

2017 MAZDA CX-3



DOES DRIVING MATTER?

Does a long, winding road or an empty highway on Sunday morning matter if the car you're driving 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.

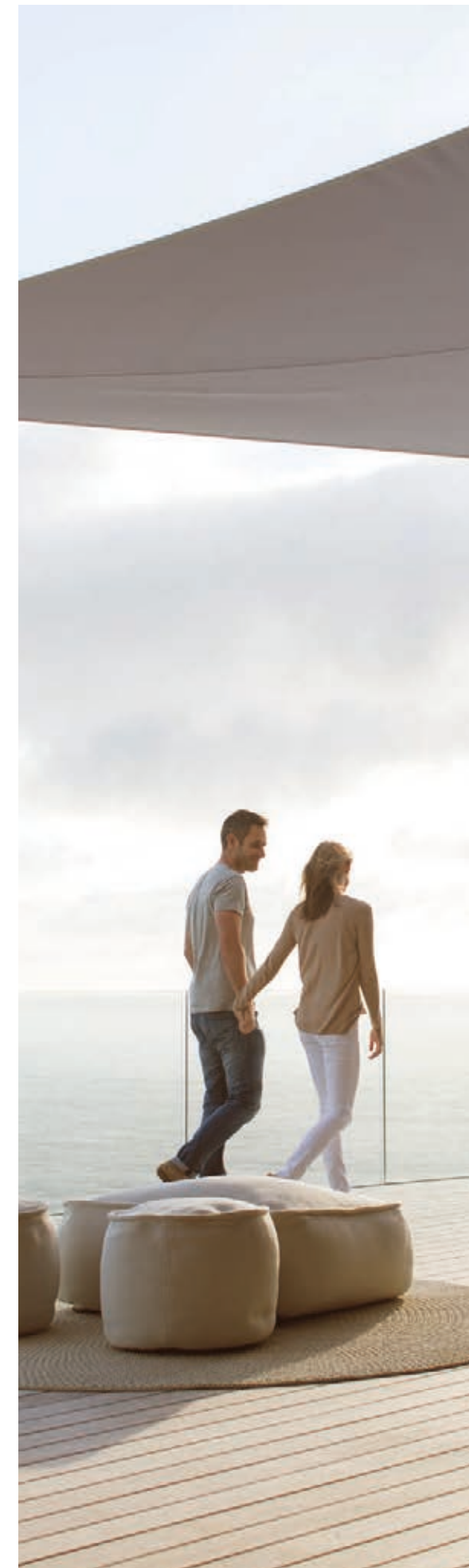
Engine technology that makes our cars and SUVs more fuel efficient, responsive. And sticky in the turns.

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 2017 CX-3. This talented compact crossover is designed to navigate the urban jungle with confidence, smarts and flair - all in bold KODO "Soul of Motion" design. Add the available i-ACTIV All-Wheel Drive*, and the CX-3 becomes your AWD accomplice for adventure and exploration. In a vehicle built on the premise that driving matters, life is no longer about getting from Point A to Point B, but experiencing the adventures in between.

*Optional on the GX and GS models and standard on the GT.

CAN STUNNING DESIGN INSPIRE CONFIDENCE BEHIND THE WHEEL?

YES.

The CX-3 is a study in striking, yet well-balanced, design proportions. From available gunmetal finish, 18-inch 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: Simple lines that express energy in motion, even at a standstill, proving that you don't have to be over-sized to make a big impression.



魂動

KODO: SOUL of MOTION

^

KODO "Soul of Motion" design: Energy in motion. Power in motion. And 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 exudes the power and elegance of a wild animal in the instant before it pounces on its prey.

SKYACTIV TECHNOLOGY

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 element of the 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 fuel economy ratings.



UP TO AN ESTIMATED
6.9 L/100 KM HWY*

SKYACTIV-G

Typical engines waste upwards of 70% of their energy potential, so we created an engine that works better, uses less fuel and emits less CO₂. The SKYACTIV-G 2.0 L engine produces 10% to 15% more low/mid-range torque, yet 15% lower fuel consumption and emissions than our previous 2.0 L engine.

SKYACTIV-CHASSIS

Engineered together with the SKYACTIV-Body to work in perfect harmony, the steering and suspension systems achieve two seemingly contradictory goals at once: To be nimble at low speeds, yet stable at high speeds. We also engineered them to be light, allowing for a more direct and agile feel.

SKYACTIV-DRIVE

Our engineers created a precise, high-performance automatic transmission that combines the direct, responsive feel of a manual transmission with the silky smoothness of an automatic. It is instantly responsive, yet delivers 7% more efficiency than our non-SKYACTIV automatic transmission.

SKYACTIV-BODY

We are constantly searching for new ways to make you safer behind the wheel. That's why Mazda uses ultra-high-tensile steel in the body. Because we crafted an efficient structural design and used ultra-high-tensile steel in critical areas, the CX-3's body is lighter than normal, yet it's stiffer and stronger.

mazda.ca/skyactiv

*Estimated fuel economy on the 2017 CX-3 FWD. Estimated fuel economy based on Government of Canada's approved, revised 5-cycle testing method. Your actual fuel consumption may vary depending on how, where and when you drive. For comparison purposes only. For more information on revised 5-cycle testing, visit mazda.ca/5cycle.



THERE'S GETTING AROUND. AND THEN THERE'S DRIVING.

In the versatile CX-3, you never know where you might end up. Fortunately, it's built to meet the demands of life. The suspension system minimizes excess body movement and maximizes control, so you can enjoy a smoother ride, regardless of terrain. Its spirited SKYACTIV-G 2.0 L, 146 horsepower engine delivers powerful, linear

acceleration and abundant torque on everything from urban roadways to remote byways. Plus, the 6-speed SKYACTIV-Drive automatic transmission features manual-shift mode to give you extra power and control. When you want sharper, more responsive acceleration, engage the Drive Selection at the flick of a switch.

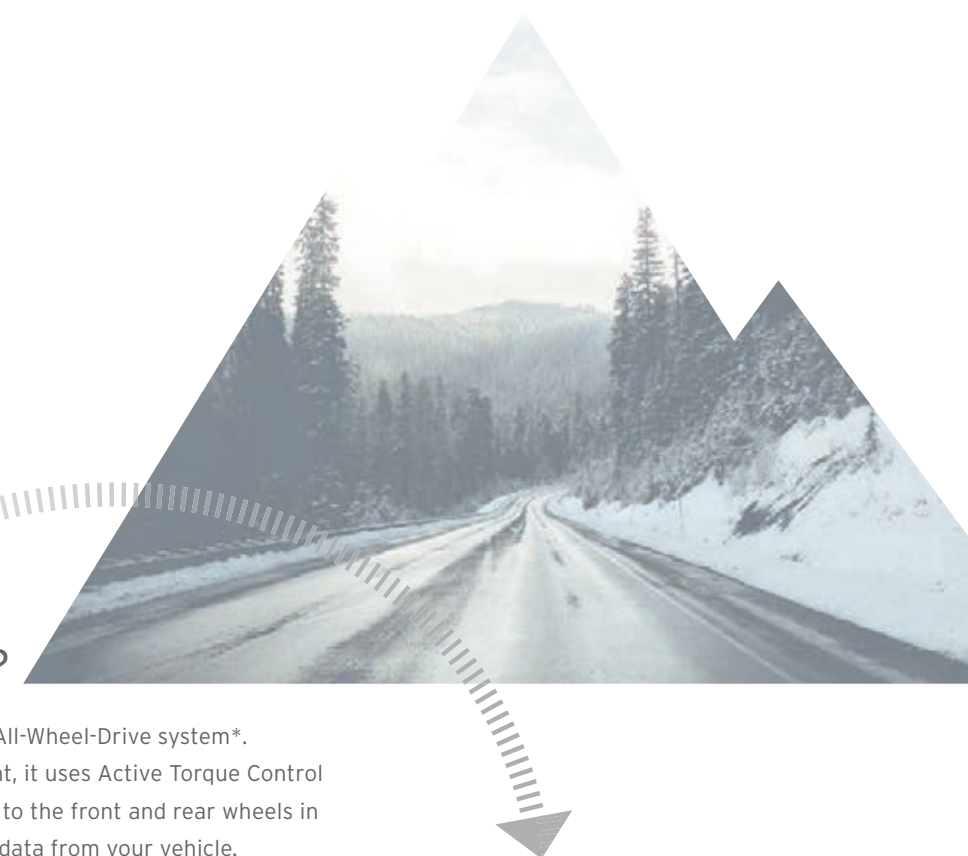


CAN PREDICTABILITY MAKE YOU FEEL MORE SPONTANEOUS?

It can in the CX-3, thanks to our new available i-ACTIV 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.

i-ACTIV AWD

The system works by using sensors to actively monitor and forecast 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.



THE COAST IS CLEAR

You don't have to drive in inclement weather to benefit from the CX-3's available i-ACTIV All-Wheel Drive. 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.

*Optional on the GX and GS models and standard on the GT.



CHANGE YOUR PERSPECTIVE ON DRIVING.

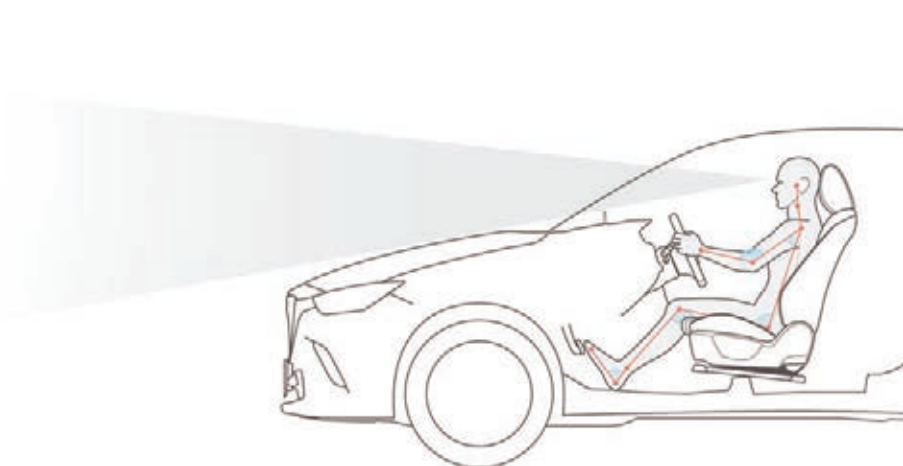
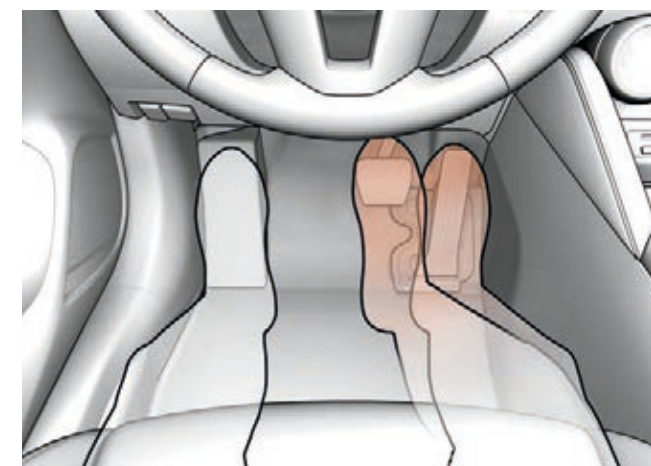
The moment you sit down in the CX-3, you're elevated in a driver-centric cabin that's higher than a standard car, to expand your visibility of the world around you. On the dash, you'll see futuristic-looking analog dials and a 7-inch, full-colour, touchscreen display. The centre console is equipped with a convenient HMI Commander 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.



< DRIVING ENJOYMENT IS IN THE DETAILS

That's why the CX-3 takes special care with features you might not think about, but make a big impact. Like the 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 the road ahead. At your feet, even the foot pedals are precisely engineered to be symmetrically aligned to help eliminate foot fatigue on longer drives.

*Standard on the GT model.





DRIVE YOUR STYLE.

What you can do in life depends on your options. With the CX-3, you have plenty of them. Starting with 60/40-split fold-down seatbacks that transform the CX-3 into a roomy, open cabin with up to 1,528 L* of flexible cargo space. But there's more. Inside, a radically new design sensibility expresses its unique character. Colours and fabrics combine in unexpected ways to create a feeling of simple, yet sporty, refinement.

Carefully crafted lines - from the seats and armrests to the centre console and dash - create a calm, confident feeling. And in the GT model, luxuriate in leather-trimmed seating with soft Lux Suede® accents. Everywhere you look, clean lines and modern design help eliminate distraction, so you can focus on the journey along the way.





MAKE A GETAWAY WITHOUT MISSING A THING.

When driving exhilaration 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 HMI Commander on the centre console to navigate the multitude of functions displayed on the 7-inch, colour touchscreen display. It's impressive technology that keeps you in close touch, even when you're far away.



ENTERTAIN

Of course, AM/FM radio or CD player 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 to your Facebook and Twitter feeds, listen to your own playlist or choose something from the integrated Internet-radio apps such as Aha™ and Stitcher™*. Plus, two USB ports and auxiliary input jack come standard on every CX-3.

COMMUNICATE

With voice commands, making and receiving calls is as easy as pushing a button on your steering wheel and saying "hello." And the CX-3's available Bluetooth® hands-free phone and audio-streaming capabilities allow you to enjoy fully integrated text message display and audible readout*. To reply, simply choose from a number of preset, standardized return messages.

NAVIGATE

Our convenient, available navigation system† offers the advanced features of today's navigation devices, including voice commands, point of interest (POI) and advanced lane guidance. And 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.



BOSE® SOUND SYSTEM

Bose®† audio features seven channels of custom equalization and digital signal processing through an impressive 7 speakers.

*Aha, Stitcher and SMS text functionality are a part of MAZDA CONNECT and are only compatible with certain devices.
 †Standard on the GT model.
 ‡Available as an accessory on the GX and GS models and standard on the GT model.



SAFETY MATTERS.

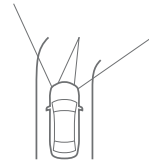
We think your Mazda CX-3 should be a relaxing, safe haven where you can escape from a hectic world. To make this simple concept a reality, it took a suite of complex technologies - all designed to provide you with the ultimate sense of awareness and connectedness. i-ACTIVSENSE safety innovations employ 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.



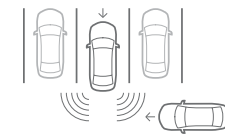
1 SMART CITY BRAKE SUPPORT
City driving offers its own treacherous obstacle courses. In order to help avoid or reduce the severity of a collision, the CX-3 offers an available Smart City Brake Support* system. When travelling at speeds at about 4 to 30 km/hour, this intuitive system detects objects ahead and prepares the vehicle by adjusting brake pads closer to the disc. If no driver action is taken, at speeds under 20 km/hour the system automatically applies the brakes.



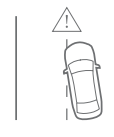
2 ADVANCED BLIND SPOT MONITORING
This available system* uses radar sensors to detect objects in your left or right blind spots, and then alerts you with a warning light that appears in the corresponding side mirror. If you signal a lane change while an object is there, the light blinks and a cabin warning 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.



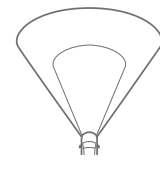
3 LED HEADLIGHTS WITH ADAPTIVE FRONT LIGHTING SYSTEM
The CX-3 offers available LED headlights with Mazda's Adaptive Front Lighting System†. These headlights are specifically designed to help you see around corners at night. As you turn into a corner, the headlights pivot up to 15 degrees in the direction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



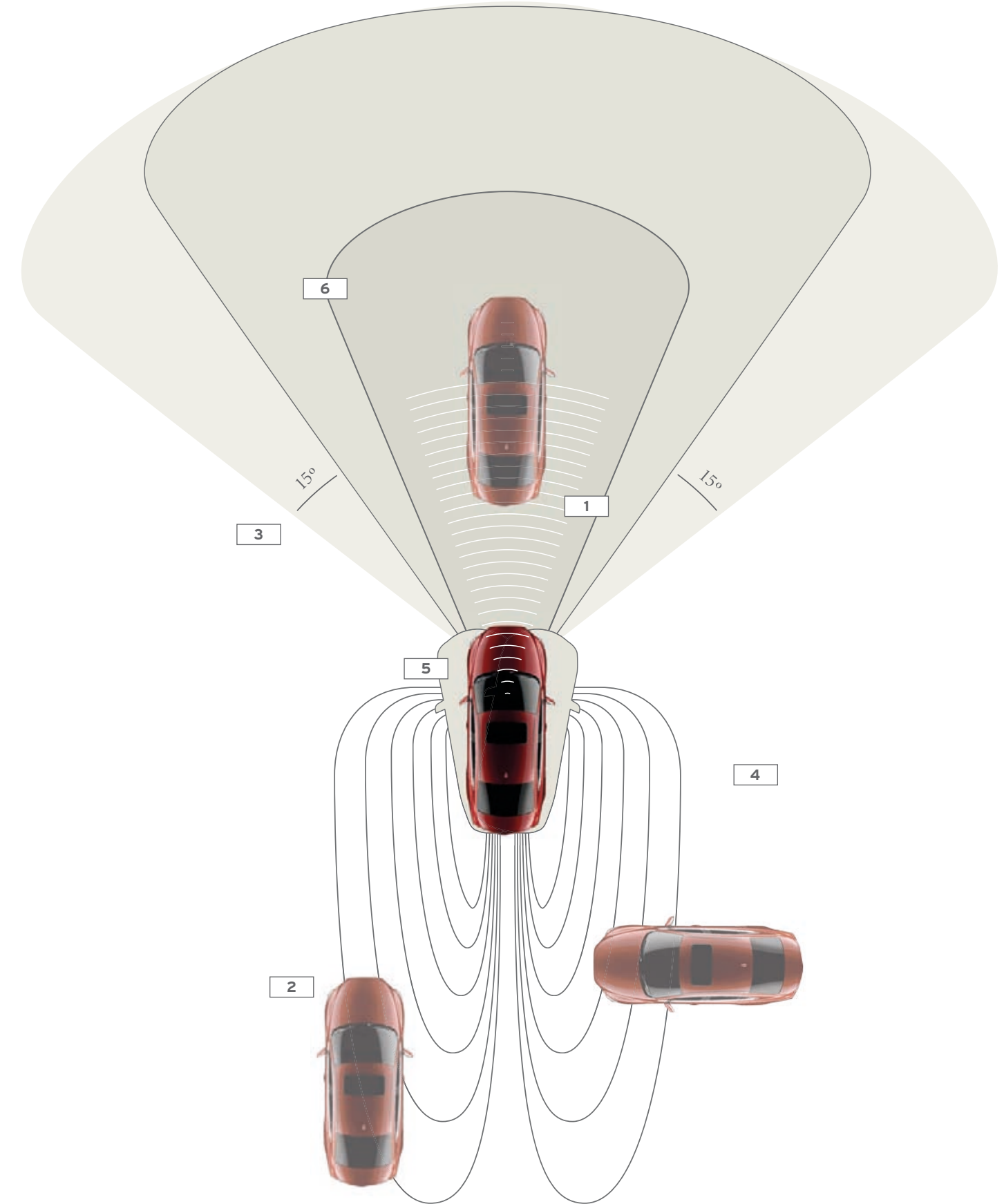
4 REAR CROSS TRAFFIC ALERT
When backing up, this available feature* detects a vehicle approaching from the side and promptly alerts the driver with an audible warning, as well as a visual warning in either side mirror.



5 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 70 km/hour or higher.



6 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.



*Available on the GT model with Technology Package.
†Standard on the GT model.

"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 ACCESSORIES. IT'S YOUR MAZDA - MAKE IT YOUR OWN.

Customize your new CX-3 with Genuine Mazda Accessories. When installed by your Mazda Dealer prior to or at initial vehicle retail delivery, Genuine Mazda Accessories carry the same new-vehicle limited warranty as your new Mazda. Ask your dealer for details.



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 Car Finder function from just about anywhere. One-year subscription included.



WHEELS

Put a new spin on your CX-3 with your choice of stylish alloy wheels. Available in a range of styles and sizes, select your favourite set for a ride that reflects your personality.



PREMIUM FLOOR LINERS

Combine style and function with our custom-fitted premium floor liners. Features patented anti-skid fibre technology, a striking design, and will protect your CX-3 for years to come.



NAVIGATION

Get where you need to go with our in-dash, integrated navigation system. Enjoy advanced lane guidance, 3D interactive map, intuitive voice commands, and much more.



ALLOY PEDALS

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



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.

VISIT MAZDA.CA FOR ACCESSORY OPTIONS.

*Please remember to properly secure all cargo.

MAZDA

UNLIMITED

CANADA'S ONLY UNLIMITED MILEAGE WARRANTY

STANDARD ON ALL NEW MODELS

**3-YEAR
NEW VEHICLE
UNLIMITED MILEAGE WARRANTY**

**3-YEAR
ROADSIDE ASSISTANCE
UNLIMITED MILEAGE**

**5-YEAR
POWERTRAIN
UNLIMITED MILEAGE WARRANTY**

**7-YEAR
ANTI-PERFORATION
UNLIMITED MILEAGE WARRANTY**

MAZDA VEHICLES ARE DESIGNED TO BE DRIVEN, AND TO PROVE IT, WE'VE INTRODUCED MAZDA UNLIMITED - THE ONLY WARRANTY PROGRAM OF ITS KIND IN CANADA.

Mazda Unlimited features unlimited mileage for our 3-year New Vehicle, 3-year Roadside Assistance, 5-year Powertrain and 7-year Anti-Perforation warranties, so you can focus on every thrilling moment spent behind the wheel instead of the odometer.

Standard on all new models.

What does Mazda Unlimited mean for you?

- Added confidence in the quality of the product you are driving
- Added protection, knowing Mazda will be there, kilometre after kilometre
- Added value, knowing that if you ever sell, trade or upgrade to a new vehicle during the warranty period, **Mazda Unlimited** will be transferable to the new owner
- Added peace of mind, knowing that there are no limits to how far you can go

To learn more about the Mazda Unlimited Warranty, visit mazdaunlimited.ca.

A SHARED LOVE OF EXHILARATION AND PERFORMANCE.

Mazda is the proud sponsor of two of Canada's premier athletic organizations. Canada Snowboard and CanoeKayak Canada are two organizations close to our heart. Canoeing, kayaking and snowboarding are all uniquely Canadian sports - sports that revel in the thrill of a good run and developing the performance chops to rise to the occasion and win.

Watch these exhilarating athletes in action at:

mazda.ca/en/sponsorships/canada-snowboard/



mazda.ca/en/sponsorships/canoe-kayak/



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 to make driving better.

BECAUSE DRIVING MATTERS.

FINANCING WITHOUT THE FUSS Whether you're buying or leasing a new Mazda, or a used vehicle, Mazda Financial Services can help make the financing process more convenient and satisfying. Mazda Financial Services is known for first-class customer service, a wide range of financing options and highly competitive rates. To find out which purchase or lease plan is right for you, talk with your Mazda Dealer or visit mazda.ca.

MAZDA ROADSIDE ASSISTANCE PROGRAM As part of our commitment to your total satisfaction, 2017 CX-3 owners are automatically enrolled in our Roadside Assistance Program. Roadside Assistance protects your CX-3 for the duration of the 3-year basic limited warranty. Should you require assistance during this period, our service will help to get your vehicle back on the road and minimize any inconvenience. For complete details on this program, see your Mazda Dealer or visit mazda.ca.

MAZDA MOBILITY ASSISTANCE PROGRAM Mazda Canada believes that vehicle access is vital for everyone. Under this program, physically challenged customers who purchase or lease a new, unused Mazda vehicle may be eligible to receive assistance from Mazda Canada Inc. to aid with the cost of acquiring and installing adaptive driving aids on their vehicle. For complete details on this program, see your Mazda Dealer.

MAZDA TEST-DRIVE EXPERIENCE Exhilaration begins with the Mazda Test-Drive Experience - a uniquely designed road trip engineered to take you miles beyond the ordinary test-drive. Down local streets, on-ramps, highways and off-ramps. Through straightaways, S-curves and corners. It's all about putting a Mazda to the test under real-world conditions. It's about discovering the superb acceleration, braking, steering, handling and ride quality that every Mazda offers. And rediscovering that fun, connected-to-the-road feeling we call Zoom-Zoom.

READY TO ROLL Our pre-delivery commitment means every new Mazda is inspected, gassed up and fitted with floor mats.



ADDED PROTECTION

For peace-of-mind motoring, we've created Mazda Added Protection Plan (M.A.P.) extended warranty plans. M.A.P. plans complement your Mazda Limited Warranty and protect you from unexpected repair expenses and the rising cost of repairs. All M.A.P. plans include Personal Budget and Repair Inflation Protection. In addition, all M.A.P. plans include Premium Roadside Assistance, Tire Road Hazard coverage and OEM Collision Part Coverage. Premium Roadside Assistance extends the roadside assistance coverage offered during the new-vehicle limited-warranty period throughout the M.A.P. term. The Premium Roadside Assistance offers Towing, Winching, Battery Boost, Out-of-Fuel Coverage, Tire Service, Lockout Service, Emergency Travel Expense Reimbursement and Travel Planning and Dealer Locator. Should you ever decide to sell your Mazda vehicle, M.A.P. is transferable to future owners and will enhance the resale value of your vehicle. The Mazda Added Protection Plan is fully backed and administered by Mazda Canada Inc. For more information, please contact your Mazda Dealer.



GRADUATE PROGRAM

Ask your dealer about Mazda's competitive program for recent university and college graduates.

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 and accessories 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. E. & O. E.

ZOOM-ZOOM



Find out more on:



Get more detailed information on your CX-3. Check out our website at mazda.ca for specifications and features, option packages, pricing, financing, to get a quote and find a dealer near you.

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DRIVING MATTERS

