Does Driving Matter?

Does a long, winding road or an empty freeway on Christmas morning matter if the car you're in doesn't take advantage of the moment?

Does safety, technology, efficiency or even beauty matter, if a car doesn't feel right in your hands?

If you build Mazdas, driving is what matters most.

That's why everything we do has one purpose... to make driving better.

Like creating safety technology that inspires confidence.

Engine technology that makes our cars and SUVs more fuel-efficient, responsive.

And sticky in the turns.

With designs that capture motion, even when the car isn't moving.

What's better than a great driving car?

A car company that won't build anything less.

MAZDA. Driving Matters™
WELCOME TO A NEW POINT OF VIEW.

Leave conventional thinking, preconceived notions and even the beaten path behind. This is the start of something new. Meet the Mazda CX-3. This capable compact crossover is designed to elevate your view so you can navigate the urban jungle with confidence—all in bold KODO: “Soul of Motion” styling. And when you’re ready to leave city life behind, you can explore new terrain with an available i-ACTIV AWD™ all-wheel drive system.

In a vehicle built on the premise that driving matters, life is no longer about getting from Point A to Point B, but experiencing all the adventures in between.
Can stunning design inspire confidence behind the wheel?
The CX-3 is a study in striking, yet well-balanced design proportions. From available machined 18-inch aluminum alloy wheels and rich door contours to exceptionally short overhangs and blacked-out D-pillars, everything about the CX-3’s overall form makes it appear strong and firmly planted to the ground. It’s the essence of our dynamic KODO design expression: simple lines that express energy in motion, even at a standstill. Once again, the CX-3 proves that you don’t have to be oversized to make a big impression.
In this segment, it looks like the CX-3 could just be your best bet.

— autoweek.com, May 2015
WE USED HIGH-END MINIMALIST DESIGN TO MAXIMIZE INTERIOR COMFORT.
Mazda CX-3 Grand Touring interior shown in Parchment leather

Inside, a radically new design sensibility expresses the CX-3’s unique character. Our designers combined colors and fabrics in unexpected ways to create a feeling of sporty refinement. Handle bezels are designed in a sharp futuristic form. On select models, carefully crafted lines of stitching throughout the cabin, from the seats and armrests to the center section, create a feeling that’s solid and rich. And on Grand Touring models, soft piping forms a stylish accent between the leather seats and Lux Suede® center section. Everywhere you look, clean lines and modern design help eliminate distraction, so you can focus on what matters most—driving.
In the versatile CX-3, you never know where you might end up. Fortunately, it’s built with SKYACTIV®-Chassis and SKYACTIV®-Body technologies specifically designed to meet the unique demands of a compact crossover. Ready for adventure, the CX-3’s suspension system is carefully tuned to the driver to minimize excess body movement and maximize control, so you can enjoy a smoother drive, regardless of terrain. A spirited SKYACTIV-G 2.0-liter, 146 horsepower engine delivers powerful, linear acceleration and abundant torque in diverse situations, from urban roadways to remote byways. And, the 6-speed SKYACTIV-Drive automatic transmission features Sport Mode, which gives you a feeling of extra power, thanks to a more performance-oriented shifting pattern that holds lower gears longer to keep you higher on the power curve.
When driving matters, excellent fuel efficiency never comes at the cost of performance. So of course, our driving-obsessed engineers found a way to enhance both. It’s called SKYACTIV TECHNOLOGY.

**PERFORMANCE + EFFICIENCY**

Every aspect of the Mazda CX-3, from its body construction and engine technology to its chassis and transmission, is engineered to maximize its driving dynamics. And minimize carbon footprint. SKYACTIV TECHNOLOGY is one of the reasons why Mazda vehicles offer a better overall driving experience with equally impressive EPA-estimated MPG ratings.

*Based on EPA estimates for 2016 Mazda CX-3 FWD models with 2.0L engine and automatic transmission (29 city/35 highway MPG). Actual results will vary.*
It can in the CX-3, thanks to our new available i-ACTIV AWD all-wheel drive system. Designed to help you stay focused on driving enjoyment, it uses Active Torque Control Coupling technology to automatically apportion power to the front and rear wheels in accordance with the condition of the road surface and data from your vehicle.

The system works by actively monitoring and forecasting the CX-3’s operating conditions. Everything from the outside temperature and windshield wiper use, to your accelerating and braking patterns, is used to predict when AWD might be needed to deliver ideal traction before the wheels slip, providing a greater feeling of control and confidence on the road.

CAN PREDICTABILITY MAKE YOU FEEL MORE SPONTANEOUS?

THE COAST IS CLEAR.

You don’t have to drive in inclement weather to benefit from the CX-3’s available i-ACTIV AWD all-wheel drive system. Even while coasting down a winding hill or simply making a sharp turn, the system can help stabilize the CX-3 and improve its overall road grip. That’s because the Active Torque Control Coupling technology works behind the scenes, automatically sensing changes in steering effort, and distributing torque more evenly to help you stay on your intended path. Seamlessly.
CHANGE YOUR PERSPECTIVE ON DRIVING. LITERALLY.

The moment you sit down in the CX-3, you’re elevated in a driver-centric cabin that’s higher than a standard car, designed to expand your visibility of the world around you. On the dash, you’ll see futuristic-looking analog dials and a 7-inch full-color display screen. The center console is equipped with a convenient Commander control that allows you to navigate through a multitude of infotainment options. Because driving matters, we carefully thought of every detail to make your CX-3 feel like a second home—and driving feel like second nature.
OUR ENGINEERS CONSIDER YOUR DRIVING EXPERIENCE FROM HEAD TO TOE.

We believe driving enjoyment is in the details. That’s why we put special care into engineering the features you might not think about, but make a big impact behind the wheel. Like the CX-3’s available Active Driving Display. By projecting critical driving information directly within your line of sight, it helps you process information faster by keeping your eyes focused on one place—the road ahead.

At your feet, even the CX-3’s most basic features, like foot pedals, are engineered to make driving effortless and enjoyable. Symmetrically placed to align with the driver’s centerline, each pedal is specifically designed for easier and more precise control and stability—all to help eliminate foot fatigue on longer drives.

SMALL DETAILS MAKE A BIG DIFFERENCE.
MAKE A GETAWAY WITHOUT MISSING A THING.

When driving is in your DNA, you build cars that can go the distance without distraction. That’s the thinking behind our MAZDA CONNECT™ infotainment system. Standard on every CX-3, it provides information, entertainment and connection to the outside world. Just use the multifunction Commander control on the center console to navigate the multitude of functions displayed on the 7-inch full-color touch-screen display. It’s impressive technology that keeps you in close touch, even when you’re far away.

![Image of car interior with infotainment system]

1. Don’t drive while distracted. Even with voice commands, only use MAZDA CONNECT™ / other devices when safe. Some features may be locked out while the vehicle is in gear. Not all features are compatible with all phones. Message and data rates may apply.

2. Our convenient available factory-integrated Mazda Navigation System, standard on Grand Touring models, offers the advanced features of today’s navigation devices, including voice commands and advanced lane guidance. Plus, getting around town—or out of town—has never been easier, thanks to the system’s 3D interactive map with step-by-step audio directions.

3. Of course, AM/FM radio is always a choice, but now there are new ways to explore music and infotainment options via your Bluetooth®-enabled and Internet-connected device. Connect by your Facebook and Twitter feeds or listen to your own playlists, or choose something from the integrated Internet radio apps such as Pandora® Aha™ and Stitcher™.

4. With voice commands, making and receiving calls is as easy as pushing a button and saying hello. Thanks to Bluetooth® hands-free phone and audio streaming, you stay entertained with streaming audio from your compatible mobile device. And SMS Text Message Audio Delivery and Reply allows you to enjoy fully integrated text display and audible readout, and the ability to reply by choosing from a number of preset, standardized return messages.

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Entertain

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LANE DEPARTURE WARNING SYSTEM
This available system gives audible and visual warnings when the vehicle is about to unintentionally depart from its lane at a speed of 44 mph or higher.

SMART BRAKE SUPPORT
Similar to Smart City Brake Support, this system is intended to help avoid or reduce the severity of a collision, but operates at higher rates of speed (above 10 mph) like freeway driving. The Collision Warning feature will alert the driver that braking is immediately necessary. If the radar sensor determines that a collision is unavoidable, the automatic brake control will engage.

DISTANCE RECOGNITION SUPPORT SYSTEM
Monitoring the distance between you and traffic ahead just got easier. At speeds above 19 mph, our available Distance Recognition Support System uses radar technology to measure the distance between your CX-3 and the vehicle ahead and indicates a recommended following distance. If your vehicle encroaches on this recommended distance, a visual warning shows in the CX-3’s information display.

REAR CROSS TRAFFIC ALERT
When backing up, this available feature detects a vehicle approaching from the side and promptly alerts the driver with an audible warning, as well as a visual warning in either side mirror and the 7” display screen.

LED HEADLIGHTS WITH ADAPTIVE FRONT-LIGHTING SYSTEM
The CX-3 offers available LED headlights with Mazda’s Adaptive Front-lighting System. These headlights are specifically designed to help you see around corners at night. As you turn into a corner, the headlights pivot up to 15 degrees in the direction of your turn, improving visibility and allowing you to spot potential hazards and dangers ahead.

SMART BRAKE SUPPORT
City driving offers its own treacherous obstacle courses. In order to help avoid or reduce the severity of a collision, the CX-3 offers an available Smart City Brake Support system. When traveling at speeds between about 2 and 18 mph, this intuitive system detects objects ahead and prepares the vehicle by adjusting brake pads closer to the disc. If no driver action is taken, the system automatically applies the brakes.

HIGH BEAM CONTROL
Available High Beam Control helps the driver see better at night by maximizing opportunities to use the high beams. The system automatically switches to low beams when it detects oncoming traffic and/or a vehicle ahead.

ADVANCED BLIND SPOT MONITORING
This available system uses radar sensors to detect objects in your left or right blind spots, and then alerts you with a warning light that appears in the corresponding side mirror. If you signal a lane change while an object is there, the light blinks and a cabin warning chime sounds. And prior to a lane change made with the turn signal on, the system warns of fast-approaching vehicles that may enter a blind spot unexpectedly.

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SAFETY MATTERS.
We think your Mazda CX-3 should be a relaxing, safe haven where you can escape from a hectic world. To make this simple concept a reality, it took a suite of complex technologies—all designed to provide you with the ultimate sense of awareness and connectedness. i-ACTIVSENSE safety innovations employ sophisticated technologies like lasers and radar to literally give you a sixth sense for safety by helping to alert you to hazards before they happen. It’s another way Mazda helps you focus on what matters: driving.

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What you can do in life depends on your options. And with the CX-3, you have plenty of them. Starting with 60/40 split fold-flat seatbacks that transform your compact 5-seat passenger vehicle into a roomy open cabin with up to 44.5 cubic feet of flexible cargo space! That’s enough room for a dozen dachshunds, 48 soccer ball dog toys, 6 bags of dog food, a hundred Frisbees and a million adventures. In a CX-3, driving becomes more than just getting to your destination, but about taking advantage of unexpected journeys along the way.

WITH MORE SPACE INSIDE, YOU CAN DO MORE OUTSIDE.

Please remember to properly secure all cargo.

Mazda CX-3 Grand Touring interior shown in Parchment leather
“The CX-3 is a fun and feisty runabout with a can-do attitude, promising taut handling paired with edgy styling.”
— caranddriver.com, May 2015
MAZDA CX-3 COLORS

- Soul Red Metallic*
- Crystal White Pearl Mica*
- Jet Black Mica
- Titanium Flash Mica
- Deep Crystal Blue Mica
- Ceramic Metallic
- Meteor Gray Mica
- Jet Black Mica
- Deep Crystal Blue Mica
- Sky Blue Mica

*Extra cost option.

MAZDA CX-3 UPHOLSTERY

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<th>GRAND TOURING</th>
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<tr>
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<td>Black Leatherette</td>
<td>Black Leather</td>
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MAZDA CX-3 WHEELS

- 16" Alloy
- 18" Alloy

“It’s yet another Mazda that skyrockets to the top of its class in terms of driving pleasure and enjoyment.” — automobilemag.com

Mazda CX-3 Grand Touring shown in Ceramic Metallic.
16-INCH ALLOY WHEEL
18-INCH ALLOY WHEEL
PARCHMENT LEATHER
BLACK LEATHERETTE
BLACK LEATHER
BLACK CLOTH

MAZDA CX-3 SPORT
MAZDA CX-3 TOURING
MAZDA CX-3 GRAND TOURING

Bluetooth®
— E911 automatic emergency notification
— Stitcher™ internet radio integration
curtains (front and rear) with roll-over protection
Tilt and telescopic steering column
Tire Pressure Monitoring System
6-speaker sound system
60/40 split fold-down rear seats
Power door locks with remote keyless entry
Steering-wheel mounted audio and cruise controls
Power windows with driver’s one-touch down/up
Push button start
Air conditioning with pollen filter
Variable-intermittent windshield wipers
Halogen headlights with automatic shutoff
Front Wheel Drive or available i-ACTIV AWD all-wheel drive system
Carpet Floor Mats

Radio Broadcast Data System program information
7.0” full-color touch-screen display
includes power sliding-glass moonroof,
Advanced Blind Spot Monitoring
Driver’s armrest
Heated body-colored power side mirrors with integrated turn signal lamps
or in place of CX-3 Sport:
package,5 tonneau cover
Adaptive Front-lighting System
Automatic climate control with pollen filter
Active Driving Display
Adaptive Frontlighting System
Tonneau cover

PACKAGE
Premium Package includes power glass panoramic Roof*®, power sliding-glass sunroof, and navigation system
Power sliding-glass moonroof with tilt feature
Sh Aviv®® package
Drive Selectability: Road with 4-month subscription to the Sirius All Access package
Power sunroof

PACKAGES
— Adaptive Blindspot Monitoring
— Leather-trimmed seats with Lux Suede®® insert
— Power sliding-glass moonroof with tilt feature
— LED combination taillights
— LED fog lights
— LED headlights with auto leveling

INTERIOR DIMENSIONS

Curved moonroof

WE’RE COMMITTED TO OUR DRIVERS.
Every new 2016 Mazda CX-3 is protected by:
• 3-year / 36,000-mile1 New Vehicle Limited Warranty
• 3-year / 36,000-mile1 24/7 Emergency Roadside Assistance Program
• 5-year / unlimited-mileage Warranty Against Body Rust-Through

FINANCING WITHOUT THE FUSS.
Whether you’re buying or leasing a new Mazda, Certified Pre-Owned Mazda or a used vehicle, Mazda Capital Services® can help make the financing process more convenient and satisfying.\n
For more information about the options and highly competitive rates.
To find out which purchase or lease plan is right for you, talk with your Mazda Dealer or visit MazdaUSA.com.

Your Mazda Extended Protection will be honored at Mazda dealerships worldwide, including in the event of a claim. Mazda Extended Protection will be honored at Mazda dealerships worldwide, including in the event of a claim. Mazda Extended Protection will be honored at Mazda dealerships worldwide, including in the event of a claim. Mazda Extended Protection will be honored at Mazda dealerships worldwide, including in the event of a claim.
NAVIGATION SYSTEM
This convenient system integrates with your car’s display screen to offer advanced lane guidance and a 3D interactive map. Plus, it can be controlled by voice commands.

MAZDA CX-3 ACCESSORIES. IT’S YOUR MAZDA—MAKE IT YOUR OWN.
For a full list of Genuine Mazda Accessories for your CX-3, please visit Accessories.MazdaUSA.com.

MAZDA MOBILE START®
Did you lock your car or not? Know for sure with the convenience of our smartphone-controlled Mazda Mobile Start App. Lock or unlock your doors, start the engine, turn on the rear defroster, or use the Carfinder function from just about anywhere. One-year subscription included.

REAR PARKING SENSORS®
Mounted discreetly within the bumper, the Rear Parking Sensors notify the driver of obstructions behind the vehicle using an alarm sound.

AUTO-DIMMING REARVIEW MIRROR WITH COMPASS AND HOMELINK®
With HomeLink®, you can program your garage door, entry gates and security lights to operate at the touch of a button. And the smart mirror system automatically adjusts to reduce glare from headlights behind you.

ALLOY PEDALS
Step up the look of your CX-3. Our high-quality aluminum Alloy Pedals give your car a sporty, more powerful appearance.

SIDE WINDOW DEFLECTORS
Looking for a quieter driving environment? These deflectors help reduce wind noise and keep inclement weather outside while you let fresh air in (set of 4).

COLLAPSIBLE CARGO CARRIER®
You’ve got a lot more to do than shop for groceries. This roomy carrier helps you pack in plenty of supplies, then lifts out and folds away flat to free up cargo space for your next errand.

ACCESSORIES.MazdaUSA.com
Last year during our Mazda Drive for Good® charitable program, our Mazda Dealers and partners raised millions of dollars for a number of national and local charities. But what’s even more significant is that collectively, we pledged more than 66,000 hours of volunteer time to local and national organizations across the country. Our Mazda Dealers have a long history of giving back both time and money to their own communities. And their efforts truly define our Mazda values.

Mazda Drive for Good® is just one of the many charitable programs that has allowed Mazda to donate millions to worthy causes across the United States since 1992.

Because giving back is the Mazda Way.

WE KNOW YOUR FIRST IMPRESSION OF MAZDA STARTS WITH US, YOUR MAZDA DEALER.

It’s a responsibility we don’t take lightly.

It’s why we work hard every day to make sure your customer service experience exceeds your expectations, in every way.

From the factory to your first test drive, and to every drive you’ll ever make in a Mazda, we’re here because driving matters.
PRODUCT CHANGES AND OPTIONS AVAILABILITY: Following publication of this brochure, certain changes in standard equipment, options, prices and the like—or product delays—may have occurred which would not be included in these pages. Your Mazda Dealer is your best source for up-to-date information. Mazda reserves the right to change product specifications at any time without incurring obligations. Options shown or described in this brochure are available at extra cost and may be offered only in combination with other options or subject to additional ordering requirements or limitations.