



PRESS MATERIAL – MAZDA MOTOR EUROPE

2025 MAZDA3





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1| INTRODUCTION

- **Introduction of the 2.5 e-Skyactiv G engine with enhanced torque**
- **Integration of Alexa¹ in-car voice control for seamless control of vehicle systems and functions**
- **Advanced navigation system delivering a more connected and refined experience**

As one of Mazda's flagship carlines, the Mazda3 exemplifies the company's cutting-edge technological advancements and innovative design.

Since its debut, the latest generation of Mazda3 has garnered widespread acclaim from automotive experts and enthusiasts alike.

At Mazda, we hold the belief that cars should foster a seamless connection between the driver and the vehicle, resulting in a driving experience that feels effortless and intuitive. This human-centric philosophy has been fully realised in the Mazda3, where every aspect of the car is designed to create a sense of oneness with the driver.

The Mazda3 is a testament to the art of automotive design, crafted to evoke feelings of pure joy and exhilaration within the driver, no matter the driving conditions. The car's evolved Kodo design language eliminates unnecessary elements to express the true essence of Japanese aesthetics, resulting in a harmonious and serene driving experience that exudes comfort and luxury. This sense of refinement and elegance is clear throughout the Mazda3's exterior and interior design, embodying the perfect fusion of form and function.

¹ Amazon Alexa is a cloud-based voice service provided by Amazon, which is provided under Amazon's own responsibility. To use Alexa, you need an Amazon account. Mazda only enables the use of Amazon Alexa in selected Mazda models and is not responsible for providing the Alexa services. Amazon's terms of use and privacy policy apply. To use the Alexa functions in your Mazda vehicle, you must also register with Mazda Connected Services via the MyMazda app. For more information about Mazda Connected Services and the processing of data in this context, please refer to www.mazda.eu/en/mazda-in-europe. Alternatively, Alexa can be used by connecting the vehicle to a mobile WiFi hotspot. This may incur additional costs depending on your mobile phone tariff. Amazon, Alexa, and other related marks are trademarks of Amazon.com, Inc. or its affiliates. Amazon Alexa is currently available in English, German, French, Italian, and Spanish. The Mazda Connect system language and home region setting must be set to a language and country supported by Amazon Alexa. In Europe these countries currently are the following: Germany, France, Ireland, Italy, Austria, Spain, United Kingdom.



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Setting a clear message for Mazda's long-term vision of 'Sustainable Zoom-Zoom 2030' and our multi-solution approach, the current generation Mazda3 was the first to introduce unique engineering solutions that have revolutionised the way we approach sustainable driving. Beyond its innovative technology, the Mazda3 also introduced a bold and dynamic modern design, inside and out, that exudes a level of luxury and quality never seen in Mazda vehicles. This combination of sustainability and sophistication cemented the Mazda3's prominent position in the Mazda line-up.

Mazda is proud to introduce the latest round of enhancements for the Mazda3. This latest update focuses primarily on the introduction of an advanced engine to the Mazda3 and improving the infotainment systems, bringing innovative technology and convenience to the driver's fingertips.

2| DESIGN

Beauty by subtraction





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Mazda's Kodo - Soul of Motion design philosophy has been instrumental in elevating the brand's global appeal since the debut of the Shinari concept in 2010. Building on this success, Kodo continued to evolve over the years, with a renewed focus on treating cars as works of art. This led to the creation of a new level of sophistication and elegance, inspired by the central elements of Japanese aesthetics, as displayed by the RX-Vision concept at the 2015 Tokyo Motor Show and the Vision Coupe concept at the 2017 show. The Mazda3 was the first production model to embrace this new, award-winning evolution of the Kodo design philosophy, making it a true standout in the world of automotive design.

EXTERIOR DESIGN





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Crafted with finely honed elements, the exterior design of both the sedan and hatchback models exude an elegant styling that evokes a natural, dynamic feel. While the hatchback exudes a powerful and seductive look that sparks a sense of excitement, the clean, sleek, and sophisticated beauty of the sedan conveys an air of maturity and refinement. The distinct personalities of the two body types are so unique that they almost seem like two different models.

HATCHBACK DESIGN CONCEPT: CONDENSED AND SPORTING

The Mazda3 hatchback boasts clean lines and unique proportions that create a strong emotional appeal and a sense of anticipation, sportiness, and energy. The car's powerful C-pillars helps to achieve a rear design that conveys a sense of unity between the cabin and body, forming a single solid mass that is rarely found in automotive design. To achieve its signature look, Mazda eliminated many character lines and relied entirely on curved body panels that reflect the surrounding environment to create a car that is art. The signature wing of the hatchback, with its bold contouring and dark colour, clearly distinguishes it from the sedan version which instead features a chromed wing.

SEDAN DESIGN CONCEPT: SLEEK AND ELEGANT

While the hatchback boasts a unique and sporty design, the Mazda3 sedan's styling takes a more traditional approach by separating the bonnet, cabin, and boot into three distinct elements. Mazda, however, has managed to elevate these elements to a new level of beauty. The sedan's smooth surfacing flows seamlessly from front to rear, creating a graceful and elegant profile. The horizontal layout of the front and rear elements emphasises a wide and low stance, while the chromed signature wing is a clear sign of the car's quality.

Commitment to Craftsmanship

Mazda's commitment to artisanry is evident in the Mazda3's design, where the company's designers, engineers, and production departments worked collaboratively to bring the full beauty of Kodo design to life. One distinguishing feature of the Mazda3's exterior is the unique surface of the body side panels. The carefully crafted surface creates smooth transitions in reflections that vary depending on the viewing angle and lighting conditions, showcasing Mazda's attention to detail and dedication to creating a visually stunning and dynamic vehicle.

Furthermore, the Mazda3 features a sleek front nose design that sits low to the ground, enhancing the car's overall proportions and visual flow. This design was achieved by combining the functions of under-hood components to maximize space efficiency. The wheel arch panel lips are folded back on themselves, creating the vision of the wheels being pushed outwards and reducing gap between them and the wheel arches.



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The Mazda3's headlamps and rear lamps have been designed with a lot of thought. The distinctive headlamps feature a simple ring-shaped lighting pattern in the centre, with added illumination on the side, creating a depth and dynamic presence that is unique to the brand. The rear combination lamps, featuring four round lights with gradations in their illumination, complement the Mazda3's overall design and make a statement when seen on the road. The hatchback's three-dimensional outer lenses create a solid and bold look at the rear, while the sedan's lamps are placed closer together, conveying a sense of elegance.

Dimming turn signals all around use LEDs that instantly light up to full brightness and then gradually dim to create a unique pulsating beat and afterglow effect. This feature not only adds to the dynamic look of the car but also provides improved visibility for other drivers on the road.

The 2025 Mazda3's body colour line-up includes Soul Red Crystal and Machine Grey – both signature Mazda colours, Polymetal Grey, Deep Crystal Blue, Snowflake White Pearl, Arctic White, Jet Black, Zircon Sand, Platinum Quartz and Ceramic Metallic, providing a range of colour options to suit different preferences.



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INTERIOR DESIGN

Human centricity at the forefront



The Mazda3's interior incorporates the minimalist 'less is more' ideal of the evolved Kodo design. To amplify the connection between car and driver, every aspect of the cockpit is laid out in perfect horizontal symmetry centred on the driver.

New for the 2025 Mazda3, experience an improved level of connectivity and convenience thanks to Alexa integration. Drivers can now enjoy seamless in-car voice control, allowing you to make calls, check the weather, get directions, and control smart home devices—all hands-free. Alexa's cloud-based voice recognition system supports natural language commands and evolves daily to enhance accuracy, eliminating the need to memorise fixed commands. Speak in English, German, French, Italian, or Spanish, and effortlessly manage your music, navigation, air-conditioning, and even third-party apps like Spotify, ensuring you stay focused on the road while enjoying a connected driving experience.



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The Mazda3's cockpit design embodies the "less is more" philosophy, featuring a symmetrical layout and a horizontal orientation that is easy to operate and clean to look at. By meticulously removing any unnecessary elements, the Mazda3 achieves an elevated level of uncluttered comfort and quality. The cockpit design ensures that every aspect of the driving experience is as seamless and intuitive as possible, allowing drivers to focus on the open road without any unnecessary distractions.



The 2025 Mazda3's cockpit design takes inspiration from the "vanishing point" concept, which is reflected in the perfect symmetry created by the steering wheel, three-meter cluster, and air vents. The steering wheel, air vents and instrument cluster meters are all angled inwards, surrounding the driver for best visibility and aesthetic balance.

The 10.25" centre display is thoughtfully angled towards the driver, and elegantly emerges from the dashboard, merging seamlessly with the lines and materials inside the car. This unique design approach emphasises the driver-centric axis that runs from front to rear through the interior while also expressing a second horizontal axis that runs from the instrument panel to the door trim for a feeling of driver and passenger envelopment, safety, and connection to the car.



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The 2025 Mazda3 offers a diverse range of interior trim options, tailored to various markets, body shapes, engine choices, special editions, and trim levels. Choose from an array of materials, including black fabric, black fabric with red stitching, black leather, red leather, and terracotta Leganu imitation leather. This selection ensures that there is a suitable option for every taste and preference, catering to the unique requirements of each market and model variation.





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3| SMARTPHONE CONNECTIVITY, MAZDA CONNECT AND HYBRID NAVIGATION

Advanced technology for greater driving joy

Mazda's Jinba Ittai philosophy places great emphasis on fostering an intuitive and seamless connection between driver and car. Through extensive research into human movement patterns and the sources of stress that drivers encounter on the road, Mazda has managed to further optimise the driving experience of the 2025 Mazda3 by understanding the innate abilities of humans and reducing physical and mental strain.

To achieve this goal, Mazda has meticulously crafted the cockpit and cabin to prioritise ease of operation and minimise visual distractions. The design team have paid close attention to the lighting of the meters, switches, colours used, and gauges, creating a harmonious appearance that reduces visual clutter during night-time driving. Additionally, Mazda has harnessed the latest technological advancements to create a driving position, visibility range, Human Machine Interface (HMI), Mazda Connect system, and audio quality that collectively enhance the comfort and enjoyment of being in transit.

The 2025 Mazda3 features an advanced hybrid navigation system, significantly enhancing user experience with both offline and online capabilities. Offline functionality includes access to twenty million Points of Interest (POIs) within the selected country, route searches from SD card contents, and traffic updates every two minutes via RDS-TMC for main roads. However, with online integration, drivers benefit from a broader range of services. The system now provides access to twenty-two million POIs and utilises server-based searches for optimised routes and more accurate Estimated Time of Arrival (ETA).

Traffic information updates more frequently, every 0.5 minutes, incorporating multi-source analysis for detailed accuracy. Additionally, map updates can be performed manually once a year or automatically on-demand up to four times annually, ensuring the most current navigation data is always available. These enhancements offer Mazda drivers a more comprehensive, real-time navigation experience, making every journey smoother and more informed.

By enabling a natural and relaxed driving posture, Mazda's engineers have significantly reduced the strain on the driver's muscles, thereby minimising fatigue. This is achieved through careful seat design that supplies firm pelvic support, as well as pedal and steering adjustments that facilitate a natural posture.



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IMPROVED HUMAN MACHINE INTERFACE

Mazda's Human Machine Interface (HMI) is a sophisticated system that allows drivers to control the vehicle with ease while minimising distractions caused by complex operations or movements. The Mazda design team have meticulously considered every aspect of the information presented on the screens and instruments to ensure seamless and intuitive interaction.

At the heart of the instrument cluster lies a 7-inch TFT display, which supplies a clear and concise presentation of crucial driving information for instant recognition. The display is perfectly aligned with the windscreen-projected Active Driving Display, which projects important driving related data where the driver can quickly and easily view it without averting their gaze from the road.

Navigation instructions from Apple CarPlay and Android Auto can also be shown on the Active Driving Display further enhancing safety and convenience for the driver.



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In addition, the 10.25" centre display offers a split-screen view, with the left side of the screen dedicated to navigating the menu, and the right side displaying illustrative options for easy understanding. Furthermore, the display can also show navigation and audio information together, enhancing the functionality of the infotainment system.

A touch-enabled interface for the centre display for Apple CarPlay and Android Auto, supplying a seamless navigation experience for both user interfaces. Wireless versions of both Apple CarPlay and Android Auto are also available, making it easier than ever to connect your phone to your car. Furthermore, the 2025 Mazda3 includes a wireless charging pad as standard on certain grades, ensuring that devices stay fully charged on long journeys without the need for charging cables.

The Active Driving Display, meters, and centre display all employ a simple and consistent design language, ensuring that information is presented in a visually pleasing and easy-to-understand manner. The Commander Control system is also intuitive to use, with a 'rotate to move, push to select' operation pattern, it is quick to learn and can be used without the driver taking their eyes off the road ahead.

Mazda3's switch operation is unified based on insights into how drivers respond positively to the use of switches, regardless of whether they are pushed, pulled, flipped, or turned. For instance, the steering wheel switches incorporate both toggle and push-type switches, and the surface of each switch is raised and features improved colouring for instant identification by touch or a quick glance of the eyes.

MAZDA CONNECT SYSTEM

Mazda Connect is an advanced in-car infotainment system, incorporating a high-speed screen that enhances user experience with digitalised signal transmissions from the camera and audio system for superior image and sound quality.

The voice recognition system enables safe, effortless operation while driving, with a "Barge-in" function that lets you issue commands even while the system is providing voice guidance. The "One-shot command" feature enables you to issue a complete command at once, rather than dealing with a chain of commands, for an efficient and streamlined 'hands-free' experience.

The 2025 Mazda3 boasts an advanced hybrid navigation system, improving user experience with its dual offline and online capabilities. Offline features include access to twenty million Points of Interest (POIs) within the selected country, SD card-based route searches, and traffic updates every two minutes via RDS-TMC for major roads.



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The online integration expands these capabilities, offering access to twenty-two million POIs and server-based searches for optimised routes and more accurate Estimated Time of Arrival (ETA). Traffic updates are now more frequent, every 0.5 minutes, using multi-source analysis for enhanced accuracy. Map updates can be done manually once a year or automatically on-demand up to four times annually, ensuring the navigation system remains up-to-date and reliable. These improvements provide drivers with a comprehensive and real-time navigation experience, making each journey smoother and more informed.

With Apple CarPlay and Android Auto, you can also use smartphone navigation applications and use exact positioning information through a mobile operating system. The "One Box Search" function allows you to search for a destination by inputting keywords, making it easy to find your way to your desired location.

ALEXA VOICE CONTROL

New for the 2025 Mazda3, Alexa integration elevates connectivity and convenience to new heights. Drivers can now enjoy effortless in-car voice control, enabling hands-free calls, weather checks, navigation, and smart home device management. Alexa's cloud-based voice recognition supports natural language commands and continuously evolves to improve accuracy, eliminating the need to memorise specific commands. Whether speaking English, German, French, Italian, or Spanish, drivers can easily manage music, navigation, air-conditioning, and third-party apps like Spotify, ensuring they stay connected and focused on the road.

MYMAZDA APP AND SECURITY

The MyMazda App offers an array of convenient features to make the ownership experience of the 2025 Mazda3 even better. With the app, drivers can easily find their car in a crowded car park using the Vehicle Finder function, remotely lock the doors with the Remote Door Locking feature and receive notifications when any vehicle door is not closed properly.

In addition, the app can be used to search for destinations and send relevant information to the car's navigation system, schedule and manage maintenance appointments, and check vehicle health status. The Roadside Assistance function provides support in case of vehicle malfunction, while the theft-alert function and Security Alert feature help to protect the car from theft and unauthorised access.

To access these features, customers must register for the MyMazda App and enrol with Connected Services. Main drivers can also invite second drivers to the car and choose which functions are available to them. The MyMazda App is available for free from the Apple App Store and the Google Play Store and provides peace of mind and convenience to Mazda3 owners, 24/7.



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PREMIUM SOUND

Mazda has set a high bar for audio quality in the 2025 Mazda3, aiming to deliver exceptional sound at any volume level. To achieve this, the speaker layout has been meticulously designed to ensure clear and precise audio performance in any situation. Bass speakers have been strategically placed in the corners of the cabin, where sound is naturally amplified, while other speakers have been carefully positioned and angled to minimise reflected sound.

High-range speakers have been positioned on the left and right of the cabin, with door speakers placed in the upper section of the door trim to create a more natural depth and clarity to the sound. By placing the sound source at a height closer to the occupants' ears, Mazda has managed to achieve a more immersive and enjoyable audio experience for all passengers in the Mazda3.



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AUDIO SYSTEMS

In addition to the meticulously designed speaker layout, the Mazda3 offers a range of audio systems to meet different audio preferences. Customers can choose between the standard 3-way, Mazda Harmonic Acoustics system that delivers high-quality sound across the whole volume range or the 12-speaker Bose® system, which is custom-tuned to provide a more powerful bass and an enhanced audio quality that is synonymous with the Bose® brand.





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MAZDA HARMONIC ACOUSTICS SYSTEM

Mazda's commitment to achieving the highest level of audio quality is reflected in the results of their comprehensive studies on how sound travels through a car's cabin. By strategically placing the 3L bass speakers in the front cowl sides, where low-frequency sound is better reproduced, the Mazda3 delivers a more distinct and resonant lower register.

The 2.5cm tweeters and 8cm midrange units have been thoughtfully positioned in the lower corner of the front door window on the left and right side, directly transmitting sound towards the occupant's ears without being distorted by reflected sound.

This meticulous placement enhances the sound's depth and clarity, making for a more immersive and natural audio experience.

BOSE PREMIUM SOUND SYSTEM WITH BASSMATCH

The 12-speaker Bose premium sound system in the Mazda3 is a testament to the long history of collaboration between Mazda and Bose engineers, resulting in a higher level of audio performance through unconventional speaker placements.

The system boasts a BassMatch configuration that combines three bass sources for deeper, more impactful low-frequency reproduction, including two 115mm high-excursion woofers placed in three litre low-frequency enclosures near the kick panels, and a 130mm Richbass woofer in an 8-litre custom-engineered enclosure at the rear of the car.

In addition to the BassMatch configuration, the system features two 25mm neodymium tweeters found in each front door, one 80mm Bose Twiddler speaker within the dashboard, four 80mm neodymium mid/high-range units placed in each door, and two 65-mm surround speakers mounted in the C-pillars. Together with the BassMatch units, these speakers deliver a clear, smooth, and balanced sound to all occupants in the cabin.

The system's power is derived from a Bose digital amplifier mounted beneath the front passenger seat, featuring nine channels of customised equalisation, Bose CenterPoint surround signal processing, and Bose AudioPilot noise-compensation technology. As a result, the Bose system supplies superior audio performance, providing a listening experience that is both immersive and impactful.



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4| DRIVING DYNAMICS

Jinba Ittai – horse and rider, as one

Mazda's commitment to delivering a driving experience that seamlessly connects car and driver has led to the adoption of advanced technologies in the Mazda3.

The updated e-Skyactiv petrol engines, including the e-Skyactiv X, supply a powerful yet efficient driving experience in many different driving scenarios.

The car also incorporates Skyactiv-Vehicle Architecture, Mazda's next-generation vehicle structure technology, which further enhances the driving experience by improving handling and stability.

In addition, Mazda has taken significant measures to reduce noise, vibration, and harshness (NVH) in the cabin, resulting in a quieter and more comfortable ride. These technologies work together to create a driving experience that feels natural and intuitive, allowing the driver to fully immerse themselves in the joy of driving.





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ENGINE LINE-UP AND DRIVE TECHNOLOGIES

'Sustainable zoom-zoom 2030' and the multi-solution approach

The 2025 Mazda3's drivetrain is a blend of sustainability and driving pleasure, made possible by Mazda's commitment to best-in-class Skyactiv technology. The Skyactiv engines, which use the benefits of petrol and electric electrification offer elevated levels of performance and driving pleasure.

Mazda's long-term vision, 'Sustainable Zoom-Zoom 2030', embodies the company's sustainability strategy. This comprehensive approach considers carbon dioxide emissions throughout the fuel extraction and vehicle operation stages, allowing Mazda to continually improve the combustion efficiency and performance of its engines.

Mazda has introduced electric drive technologies, such as the 24V mild hybrid system used in the Mazda3's e-Skyactiv X engine and the e-Skyactiv G unit to improve efficiency and reduce impact on the environment.

All engines used in the 2025 Mazda3 meet the latest European emissions regulations and are homologated according to the requirements of the WLTP/RDE test cycle.

e-SKYACTIV X

The 2.0 litre e-Skyactiv X unit is seamlessly integrated with Mazda's M Hybrid technology, elevating the driving experience to new heights. With 186 PS at 6,000 rpm and a maximum torque of 240 Nm at 4,000 rpm, this unit supplies real-world usable power while maintaining an impressive combined WLTP fuel consumption of 6.5 - 5.3 l/100 km and combined WLTP CO2 emissions of 146 - 120 g/km.

When accelerating from low revs in partial load driving scenarios like accelerating from 30-80 in third gear, the engine's broad torque output supplies strong pulling power throughout the rev range, delivering impressive acceleration under full engine load from above 2000 rpm.

The e-Skyactiv X engine offers a choice between the six-speed Skyactiv-MT manual or six-speed Skyactiv-Drive automatic transmissions, each supplying a smooth and efficient ride.



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e-SKYACTIV G

Mazda will introduce the 2.5 e-Skyactiv G engine for the 2025 Mazda3 as part of an ongoing commitment to meet customer and market requirements. The 2.5 e-Skyactiv G engine, which has seen global success in the Mazda CX-5, features advanced cylinder deactivation and the Mazda M-Hybrid system. These enhancements result in improved driver enjoyment, comfort, and noise vibration harshness (NVH) performance. The updated engine maintains similar emissions and fuel economy performance to its predecessor while providing a considerable increase in usable torque at low to mid speeds, enhancing the overall driving experience.

The 2.5 litre e-Skyactiv G engine, helped by the advanced Mazda M Hybrid system, offers dynamic performance with exceptional fuel economy. The e-Skyactiv G engine produces 140 PS at 5,000 rpm and a maximum torque of 238 Nm at 3,300 rpm and delivers an impressive average fuel consumption of 6.3 - 5.8 l/100 km and CO₂ emissions of 141 - 130 g/km.

This clean and efficient engine comes with a choice of the six-speed Skyactiv-MT manual or six-speed Skyactiv-Drive automatic transmissions, supplying a smooth and responsive driving experience. The advanced cylinder deactivation system seamlessly switches between two-cylinder and four-cylinder operation, based on the driving conditions. In light-load situations, such as when cruising at a constant speed, the system automatically shuts down cylinders one and four, reducing pumping loss and mechanical resistance. This results in improved fuel savings without any noticeable change felt by the driver.

With precise control over airflow intake volume, fuel injection rates, and ignition timing, the e-Skyactiv G engine supplies a seamless and effortless driving experience. The driver can enjoy a comfortable and fuel-efficient ride without compromising on performance.



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MAZDA M HYBRID SYSTEM – ELECTRIFICATION FOR BETTER FUEL ECONOMY

All Mazda3 models powered by the e-Skyactiv G and e-Skyactiv X engines come equipped with a 24V mild hybrid system as standard, which helps to minimise fuel consumption and improve fuel economy. This innovative system recycles energy that is usually wasted during deceleration and uses it to power an electric motor that aids the engine. Additionally, the Mazda M Hybrid system supports extended engine off periods such as when waiting at traffic lights for even greater fuel savings.

The belt-driven integrated starter generator (ISG) is the heart of the system, converting the kinetic energy recovered during deceleration into electric power and storing it in a lithium-ion battery with a capacity of 600kJ. A DC-DC converter is then used to convert the power to the appropriate voltage and supply it to the car's electrical equipment.

Not only does the Mazda M Hybrid system enhance the car's environmental performance, but it also ensures better drivability. Transitions during starting, accelerating, or coming to a stop are smooth and natural, and the hybrid system can substitute engine torque for electric motor torque, resulting in the same acceleration while using less fuel. This not only reduces fuel consumption and CO2 emissions but also supplies a more refined and enjoyable driving experience.

G-VECTERING CONTROL PLUS

G-Vectoring Control Plus (GVC Plus) is an advanced control systems that enhances the 2025 Mazda3's handling and driving experience. GVC was the first system in the world to vary engine torque to optimise the vertical load on each wheel, providing more precise handling and improved comfort. GVC Plus builds on this by using the brakes to add direct yaw moment control, further enhancing handling stability and achieving a unified feel of dynamic performance.

As the driver steers out of a corner, GVC Plus applies a light braking force to the outer wheels, providing a stabilising moment that helps to restore the vehicle to a straight line. This results in consistently smooth transitions between yaw, roll and pitch, even under high cornering forces. Not only does GVC Plus increase handling stability, but it also increases comfort as smoother G-force transitions reduce the amount of body sway experienced by the driver and passengers.



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i-ACTIV AWD

i-Activ AWD is an advanced all-wheel-drive system that provides exceptional grip and stability at all times, ensuring smooth acceleration, braking, and cornering in all conditions. The system constantly checks driving conditions and adjusts the balance between front and rear tyre grip to support best vehicle stability.

Using a range of sensors, i-Activ AWD calculates the amount of torque needed to prevent slippage of the front wheels, and continuously adjusts the torque distribution to the rear wheels to ensure maximum stability. Additionally, i-Activ AWD works seamlessly with G-Vectoring Control Plus (GVC Plus) to distribute torque according to the vehicle's driving conditions, optimising fuel economy by minimising mechanical loss.

SKYACTIV-VEHICLE ARCHITECTURE

Skyactiv-Vehicle Architecture features a rigid yet lightweight body that provides excellent collision safety performance. This is achieved by using high-strength steel in critical areas, while optimising the cross-sectional shapes and the number of reinforcements. The use of computational analysis and extensive testing helped achieve an elevated level of safety while reducing weight.

The suspension system of the Mazda3 is designed to provide both sporty handling and a comfortable ride. The front suspension features MacPherson struts, while the rear suspension employs a torsion beam system. This system is optimised to minimise the transmission of road surface input to the cabin, while still providing excellent handling stability and driver feedback.

To further enhance the driving experience, the Mazda3 also features a range of advanced safety technologies, including Adaptive LED Headlights, Blind Spot Monitoring, Rear Cross Traffic Alert, Lane Departure Warning System, Lane Keep Assist, and Smart Brake Support. These technologies work together to provide a safer and more confident driving experience.



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BODYSHELL, SUSPENSION AND BRAKES

The Mazda3's Skyactiv-Vehicle Architecture has been designed to achieve a perfect balance of ride comfort and handling stability. The multi-directional ring structures and damping structures in the body increase rigidity while reducing lag in the transmission of energy, helping to maximise the function of the dampers and tyres. The suspension system has been designed to smooth the transmission of force to the sprung mass over time, ensuring rapid, lag-free transmission of inputs.

The brake design of the Mazda3 has also been optimised for performance and ease of use. It has been designed to make it easy for the driver to sense when the brakes start engaging, allowing them to easily adjust the rate of deceleration. The brake design also maintains constant clearance between the brake pads and rotors, regardless of whether the brakes are lightly or firmly applied, reducing rolling resistance and improving brake pedal feel. Additionally, the brake pedal components have been designed in a way to reduce driver fatigue and improve control in the leg and foot when creating a braking motion.



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NVH

The Mazda3 development team put significant effort into reducing noise and vibrations in the cabin, using research studies and innovative design solutions. They implemented a "two-wall" structure that creates an air pocket between the floor carpeting and body panel, which improves the sound insulation quality. A seal inside the parting lines between the roof panel and liftgate/rear window also reduces noise caused by wind.

Sound-absorbing materials were used for the headliner and floor mats, which quickly suppress high-frequency noise when the road surface changes. Tyres with optimised vertical spring action help absorb vibrations and reduce the transmission of road surface changes to the cabin. The car's high rigidity also helps to minimise vibrations and the perceived noise level.

Finally, the engine control system and mounts were optimised to suppress unpleasant vibrations and provide a smooth and clearly audible restart. The belt driven ISG used in both engines enables the hybrid system's motor to move the pistons to a position where they will start again smoothly, regardless of the operating environment. The result is a high-quality quietness that is pleasing to all cabin occupants, even at highway speeds.



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5| SAFETY

Mazda's i-Activsense suite of innovative safety technologies empower the driver to stay vigilant and avoid potential hazards with ease. The 2025 Mazda3 offers active safety features that work in tandem to ensure maximum safety including Distracted Driver Alert, Autonomous Emergency Braking (AEB), Intelligent Speed Assist (ISA) system and Cruising & Traffic Support (CTS) system.



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DRIVER MONITORING SYSTEM WITH DISTRACTED DRIVER ALERT

The Distracted Driver Alert is designed to detect if the driver is not paying attention to the road. The system uses an infrared camera and LED sensors to watch the driver's facial expression and eye movements.

If the system detects that the driver is not looking at the road for an extended period, it will issue a visual and audible alert on the instrument cluster, to remind the driver to pay attention. The system will also detect if the driver is drowsy or falling asleep, and it will issue a similar alert in this case.

This safety feature is significant because distracted driving is a leading cause of accidents on the road. By alerting drivers when they are not paying attention, the driver monitoring system can help prevent accidents and improve the safety of the driver, passengers, and other road users.

NIGHT-TIME AUTONOMOUS EMERGENCY BRAKING

Mazda's night-time Autonomous Emergency Braking (AEB) system is a safety feature that is designed to help drivers avoid collisions in low-light conditions by using a combination of radar and camera sensors to detect obstacles in the road ahead, even in the dark.

If the system detects a potential collision with a pedestrian, bicyclist, or other obstacle, it first alerts the driver with audible and visual warnings. If the driver does not respond, the system can automatically apply the brakes to prevent or reduce the severity of the collision.

The night-time AEB system uses a special camera that is sensitive to both visible and infrared light, allowing it to detect obstacles even when there is little ambient light. This camera works in conjunction with the car's adaptive headlights, which can adjust their direction and intensity based on the car's speed and steering angle to provide the best illumination of the road ahead.

By using a combination of sensors and advanced algorithms, the night-time AEB system can detect and respond to potential hazards on the road in real-time, helping to keep drivers, passengers, and other road users safe even in challenging driving conditions.



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INTELLIGENT SPEED ASSIST

Mazda's Intelligent Speed Assist (ISA) safety system is designed to help drivers maintain a safe and legal speed while driving. The system uses a forward-facing camera to detect speed limit signs and compares them to the vehicle's current speed. If the system finds that the vehicle is exceeding the speed limit, it will provide an audible and visual warning to the driver to slow down. The system also allows the driver to set a maximum speed limit that the vehicle will not exceed, supplying an added layer of safety.

CRUISING & TRAFFIC SUPPORT

Mazda's Cruising & Traffic Support (CTS) system is an advanced safety feature that helps drivers to stay safe and comfortable during long journeys or heavy traffic situations. It is designed to supply support for acceleration, braking and steering, especially in congested driving conditions.

The system uses radar and camera technology to detect the position of other vehicles on the road and can adjust the speed of the car accordingly to keep a safe distance from other vehicles. The 2025 Mazda3 CTS system can supply steering assistance (lane centering) up to a speed of 150km/h to help keep the vehicle centred within its lane, making driving in heavy traffic less stressful.

CTS also includes Mazda's Adaptive Cruise Control (ACC) featuring Stop & Go when combined with Skyactiv Drive automatic transmission, which can automatically adjust the car's speed based on the speed of the car in front of it. If the car in front comes to a complete stop, ACC can bring the Mazda3 to a complete stop as well and will resume driving once the car in front moves and the driver gives a prompt.

PASSIVE SAFETY

The Mazda3's bodyshell is crafted with 30% of it using ultra-high tensile steel rated 980MPa or higher. It stands out as the first car worldwide to adopt cold-stamped vehicle body parts made of 1,310 MPa-grade high-tensile steel, resulting in an impressively light yet strong structure. This state-of-the-art design provides the Mazda3 with a robust architecture capable of withstanding impact, while the frame structure effectively absorbs impact energy to minimise the risk of occupant injury.

To further enhance safety, the Mazda3 features an extended bumper beam and a perimeter beam that work together to reduce the force of frontal impact in an offset collision. The perimeter beam guides energy to the load paths, which then send impact energy towards the rear of the vehicle. Furthermore, a bendable front frame structure takes the brunt of the impact and gradually absorbs energy, further improving safety for occupants.



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In case of a side impact, the Mazda3's design disperses the energy in multiple directions to the front and rear of the vehicle, minimising cabin deformation. Additionally, the side frames of the Mazda3 deform in an accordion-like pattern in case of a rear collision, adding an extra layer of protection for passengers.



SEATBELTS AND ANTI-WHIPLASH SEATS

The 2025 Mazda3's safety features also include a thoughtful approach to seatbelt design. The lower mounts for the front seatbelts are attached to the seat itself, which minimises slack and enables quicker restraint in case of a collision. In addition, the seatbelt's pretensioner and load limiters work in tandem to instantly tighten and later loosen the seatbelt in a controlled manner to further protect occupants.

The seat structure is designed with safety in mind and minimises movement of the occupant's head, chest, and hips during a collision, reducing the likelihood of neck injury. The seat's side frames play a crucial role in absorbing energy and minimising the amount of reaction needed to return the seatback to its original position, thereby reducing the risk of the seat pushing the occupant's head forward and causing further harm.



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MEASURES TO MITIGATE PEDESTRIAN INJURY

Mazda takes pedestrian safety seriously during design and development, and this is no different for the 2025 Mazda3. The front hood of the car features a pattern of parallel columns that are positioned close to the surface, which minimises the amount of deformation upon impact, allowing for faster energy absorption. This design feature aims to protect the pedestrian's head and reduce the severity of injuries in case of an accident.

In addition, the front bumper of the Mazda3 is specifically designed to control how force is applied upon contact with a pedestrian's legs. By reducing the impact on the knee area, the bumper structure helps to mitigate injury and improve safety for pedestrians. These design elements demonstrate Mazda's commitment to safety for all road users.





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6| TECHNICAL SPECIFICATIONS

DIMENSIONS

Body Type		Hatchback	Sedan
Doors		4 + liftgate	4 + liftgate
Seating capacity		5	5
External			
Overall length	mm	4,460	4,660
Overall width (mirror to mirror)	mm	2,028	2,028
Overall height (unladen)	mm	1,435	1,440
Wheelbase	mm	2,725	2,725
Overhang front (without licence plate holder)	mm	915	915
Overhang rear	mm	820	1,020
Tread front	mm	1,570	1,570
Tread rear	mm	1,580	1,580
Ground clearance between axles (laden), w. driver 75kg	mm	135	135
Interior			
Front headroom	mm	952	954
Rear headroom	mm	928	931
Front shoulder room	mm	1,414	1,414
Rear shoulder room	mm	1,356	1,359
Front hip room	mm	1,387	1,387
Rear hip room	mm	1,292	1,292
Front legroom	mm	1,075	1,075
Rear legroom	mm	891	891
Boot			
Volume with rear seats up	l	334 (w / o Bose) 330 (w/Bose)	450
Volume to roof, rear seats folded down	l	1,026 (w / o Bose) 1,022 (w / Bose)	1,138
Height, from floor to tonneau cover	mm	482	431
Load floor length to 2 nd row	mm	838	1,105



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Body Type		Hatchback	Sedan
Load floor length to 1 st row	mm	1,366	-
Width between rear tyre arches	mm	1,014	1,012
Liftgate opening width	mm	927	949

ENGINES

		e-Skyactiv G (140 PS)	e-Skyactiv X (186 PS)
Powertrain		FWD	FWD / AWD
Engine type		14 DOHC 16 valves	14 DOHC 16 valves
Displacement	cm ³	2,488	1,998
Bore x stroke		89 x 100	83.5 x 91.2
Fuel injection type		Direct injection	Direct injection
Compression ratio		13.0	15.0
Emission control system		Three-way catalyst	Three-way catalyst + GPF
Max. power	kW (PS)/rpm	103 (140)/5,000	137 (186)/6,000
Max. torque	Nm/rpm	238/3,300	240/4,000
Recommended fuel type		95 RON	95 RON
Fuel tank capacity	l	51	51 / 48
Transmission		6MT/6AT	6MT/6AT

MAZDA M HYBRID SYSTEM

		e-Skyactiv G (140 PS)	e-Skyactiv X (186 PS)
Voltage		24 Volt Mild Hybrid	
Hybrid type		Belt-driven integrated starter generator (B-ISG)	
Battery information	kJ	600 – lithium-ion battery	
DC/DC converter	kW	1.7 (max 120A)	



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MANUAL TRANSMISSION: SKYACTIV-MT

	e-Skyactiv G (150 PS)	e-Skyactiv X (186 PS)
Powertrain	FWD	FWD / AWD
Gear ratios		
1 st	3.363	3.272
2 nd	1.947	1.947
3 rd	1.300	1.379
4 th	1.029	1.090
5 th	0.837	0.880
6 th	0.680	0.645
Reverse	3.385	3.385
Final gear ratio	3.850	3.850

AUTOMATIC TRANSMISSION: SKYACTIV-DRIVE

	e-Skyactiv G (150 PS)	e-Skyactiv X (186 PS)
Powertrain	FWD	FWD / AWD
Gear ratios		
1 st	3.552	3.552
2 nd	2.022	2.022
3 rd	1.347	1.347
4 th	1.000	1.000
5 th	0.745	0.745
6 th	0.599	0.599
Reverse	3.052	3.052
Final drive ratio	4.095	4.367



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SUSPENSION & WHEELS

Suspension	
Front suspension	MacPherson Strut
Rear suspension	Torsion Beam Axle
Wheel & Tyres	
Wheel size	16 x 6.5J 18 x 7J
Tyre size	205/60 R16 215/45 R18

STEERING & BRAKES

Steering	
Steering type	Rack-and-pinion
Power assist type	Electric Power Steering
Turning circle radius (kerb to kerb) m	5.3
Turning circle diameter (wall to wall) m	11
Brakes	
Type front	Ventilated discs
Type rear	Solid discs
Diameter front mm	295
Diameter rear mm	265



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PERFORMANCE AND WEIGHTS

		e-Skyactiv G (140 PS)			
		Hatchback		Sedan	
Transmission		6MT	6AT	6MT	6AT
Drivetrain		FWD	FWD	FWD	FWD
Performance					
Top speed	km/h	206	199	209	203
Acceleration (0-100km/h)	s	9.5	9.8	9.5	9.8
WLTP data					
Combined fuel consumption l/100 km	16 inch	5.9	6.2	5.8	5.9
	18 inch	6.0	6.3	5.9	6.1
Combined CO2 emissions g/km	16 inch	133	139	130	134
	18 inch	135	141	133	138
Emissions rating		Euro 6			
Weight & Payload					
Min. kerb weight	kg	1,344 – 1,364	1,379 – 1,395	1,345 – 1,367	1,376 – 1,409
Max. permissible weight (GVW)	kg	1,904	1,937	1,899	1,932
Permissible tow weight, trailer without brakes	kg	600			
Permissible tow weight, trailer with brakes (8%/12% gradient)	kg	1,300			
Max. roof load capacity	kg	75			



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		e-Skyactiv X (186 PS)				
		Hatchback			Sedan	
Transmission		6MT	6AT	6AT	6MT	6AT
Drivetrain		FWD	FWD	AWD	FWD	FWD
Performance						
Top speed	km/h	216	216	210	216	216
Acceleration (0-100km/h)	s	8.1	8.5	8.8	8.1	8.5
WLTP DATA						
Combined fuel consumption l/100 km	16 inch	5.5	-	-	5.35	-
	18 inch	5.6	6.2	6.5	5.5	6.1
Combined CO2 emissions g/km	16 inch	123	-	-	120	-
	18 inch	126	138	146	123	135
Emissions rating		Euro 6e				
Weight & Payload						
Min. kerb weight	kg	1,364 – 1,386	1,417	1,474 – 1,493	1,363 – 1,408	1,417
Max. permissible weight (GVW)	kg	1,941	1,963	2019	1,938	1,959
Permissible tow weight, trailer without brakes	kg	600				
Permissible tow weight, trailer with brakes (8%/12% gradient)	kg	1,300				
Max. roof load capacity	kg	75				



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