DOES DRIVING MATTER?

Does a long, winding road or an empty freeway on Sunday 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 makes driving better.

Like safety technology that inspires confidence.

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

And 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®

SOMEBWHERE BETWEEN POINT A AND POINT B.
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 subcompact 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?
YES.
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.

KODO: “Soul of Motion.” Energy in motion. Power in motion. It’s the inspiration behind the design of every Mazda vehicle. Created to transform ordinary sheet metal into something that embodies the vitality of a living being, KODO evokes the power and elegance of a wild animal in the instant before it pounces on its prey.
Smart City Brake Support operates under certain low-speed conditions between about 2 and 18 mph. It is not a substitute for safe and attentive driving. Factors including movement and shape of the object in front of the vehicle, weather conditions, and other cars on the road can all impact automatic braking.

Mazda CX-3 Grand Touring AWD shown in Soul Red Metallic.

“IIHS NAMED THE MAZDA CX-3 A 2016 TOP SAFETY PICK PLUS”
(MODELS EQUIPPED WITH AVAILABLE SMART CITY BRAKE SUPPORT)

— Insurance Institute for Highway Safety
WE USED HIGH-END MINIMALIST DESIGN TO MAXIMIZE INTERIOR COMFORT.
Inside, a radical 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 distractions, 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 subcompact 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.

THERE’S GETTING AROUND, AND THEN THERE’S DRIVING.
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.

1Based on EPA estimates for 2017 Mazda CX-3 FWD models with 2.0L engine and automatic transmission (29 city/34 highway MPG). Actual results will vary.
It can in the CX-3, thanks to our 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 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. Seamless.

CAN PREDICTABILITY MAKE YOU FEEL MORE SPONTANEOUS?

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 help deliver ideal traction before the wheels slip, providing a greater feeling of control and confidence on the road.

Mazda CX-3 Grand Touring AWD shown in Soul Red Metallic

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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.1 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.

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 motion. Not all features are compatible with all phones. Message and data rates may apply.

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

Similar to Smart City Brake Support, this available system can 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.

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.

DISTANCE RECOGNITION SUPPORT SYSTEM

At speeds above 19 mph, this available feature uses radar technology to measure the distance between your Mazda and the vehicle ahead, indicating a recommended following distance. If your vehicle encroaches on this recommended distance, a visual warning shows in your Mazda’s information display.

REAR CROSS TRAFFIC ALERT

When backing up, this available feature helps detect a vehicle approaching from the side and promptly alerts the driver with an audible warning, as well as a visual warning in either side mirrors.

LANE DEPARTURE WARNING SYSTEM

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

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.

WE FOCUS ON SAFETY, SO YOU CAN FOCUS ON DRIVING.

We think your Mazda CX-3 should be a relaxing, secure 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 cameras 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.

NOT TO SCALE.
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 subcompact 5-seat passenger vehicle into a roomy open cabin with up to 44.5 cubic feet of flexible cargo space.\(^1\) That’s enough room for a hundred Frisbees and a million adventures. In a CX-3, driving becomes more than just getting to your destination; it’s about taking advantage of unexpected journeys along the way.

\(^1\)44.5 cubic feet without the available Bose® Surround Sound System. Up to 42.3 cubic feet of cargo space with Bose®. Please remember to properly secure all cargo.
“THE CX-3 IS A FUN AND FEISTY RUNABOUT WITH A CAN-DO ATTITUDE, PROMISING TAUT HANDLING PAIRED WITH EDGY STYLING.”

— caranddriver.com, June 2016
MAZDA CX-3 COLORS

Soul Red Metallic
Titanium Flash Mica
Varied Gray Mica
Jet Black Mica
Tribute Pearl Mica

Deep Crystal Blue Mist
Dynamics Blue Mica

Extra cost option.

MAZDA CX-3 UPHOLSTERY

<table>
<thead>
<tr>
<th>SPORT</th>
<th>TOURING</th>
<th>GRAND TOURING</th>
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<tr>
<td>Black Cloth</td>
<td>Black Leatherette with red piping</td>
<td>Black Leather with red piping</td>
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Black Leather with red piping
Parchment Leather with red piping

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.”

- AUTOMOBILE

Mazda CX-3 Grand Touring shown in Ceramic Metallic

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- AUTOMOBILE

Mazda CX-3 Grand Touring shown in Ceramic Metallic
MAZDA CX-3 SPORT

Includes the following features:
- SKYACTIV®-G 2.0L 4-cylinder engine
- SKYACTIV-Drive 6-speed automatic transmission with manual shift and Sport mode
- Front Wheel Drive or available i-ACTIV AWD® all-wheel drive and Sport modes
- Front-wheel drive
- Power door locks with remote keyless entry
- Power windows with driver’s side touch control
- Power door locks with remote keyless entry
- 12V power outlet
- Auxiliary audio input jack and USB audio input port
- Tilt and telescopic steering column
- Trip computer

PACKAGE
- Premium Package includes power sliding glass moonroof, Driver’s 4-door Sensor Sunroof, CD Radio, SiriusXM Satellite radio with 4-month subscription to the Sirius All Access package, trim/tech package, 5-tonneau cover

REAR DIMENSIONS
- Tire size (FWD/AWD): P215/50 R18 tires (Touring and Grand Touring)
- Tires: 215/60 R16 tires (Sport)
- Rear seat cup holders: (2) on center console
- Cargo volume (cu ft): 20.1 cu ft
- Cargo volume with Bose® 7-speaker surround sound: 12.4 cu ft
- Overhead console with sunglass storage: 0.1 cu ft

WE’RE COMMITTED TO OUR DRIVERS.

Every new 2017 Mazda CX-3 is protected by a:
- 3-year/36,000 mile New Vehicle Limited Warranty
- 5-year/60,000 mile Limited Powertrain Warranty
- 5-year/60,000 mile Limited Powertrain Warranty

For details, see your dealer for details.

MAZDA CX-3 TOURING

Includes the following features in addition to or in place of CX-3 Sport:
- Leather seating surfaces
- Push-button start
- Power windows with driver’s side touch control
- Power door locks with remote keyless entry
- 12V power outlet
- Auxiliary audio input jack and USB audio input port
- Tilt and telescopic steering column
- Front-wheel drive

PACKAGE
- 6-speaker sound system
- Power sliding glass moonroof
- Driver’s 4-door Sensor Sunroof
- Satellite radio with 4-month subscription to the Sirius All Access package
- Black Leather with red piping

FUEL ECONOMY
- EPA-estimated MPG (city/hwy): 29/34 (FWD), 29/32 (AWD)

EXTERIOR DIMENSIONS (in)
- Headroom (front/rear): 38.6/37.2
- Headroom with moonroof (in): 37.0/33.2
- Legroom: 41.0/35.0
- Shoulder room: 55.0/46.0
- Hip room: 52.0/49.0
- Passenger volume (cu ft): 67.6 (without moonroof)
- 68.5 (with moonroof)
- Cargo volume (cu ft): 12.4 (with Bose® headroom/overall length (in): 184.6 (Touring and Grand Touring)
- Track, front/rear: 60.0/59.9
- Ground clearance: 7.0 (inch)
- Wheelbase (in): 106.8 (inch)
- Width (inch): 68.5 (with Bose®)

EXTERIOR DIMENSIONS
- Tire size (FWD/AWD): P215/50 R18 tires (Touring and Grand Touring)
- Tires: 215/60 R16 tires (Sport)
- Rear seat cup holders: (2) on center console
- Cargo volume (cu ft): 20.1 cu ft
- Cargo volume with Bose® 7-speaker surround sound: 12.4 cu ft

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- 5-year/60,000 mile Limited Powertrain Warranty

For details, see your dealer for details.

MAZDA CX-3 GRAND TOURING

Includes the following features in addition to or in place of CX-3 Touring:
- Heated front seats with 3-level adjustment
- Bose® 7-speaker Surround Sound system
- Mazda Advanced Keyless Entry System
- Mazda Advanced Keyless Entry System
- Adaptive Front-lighting System
- Active Driving Display
- Automatic climate control with pollen filter
- LED combination taillights
- Smart City Brake Support 7, Smart Brake Support 8, Lane Departure Warning and Mazda i-ACTIVSENSE® Package
- Adaptive Front-lighting System
- Active Driving Display
- Automatic climate control with pollen filter

FUEL ECONOMY
- EPA-estimated MPG (city/hwy): 29/34 (FWD), 29/32 (AWD)

EXTERIOR DIMENSIONS (in)
- Headroom (front/rear): 38.6/37.2
- Headroom with moonroof (in): 37.0/33.2
- Legroom: 41.0/35.0
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- Width (inch): 68.5 (with Bose®)

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- 5-year/60,000 mile Limited Powertrain Warranty

For details, see your dealer for details.
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 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. Visit MazdaMobileStart.com.

MAZDA MOBILE START®
With HomeLink® you can program your garage door, entry gates and security lights to open or close with the touch of a button. And the smart mirror system automatically adjusts to reduce glare from headlights behind you.

REAR PARKING SENSORS
Seamlessly integrated within the lower bumper, the Rear Parking Sensors use an alarm sound to notify the driver of obstructions behind the vehicle.

SIDE WINDOW DEFLECTORS
Keep the air flowing and the weather out. Add a little attitude to your CX-3 with Side Window Deflectors that let you keep your windows partially open for interior ventilation in all kinds of weather.

REAR PARKING SENSORS®
Seamlessly integrated within the lower bumper, the Rear Parking Sensors use an alarm sound to notify the driver of obstructions behind the vehicle.

ALLOY PEDALS
Add a powerful look and improve pedal grip in your CX-3 with these high-quality Alloy Pedals and Footrest.

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

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.

SIDE WINDOW DEFLECTORS
Keep the air flowing and the weather out. Add a little attitude to your CX-3 with Side Window Deflectors that let you keep your windows partially open for interior ventilation in all kinds of weather.

ALLOY PEDALS
Add a powerful look and improve pedal grip in your CX-3 with these high-quality Alloy Pedals and Footrest.

For a full list of Genuine Mazda Accessories for your CX-3, please visit Accessories.MazdaUSA.com.

MAZDA CX-3 ACCESSORIES.
IT’S YOUR MAZDA—MAKE IT YOUR OWN.

One-year subscription included. Continuation is $65 per year. App available on iPhone® and Android™ phones for specified Mazda vehicles with automatic transmissions. Check www.MazdaMobileStart.com for compatibility. Not compatible with all phones and carriers. Message and data rates may apply. Always check your mirrors and surroundings. Please remember to properly secure all cargo.
DRIVING MATTERS MOST WHEN YOU’RE DRIVING FOR GOOD.

To Mazda, there’s only one thing that means as much as driving: giving back.

The Mazda Drive for Good® event is our annual charitable program that allows us to give back to those in need. But we don’t do this alone. For every purchase of a Mazda, drivers like you have helped us raise millions of dollars for both national and local charities. But what’s even more significant is that for every test drive taken during the event, we pledge one hour of community service to local worthy causes across the country. And last year, we’ve pledged more than 72,000 hours of volunteer time to those who need it most. All thanks to people like you who simply took a test drive.

Our Mazda Dealers have a long history of giving back both time and money to their 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 to worthy causes across the United States since 1992.

Because we believe giving back matters.

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 to us, 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.