



PREMIUM MOULDED CARPET KIT INSTALL GUIDE

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Introduction

I would like to take this space to personally thank you for your decision to update and upgrade your Mazda3 or Mazdaspeed3 to our Premium Molded Carpet Kit from www.mazda3carpet.com. I'd like to give you a quick introduction as to who we are and how we started creating these kits. Then I would like to shine some light on the major differences between the factory (OEM) Mazda carpeting and the Mazeuro Premium Molded Carpet Kit from Mazda3carpet.com.

How it all started

Back in August of 2008, I was driving home on a highway just west of Toronto, Canada when I got rear ended by a Toyota Camry. Luckily the accident wasn't serious and nobody was hurt because we were in stop and go traffic when it all happened.

To make a long story short, I figured that my car was going to get repaired and come out looking factory fresh, but the interior was not. You see the carpet in my 2005 Mazda 3 GT sedan (*that's my car on the cover of this guide*) had been looking like crap for a couple of years and no amount of vacuuming, steam cleaning, or sending it out to detailers made it look any better. It really bothered me as I loved my car (I still do) but I was embarrassed by how the floor looked. It was disgusting, the passenger side even had a hole in it, despite the fact that 99% of the time no one sat there. These events would be the nexus of Mazeuro and Mazda3carpet.com.

So I started looking for some way to fix my carpet quandary. The problem was there was no real solution offered. I called, emailed, Googled every company across North America and even one in Turkey, but struck out. The only options I found were replace the carpet with the same one (not happening, crap is crap and now retailing for well over \$600) or use mats to cover the carpet. The problem with that is, the parts it covered looked ok, but that still left the rest of my floor looking 100 years old.

That's when a friend of mine who works for another auto manufacturer said he knew some people at a company that could possibly help me out. A few phone calls, visits to the factory and we came up with a carpet kit that would replace the factory unit, be more durable and cost less than half of what Mazda was selling theirs for.

This is how Mazda3carpet.com came to be.

Factory OEM carpet

Once you have the factory carpet out of your car you will notice some of these differences. The main one being the difference in the two materials. The factory carpet is fairly rigid, with very hard, defined bends in the carpet. In comparison the Mazeuro (mazda3carpet.com) kit has smoother contours. This key difference has to do with the materials selected for the construction.

The factory carpet is a cheap, non-woven material that can be shaped much like fiberglass. This material is cost-effective to manufacture and is perfect for fitting on a rolling assembly line in which the cars being assembled do not stop unless something breaks. While this suits Mazda's purpose, its downside is that it is very weak, prone to premature wear and tear, looks ugly quickly. Not to mention that the non-woven material traps dirt and debris in its fibers, making it very difficult to clean.

The decision to use this inferior material to create the floor covering in the Mazda3 and Mazdaspeed3 was no doubt a calculated decision by the bean-counters at Mazda to save a few bucks. Unfortunately, this decision has led to thousands of customers who complained about the carpeting to dealers around the world.

Mazeuro Premium Molded Carpet Kit

The Mazeuro Premium Molded Carpet Kit on the other hand was created with a different agenda in mind. The goal was to create a cost-effective, durable, easy to clean replacement carpet that improved the cabin of both the Mazda 3 and Mazdaspeed3.

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Our Kit, utilizes a 100% Nylon Cut Pile Fiber. While this material cannot duplicate the hard bends of the factory carpet (if the factory carpet had fibers as long as ours, the tight bends wouldn't be visible). It is the toughest, most durable material used in carpeting today. My personal 2005 Mazda3 GT Sedan has over 100,000 kms (approximately 65,000 miles) on the Type-R red carpeting without any signs of wear or tear. It also makes vacuuming your carpet much easier.

The Cut Pile construction naturally provides the plush look and feel for your Mazda3 and Mazdaspeed3 that premium sport sedans like the Audi A4, Mercedes Benz C class, etc. are fitted with.

Since our kit became available in 2009, our carpet kits have been delivered to customers all across Canada, the United States and Puerto Rico. Our customers include men and women of all ages who drive their 3's everyday, showcars and Mazda dealers who are fitting our kits to resale Mazda3's. In 2012, we will be shipping our carpet kits internationally to Australia, the UK and more countries to be announced.

After going through this guide or in the middle of your install, you feel that you have any additional questions that you would like answered or comments you would like to share, I invite you to contact me directly at **1-877-629-3876 ext 232** or by email david@mazda3carpet.com or through Twitter **@mazeuro** or just check out the blog at www.mazda3carpet.com..

David Freitas
Mazeuro Autosport Design Group
Director

1. Before you get started

Installing your Premium Molded Carpet Kit is not a technically difficult project, but it will consume some time. You will want to plan out your project so that you have 3 - 4 hours to take your time during the install.

Layout your Carpet Kit

One of the things you will definitely want to do is to un-package your molded carpet kit and unfold it before you install it in your Mazda 3 or Mazdaspeed 3. I recommend to



unfold and pop out the molds for the transmission tunnel, dead pedal (the foot rest to the left of the clutch or brake pedal), the front seat rails and the risen section that leads to under the rear seat.

Now that you have the you have unpackaged your carpet kit, let it sit either in your garage or basement for a couple of days (or any room at room temperature). If you are working outdoors and it is a nice and

warm day. Let the carpet sit in the sun for a couple of hours instead.

Disconnect the car battery

Disconnect the negative (-) battery cable from the battery in your car. This is a safety step to prevent any potential unforeseeable issues from arising.

Tools List

I have broken down the list of tools required in two different categories: Tools You Will Need and Optional Stuff.

Tools You Will Need, contains all the absolutely mandatory tools you will require for the install to work. These tools you will absolutely need.

The Optional Stuff, contains tools and materials that while are not necessary to get the job done, I personally won't do an install without them. So go ahead and assemble your tools and get ready.

Tools You Will Need

- ratchet
- small extension
- 12 mm wrench for battery
- 14 mm socket
- 8 mm socket for under the arm rest
- utility knife / razor blade
- philips screwdriver
- flathead screwdriver
- small pipe or breaker bar.

Optional stuff

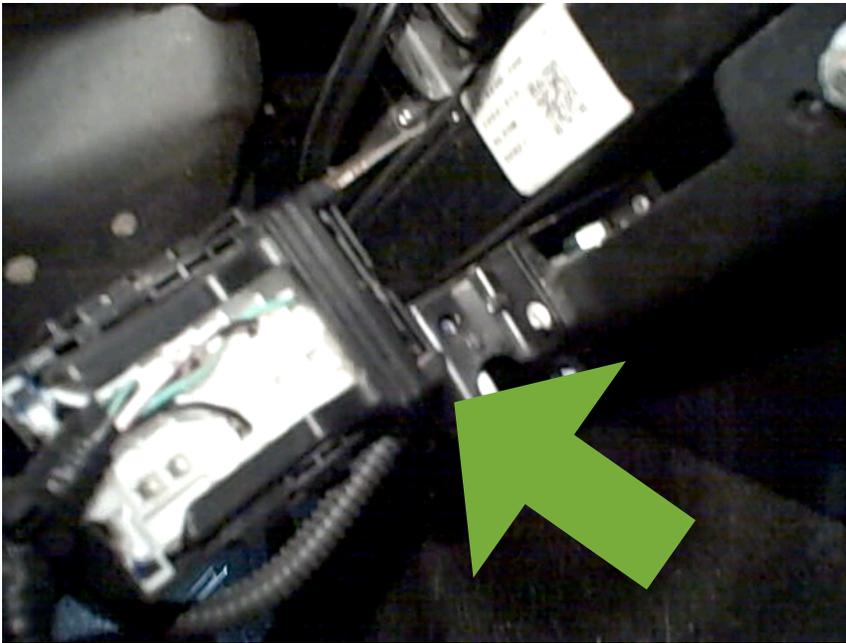
- spray adhesive (I recommend **3M Super 77**)
- heat gun (a hair dryer will work as well)
- Interior Trim Removal Tool
- An Awl (looks like a pointed screwdriver & is used for piercing small holes)

2. Remove your interior

Seats

The seats are easy as pie to remove. Basically each front seat has 4 bolts located at each corner of the seat. Just remove these using the ratchet and 17mm socket. You may require either a breaker bar or pipe to add some extra leverage to loosen these bolts.

Under each of the front seats you will find a wiring harness or two. You can unplug these harnesses using the flathead screwdriver to push a tab to allow the harnesses to release.



The drivers side seat has its lower seat belt mount bolted to the side floor pan at the bottom of the 'B' pillar. Gently remove the plastic trim and unbolt this as it will get in the way later if you don't.

Centre Console Removal

This is the one spot that usually has most people worried, but it is actually very easy to do. First off remove your shifter knob (*standard and automatic transmission*), you do this by unscrewing the knob counter clockwise like you are opening a bottle.

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Now comes the fun part. Lift up the arm rest so the top of the center console trim that runs up under the arm rest is exposed. Start lifting up this trim from the front of the arm rest opening and gently pull forward towards the dashboard.

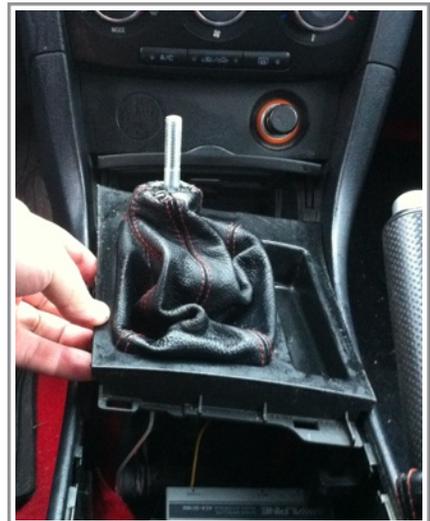
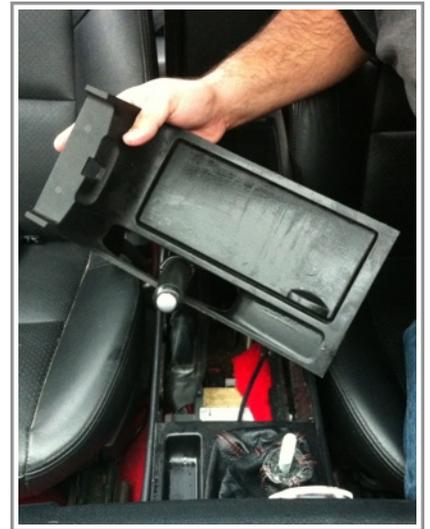
The top of your centre console will slowly peel off. That includes at first your cup holders, then leading up to the shifter surround. You can separate the cup holder section from the shifter surround.

Under the arm rest, at the very bottom (clean all that crap out of there now!) you will find two screws that can be removed using a 8 mm socket.

At the front of the center console are 4 more screws that can be removed using a philips screwdriver and 8 mm socket. The first 2 screws are located below the ashtray and is only accessible when the shifter trim panel has been removed. The remaining 2 screws can be removed when the panel that houses the ashtray is removed.

Now remove the ashtray, by simply sliding it out. Leave the ashtray door half open. Gently start to pull on the panel above the ashtray door. This is the panel with the Passenger side airbag light on. When this panel comes off, the ashtray housing comes with it. You can unplug the harnesses behind the panel or just let it sit to the side. Now you will find the 2 remaining screws that need to be removed.

Now you can start to maneuver the entire center console out of the car.



There are 2 small trim panels (one on the left and one on the right side) located directly forward of the center console. They are removed by gently prying on the center pin using a pick/dental tool or a small flat head screwdriver. Once the center pin has been pulled up, gently pry the outer part of the pin to remove the plastic pin entirety.



Kick Panels

The kick panels are the interior trim panels located directly forward of the front doors below the dash. If you were to be sitting on the drivers seat, this panel is located to the left of the dead pedal. To remove this panel, locate the plastic push-pin on the face of the panel. Gently pry the center pin using a pick/dental tool or a small flat head screwdriver. Once the center pin has been pulled up, gently pry the outer part of the pin to remove the plastic pin in its entirety.

Rear Seat

Another easy one. If this takes you longer than 30 seconds to do, there is something seriously wrong with you. No tools are necessary here. Just simply lift up the rear bench seat from two strategic spots and you will be able to slide it out from the car. These strategic spots are located on the front of the seat. About 10 inches from the outside edges of the rear seat. Just grab the bottom of the seat from that spot and lift. You will feel it “click” from its spot.

Interior Trim

The door sills are the plastic pieces that act as a cover or shield and the bottom edge of the opening of all the door opening. Simply just start lifting up from the inside edge and gently pry till they pop off.

Next is the plastic interior trim piece located at the B-pillar.

This plastic trim piece is directly below the panel that the top of the front seat belts attach to the side of the car, directly above your left shoulder if you are in the drivers seat.



The 'B' pillar is shown by the arrow above.

Remove the Old Carpet

At this point you should have all the seats, interior trim panels and center console removed from you Mazda 3. With that all out of the car comes the fun part, removing the old carpet from the car. But before you go tearing it all out there are a few plastic trim fasteners you need to remove.

Several of these plastic trim fasteners are located along the sides of the carpet (along the doors) and there are a couple under the rear bench seat. Use a interior trim removal tool or MacGuyver it using needle nose pliers and/or flathead screwdriver.

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There is one screw located on each of the front seat mount cross bar (the part the front of your front seats are bolted to) right in the center. Unscrew these screws with a philips screwdriver.

Now your factory carpet is ready to come out. It usually makes it easier to lift and pull the carpet towards the rear of the car.

Pretty Stiff?

I'm talking about the old carpet and not your excitement over stripping the interior of your Mazda3.

One of the things you will notice is how rigid the carpeting is from the factory and how it looks and feels like felt. You will also see how well defined the corners and bends are on the factory carpet compared to our Molded Carpet Kit.



Notice those well defined bends on the factory carpet? What makes them possible, is also what makes the carpet so terrible.

3. Installing Your Carpet

Prep your interior for carpet installation

With the interior of your Mazda3 or Mazdaspeed 3 removed go ahead and clean up the exposed floor pans. Vacuum up all the loose dirt and other stuff. Thats right, you'll finally be able to hide the fact that you have been eating those McDonald's french fries while driving.

No Tracing Allowed!!!

One thing i guarantee you have noticed is that the carpeting doesn't come with any of the holes cut out. Don't panic, this is a good thing and I will explain things further later in this chapter in the section entitled: ***Cutting Out the Seat Bolt Holes***. All you need to know for now is that you should **never use your old carpet as a template** for the new carpeting. In fact I will share with you a fail safe method on how to get 100% accurate bolt holes cut into your carpet without breaking a sweat or worrying

All you need to do for now is thread all the bolts that you removed which secured the seats to the floor (and the one for the seat belt) back in to there proper spots. Go ahead and just hand tighten them.



You can see that the bolts have been hand tightened.

Now when the carpet is fitted into the car, you will be able to easily locate the locations of the bolt holes for your seats without any guess work. All you need to do is feel for the bolts using your hands.

Once the bolts are all threaded back in to their spots you can go ahead and start to place the Premium Molded Carpet Kit into your Mazda3.

Installing Your Premium Carpet Kit

Start by going around the entire floor area of the carpet and positioning the carpet with the appropriate features (eg. front seat mount rails, the vertical sheet metal under the rear bench seat, dead pedal).

You are going to need to make a single cut along the top of the transmission tunnel around two feet long, starting at the firewall and working your way back. **BE SURE TO MAKE IT AS CENTERED AS POSSIBLE.** At first I recommend just going a few inches past the shifter. Later on you can cut it a little further so that it just clears the the screw bosses (threaded holes) for the two screws that secure the rear of the center console to the transmission tunnel.

Start with the Dead pedal

The one spot I prefer to start the installation with is at the dead pedal. The dead pedal is located on the floor to the left of the clutch and brake pedals. Most people often refer to it as the “foot rest”

Once the slit is cut on the transmission tunnel, peel back the carpeting around the dead pedal to give you some room to work. Now spray the spray adhesive fairly liberally on the dead pedal. This includes the front facing surface and the side surface of the dead pedal.

*****Please follow the directions on the adhesive bottle for how long you should wait before adhering the carpeting to the adhesive.*****

Go ahead and start the carpet to the dead pedal. Sometimes using a heat gun (or hair dryer if your girlfriend or wife isn't looking) can make the carpet easier to work with on tight edges such as the ones on the dead pedal.

Always use caution when operating a heat gun not to burn yourself, or any other material. (You can refer to sidebar, "**How to Apply Heat**" for some tips on using a heat gun).

Cutting out the seat bolt holes

Now that you have fitted your carpet properly into your Mazda3 or Mazdaspeed3 go ahead and locate the bolts that you threaded back in their spots earlier. All you need to do is run your hand along the approximate areas of the bolts you threaded in and feel for the bolts. (If you have no idea what I am talking about, go back to the section called, **No Tracing Allowed!!**)

Using a utility knife or razor blade go ahead and carefully slice a hole at each of the bolts you located. The picture below shows the final product. This bolt hole as a pin just below it that the front seat rests on. That is the reason this one hole is longer.

How to Apply Heat

You can use a heat gun to soften the carpet fibers, allowing you to stretch it into place. Using a heat gun to make your install easier is not difficult. As long as you follow these quick tips:

- Read all instructions included with heat gun.
- Application of heat is typically used on molded sections of the kit (eg. dead pedal, front seat rails, etc).
- Use low-heat setting.
- You can use the gun to soften carpet fibres.
- Hold the gun 12-18 inches away and when your hands start to feel uncomfortably hot it's time to start forming.





Under Seat Heating Duct

Located underneath each of the front seats is a plastic heating duct that is used to heat the feet of your passengers. You will need to cut openings in the carpet for these ducts to function properly.

With your fingers feel for the opening of the duct (which faces the rear of the car) underneath the carpeting. When located, you are going to make a cut about 2 - 2.5" behind the opening of the duct (as shown by the red line in the diagram



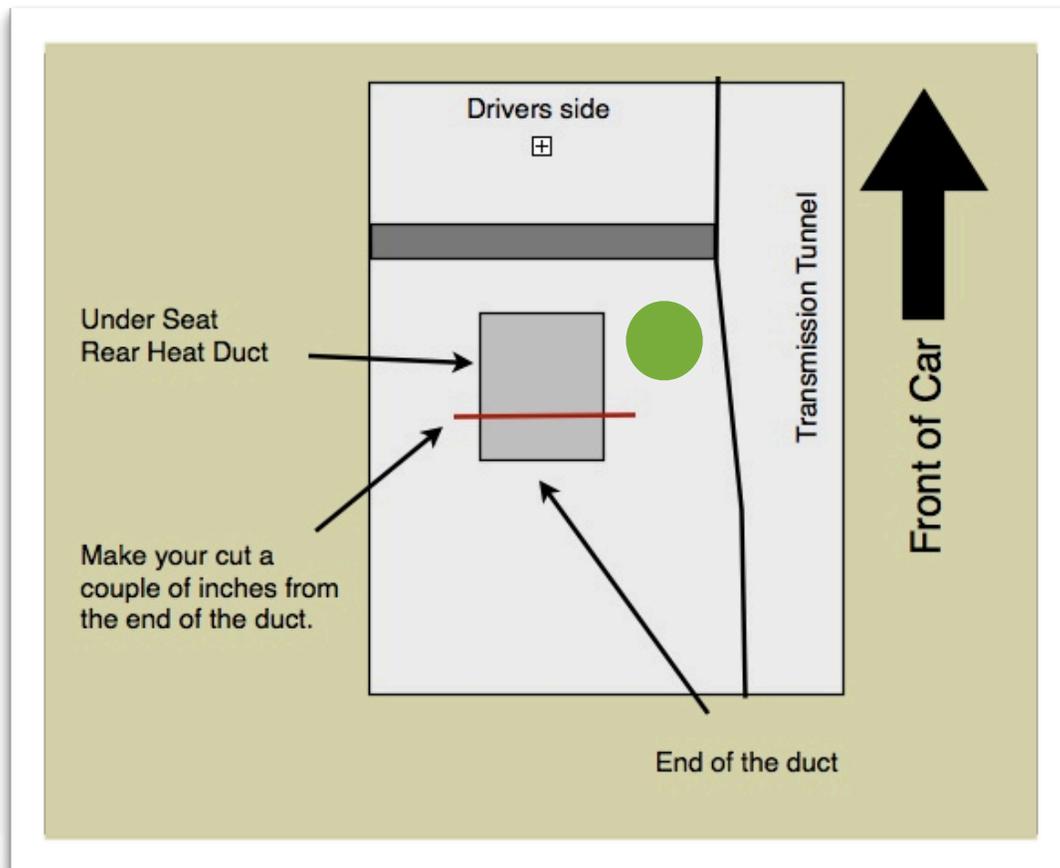
Circled in red above: the actual vent under the front seats as pictured from floor level. Behind the vent, the steel with the access holes is where the front of the front seats bolt onto to.

below) using a utility knife or razor. *Please be sure to follow all operating instructions when using these cutting tools and always stay safe.*

The reason we are making the cut behind the end of the opening is so that the carpeting can be tucked underneath the duct, leaving it exposed and able to function properly.

Under Seat Harness Opening

At this point you should make an 'L' shaped cut under each front seat just big enough to pass the harness through. Start small and slowly make your incision larger. The best spot for this would be somewhere between the rear of the vent under the front seats and the transmission tunnel. If you look at the diagram above the green circle gives you a general idea of the location I am speaking of.



Rear Seat

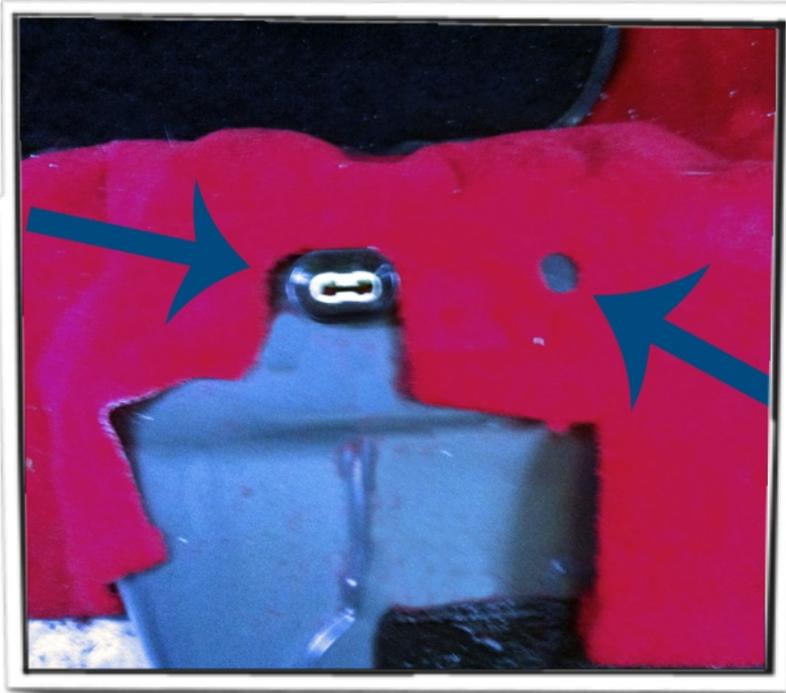
Laying the carpet in the rear passenger area less involved than the front half of the car. Once the carpet is spread out, it is very easy to get the carpet into its proper spot. For example the transmission tunnel (the hump that runs along the centre of the car, on which the centre console is mounted to), up and under the rear bench seat cushion.

Also make sure that the carpet gets tucked underneath the rear plastic interior trim that next to the outside edges of the rear bench seat. This trim piece gets connected with the rear door sill trim pieces. Take a look at the picture to the right for the clarification.



The Arrow shows the carpet tucked underneath the plastic trim

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Once you have the carpet tucked under that trim, you are going to want to **A)** pierce a small hole for the trim fastener to secure the carpet to the metal floor under the rear bench seat (next to the plastic clip that secures the rear bench seat) and **B)** to trim the carpeting just enough to expose the plastic clip that secures to the bench seat.

Arrow on Left: *clip that secures rear bench seat.*

Arrow on Right: *Plastic fastener to secure carpeting.*



Now test fit the back seat to assess how much carpet you are going to want to trim. Personally, I test fit the bench seat several times to ensure that I do not cut away too much and I like to leave several inches of extra material.

Take a look at the previous photos of this section to see that you do not need to be scared to leave excess carpet under the seat.

The photo on the left is what it looks like with the bench seat back in place.

4. Trimming Carpet Kit & Re-Installing Your Interior.

Sweet, we are now beginning to get to the end of the install of your Premium Molded Carpet Kit. At this point you have already mounted the carpet kit, cut out the bolt holes for the front seats, seatbelt mounting point and for the rear heat ducts located underneath the front seats.

In this section you are going to start trimming the excess carpeting from the kit and start putting your interior back together again. If you figure you need to take a break for either some food or just to stretch out, take it. You're not running a marathon here and there is no time limit.

The V-Cut

At certain points during your installation you will find that because of certain bends, that you will have tufts of extra carpet that will not sit flat. These tufts

The trick to getting these areas "flattened" what you need to do is cut the material in a 'V'-shape so that the material can sit flat.

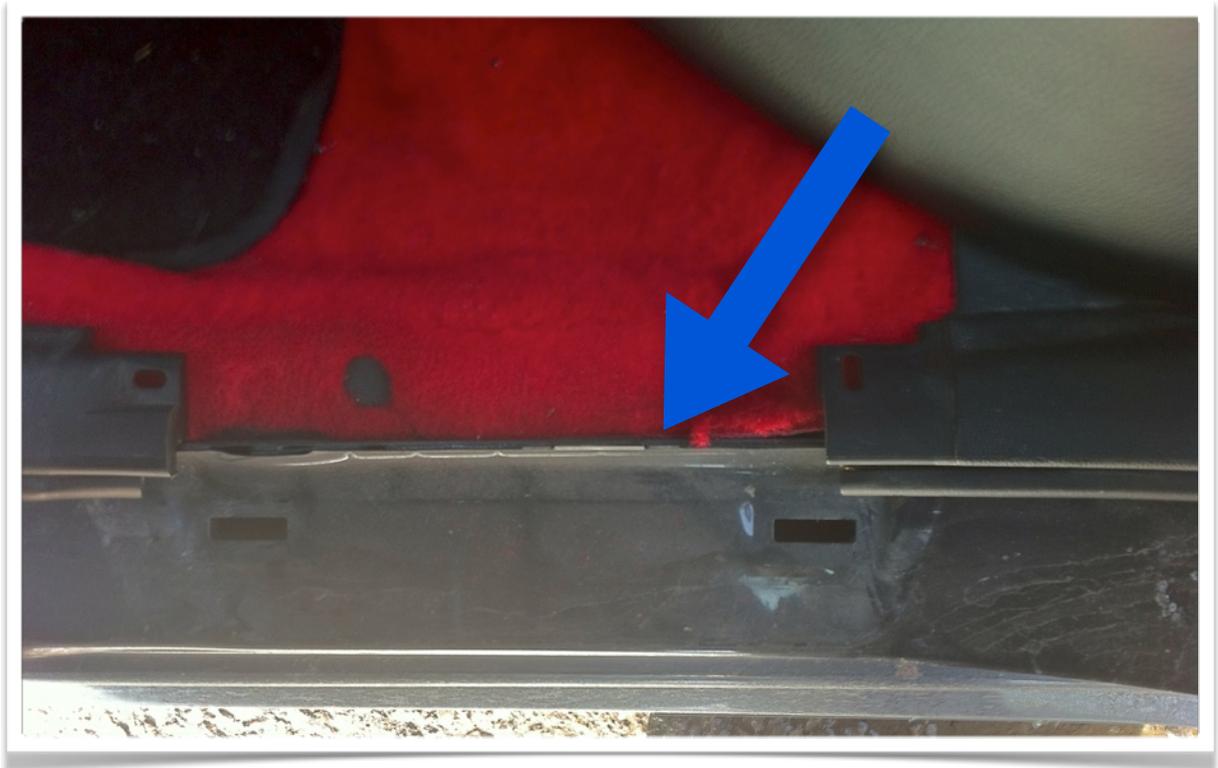
Please note that this technique is to only be used in areas that are hidden. Examples of areas like this are the outside edges of the rear seat floor that is covered by the rear bench seat and underneath the kick panels.

Trimming Carpet Along Door Openings

Next step is to start trimming some of the excess carpet along the door openings or the door sills. Ensure that the carpeting that is laying on the floor of car along the opening is laying. I use a heavy object, like a weight, brick or something similar to free up my hands.

With the carpet now on the floor weighted down, start positioning the carpet along the seam ridge (Blue Arrow) and carefully cut off the excess carpet off on the inside of the seam (inside referring to the inside of the car).

I like to use the actual ridge seam as a guide and cut along it. Once the cut is complete go ahead and pierce the holes in the carpeting for the plastic push fasteners and install them.

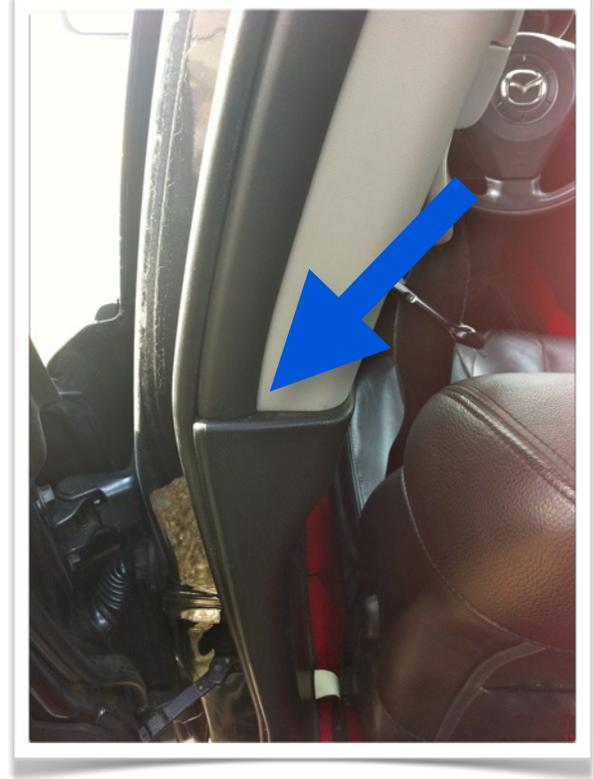


Re-Install 'B' Pillar Trim

Re-installing the 'B' Pillar Trim is easy, but there is a slight little trick that makes it a literal snap to install. When I install the 'B' pillar trim piece, I always start on either the left or right side and position the indents with the rubber weatherstripping around the door and slowly pop the panel back into place.

Re-Install Door Sills

Re-installing the plastic Door Sills is even easier than the 'B' pillar trim. Just position each door sill into place on at a time and then push down to snap them into place. My tool of choice is a "Brock Lesnar-style", Hammer Fist to pop the snaps back into place and your done.



The Blue Arrow pointing to the indent in 'B' Pillar trim for weatherstripping.



Former UFC Heavyweight Champion, Brock Lesnar demonstrating how to install a door sill on a Mazda 3.

Re-Install Centre Console

Make sure that you cut a slit in the carpet kit, that runs along the center of the transmission tunnel. Make the cut long enough to reach the bracket which is located at the rear of the center console screws back into.

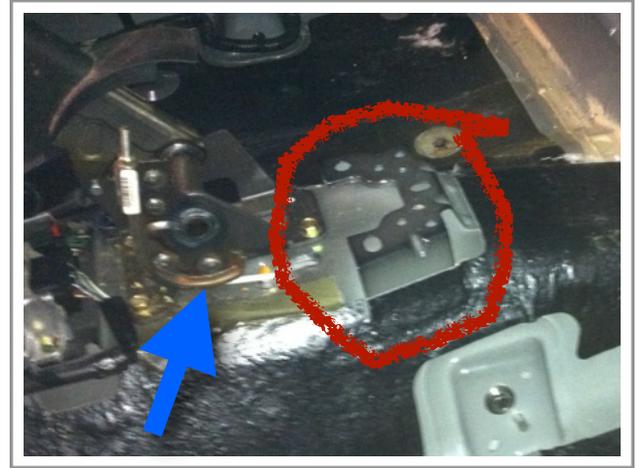
Personally, I like to leave the bracket covered and cut small square openings that are large enough for the screws to reach their bosses.

Always be sure to be conservative with your cuts.

By the way, you are going to have some excess carpeting along the center console. Do not trim this carpet until you place the center console back into place. You want to make sure to have a several inches of carpeting that is above the bottom of the center console. Be sure that the excess carpet that you leave behind does not interfere with the functioning of the shifter or parking brake.

Now go ahead and reinstall the remainder of the center console in the reverse order of the instructions provided on [page 8](#).

Don't forget the additional trim for the front of the center console under the dashboard. You will find these panels detailed on [page 10](#). You may have to trim some carpet to allow the two panels at the front of the center console to mount. Make sure that the carpeting located underneath the gas pedal is resting against the firewall/floor before you trim any carpet under these panels. My advice is make sure to trim as little as possible.



Blue Arrow: *Hand Brake Assembly Base.*
Red Circle: *Rear Mounting Bracket for Center Console.*

Re-Install Kick Panels

Again the installation of the kick panels at the front of your car is the reverse order of our instructions on [page 10](#). Again you are most likely going to have to trim some carpet. I recommend trimming as little of the carpet as possible and leave excess material.

Re-Install Front Seats

Installing the front seats is the opposite of what is found on [page 8](#). Place the seat into its proper place, then tilt the entire seat backward so the back rest is resting on the rear seat. The seat cushion should be elevated so that you can reconnect the wiring harness to each seat.

Once the harness is connected lower the seat back to its place, remove all the bolts from there spots so that you can bolt the seats back in to there place. Be sure to bolt down the seats and the seat belt bolts and then torque them to the recommended manufacturers specifications.

Proceed to clip all the plastic trim pieces that cover the seat bolts and seat belt bolts.

The End?

So that is it. At this point you should have your interior back together again and oh yeah, don't forget to reconnect your car battery. With your interior back together again, sit in the drivers seat of your Mazda3. Look at the great job you did. Smell that new carpet smell. Take it in.

Now get your ass back to setting your favorite radio stations on your stereo. Clean the outside, take some photos of your ride (inside and out) and share it with us on Facebook or on Twitter.

Contact Us

You may have questions either before you order or have some questions once your kit has arrived. We welcome you to contact us through your method of choice. There are the ways to contact us with any questions or comments you may have. You can visit us and comment on our blog, follow us on Twitter, email or call. Either way you will find it all listed here.



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Finally, use your head. Nothing in this Guide is intended to replace common sense, legal, medical or other professional advice, and is meant to inform and entertain the reader. So have fun with the Mazda3carpet.com Premium Molded Carpet Installation Guide, and get your stuff done.

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