



# MAZDA CX-3

We believe in the power of human potential;  
creativity, imagination and the amazing things  
we're all capable of when we're inspired.

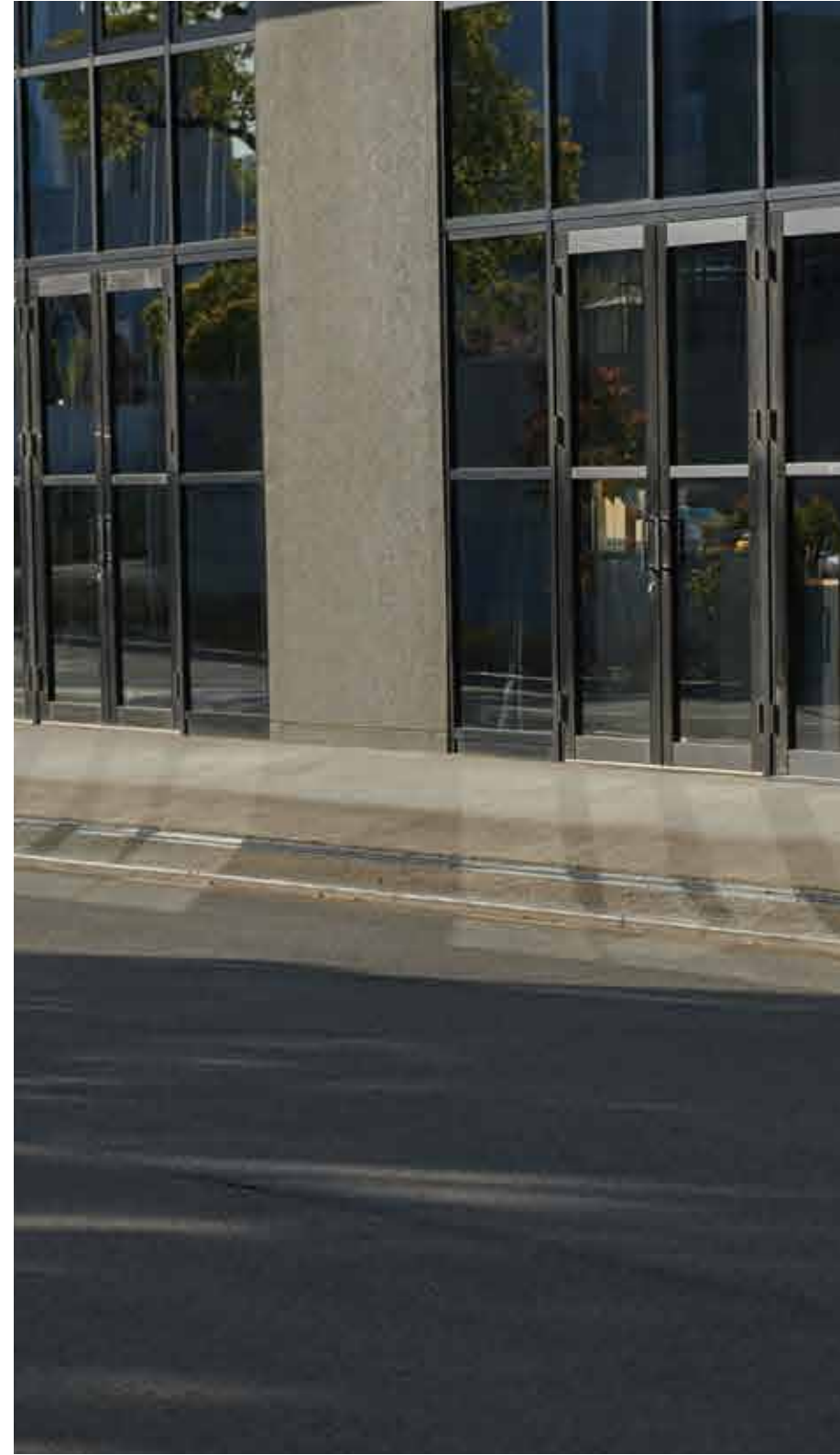
We believe in taking the unconventional road  
and going the extra mile to do work that inspires.

We believe in artisans, designers, engineers and ambassadors  
who pour human energy into their work.

We believe in the power of cars to move human emotions.  
To awaken senses, heighten reflexes, make pulses race.

We believe the joy of being alive comes from  
what we discover on our journey,  
and the inspiration we find in every mile.

**MAZDA MAKES YOU FEEL ALIVE.**









## DIGNITY EMOTIONALLY EXPRESSED

Bursting with the vitality of a free-spirited being, the exquisite CX-3 is more compelling than ever.

Mazda's Kodo — Soul of Motion design language endows it with new aesthetics, dignity and tension.

A renewed focus on traditional Japanese design stripped away embellishment to reveal a beautifully honed form that inspires observers and strengthens the bond between car and owner.

In CX-3, we take beauty and radical edginess to new heights that resonate with those seeking a vibrant life.





# HUMAN-CENTRIC ENGINEERING: THE KEY TO SATISFACTION

People — both drivers and passengers — have always been the central focus of Mazda vehicle development. *Jinba-ittai*, the uniquely Mazda feeling of being at one with the car, grew from this root to inspire Skyactiv Technology and its superior driving, safety and environmental performance. Further development resulted in Skyactiv-Vehicle Dynamics and G-Vectoring Control (GVC) for even greater driving pleasure. And now Skyactiv-Vehicle Architecture, the apex of our human-centric design philosophy, maximizes your natural ability to maintain balance in response to driving inputs to provide the ultimate in *Jinba-ittai* driving.

## G-VECTERING CONTROL (GVC)

### ENHANCING CHASSIS PERFORMANCE VIA THE ENGINE

Smooth transitions between G-forces when braking, turning and accelerating are an essential element of *Jinba-ittai*, and have been a major development focus at Mazda for many years. This unified feel to braking, steering and acceleration, along with consistent feedback, allows the driver to control the vehicle easily and precisely. And G-Vectoring Control (GVC) takes this dynamic, unified feel to an even higher level. It's a logical extension of Mazda's human-centric design and engineering philosophy that not only concentrates on mechanical efficiency but also considers how a vehicle should be in light of human characteristics. GVC is a new approach to controlling vehicle dynamics that uses the engine to enhance chassis performance, and it gives Mazda vehicles even smoother transitions between G-forces in all driving scenarios.

### NATURAL CONTROL GIVING GREATER RESPONSE AND STABILITY

Conventionally both lateral and fore-aft G-forces are controlled separately. In contrast, GVC adjusts engine torque according to the driver's steering inputs to give unified control of G-force in all directions and dynamically optimize the vertical load on each wheel. For example, the instant the driver begins to turn the wheel to enter a curve, GVC momentarily lowers engine torque to transfer weight to the front wheels and enhance the front tyres' grip. Then while a constant steering angle is maintained, GVC recovers engine torque to transfer load back to the rear wheels and heighten vehicle stability. This series of load transfers not only maximizes front and rear tyre grip to enhance response and stability in accordance with the driver's intentions, GVC does it so smoothly and naturally that neither the driver nor passengers feel any discomfort. And GVC demonstrates this effect over a wide range of situations from

low-speed everyday driving to high-speed emergency manoeuvres, and even on slippery road surfaces. Thanks to this dynamic load allocation, GVC greatly reduces the necessity for steering corrections, enabling the driver to maintain a chosen line with greater confidence and lower fatigue on long drives. What's more, by smoothing the transitions between G-forces, GVC suppresses the swaying of heads and bodies to give all occupants a smoother and more enjoyable ride.







# HUMAN-CENTRIC DESIGN: THE KEY TO COMMUNICATION

Human-centric design is the key to complete and intuitive communication between you and CX-3. As well as real-time communication with the world when you're on the road. It's all thanks to Mazda's latest iteration of the Human-Machine Interface (HMI) and Mazda Connect system. HMI and its human-centric design philosophy now include even your driving position to further enhance the *Jinba-ittai* experience with a panoramic view of the road and all instruments and controls ideally placed to support you in safer, enjoyable driving.

## HUMAN-MACHINE INTERFACE (HMI)

Modern cars constantly present more and more information which can confuse, and even distract. So Mazda engineered its HMI entirely around you, to provide detailed information with minimal eye movements and stress. Controls, instruments, steering wheel and shift lever are all ideally placed in relation to the driver's seat, with the main instrument cluster and steering wheel — with ergonomic shape that optimizes grip comfort — directly centred on the driver, while the pedals are positioned symmetrically to fall naturally under the feet. Excellent visibility is assured thanks to A-pillars located rearward to offer a broader view of the road. CX-3 also features a full-colour Active Driving Display with enhanced definition, brightness and contrast. This head-up display shows key driving information just above the instrument cluster and just below your horizontal line of sight to keep you fully informed without the need to take your eyes off the road. The large, eight-inch centre display on the dash shows entertainment-related items and

functions as a touchscreen when the car is stationary. In motion, the rotary commander provides control. By rotating, pressing and toggling this knob, you can operate entertainment functions while keeping your body and your eyes in the normal driving position. Unlike a touchscreen, there's no need to look at the commander when operating it, minimizing visual distraction. The commander is surrounded by five buttons giving shortcuts to four common screens plus a back button.

## MAZDA CONNECT

Mazda Connect gives you versatile internet connection while on the road, offering an extremely wide range of infotainment options when connected to your smartphone. The system's Audio feature lets you access multiple audio sources including AM/FM radio, internet radio, streaming audio services and mobile audio players, while the Communication feature provides the hands-free convenience of both making and receiving phone calls via voice commands.

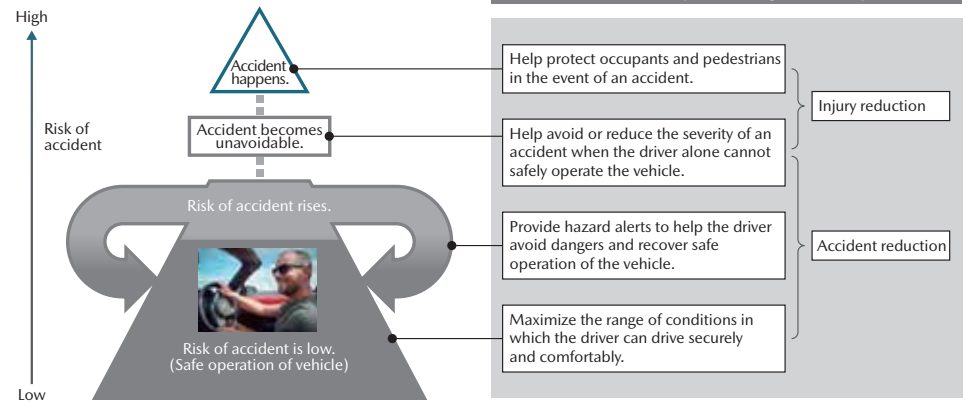




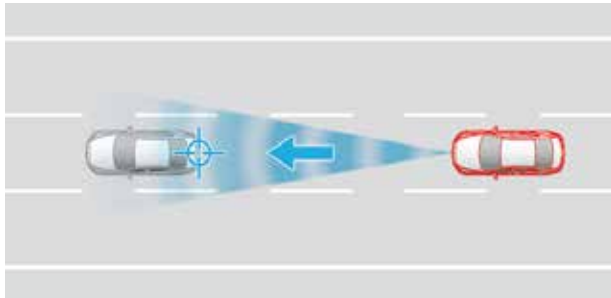
## HUMAN-CENTRIC INNOVATION: THE KEY TO SAFER, MORE SECURED DRIVING

Mazda's Proactive Safety philosophy is firmly grounded in a belief in the driver's abilities, aiming to support safer driving while maintaining all the fun of the open road. Safer driving demands early recognition of potential hazards, good judgment and appropriate action, and Mazda works to support these essential functions so you can drive securely and with peace of mind despite changing driving conditions. First is an optimum driver environment with good visibility, well-positioned controls, easy-to-read instruments and minimal distractions. Next is i-Activsense, a portfolio of active safety measures to incrementally warn you when a potentially dangerous situation is developing. Finally there is passive safety, designed to help protect occupants and minimize injuries if an accident should occur.

### MAZDA PROACTIVE SAFETY

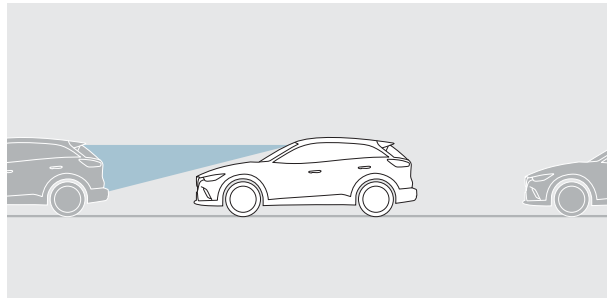


# i-ACTIVSENSE



## MAZDA RADAR CRUISE CONTROL (MRCC)

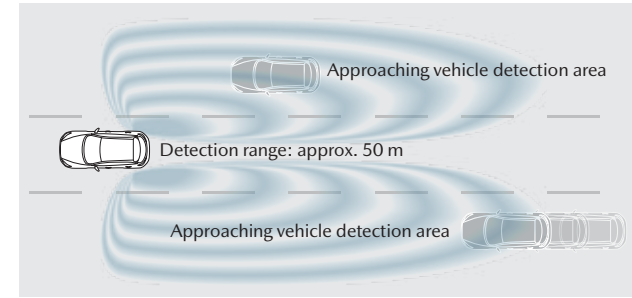
Mazda Radar Cruise Control (MRCC) uses a millimeter wave radar to judge the relative speed and distance to the car ahead and automatically controls vehicle speed. Working within a set speed range, MRCC automatically adjusts and maintains a safe following distance from the car in front, thus relieving some of the burden of the driver on long drives and on highways.



## ADVANCED SMART CITY BRAKE SUPPORT (ADVANCED SCBS) WITH NIGHT-TIME PEDESTRIAN DETECTION FUNCTION

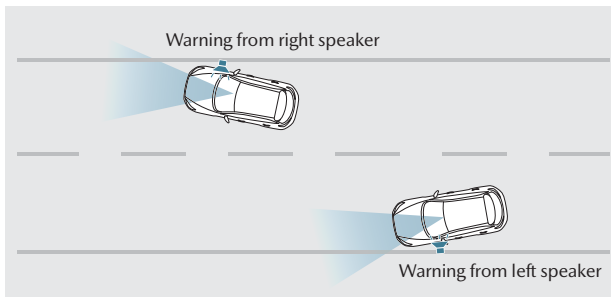
With its high-performance forward sensing camera, Advanced SCBS detects vehicles and pedestrians\* in front of the vehicle and automatically applies the brakes to help avoid collisions and mitigate collision damage. The system detects vehicles at speeds between approximately 4 and 80 km/h and pedestrians at about 10 to 80 km/h, and is upgraded to detect pedestrians at night and operate effectively in a wider range of conditions.

\*Detection of pedestrians and consequent automatic braking are not available in certain countries and regions.



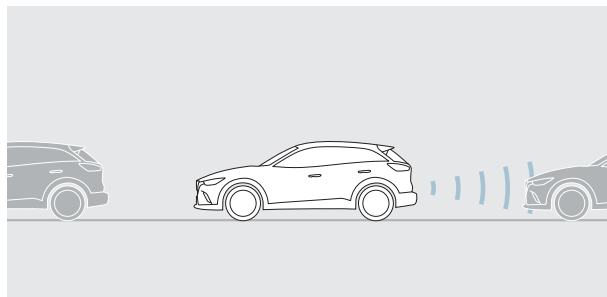
## BLIND SPOT MONITORING (BSM) AND REAR CROSS TRAFFIC ALERT (RCTA)

BSM uses 24 GHz quasi-milliwave radar sensors to help detect vehicles in the blind spots behind and to the side: using a turn signal while BSM detects a vehicle triggers visual and audio warnings. RCTA uses the same sensors to alert the driver when it detects vehicles approaching from either side when reversing.



## LANE DEPARTURE WARNING SYSTEM (LDWS)

LDWS senses lane markings on the road surface. When the system predicts departure from the lane it issues an audible warning similar to the noise a car makes when it runs onto a rumble strip to prompt timely steering corrections. The system assesses driver inputs such as use of the turn signals to weed out false alarms.



## SMART CITY BRAKE SUPPORT [REVERSE] (SCBS R)

Ultrasonic sensors mounted on the rear bumper allow SCBS R to detect vehicles and obstacles behind when reversing at speeds between approximately 2 and 8 km/h. If an object is detected, the system automatically applies the brakes to help mitigate collision damage.

Notes: i-Activsense safety features are not a substitute for safe and attentive driving. There are limitations to the range and detection of the systems. Availability of safety equipment/features varies according to country and model grade. Please consult your local Mazda dealer for exact information.

# EXTERIOR AND INTERIOR COLOURS

## BODY COLOURS



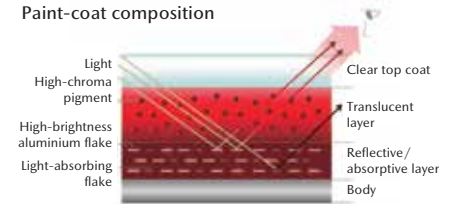
Soul Red Crystal Metallic (46V)\*



Machine Grey Metallic (46G)



Polymetal Grey Metallic (47C)\*



## TAKUMI-NURI

Mazda's unique painting technology Takumi-Nuri (*takumi*: master craftsman, *nuri*: painting), with its unprecedented combination of colour, highlights, shade and depth, further emphasizes the sheer beauty and quality of the dynamic body shape.



Aero Grey Metallic (52C)\*



Platinum Quartz Metallic (47S)\*



Snowflake White Pearl Mica (25D)



Jet Black Mica (41W)

\*These body colours are also available as their two-tone paint variant, each matched with Black. (2.0 Pro Grade Only)

## SEAT MATERIALS



2.0 PRO - Leather & Leatherette+Cloth, Black



1.5 SPORT - Leather, Black

## EQUIPMENT



Soft padding for the armrest and the use of soft surface coverings provide quality and comfort outstanding in vehicles in this class. Additionally, the cup holder is positioned for easy reach and a console box under the armrest offers ample space for a drink or any number of small items.



An armrest for the rear seats helps passengers stabilize their posture, and the convenient, built-in cup holders are designed to handle anything from small cans to large paper cups available in the U.S. The use of high-rigidity resin and carefully crafted screw covers shows Mazda's uncompromising eye for detail.



The powerful, sculpted design of the 18-inch aluminium wheels makes them look bigger than they really are. The multifaceted design of the spokes provides a sense of depth and speed, and the way they radiate from the centre of the wheel emphasizes the car's stance. The metallic sheen of the machined surfaces works with the chrome side-cladding moulding to enhance the overall impression of speed.



Switching from a manual to an electric parking brake (EPB) ensures secure activation with just the flip of a switch. The EPB can be released by pressing the switch with a foot on the brake pedal or simply by stepping on the accelerator.



The centre console tray includes a Qi wireless charger\* to enable charging of compatible smartphones and other devices placed on it when the engine is running.

\*Warning: Radio waves emitted by the wireless charger may affect implantable medical devices such as cardiac pacemakers and cardioverter defibrillators. Please consult your local Mazda dealer for exact information.



The full-colour Active Driving Display shows high-priority information as it changes from moment to moment, minimizing risks associated with looking away from the road and the time taken for the eyes to refocus.

