

# Fully Redesigned Mazda3 - Dynamic & Elegant



The all-new Mazda3 made its world premiere at the 2018 Los Angeles Auto Show, last week. The fully redesigned model will be rolled out to global markets - beginning with North America - in early 2019.

The all-new Mazda3 adopts a matured Kodo design language that embodies the essence of Japanese aesthetics. While the overall design presents a simple, single form, subtle undulations

bring the styling to life through shifting light and reflections that glide over the body surface.

The result is a richer and more powerful expression of vitality than that seen in previous Kodo models. Despite sharing the Mazda3 name, the hatchback and sedan models have distinct personalities — the design of the hatchback is dynamic, that of the sedan elegant.

The all-new Mazda3 adopts

Mazda's new SKYACTIV-Vehicle Architecture, designed to enable people to make the most of their natural sense of balance. The powertrain lineup comprises the latest SKYACTIV-X, SKYACTIV-G and SKYACTIV-D engines, each of which provides smooth, responsive throttle control in any driving situation.

Based on its key philosophy of designing the car around the human, Mazda has dramatically

enhanced the car's fundamental driving attributes such that accelerating, turning and braking all feel completely natural.

Having sold over six-million units since its 2003 debut, the Mazda3 is a global strategic model that has driven the company's growth from both a brand and business perspective. It has delivered Mazda's renowned driving pleasure to customers all over the world and been a mainstay of

global production at key plants.

"The all-new Mazda3 we unveil today begins a new era for Mazda," said Akira Marumoto, Mazda's Representative Director, President and CEO.

"The next generation of Mazda cars will enhance the value of the car-ownership experience. We will further raise Mazda's brand value and work towards our goal of building stronger bonds with customers all over the world."



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\* 0% APR Purchase Financing is available on select new 2018 Mazda models. Excludes 2018 MX-5 ST, MX-5 RF and all 2019 models. Terms vary by model. Based on a representative agreement using an offered pricing of \$23,131 for the new 2018 Mazda3 SE 6AT (DMZK88AA00) with a financed amount of \$23,100, the cost of borrowing for a 72-month term is \$0, monthly payment is \$325, total finance obligation is \$23,400. Offer includes freight and P.D.E. of \$1,690, \$10 CMVIC fee, \$20.00 Tax Stewardship Fee, \$100 Air Conditioning charge and \$106.39 PPSA. Offer excludes HST.  
† Winter Tire Credit offer (value up to \$750) is available to qualifying retail customers who cash purchase/finance/lease a new, in-stock 2018 and 2019 Mazda model from an authorized Mazda dealer in Ontario between November 1, 2018 - January 2, 2019. Customer can substitute a cash discount of up to \$750. Amounts vary by model: \$300 on all 2018 Mazda3/Mazda3 Sport, on all 2018 Mazda6, on all 2019 CX-3 and on all 2018 CX-5 models; \$475 on 2019 MX-5 ST GS models. Maximum \$750 on all 2018 MX-5 ST/MX-5 RF, on 2019 MX-5 ST GS P & GT models, on all 2019 MX-5 RF models and on all 2018 & 2019 CX-9 models. Cash discount substitutes applied before taxes. Wheels and installation extra. Some conditions apply. See dealer for complete details.  
‡ Finance Pricing for new 2018 CX-5 GS AWD (NXSN88AA00) is \$33,644 financed at 3.00% over 84 months equals weekly payments of \$99 with \$1,145 down payment, cost of borrowing is \$3,541 with a total obligation of \$37,185. As shown, 2018 CX-5 GT (NXTN88AA00) is \$37,244 financed at 3.00% over 84 months equals weekly payments of \$110 with \$1,145 down payment, cost of borrowing is \$3,933 with a total obligation of \$41,178. Finance payments include freight and P.D.E. of \$1,690, \$10 CMVIC fee (all models), \$17.79 (\$14.20) Tax Stewardship fee (MX-5/MX-5 RF models), \$700 Air Conditioning charge (where applicable) and PPSA of \$121.61. First weekly payment is due at finance inception. Offer excludes HST.  
§ Lessor, insurance, taxes and down payment (where applicable) are extra and may be required at the time of purchase. Dealer may sell/lease for less. Dealer order/trade may be necessary on certain vehicles. Offers valid November 1 - 30, 2018, while supplies last. Lease and finance on approved credit for qualified customers only. Offers subject to change without notice. Visit mazda.ca or see your dealer for complete details.