a dual zone automatic climate control system and a Bose® Centerpoint® 10-speaker Surround Sound System with AudioPilot®. Navigation is now standard on all s Grand Touring models.

Equipped with an MZR 2.3-liter Direct Injection Spark Ignition (DISI) engine, the top-of-the-line *MAZDASPEED3* has an output of 263 horsepower and 280 lb-ft of torque. The vehicle starts at \$24,000 MSRP and is equipped with 18-inch aluminum alloy wheels and a Bose® Centerpoint® 10-speaker Surround Sound System with AudioPilot®. Other standard *MAZDASPEED*-only treatments include: sport-tuned exhaust, larger front brakes, sport independent front and rear suspension, a limited slip differential with the Mazda Advanced Torque Management System, larger front and rear stabilizer bars, distinctive red and black interior styling with similar-fashioned leather-and-cloth Sport seats, scuff plates, black leather-wrapped shift knob as well as a unique front fascia, fenders and hood.

A *MAZDASPEED3* Technology Package is the only packaging option with an MSRP of \$2,135, and adds features such as navigation, Blind Spot Monitoring (BSM) System, Adaptive Front-lighting System (AFS), self-leveling bi-xenon headlights, automatic headlights, Sirius satellite radio, a perimeter alarm, rain-sensing windshield wipers and the Mazda Advanced Keyless Entry & Start System with push-button start.

Mazda North American Operations is headquartered in Irvine, Calif. and oversees the sales, marketing, parts and customer service support of [Mazda vehicles](#) in the United States, Canada and Mexico through nearly 900 dealers. Operations in Canada are managed by Mazda Canada, Inc., located in Ontario; and in Mexico by Mazda Motor de Mexico in Mexico City.

For more information on Mazda vehicles, visit the online Mazda media center at [www.mazdausamedia.com](http://www.mazdausamedia.com). Product B-roll may be ordered online by visiting The News Market at [www.thenewsmarket.com/mazda](http://www.thenewsmarket.com/mazda).

###