

MAZDA **CX-3**



ZOOM-ZOOM



mazda

The new essential of life

Mazda CX-3 – the next stage in Mazda's quest to set a new standard for a new era. It's our latest way to offer you more ways to enjoy the road while you show the world your unique individuality. Employing all of Mazda's advanced technologies, craftsmanship and design flair, CX-3 delivers an unmistakable sense of quality and driving pleasure every time you get behind the wheel. In addition to its full suite of SKYACTIV-TECHNOLOGY, CX-3 now adopts G-Vectoring Control (GVC), the first of Mazda's SKYACTIV-VEHICLE DYNAMICS new-generation vehicle control technologies specifically developed to further enhance the *Jinba-ittai* driving experience. What's more, the lineup of I-ACTIVSENSE advanced safety technologies is broadened to include Advanced Smart City Brake Support (Advanced SCBS) capable of detecting pedestrians and support an even wider range of driving situations. It's all guided by our human-centred design philosophy that puts you firmly at the heart of everything we do, as we work to make CX-3 a rewarding and essential part of your daily life.







Give Mazda's KODO – Soul of Motion design language free rein unfettered by preconceived notions of how a crossover should look, and the result is the stunning CX-3. This radical expression of dynamism and simple, unadorned beauty eliminates fussy, unnecessary details to highlight CX-3's dynamic presence – a presence and stance further emphasized by the bold signature wing, sharp LED headlamps and large-diameter wheels. The newly-developed Machine Grey Metallic body colour adds even greater depth to the sculpted body contours, making CX-3 the ultimate statement of sophisticated, sporty style.

魂動

KODO : SOUL of MOTION



The interior, too, is a radical design shift closely co-ordinated with the exterior styling. Flowing forms suggestive of speed, new ways of using materials that break free from convention, and finishes reflecting superior craftsmanship lend a gentle touch to soft materials, a sharp look to the edges of metallic-finish parts and a distinctive air to hard objects embedded in soft material. Seats upholstered in black leather and off-black Lux Suede® with horizontal stitching further add to the sophisticated, futuristic cabin atmosphere.



Human-centric engineering: the key to satisfaction

At Mazda, driver satisfaction is always the driving force. So all our research and development is centred on you, the driver, to give you the confidence and peace of mind that comes with Mazda's trademark *Jinba-ittai* feeling of unity with the car. And to deliver soul-stirring driving along with superior safety and environmental performance, Mazda developed the innovative SKYACTIV TECHNOLOGY suite of technological breakthroughs by re-evaluating and revising every aspect of automotive engineering from the ground up. Now SKYACTIV TECHNOLOGY enters a new phase with SKYACTIV-VEHICLE DYNAMICS and G-Vectoring Control (GVC). Based on how you and your passengers physically experience CX-3's dynamic performance, GVC's human-centred innovations open a new world of enjoyment of the road.

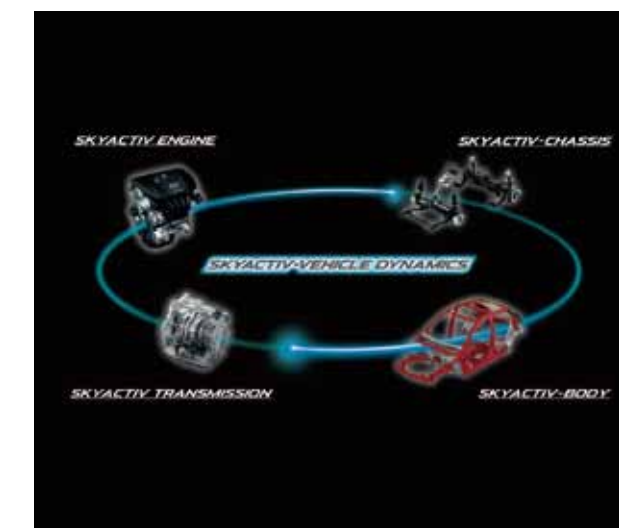
The birth and evolution of SKYACTIV TECHNOLOGY

Exhilarating, fun driving combined with unprecedented environmental and safety performance – it seems like an impossible dream. And it required tearing up the rule book of conventional ideas plus a series of quantum leaps in technology to achieve. But this is what inspired the development of SKYACTIV TECHNOLOGY, and what continues to drive its evolution along a path charted by human-centric engineering. From its very beginnings, SKYACTIV TECHNOLOGY was squarely aimed at eliminating inefficiency and waste throughout the entire vehicle to deliver unheard-of levels of fuel efficiency along with cutting-edge safety and unmatched driving pleasure, helping to realize Mazda's future vision of 'Sustainable Zoom-Zoom'.

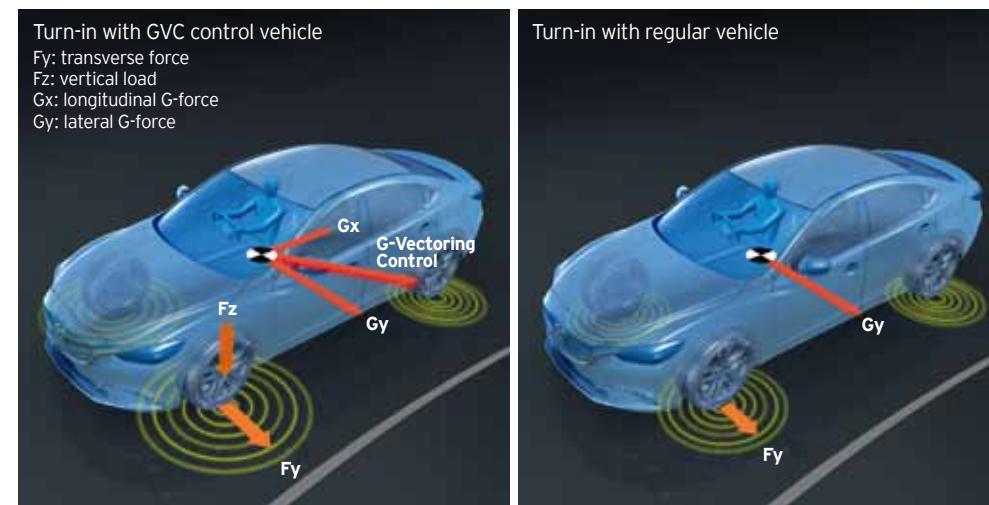
The next step: SKYACTIV-VEHICLE DYNAMICS

Jinba-ittai is what makes every Mazda so special. The outcome of Mazda's human-centric design and development philosophy, *Jinba-ittai* lets the driver control the vehicle – whether turning, braking or just cruising – as simply and naturally as if it were an

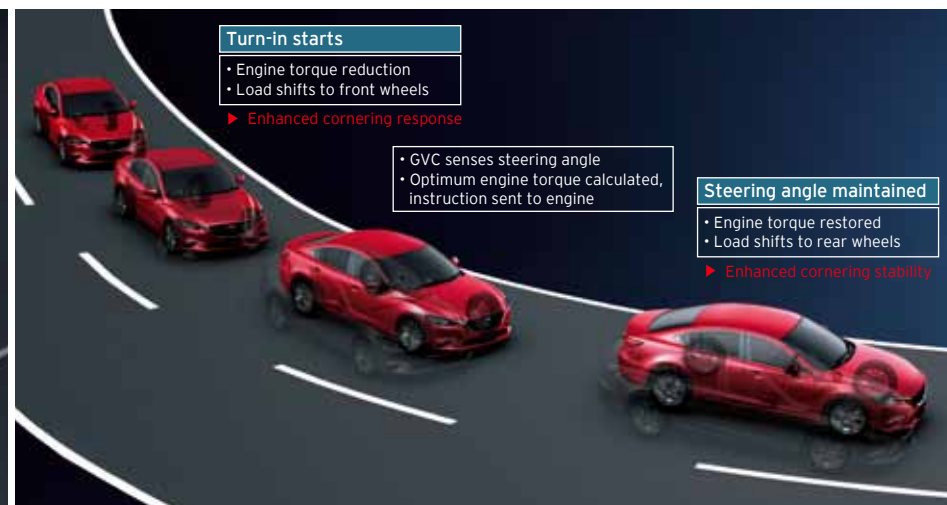
extension of his or her body. Now, to take this concept to the next level, CX-3 introduces SKYACTIV-VEHICLE DYNAMICS. This new addition to SKYACTIV TECHNOLOGY provides integrated control of the engine, transmission, chassis and body to further enhance the *Jinba-ittai* feel of connectedness between car and driver. As opposed to conventional vehicles where these four key areas are controlled separately, SKYACTIV-VEHICLE DYNAMICS takes a holistic, human-centred approach with real-time feedback and dynamic interaction occurring between the driver and amongst these four pillars of vehicle control. The result is an involving, exhilarating drive as CX-3 responds to your every intention with crisp, confidence-inspiring linearity and predictability. This innovative, new-generation vehicle dynamics control system is the fruit of a multi-year initiative undertaken in pursuit of the ideal in rewarding sensations for both driver and passengers, as well as the ultimate in vehicle dynamics. And it sets a new benchmark for driver satisfaction.



GVC conceptual diagram



GVC operation



G-VECTORING CONTROL

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 now G-Vectoring Control (GVC) – the debut technology of SKYACTIV-VEHICLE DYNAMICS – 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.

SKYACTIV-G 2.0

High-efficiency SKYACTIV-G direct-injection petrol engine is your passport to a world of driving that is both exciting and eco-friendly. SKYACTIV-G 2.0 does more than just set new standards for fuel efficiency and emissions control, it also actively enhances the Zoom-Zoom performance that sets Mazda apart. To accomplish this, Mazda engineers achieved a whole series of technical breakthroughs that include a 4-2-1 exhaust system, high tumble ports, cavity pistons, and multi-hole injectors, to deliver an extraordinary compression ratio of 14.0:1* while suppressing the knock usually caused by such high compression. Taken together, the technical breakthroughs in SKYACTIV-G 2.0 realize an astonishing increase in fuel efficiency – up to 15% –

as well as more satisfying everyday driving thanks to the ample torque available at low- to mid-engine speeds. Now there’s no need to make a choice between fuel efficiency and driving pleasure, because SKYACTIV-G 1.5 delivers both at the highest levels.

Engine performance**

Max. power: 115kW/6,000rpm Max. torque: 204Nm/2,800rpm

*13.0:1 in countries where 91RON fuel is recommended.
 **Values in countries where 91RON fuel is recommended are 109kW/6,000rpm and 192Nm/2,800rpm.

SKYACTIV-D 1.5

The new-generation, high-efficiency SKYACTIV-D 1.5 small-displacement clean diesel engine boasts an extremely low compression ratio of 14.8:1 that helps to realize ideal combustion and eliminates the need for costly emissions aftertreatment systems. To efficiently produce boost throughout the engine’s speed range, a single ultra-compact turbocharger is combined with a pair of high- and low-pressure exhaust gas recirculation (EGR) systems. Plus high-dispersion fuel injectors with solenoid valves and stepped egg-shaped pistons together give the SKYACTIV-D 1.5 linear response and powerful torque throughout the rev range, as well as outstanding ignition and cold weather starting characteristics. What’s more, three new technologies are introduced to enhance the smooth performance and exhilarating sound. High-Precision DE Boost Control optimizes boost pressure management and gives finer control of fuel injection to sharpen engine response to accelerator inputs during light-load conditions, especially in urban driving. The Natural Sound Smoother employs a damper located in the hollow part of the piston pin to greatly reduce diesel knock when pulling away from a standstill or gradually accelerating. And to further improve engine sound quality during acceleration, Natural Sound Frequency Control technology finely tunes combustion timing so that combined low frequency waves cancel out the peak frequencies of resonating parts. The result is greatly reduced knock without weight, driving performance or fuel efficiency penalties.

Engine performance

Max. power: 77kW/4,000rpm Max. torque: 270Nm/1,600-2,500rpm

SKYACTIV-DRIVE

This six-speed automatic transmission combines the smooth operation of a conventional automatic with the fast shifting of a twin-clutch gearbox. Lockup is extended to nearly 90% for the solid feel of a manual transmission, and there’s also the choice of Sports and manual shift modes for sportier driving.

SKYACTIV-BODY

Innovations in structure, construction and materials make CX-3 lighter, safer and more rigid. Straight structural members, a continuous framework and extensive use of high-tensile steel achieve the contradictory requirements of lighter weight and greater collision-resistance, particularly in the occupants’ area.

SKYACTIV-CHASSIS

To deliver sporty *Jinba-ittai* driving, CX-3 features strut geometry at the front and a multi-link layout at the rear, specifically tuned for stability at high speeds and sharp, nimble response at low and mid-range speeds. Bushes on the front stabilizer and rear torsion beam mounts are refined to enhance stability, while revisions to the

front and rear dampers add to the flat, comfortable ride. The Electric Power Assist Steering’s characteristics are revised to provide natural, responsive operation with positive feedback, as well as pinpoint control through curves and during straight-line cruising.

i-ACTIV AWD

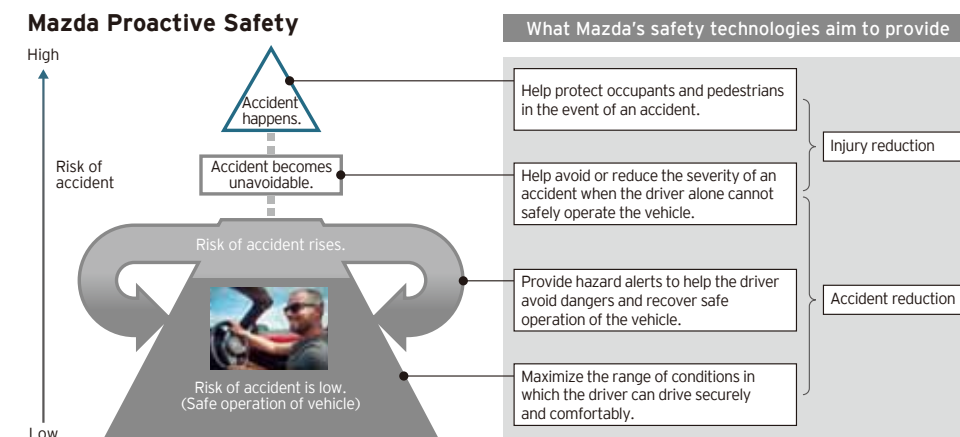
Mazda’s new-generation all-wheel-drive system i-ACTIV AWD is engineered to offer confident driving on any road surface while also contributing to environmental compatibility. The system helps prevent tyre slippage and minimize energy losses – enhancing both driveability in poor conditions and fuel economy – by instantly distributing power optimally between the front and rear wheels. This is achieved by continuously monitoring road conditions according to various factors such as road gradient, and outside temperature and weather, as well as detecting front wheel grip. In addition, i-ACTIV AWD assesses your intentions via your driving operations to precisely adjust torque distribution.



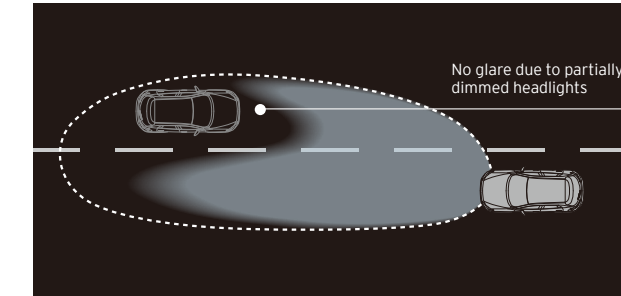


Human-centric innovation: the key to safer, more secured driving

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. 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. In particular, the Advanced Smart City Brake Support (Advanced SCBS) system now even detects pedestrians ahead, further enhancing recognition support. And finally there is passive safety to help protect occupants and minimize injuries if an accident should occur.

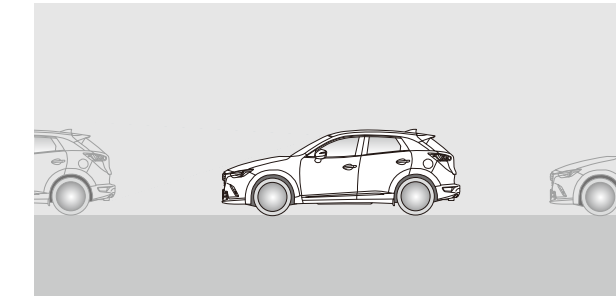


i-ACTIVSENSE



Adaptive LED Headlights (ALH)

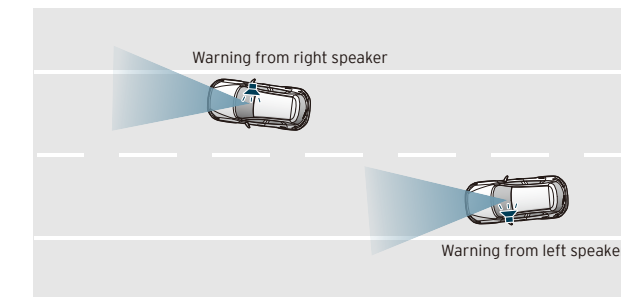
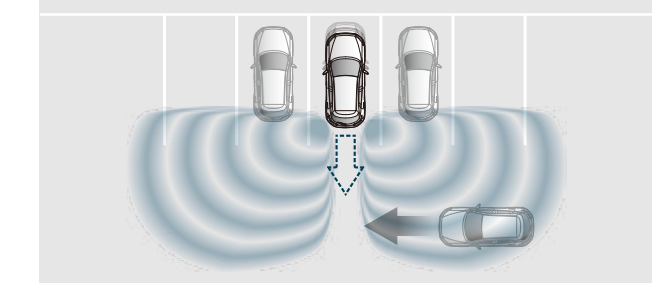
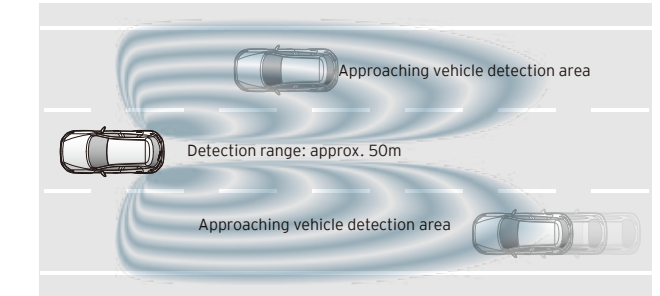
ALH offers the driver greater support for recognizing potential hazards when driving at night. The system improves night visibility and helps the driver avoid hazardous situations by combining the use of Glare-free High Beam (featuring an adjustable illumination range) and Wide-range Low Beam.



Advanced Smart City Brake Support (Advanced SCBS)

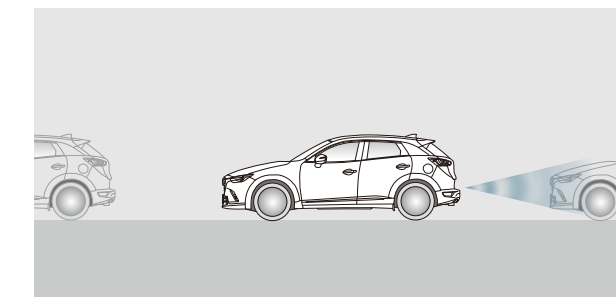
With the high-performance forward sensing camera, Advanced SCBS detects vehicles and pedestrians* in front of the vehicle and automatically applies the brakes to help avoid collisions and mitigate collision damage while driving between approximately 4 and 80km/h (sensing a vehicle ahead) or between approximately 10 and 80km/h (sensing a pedestrian).

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



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 8km/h. If an object is detected, the system automatically applies the brakes to help mitigate collision damage.

Blind Spot Monitoring (BSM) and Rear Cross Traffic Alert (RCTA)

BSM uses 24GHz quasi-milliwave radar sensors to 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.



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 MZD 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.



HMI – control centred on you

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 – now featuring a new ergonomic shape to optimize 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 now boasts a full-colour Active Driving Display with enhanced definition, brightness and contrast. This head-up display shows key driving and navigation system 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, seven-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 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.

MZD CONNECT keeps you in touch

MZD CONNECT gives you versatile internet connection while on the road. It offers an extremely wide range of infotainment options through Aha™ by HARMAN when connected to your smartphone via Bluetooth®. The system's Audio feature lets you access multiple audio sources including AM/FM radio and mobile audio players, and Aha Internet Radio. The Communication feature can read SMS messages aloud as well as other internet social network services such as Twitter and Facebook available via Aha. The Navigation feature shows your current position on a map along with a route to your specified destination. System software is easily updated to give you ongoing access to the latest services without swapping out any hardware.



Equipment



18-inch aluminium wheels feature dynamic gunmetal grey spokes. Bold machining at the rim end brings out the sharp contrast between the brilliance of the metal and gunmetal grey paint.



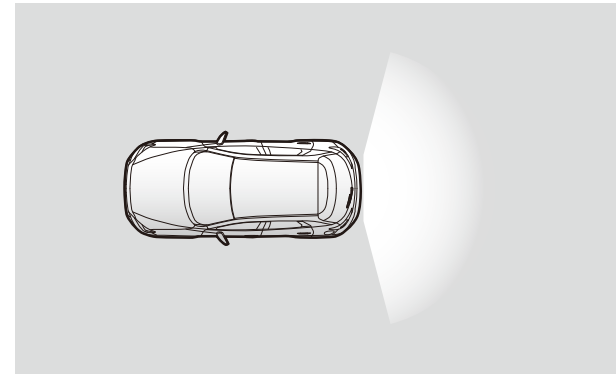
Drive Selection switch on the shift gate allows switching to Sport mode, automatically setting the transmission and engine characteristics for powerful acceleration and linear response when merging onto a crowded highway.



The steering wheel features narrower spokes and a redesigned rim with varying cross-section to better fit the hands and give a confident grip for sporty driving.



The Bose® premium sound system package features a seven-speaker setup, with speakers optimally located to deliver the highest sound quality to all occupants.



The back-up monitor system features a wide-angle camera to give you a clear and comprehensive view around the rear of CX-3 when reversing, further enhancing safety. Obstacles in the blind spots are displayed in the instrument panel's seven-inch centre display.



When reversing at low speeds, four ultrasonic parking sensors fitted to the rear bumper monitor for obstacles. If one is detected, the system alerts you with an audible warning that varies according to the obstacle's location and distance from the vehicle.

Exterior and interior colours



Soul Red Metallic (41V)



Machine Grey Metallic (46G)



Ceramic Metallic (47A)



Eternal Blue Mica (45B)



Titanium Flash Mica (42S)



Deep Crystal Blue Mica (42M)



Snowflake White Pearl Mica (25D)



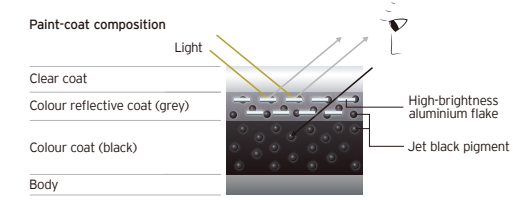
Jet Black Mica (41W)



Arctic White (A4D)

Machine Grey Metallic

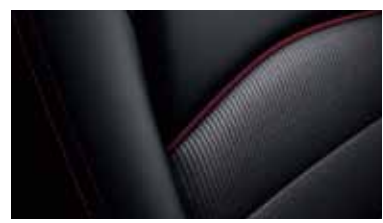
The Machine Grey Metallic body colour was developed as part of Mazda's unique TAKUMI-NURI (TAKUMI: master craftsman, NURI: painting) painting technology, like the brand colour Soul Red Metallic. It achieves an unprecedented combination of colour, highlights, shade and depth to emphasize the dynamic body shape of KODO design, and makes CX-3 look as though it were carved from a single ingot of steel.



Leather, Black



Leather, Pure white



Leatherette, Black



Cloth, Black



Cloth, Black



1

Celebrating challenge, celebrating driving

The history of Mazda stretches back over 90 years – a history of meeting challenge head-on and winning. In 1931 Mazda became the first manufacturer of an entirely Japanese-made three-wheel vehicle, going on to cement its position as Japan's leading maker of three-wheeled trucks, a mainstay of short-haul cargo transportation at the time. At the end of World War II Mazda's home base of Hiroshima lay in ruins, yet Mazda took on the challenge of reconstruction and through innovation and dedication resumed export of three-wheeled trucks within just four years.

In 1961 Mazda accepted another major challenge: development and commercialization of the rotary engine. This unique design for the internal combustion engine presented a host of technological hurdles including development of new materials and the improvement of processing technology precision. And again Mazda engineers rose to the challenge, bringing fresh thinking to the table and succeeding where others had failed. The result was a series of rotary-engined vehicles beginning with the stunning 1967 Cosmo Sport, now a sought-after classic.

It was also the 60s that saw lightweight sports cars hit their peak. But through the course of the 70s, increasingly stringent safety standards and emissions controls caused their numbers to plummet. Once again, Mazda saw a challenge – reinventing the lightweight sports car to meet new safety and environmental standards while maintaining uniquely fun-to-drive characteristics. In 1989 the groundbreaking Mazda MX-5 debuted to instant acclaim and has stayed in production ever since, winning a place in the Guinness Book of Records as the world's best selling two-seater sports car.

Further underlining Mazda's sporting credentials came overall victory in the 1991 Le Mans 24 hour endurance race with the rotary engine 787B. This was the first – and only – time for a Japanese manufacturer to take the laurels in this prestigious event, amply demonstrating that not only do we set out to win, we do it with our own unique technology.

At Mazda, we have always blazed our own trail in our own way. Where others see limits, we see only a challenge as we create vehicles for people who love to celebrate driving.



2

1. Mazda produced its first automobile in 1931, and steadily increased the production volume of three-wheel vehicles after World War II.

2. From development through to production, Mazda engineers share a tradition of teamwork, unified and inspired by their determination to create the world's finest cars.



3



3



4



5



6



7



7



7



7

3. Mazda began development work on the rotary engine in the early 1960s, a project that faced severe technical problems.

4. By 1967 these technical challenges were overcome, and the world's first rotary-engined vehicle, the Cosmo Sport, was launched.

5. Mazda MX-5 was born in 1989 as a pure lightweight sports car. Enthusiastic fans around the world celebrated its 20th anniversary in 2009.

6. June 23, 1991 saw the rotary-powered Mazda 787B beat the world at motor-racing's most prestigious endurance event, the 24 Hours of Le Mans.

7. At Mazda we look at things differently, aim higher and defy conventions. This has always been a core part of our corporate culture.



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All details and specifications of the vehicles and their options shown on the pages of this brochure are subject to change without notice and may vary according to locale. Due to the printing process, the colours of the bodies and interiors may differ slightly from the actual colours. Please consult your local Mazda dealer for exact information.

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