

2018 MAZDA CX-3



zoom-zoom

We do not simply exist to make cars.
We strive to achieve something more.
To inspire you every day
through exhilarating experiences
that help you feel more focused,
more connected.
And more alive.

This is what drives us to push boundaries
and defy convention, every day.
It's why we refined the rotary engine in 1967,
resurrected the roadster in 1989,
and reimagined how an automobile is developed,
piece by piece, in 2006.
Instead of simply redesigning a car,
we started from a blank sheet of paper
and built the ideal vehicle around
how it would make you feel.

Today, we stand more focused than ever.
Creating breathtaking designs
and revolutionary technologies like SKYACTIV® TECHNOLOGY and i-ACTIV AWD®.
Built to forge an even deeper connection
between you and your Mazda.
An emotional bond, formed at first glance
and reinforced every time you get behind the wheel.
To us, this bond is everything.
And it inspires us
to design better,
innovate more
and make each Mazda
smarter and safer than what came before.
All to make everything about driving even better.
Including you.



HIROSHIMA SPIRIT | Since 1920, Hiroshima, Japan has been our source of unwavering courage, commitment and perseverance. We have consistently found inspiration through this community, a shared spirit that pushes us to rise above any challenge. Together, we have achieved more than anyone could have imagined. We have built a global company from the ground up. And we have defied convention to develop innovations that others deemed impossible, from the rotary engine to SKYACTIV® TECHNOLOGY and beyond. Most of all, we have never strayed from our commitment to humanity. Giving all of ourselves, using our hands to craft and make things that matter, that have soul, and heighten your state of being.



MAZDA CX-3 | Beautiful automotive design starts with proportion.

After all, everything must work together seamlessly to create an undeniable sense of balance and precision. The 2018 Mazda CX-3 embodies this approach—creating a visually stunning CUV with simple lines and a bold stance. Making it look just as good standing still as it does in motion. Inside, colors and fabrics are combined to showcase a sporty refinement. Throughout the cabin, clean lines and modern design help eliminate distraction. On the road, it's incredibly versatile and fun to drive, whether you're conquering your commute or escaping to an unplugged corner of the world. The result? A vehicle engineered to leave a big impression on the most discerning onlookers—while energizing and exciting you, the driver.





KODO | Our design philosophy is simple, yet highly complex to accomplish. Everything we create must capture motion, even at a standstill. In the same instance, it should evoke emotion. This process requires a human touch, hands on clay, shaping the form. Eliminating all that is unnecessary, leaving only what is beautiful. Lines should draw attention at first glance, effortlessly directing your eye to every angle and curve. This sense of movement inspires those who experience it and creates an urge to get behind the wheel. We call this KODO: “Soul of Motion” design. It’s what makes a Mazda feel like a Mazda. Making you feel inspired, connected and alive, every time you get behind the wheel.





ONENESS | Every Mazda aspires to a single goal—oneness between the vehicle and its driver, inspired by the Japanese concept of Jinba Ittai, or “horse and rider as one.” With each carefully engineered detail, from the steering wheel position to the gas pedal placement, the car becomes an extension of you, acting precisely as it should. Everything crafted with precision to create an elevated driving experience. The throttle delivers a satisfying response in any situation. The steering wheel answers even the most subtle nudge with purpose. Every dial, button and knob throughout the cockpit is exactly where you expect, allowing you to focus on the road. All to make driving more enjoyable, energizing and perfectly harmonious.



DRIVER-CENTRIC | Beautifully designed, the 2018 Mazda CX-3 was carefully and meticulously crafted around you, the driver. Because at Mazda, we don't start with the chassis and work our way around. We start with you, and engineer every cubic-inch to fit you. It's tailor-made precision, designed to improve your overall well-being.



PURE BY DESIGN | The meticulous nature of the Japanese tea ceremony is an art in performance. In its purest form, the ritual awakens the soul, both physically and spiritually. At the same time, it brings a deep inner peace and tranquility by uniting mind and body. The aroma of the tea, the feel of the pottery's glaze, the tea itself, the sound of the water as it boils in the teapot, and the beauty of the room. You'll find this level of purposeful elegance in the interior design of the Mazda CX-3. The available leather seats are soft and breathable. The color palettes are visually pleasing. Cabin noises are subdued. Every detail is simple yet refined. All to offer you an undeniable sense of invigoration through all five senses.



MAZDA CONNECT™¹ | Keeping you connected to your music, entertainment, friends or colleagues—all while keeping your eyes focused on the road—the CX-3 is as intuitive as they come. Carefully placed at the optimum position, the multifunction Commander control on the center console lets you navigate the options displayed on your full-color center display. It's impressive technology that invigorates the senses, keeping you in close touch no matter how far you travel.

BLUETOOTH® | **PANDORA®** | **HD RADIO™²** | **TWITTER** | **SiriusXM³**

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. ² Available feature. ³ Available feature. SiriusXM Satellite Radio reception requires a subscription and Mazda satellite radio. See full disclaimer in Specifications.



MAKES A STATEMENT, WITHOUT MAKING A SOUND |

Through an advanced aerodynamic design and overall improvement in noise damping characteristics, our engineers were able to reduce the amount of exterior noise that penetrates into the cabin, creating a peaceful environment where you can truly enjoy a quiet conversation, be one with your thoughts, or be engrossed in your favorite music. Reducing noise also reduces fatigue on longer drives, so take the scenic route if you're so inclined. The thinking behind a much quieter cabin is simple: shielding you from all that is unnecessary, so you can focus on what will bring you joy. Tranquility through technology. It's all about improving your mental and physical comfort—and all part of our approach to engineering.



SKYACTIV® TECHNOLOGY | There's truth in a name.

When it comes to engineering the ultimate blend of driving dynamics, performance and efficiency, to Mazda, the sky is the limit. There's no ceiling or finish line. Which is why we've tuned our engines, including the SKYACTIV®-G 2.0L 4-cylinder engine, to be both efficient¹ and powerful, rather than relying only on size to deliver more horsepower. And why we focus on driver and passenger comfort by creating SKYACTIV-VEHICLE DYNAMICS with G-Vectoring Control, which helps provide a smoother, less strenuous drive. Light. Powerful. Smooth. Efficient. Just a few of the Mazda CX-3's many characteristics that will rejuvenate your spirit and make you feel alive when you're behind the wheel.

¹ Based on EPA estimates for 2018 Mazda CX-3 FWD models, 29 city/34 highway MPG. Actual results may vary.

i-ACTIV AWD® | Control. That's the crux of everything that goes into engineering our available all-wheel drive system. When weather or road conditions change, i-ACTIV AWD® helps predict the possible loss of traction by actively monitoring everything from outside temperature and windshield wiper usage to the driver's steering and braking patterns. If, for example, the outside temperature is cold enough for snow and your windshield wipers are on, the AWD system recognizes that the roads might be slippery, and prepares for possible front-wheel slip. If the wheels do in fact slip, the system can quickly transfer engine power to the rear axle. It's a simple yet advanced way to help deliver ideal traction in a variety of road conditions.





i-ACTIVSENSE® | Avoiding an accident in the first place is always the safest route. With the available i-ACTIVSENSE® suite of safety features, sophisticated safety innovations help alert you to hazards so you can better avoid collisions—or lessen their impact. The result is a more connected driving experience. So you can feel confident and more energized as you focus on the road ahead.

ADVANCED BLIND SPOT MONITORING¹

Radar sensors detect and alert when objects are in your left and right blind spots. It also warns when fast-traveling vehicles are about to enter a blind spot from further behind.

REAR CROSS TRAFFIC ALERT¹

As you reverse, this system promptly alerts you on the back-up monitor, as well as on the side view mirrors, when it detects a vehicle approaching from either side.

LANE DEPARTURE WARNING SYSTEM²

If you unintentionally drift out of your lane while driving at speeds higher than 44 mph, the system will alert you.

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.

HIGH BEAM CONTROL

For better vision at night, this system auto-adjusts the headlight beams from low to high as traffic and road conditions allow.

SMART CITY BRAKE SUPPORT³

When traveling at low speeds including parking lot speeds, this system uses a Forward-sensing Camera to detect vehicles ahead. If an impact is predicted, it is able to warn the driver, adjust the brake pads for faster and firmer braking, and apply the brakes if the driver cannot.

SMART BRAKE SUPPORT⁴

This system uses a Forward-sensing Camera and radar sensors to sense when a collision with a vehicle ahead is possible. When an impact is predicted, this system is able to warn the driver, adjust the brake pads for faster and firmer braking, and apply the brakes if the driver cannot.

MAZDA RADAR CRUISE CONTROL⁵

This system works within a set speed range to help maintain a safe following distance from the car ahead, alerting you when it senses your vehicle fast approaching.

TRAFFIC SIGN RECOGNITION SYSTEM⁶

Based on front camera identification in conjunction with navigation data, this system recognizes and displays traffic signs such as Stop, Do Not Enter and Speed Limit. Alerts are easily viewable at driver's eye level within the Active Driving Display.

¹ Always check your mirrors. Be aware of the traffic around you. There are limitations to the range and detection of the system. Please see your Owner's Manual for further details. ² Lane Departure Warning System operates under certain conditions above 44 mph. It is not a substitute for safe and attentive driving. There are limitations to the range and detection of the system. Please see your Owner's Manual for further details. ³ 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 and road conditions can all impact automatic brake control and collision warning. Please see your Owner's Manual for further details. ⁴ Smart Brake Support operates under certain conditions above 10 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 and road conditions can all impact automatic brake control and collision warning. Please see your Owner's Manual for further details. ⁵ Mazda Radar Cruise Control is not a substitute for safe and attentive driving. There are limitations to the range and detection of the system. Please see your Owner's Manual for further details. ⁶ Traffic Sign Recognition System is not a substitute for safe and attentive driving. Factors including weather and condition of the traffic sign can impact recognition or display of the sign. Always check traffic signs visually while driving. Please see your Owner's Manual for further details.



SPECIFICATIONS

ENGINE

SKYACTIV®-G 2.0L 4-cylinder engine
146 horsepower @ 6,000 rpm
146 lb-ft of torque @ 2,800 rpm

TRANSMISSION AND DRIVETRAIN

SKYACTIV-Drive 6-speed automatic transmission
with manual shift and Sport modes
SKYACTIV-VEHICLE DYNAMICS with G-Vectoring Control
Front-wheel drive (standard)
i-ACTIV AWD® all-wheel drive (available)
Hill Launch Assist¹

FUEL ECONOMY

EPA-estimated MPG (city/highway)²
29/34 (FWD)
27/32 (AWD)

FUEL CAPACITY (U.S. gallons)

12.7 (FWD)
11.9 (AWD)

DIMENSIONS

Overall length (in) 168.3
Wheelbase (in) 101.2
Width (in) 69.6
Height (in) 60.7 (Sport)/60.9 (Touring and Grand Touring)

CARGO CAPACITY (cu ft)

Without Bose® audio
12.4 (rear seatbacks up) / 44.5 (rear seatbacks down)
With Bose® audio
10.1 (rear seatbacks up) / 42.3 (rear seatbacks down)

¹ Hill Launch Assist is an auxiliary device that assists the driver in accelerating from a stop while on a slope. It is not a substitute for safe and attentive driving. There are limitations to the system. Please see your Owner's Manual for details. ² EPA-estimated mileage. Actual results will vary.

CX-3 GRAND TOURING

Includes the following features in addition to or in place of CX-3 Touring:

EXTERIOR

- Power sliding-glass moonroof with tilt feature
- LED headlights with auto leveling
- Adaptive Front-lighting System
- LED daytime running lights
- LED fog lights
- LED combination taillights

INTERIOR

- Leather-trimmed seats with Lux Suede® insert
- Steering wheel paddle shifters
- Bose® 7-speaker surround sound audio system
- HD Radio™
- SiriusXM Satellite Radio
 - with 4-month subscription to the Sirius All Access package¹
- Navigation system
- Active Driving Display
- Tonneau cover

AVAILABLE PREMIUM EQUIPMENT PACKAGE

- Includes Mazda Radar Cruise Control², Lane Departure Warning³
- Smart Brake Support⁴, High Beam Control, Traffic Sign Recognition⁵
- 6-way power driver’s seat with power lumbar support, power driver’s seat with memory function, and heated steering wheel

CX-3 TOURING

Includes the following features in addition to or in place of CX-3 Sport:

EXTERIOR

- 18-inch alloy wheels with P215/50 R18 all-season tires
- Auto on/off headlights
- Rain-sensing windshield wipers
- Heated body-colored power side mirrors
 - with integrated turn signal lamps

INTERIOR

- Automatic climate control with pollen filter
- Leatherette-trimmed seats with cloth insert
- Heated front seats with 3-level adjustment
- Leather-wrapped steering wheel and shift knob
- Overhead console with sunglasses holder
- Mazda Advanced Keyless Entry System

SAFETY AND SECURITY

- Advanced Blind Spot Monitoring⁶
- Rear Cross Traffic Alert⁶

AVAILABLE PREFERRED EQUIPMENT PACKAGE

- Includes power sliding-glass moonroof with tilt feature, Bose® 7-speaker surround sound audio system, HD Radio,™
- SiriusXM Satellite Radio with 4-month subscription to the Sirius All Access package¹ and Tonneau cover

CX-3 SPORT

Includes the following features:

EXTERIOR

- 16-inch alloy wheels
 - with P215/60 R16 all-season tires
- Halogen headlights with automatic shutoff
- Daytime running lights
- Variable-intermittent windshield wipers
- Body-colored dual power side mirrors
- Rear roofline spoiler

INTERIOR

- Air conditioning with pollen filter
- Push button start
- Power windows with driver’s one-touch up/down
- Steering wheel-mounted audio and cruise controls
- Tilt and telescopic steering column
- Power door locks with remote keyless entry
- Black cloth-trimmed seats with seatback pocket
- 60/40 split fold-down rear seats
- Bluetooth® hands-free phone & audio streaming
- 6-speaker sound system
- MAZDA CONNECT™ Infotainment System⁷
 - 7” full-color touch-screen display
 - Multifunction Commander control
 - Infotainment system voice command
 - Radio Broadcast Data System program information
 - Aha™ Internet radio integration
 - Pandora® Internet radio integration
 - Stitcher™ Internet radio integration
 - SMS text message audio delivery and reply
 - E911 automatic emergency notification

- Auxiliary audio input jack and USB audio input port
- 12V power outlet
- Trip computer
- Cruise control

SAFETY AND SECURITY

- Advanced dual front air bags, front side-impact air bags
 - and side air curtains (front and rear) with rollover protection⁸
- Smart City Brake Support⁹
- Rearview Camera¹⁰
- Tire Pressure Monitoring System

¹ SiriusXM Satellite Radio reception requires a subscription and Mazda satellite radio. Subscriptions to SiriusXM services are sold by SiriusXM after a 4-month trial subscription to the SiriusXM All Access package expires and are continuous until you call SiriusXM at 1-866-635-2349 to cancel. See SiriusXM Customer Agreement for complete terms at www.siriusxm.com. Sirius satellite service available only to those at least 18 and older in the 48 contiguous USA, DC, and P.R. (with coverage limitations). Sirius, XM and all related marks and logos are trademarks of Sirius XM Radio Inc. ² Mazda Radar Cruise Control is not a substitute for safe and attentive driving. There are limitations to the range and detection of the system. Please see your Owner’s Manual for further details. ³ Lane Departure Warning System operates under certain conditions above 44 mph. It is not a substitute for safe and attentive driving. There are limitations to the range and detection of the system. Please see your Owner’s Manual for further details. ⁴ Smart Brake Support operates under certain conditions above 10 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 and road conditions can all impact automatic brake control and collision warning. Please see your Owner’s Manual for further details. ⁵ Traffic Sign Recognition System is not a substitute for safe and attentive driving. Factors including weather and condition of the traffic sign can impact recognition or display of the sign. Always check traffic signs visually while driving. Please see your Owner’s Manual for further details. ⁶ Always check your mirrors. Be aware of the traffic around you. There are limitations to the range and detection of the system. Please see your Owner’s Manual for further details. ⁷ 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. ⁸ Always wear your seat belt and secure children in the rear seats in appropriate child restraints. ⁹ 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 and road conditions can all impact automatic brake control and collision warning. Please see your Owner’s Manual for further details. ¹⁰ Rearview Camera does not provide a comprehensive view of the entire rear area of this vehicle. Always check your surroundings.



18" Alloy
Touring and Grand Touring



16" Alloy
Sport

EVEN THE WHEELS TELL OUR STORY | Power. Balance. Beauty.

Mazda's KODO design philosophy is evident across every aspect of the CX-3—right down to its alloy wheels.

PAINT WORTHY OF ITS CANVAS | Creating a color that moves you is another way we help you feel our passion for driving. To create Soul Red Metallic, we used a unique three-layer process and light manipulation for a result that appears to exude motion even at a standstill—the essence of KODO design.

Soul Red Metallic¹
¹ Extra cost option.

Machine Gray Metallic¹

Jet Black Mica

Deep Crystal Blue Mica

Ceramic Metallic

Eternal Blue Mica

Titanium Flash Mica

Snowflake White Pearl Mica¹

MADE JUST FOR YOU | Every stitch, every inch of carefully crafted piping and every part in between was designed to make your driving experience better. It's true comfort and true refinement, made just for you. Improving how you feel with every drive.

Black Leather with red piping and Lux Suede® inserts
Grand Touring

Parchment Leather with red piping and Lux Suede® inserts
Grand Touring

Black Leatherette with red piping and cloth inserts
Touring

Black Cloth
Sport



GENUINE MAZDA ACCESSORIES | Mazda has created thoughtfully designed accessories that perform seamlessly with your Mazda CX-3. Customize with Genuine Mazda Accessories that are crafted with the same care and thoughtful engineering as the car itself. When installed by your Mazda Dealer, they carry the same New Vehicle Limited Warranty as your new Mazda. For a full list of Genuine Mazda Accessories for your Mazda CX-3, please visit Accessories.MazdaUSA.com.

¹Please make sure floor mats are secured properly and do not install two floor mats, one on top of the other, on the driver's side. Please see your Owner's Manual for further details.
²Please remember to properly secure all cargo.



Roof Rack featuring Cross Bars and Roof Rails²



Splash Guards



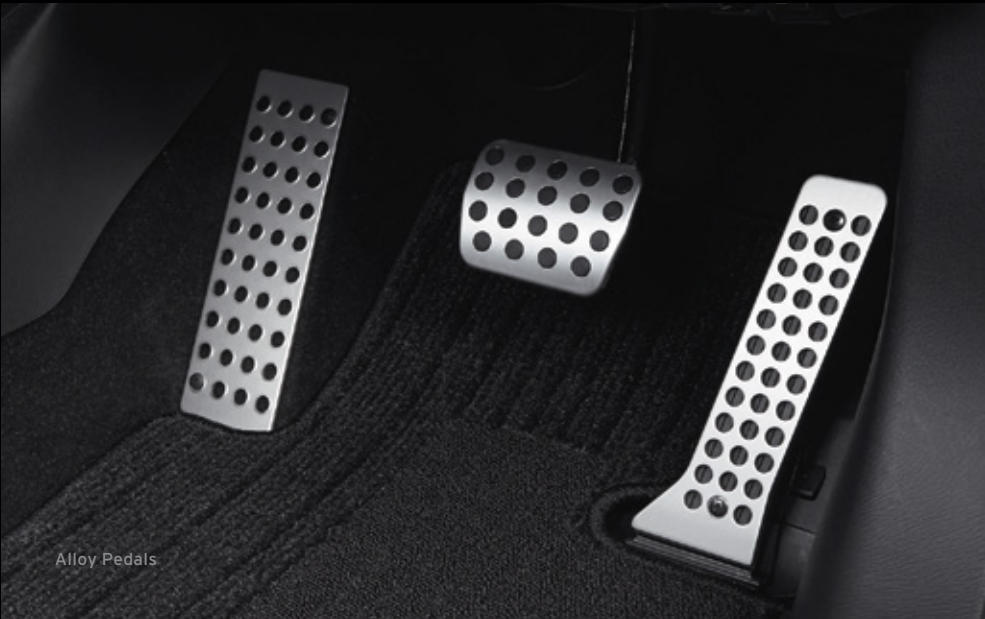
Cargo Net²



Navigation System



Doorsill Trim Plates



Alloy Pedals

All-Weather Floor Mats¹

Every new 2018 Mazda CX-3 is protected by a:

- 3-year/36,000-mile¹ New Vehicle Limited Warranty
- 3-year/36,000-mile¹ 24/7 Emergency Roadside Assistance Program
- 5-year/60,000-mile¹ Limited Powertrain Warranty
- 5-year/unlimited-mileage Warranty Against Body Rust-Through (Anti-Perforation Limited Warranty)

Even after your vehicle warranty has expired, Mazda Extended Confidence provides nearly all the same parts and components covered under your New Vehicle Limited Warranty. Accepted nationwide and utilizing only Genuine Mazda Parts (where available), Mazda Extended Confidence gives you peace of mind for miles beyond your expectations.

**MAZDA EXTENDED
CONFIDENCE**

Whether you're buying or leasing a new, Certified Pre-Owned Mazda or used Mazda, Mazda Capital Services² can help make the financing process more convenient and satisfying. One of the largest auto lenders in America, Mazda Capital 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, visit www.MazdaUSA.com or call us toll-free at (800) 639-1000.

**MAZDA CAPITAL
SERVICES**

¹ Whichever comes first. ² The tradename "Mazda Capital Services," as well as the Mazda and Mazda Capital Services logos, are owned by Mazda Motor Corporation or its affiliates and are licensed to JPMorgan Chase Bank, N.A. ("Chase"). Retail/loan and lease accounts are owned by Chase.







Thank you for considering a Mazda. As you can see from the stories in this brochure, everyone at Mazda, including our Mazda Dealer partners, is deeply passionate about creating cars that provide a memorable driving experience. This passion all starts with you. Before the first sketch of a Mazda, before any new idea is conceived, we consider you, the driver, first. All with the hope that you will feel our passion for driving once you're behind the wheel.

If you haven't already experienced the excitement of driving a Mazda for yourself, schedule a test drive at your local Mazda Dealer. Together, we will ensure that a great test drive is just the first step in the joy of owning a Mazda.

Sincerely,

A stylized, handwritten signature in black ink, likely belonging to Masahiro Moro.

MASAHIRO MORO
President and CEO
Mazda North American Operations

