

Mazda3 Sport

Refined aggression and sporty confidence, making it the best buy in its segment

True to its “spirited, insightful and stylish” core, the Mazda3 Sport was launched recently at a glittering event at Mazda’s latest and biggest showroom in Athaiba. As the attractive hatch hits the roads of Muscat the brand’s unmistakable styling and exceptional functionality, epitomizing its Zoom-Zoom essence, becomes easily apparent. Even from a distance, it’s evidently a Mazda. Confident, athletic and sophisticated with oozing muscular solidity and stability, the right word to describe the Mazda3 Sport would be “refined aggression”.



The quintessential Zoom Zoom spirit starts at first glance - from the eye-catching newly designed bumpers and a body-coloured grille. Exploding with a sporty design, it’s no ordinary hatch, evident right from its name – Mazda3 Sport. It’s the ideal pick for any sport enthusiast brimming with a zest for life, just like the car. The Mazda3 Sport promises to be the best in its segment with inspiring stability, attractive styling and enduring quality, like no other.

The exterior of the Mazda3 Sport exuberates beautifully balanced proportions, with a solid and stable image. It combines dynamic lines with muscular features and optional spoilers for an even more athletic appearance. The car's key character line extends in an unbroken arc from the lower grille around the hood down the sides merging with the taillamps. Its headlamps and taillights are covered by wraparound clear covers, and the lamps are set in a black background for dramatic effect. The 16-inch alloy wheels, body-coloured grille, front fog lamps, sportier bumpers, and side sills adds the finishing touches to the stunner. The Mazda3 Sport looks well proportioned from just about any angle, regardless of day or night themes.

The Mazda3 Sport achieves all this without sacrificing space on the inside. Its front and rear shoulder-room and one of the best-in-class for knee-clearance makes it a sure segment leader, with a truly roomy interior with ample space for four adults to travel in comfort. Add to this a host of intelligent storage compartments and a large, flexible luggage compartment which heightens the ergonomics aspect of its design.

For a car in this price range, the quality of the interior materials and the fit-and-finish is way above average. The fresh, subtle tones of the upholstery and cabin trim create an atmosphere of sporty elegance that will appeal to all your senses. Carefully selected materials create a harmony of texture and appearance. Every detail has been considered – such as the colours of the heater controls and door switches, and the piano black finish to the surface of the dashboard panel.

As you settle behind the wheel, you’ll immediately appreciate the generously proportioned, easily adjustable seat design. No sooner are you all snug, that pure driving pleasure will greet

you. You'll relish the smooth, stable drive delivered by its body rigidity, refined front and rear suspension and superb aerodynamics. The willing, free-revving 1.6 litre SVT(with TSCV,VIS &EGR systems) petrol engine comes with a five-speed short throw manual transmission, which makes for superb acceleration, excellent fuel economy and minimal engine noise. However hard you drive it, the Mazda3 Sport stays glued to the road.

The safety features of Mazda3 Sport (both passive and active safety features) are such that very few competitors can come close to.. Besides the standard security features, Mazda3 Sport has special additions to make driving easier and safer. Take the seatbelt reminder panel. This helps monitor passengers safety, by giving an audio-visual warning if anyone is not wearing their seatbelt. The Mazda Advanced Impact Distribution and Absorption System (MAIDAS) is designed to efficiently disperse impact energy in the event of a collision. This helps protect all occupants in the event of an accident. Built around a unique triple H structure, it disperses impact energy across a high rigidity body and resists deformation in all conceivable collisions. The engine dropdown and gearbox dropdown safety system reduces damage to occupants in case of a frontal collision. Besides this, the safety brake pedal reduces driver injuries to the lower portions during frontal collisions.

“Mazda3 is a top selling brand worldwide and was waiting to hit the Middle East market where an upsurge in demand for sporty Hatchbacks has been noticed lately. The Mazda3 Sport is our answer to the craving compact sports category as it lives up to every expectation of our customers. Its a car that caters to nearly each and every profile of customers as it has received top marks, as far as safety, handling, craftsmanship, design & packaging & finish is concerned,” says Annurag Chawla, Brand Manager, Mazda.

Mazda3 Sport is packed with charisma that is sure to be coveted. Discover its well-thought-out features, experience its unbeatable performance and hit the road to make your presence felt by its one-of-a-kind styling.

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