



mazda



ALL-NEW
Mazda3

DESIGN PRESS KIT
JUNE 2013

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<i>CHAPTER 1: A MESSAGE FROM THE CHIEF DESIGNER</i>	<i>3</i>
<i>CHAPTER 2: DESIGN</i>	<i>4</i>
<i>CHAPTER 3: CRAFTSMANSHIP</i>	<i>6</i>
<i>CHAPTER 4: HISTORY OF MAZDA3</i>	<i>9</i>



1 A MESSAGE FROM THE CHIEF DESIGNER

A DESIGN THAT WILL WIN THE CUSTOMER'S HEART AT FIRST SIGHT

Since the launch of the original model, the Mazda3's design has earned high acclaim around the world for the bold, energetic lines of its finely sculpted form.

In developing the design for the All-New Mazda3, our team set out to evolve Mazda's distinctive C-car design. We were resolved to create a car design that would make the new Mazda3 an object of desire.

A great variety of cars exist in the world, as do design expressions. However, even if a design possesses unique character, it does not necessarily mean it will earn the owner's affection or encourage the desire for a long relationship with the model.

At Mazda, we have long believed in the importance of firmly setting a design theme and clearly expressing that commitment in the cars we build. This is the way to win the hearts of customers, regardless of country or culture, and to ensure that the appeal of the model doesn't wear off for the full length of their relationship with their Mazda.

The new Mazda3 is the third model to incorporate Mazda's KODO design language. At its heart, KODO expresses dynamic motion in every detail and maximises the distinct appeal of each Mazda model. In applying this to the new Mazda3, I adopted the Japanese phrase 'shunpatsu yuhatsu' as our development slogan. The meaning symbolises design strength that lights a fire

in the heart at first sight while also evoking anticipation of new dreams and exciting new experiences to come. In contrast to the powerful dynamism of the Mazda6's design which befits a CD-car, we pursued a rhythmical look for the new Mazda3 design that displays energetic tension.

At the same time, we aimed for a design that will earn the All-New Mazda3 a place in the hearts of customers as a trustworthy partner rather than a mere means of conveyance, a pleasing design with unfading appeal.

From the way light reflects off the surface of the body to the way plated parts look like real metals, the development team devoted attention to every detail in building the Mazda3 to embody this feeling.

I am confident the passion with which we designed the All-New Mazda3 makes it a car that will immediately charm all who look upon it, that will prove an enduring partner that brings greater pleasure to the owner's life, and that will be cherished by many for the life of the car.

Koji Tabata

New Mazda3 Chief Designer



DESIGN

DISTINCTIVE AND DYNAMIC MAZDA3 DESIGN

The application of the KODO—Soul of Motion design theme resulted in a total transformation of the design of the Mazda3.

A powerful stance that makes the car look firmly planted on the ground creates a sense of dynamism. One glance at the Mazda3 and its expression of forward motion evokes anticipation of the exciting drive to come. The rhythmical undulations of the exterior surface complement KODO design's expression of motion and the proportions convey a sense of off-the-line power.

The interior features a cockpit environment that has been designed around a vector image created by an imaginary vanishing point positioned directly in front of the driver. The lines of this design and a single roll-over meter draw the driver's focus to the road ahead.

The cockpit is balanced with a comfortable passenger area that is roomy and feels secure.

The overall decorative expression for the interior is emotive and sophisticated, with high-contrast touches and a lustrous finish heightening anticipation of a pleasant driving experience the instant the door is opened.

EXTERIOR DESIGN

Mazda aimed to take the sporty, dynamic form of previous-generation Mazda3s and evolve the design by incorporating KODO. This involved positioning the compact cabin back in the vehicle's stance and emphasising agility and speed by creating a raked profile that rises dramatically toward the rear. The wheelbase has been stretched and the large-diameter wheels moved as much as possible into the four corners of the vehicle. These are highlighted by boldly flared fenders, creating a

wide, strong stance and expressing the new Mazda3's excellent maneuverability.

Front View

As with the Mazda CX-5 and Mazda6, the front grille and signature wing of the All-New Mazda3 create a distinctive design identity.

Viewers will recognise at a glance that this is one of Mazda's new-generation products. To help heighten the look of sporty performance, the grille is positioned low on the face and the license plate holder is incorporated into the grille.

Emphasising the low nose expresses a strong sense of forward motion. The thick, bold horizontal bars in the grille establish a three-dimensional look with eye-catching appeal.

The signature wing appears to be chiseled from solid metal, giving it a sculpted finish that suggests quality and depth. The tips of the wing merge into the headlamps, which are designed to resemble the sharp eyes of a predatory animal. Separating them from the turn signals, which are now positioned above the fog lamps, enhances their sleek shape.

Attention was devoted to all details of the headlamp construction, including the inner moldings, surface treatment and cut design of the inner lenses. In addition, a lighting signature consisting of an LED light source, inner lens and light-guiding ring further emphasises the integrated look of the signature wing and creates strong presence when illuminated.

Side View

Dynamic lines express motion in a rhythmical flow that extends from the signature wings at the front across the headlamps and front fenders and along the sides to the rear.



As one of the Mazda3's significant design features, the fender shapes create more dramatic three-dimensional contours and taller peaks positioned closer to the center of the body. The resulting design evokes anticipation of nimble performance and driving excitement.

The rear quarter windows of the previous model have been eliminated and the upsweeping beltline finishes within the front and rear doors. This sleek styling makes the cabin look more compact while helping to maintain rearward visibility.

The hatchback's license plate holder is positioned on the tailgate rather than on the rear bumper, where it was located on the previous model. This emphasises the short rear overhang and heightens the overall effect of forward motion.

Rear View

The All-New Mazda3 inherits a number of distinguishing features from the previous generations, including its boldly contoured fenders, wide stance and the V-shaped rear window of the hatchback. It then adopts the characteristic form of KODO design that heightens the impression of energy being concentrated in the rear of the car. One example is the tailgate garnish of the hatchback. Its trapezoidal shape expands outward toward the bottom, creating a look of volume and a strong stance.

The sleek, compact shape of the rear combination lamps establishes a unified look with the headlamps.

Tail lamp rings add sporty flair, while two-tone black and silver internal finishing enhances the look of quality when the lamps are not illuminated. High-grade models feature a wing-shaped illumination signature that extends from either side of the top of the tail lamp rings.

The roof spoiler on the hatchback and rear spoiler on the sedan emphasise the sense of speed expressed throughout the body design.

INTERIOR DESIGN

The interior design goal for the All-New Mazda3 was to create a driver-oriented environment that makes customers want to get in and drive away the instant they open the door, while at the same time realising a roomy, comfortable environment for the passenger.

- To create an environment that allows the driver to naturally focus on the road ahead, Mazda's design team created a theoretical vanishing point directly ahead of the driver, and subsequently designed all elements within the cabin to flow along the lines projecting back from this single point.
- In addition to creating a snug-fitting cockpit environment that helps the driver to focus on driving, this design method helped to achieve an open yet secure-feeling environment for the front seat passenger and rear seats that do not feel cut off from the front. As a result, all occupants feel that they can fully enjoy the driving experience together.
- As part of a layout that aims to make the driver feel physically at one with the car, the centre of the driver's seat lines up along the same front-rear axis as the steering wheel and single, centrally-positioned analogue meter.
- Each item in the interior projects a simple unified design expression, with accents and contrasting textures emphasising the quality finish.



3 CRAFTSMANSHIP

QUALITY THAT STIRS THE SENSES

The concept behind design craftsmanship is to synthesize Mazda's tradition of craftsmanship, based on fine workmanship, functional beauty, and the desire to delight customers, with the emotional realm of design.

Its aim is not to produce a superficial appearance of quality, but to combine painstaking attention to detail in both the finish and design to realise an intrinsic quality feel that customers can appreciate with a range of senses.

The interior of the All-New Mazda3 hits new heights of quality and refinement thanks to the introduction of a newly developed carbon-fibre look material for the meter hood and the bezels around the switches on the door and steering wheel, and a beautiful hard sheen satin chrome finish on the climate-control dials and the commander knob.

On the exterior, new methods to minimise the gaps between panels and a review of the entire manufacturing process were necessary to yield the high level of precision required to achieve the beautifully sculpted form of KODO design.

This passion for craftsmanship and technology bore a sense of quality that further enhances the joy of viewing, driving and owning the All-New Mazda3.

COCKPIT DESIGN

Active Driving Display

The All-New Mazda3 introduces a newly developed heads up display system called Active Driving Display. Available on selected models, vehicle speed, turn-by-turn directions from the navigation system and other important driving information are displayed on clear panel vertically mounted above the meter hood.

Meters

The new meter cluster design features a centrally positioned analog meter surrounded by a pair of wing-shaped digital displays.

The three-dimensional dial face of the meter is surrounded by a metallic ring, heightening the impression of fine craftsmanship.

The high-grade specification Mazda3 equipped with Active Driving Display employs an analog tachometer in the center with a digital speedometer incorporated in the bottom right corner.

Other grades place a speedometer in the centre and a tachometer in the digital display wing on the left.

On all grades, the wing on the right displays the external temperature, fuel level, as well as various indicators related to safety equipment. A carbon-fibre-look material introduced on the meter hood adds to the interior's sporty ambience.

INSTRUMENT PANEL DESIGN

The All-New Mazda3 is the first Mazda model to position the centre display for the audio and navigation systems on top of, rather than set into, the dashboard. A long horizontal decorative



panel extends across the passenger seat side, making the area feel wider.

Raised forms in the left and right corners of the dashboard suggest lines that appear to begin at the theoretical vanishing point in front of the driver and extend uninterrupted through the cabin as far back as the B-pillars.

The design of the side ventilation louvers as well as the front door handle bezels also conform to these lines, which heightens the sense of unified design throughout the cabin.

The centre console extends gracefully forward into the cabin from where it intersects with the instrument panel. Finished in lustrous piano black, contrasted against the metallic look of satin chrome trim, the console has a high quality look.

IN PURSUIT OF IDEAL EXTERIOR FIT AND FINISH

Advanced manufacturing technology combines with precision assembly processes to minimise the gap tolerances of parts to produce a finished product that expresses the emotional form the designers aimed to achieve. For example, the development team set stringent new standards to maintain the minimum gap necessary for functionality, with adjustments made at 0.1mm levels. To minimise the gaps between the front fenders and leading edge of the front doors, this included everything from revising the method for attaching the doors, to setting paint thickness tolerances along the panel edges.

EXTERIOR DIMENSIONS

The overall length of the hatchback remains the same at 4,460mm, while the sedan is 10mm shorter than the previous model at 4,580mm.

At 2,700mm, the wheelbase of both the hatchback and sedan has been lengthened by 60mm. Overall width is 40mm wider at 1,795mm and the overall height is 15mm lower at 1,455mm.

The front overhang has been shortened by moving the front tyre 55mm further forward, and the size of the largest tyres is increased from 205/50R17 to 215/45R18. Despite the longer wheelbase, the All-New Mazda3 realises a minimum turning radius of 5.3m.

COMFORTABLE CABIN ENVIRONMENT BORN OF INGENUITY

Repositioning the base of the A-pillars 100mm further back heightens the sense of speed and the compact look of the cabin, while also realising clear forward visibility for the driver.

At the same time, the resulting interior dimensions bring the A-pillars physically closer to the cabin occupants, so development efforts focused on maintaining a feeling of unconstrained space.

Thorough studies and analysis of the eye point of occupants in relation to the pillar surfaces, the angle of inclination and their spread, and the thickness and cross-sectional shape of the pillars combine to realise a design by which the pillars do not feel constraining despite their actual location.

The rear seatbacks are 50mm taller and the seatbacks of the front seats are hollowed to provide more knee room so that passengers in the rear can ride in comfort. In addition, the floor mounts for the front seats are positioned wide apart to give rear seat occupants more space in which to place their feet.

Efforts also focused on designing the shape of the front seats such that they offer rear seat occupants a visual sense of roominess and comfort. Narrowing the front seat headrests and giving them a more rounded back creates a greater feeling of distance between them and rear seat occupants. Limiting the breadth of the front seat shoulder sections makes the rear seat area feel less cramped. The left and right seating positions are also positioned slightly closer to the car's centre line than the front seats, giving occupants in the rear seats a clearer view of the road ahead and a feeling of greater openness.

CONVENIENT STORAGE SPACE FOR ALL CABIN OCCUPANTS

After dividing the cabin into zones for the driver, passenger, and rear seats, a thorough study was conducted to determine what small items occupants use in each of these three zones. Storage spaces were then designed to allow smooth access to these respective items, placing them where they are easy to reach and where minimal eye movement is required to locate them.

Particular attention was paid to accommodating the customer's smartphone. A storage space in the front console makes it



easy to connect to the car's connectivity system via an installed USB adapter.

Front seat storage includes a large open space at the bottom of the centre panel (vehicles with a CD player installed excepted), large cup holders, door pockets that can hold 1-litre plastic bottles, sun visor cardholders, and a sunglass holder in the overhead console.

Rear seat storage includes a pair of cup holders in the centre armrest and a handy storage pocket on the back of the passenger seat that can hold maps, a sun shade and other items.

APPLICATION OF KODO DESIGN IMPROVES THE DRIVER'S FIELD OF VISION

The rearward positioning of the A-pillars that accompanies KODO design greatly broadens the horizontal range of vision from within the cabin when compared to the previous model.

The increase from 25.5° to 27.3° for the driver's seat, and from 57.9° to 59.7° for the passenger seat, ensures clearer visibility from both seats. For example, when entering a corner, the driver can easily determine the point the new Mazda3 will reach a few seconds later, and this enables the driver to better confirm the road conditions ahead.

Mounting the outer mirrors on the doors instead of on the body expands the range of visual confirmation when looking over the mirrors from the driver's seat. The advantage of this is readily noticeable when making a left turn at an intersection.





4 HISTORY OF MAZDA3

The history of the Mazda3 began with a firm conviction to build a C-car that would exceed customers' expectations and establish it as a model that would represent the Mazda brand around the world.

The same level of commitment to detail can be found in the All-New Mazda3, from driving pleasure and bold, dynamic design to the high level of build quality.

It can also be seen in our efforts to strike the right balance between driving dynamics and environmental and safety performance.

The Mazda3 has continued to evolve and bring innovation to the segment. Since the launch of the first generation in 2003 up to the present (April 2013), the Mazda3 has won a total of 136 major automotive awards around the world.

The strong support of customers worldwide has also resulted in global sales topping 3.5 million units in May 2013.

FIRST GENERATION: RECOGNISED GLOBALLY AS A BREAKTHROUGH C-CAR

In 2002, Mazda introduced its new Zoom-Zoom brand message and launched the Mazda6, Mazda2 and Mazda RX-8 as the first products in its next generation lineup.

The Mazda3 followed, debuting in 2003 developed around the concept of delivering "a dynamic sport compact that exceeds expectations".

Offering design, performance and quality worthy of a class above, the Mazda3 breathed new life into the C-car segment, where the focus had traditionally been on basic practicality and low price.

Both the five-door hatchback and four-door sedan expressed youthfulness and strength, embodying an energetic presence that exceeded all customer expectations.

Dynamic performance was vital to the Mazda3. Combining the positive control of responsive steering with excellent braking performance, it delivered an exhilarating yet reassuring driving experience.

In Australia, the engine lineup included a 2.0-litre and 2.3-litre MZR engine as well as the MZ-CD 2.0 diesel engine.

In particular, the MZR engines delivered the driving pleasure of powerful torque and strong, linear acceleration throughout the engine-speed range.

Quality was another focus of attention, with Mazda's distinctive approach to craftsmanship aiming for a level that matched the European C-cars of the time.

These attributes made the first generation Mazda3 a big hit with sales reaching more than two million units in over 100 countries worldwide. It grew to become a key model supporting the Mazda brand and brought new value to the global C-car segment.

SECOND GENERATION: EMBODYING THE MAZDA BRAND WITH DRIVING PLEASURE AND ENVIRONMENTAL AND SAFETY PERFORMANCE

Launched in 2009 under the banner of Mazda's "Sustainable Zoom-Zoom" long-term vision, the second generation Mazda3 struck a fine balance between driving pleasure, eco-friendliness and safety.

The development concept was "the exciting sport compact that delivers heightened driving pleasure".



One goal was to further evolve the sporty performance and design that earned the first generation high acclaim around the world, and thereby realise a new level of performance and driving pleasure. The other was to offer solutions to a number of environmental and safety issues.

Mazda evolved the design while inheriting the dynamic and sporty expression of the first generation. One move was to adopt a new front face that emphasised the brand's distinctive character.

The new design also featured bold lines that gave the Mazda3 a richer expression. In terms of dynamic performance, development aimed to realise a lighter and more responsive feel to steering operations along with a more comfortable ride. Another goal was to deliver both dynamic performance and environmental responsibility.

An update in 2011 witnessed the introduction of SKYACTIV Technology in selected markets, including Australia, to blend true driving pleasure with excellent environmental performance. The new powertrain featured the highly efficient SKYACTIV-G 2.0 petrol engine and SKYACTIV-DRIVE, a new generation of six-speed automatic transmission that delivers a direct shift feeling similar to a manual transmission. The powertrain combination served as an excellent complement on the MZR 2.0 and 2.5-litre petrol and MZ-CD 2.2-litre diesel engines.

MAZDA MPS:

The high-performance compact devoted to driving pleasure

The high-performance Mazda MPS was launched when the first generation Mazda3 was updated in 2006.

Features included a lightweight, compact body and a turbocharged 2.3-litre Direct Injection Spark Ignition inline four-cylinder engine with a maximum output of 190kW at 5,500rpm and maximum torque of 380 Nm at 3,000rpm.

An Advanced Torque Management System delivered optimised control over the high-output powertrain and the body, suspension and brakes were custom tuned.

At the same time, the Mazda MPS achieved a high level of environmental performance that reduced fuel consumption and complied with the stringent emissions regulations in the respective markets.

The Mazda MPS also featured an aggressive design that was well-received by both customers and the media. Specifics included a sporty grille with air intake for the turbocharger's intercooler, a lower grille with a large opening, a large rear roof spoiler, and large-diameter dual exhaust pipes.

WINNER OF 136 AWARDS AROUND THE WORLD

The Mazda3 has won a total of 136 awards as of January 2013. The first generation earned 99 of those, including winning Canadian Car of the Year in 2004 and taking second place in the European Car of the Year selection in the same year.

The second generation took a further 37 awards, including ranking as Australia's best-selling car for two consecutive years in 2011 and 2012.

In addition, the Mazdaspeed3 was selected as one of *Car and Driver's* 2010 10 Best Cars.

In Australia, the Mazda3 won Best Small Car between 2008 and 2010 in Carsales.com.au's People's Choice Awards, it was Drive.com.au's Best Small Car over \$20,000 between 2006 and 2008 and it was the nation's best-selling car for two consecutive years in 2011 and 2012.

The Mazda3 has also received high evaluations in collision tests conducted in the respective markets. This includes its selection as a 2013 Top Safety Pick by the Insurance Institute for Highway Safety (IIHS) in the United States and its earning the highest possible rating of five-stars in the European New Car Assessment Programme (Euro NCAP) and Australian New Car Assessment Programme (ANCAP) tests.



GLOBAL PRODUCTION AND SALES TOTAL TOPS THREE MILLION UNITS

- Production of the first generation began at Mazda's Hofu Plant in June 2003.
- Sales began in October of the same year with sales targets of 30,000 units domestically and 250,000 units globally.
- In 2004 over 300,000 units were produced domestically breaking the record for the most-produced single model in one year.
- By August 2006, domestic production topped one million units. Achieved just three years and two months after Job #1, it was the quickest time ever for a new Mazda model to reach this milestone.
- Production was then expanded to overseas plants, and global production reached two million units in October 2008.
- Sales of the second generation began in June 2009.
- Global production of the Mazda3 reached a total of 3.5 million units in May 2013. This set a record for any model in the current Mazda lineup.

