

# MAZDA ANNOUNCES PRICING ON ALL-NEW 2010 MAZDA3

Published on 02/17/2009

IRVINE, Calif., February 17, 2009 - In an economy where value-for-dollar is more important than ever, the all-new 2010 MAZDA3 proves that good things do come in small packages - and can be affordable too. Mazda North American Operations (MNAO) today announced pricing for its much-anticipated sport compact. Starting at just \$15,045, the entry-level 2010 MAZDA3, equipped with manual transmission, is priced just \$355 more than the outgoing model.

The 2.0-liter MAZDA3 *i* Touring 4-door with automatic transmission, which is expected to remain the volume-leader model, will be priced at \$18,350 and includes key features such as standard Dynamic Stability Control (DSC), Traction Control (TCS) and Bluetooth® wireless mobile phone and audio capability and hands-free operation. And with fuel economy up to 25/33 mpg (city/highway) - a 10 percent improvement in highway fuel economy - the MAZDA3 *i* Touring costs less at the pump too.

Starting at just \$19,540 for the 4-door and \$20,030 for the 5-door, the 2.5-liter MAZDA3 *s* Sport with automatic transmission adds 17-inch alloy wheels and a Multi-Information Display (MID) with 4.1-inch monochromatic screen that conveys MP3 and i-Pod program information, trip data including fuel economy, plus various maintenance and alert messages. And, like all Mazdas, the new 2.5-liter engine has plenty of Zoom-Zoom - a must for an eco-conscious driving enthusiast. The 2.5-liter engine pushes out 167 horsepower and 168 lb.-ft. of torque - 13 more horsepower and 18 more lb.-ft. of torque than the 2.3-liter it replaces - yet maintains a competitive fuel economy of 22/29 (city/highway).

New packages for the 2010 model include a Technology package and the Moonroof/six CD changer/BOSE® Audio package.

Available on both *s* models, the Technology package includes advanced keyless entry, push-button start, a compact full-color navigation system, Sirius satellite radio with six months of free service and a perimeter alarm - all for \$1,195.

The Moonroof/six CD changer/ BOSE®Audio package is available on the MAZDA3 *i* Touring and both *s* models. In addition to a moonroof and six CD changer, the package adds BOSE®Centerpoint surround sound - a five-channel surround system engineered cooperatively with BOSE® that enhances the listening experience thanks to a digital amplifier, noise cancellation technology and 10, strategically placed, premium speakers. Priced at just \$1,395, the Moonroof/six CD changer/ BOSE®Audio package is a must for audiophiles.

Offering more features, functionality, and power than a comparably equipped outgoing 2009 model, when it's all said and done, a fully loaded 2010 MAZDA3 *s* Grand Touring 4-door is \$240 less.

Headquartered in Irvine, Calif., Mazda North American Operations oversees the sales, marketing, parts,

accessories 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, Canada, and in Mexico by Mazda Motor de Mexico in Mexico City.

EDITOR'S NOTE: For more information on Mazda vehicles, visit the online Mazda media center at [www.mazdausamedia.com](http://www.mazdausamedia.com) [1]. Product B-roll may be ordered online by visiting The News Market at [www.thenewsmarket.com/mazda](http://www.thenewsmarket.com/mazda) [2].

###

<b>Attachment</b>	<b>(click to download)</b>
<a href="#">2010 MAZDA3 4-Door Pricing.pdf</a> [3]	16.29 KB
<a href="#">2010 MAZDA3 5-Door Pricing.pdf</a> [4]	13.9 KB

---

**Source URL:** <http://www.mazdausamedia.com/content/mazda-announces-pricing-all-new-2010-mazda3>

**Links:**

[1] <http://www.mazdausamedia.com/../../>

[2] <http://www.thenewsmarket.com/mazda>

[3] [http://www.mazdausamedia.com/files/2010 MAZDA3 4-Door Pricing.pdf](http://www.mazdausamedia.com/files/2010%20MAZDA3%204-Door%20Pricing.pdf)

[4] [http://www.mazdausamedia.com/files/2010 MAZDA3 5-Door Pricing.pdf](http://www.mazdausamedia.com/files/2010%20MAZDA3%205-Door%20Pricing.pdf)