



Each and every vehicle we build must understand the driver's desires and respond exactly as intended.

Our core belief is true driving pleasure begins at the moment you experience the car as an extension of your body.

Aiming to engineer vehicles achieving unprecedented unity with the driver, Mazda renews its commitment to the challenge.



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

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.

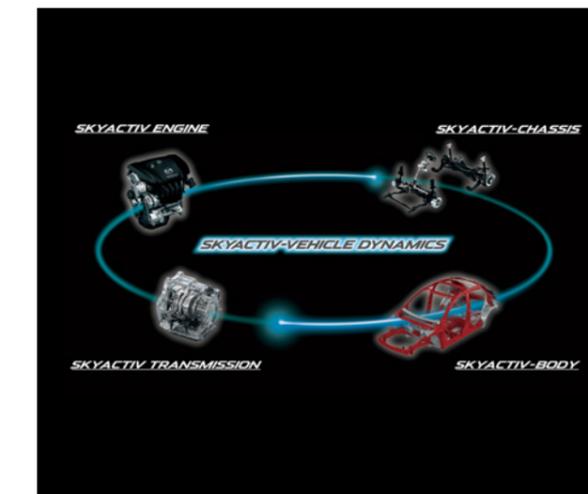
The birth and evolution of SKYACTIV TECHNOLOGY

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'.

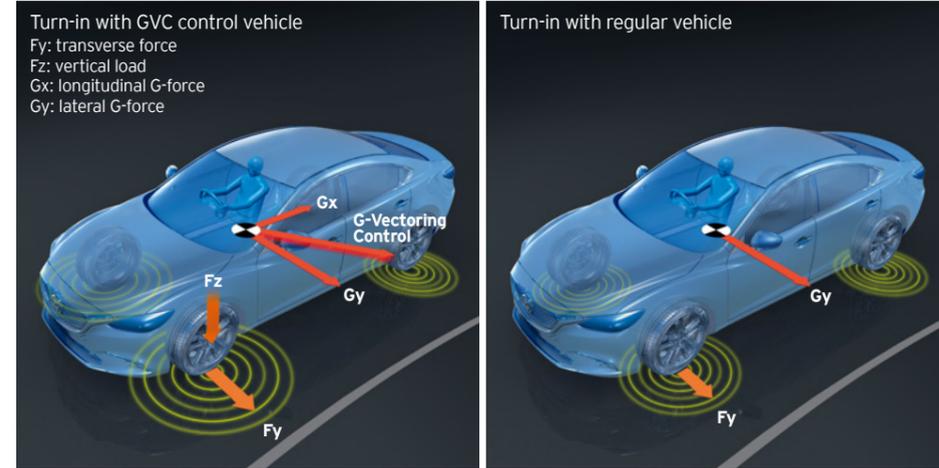
The next step: SKYACTIV-VEHICLE DYNAMICS

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

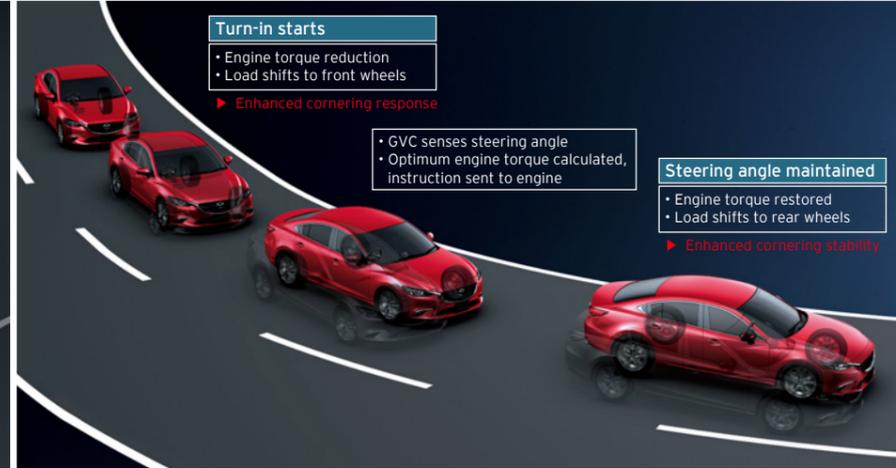
extension of his or her body. Now, to take this concept to the next level, CX-3 introduces SKYACTIV-VEHICLE DYNAMICS. This new addition to SKYACTIV TECHNOLOGY provides integrated control of the engine, transmission, chassis and body to further enhance the *Jinba-ittai* feel of connectedness between car 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

This high-efficiency direct-injection petrol engine realizes brisk performance and superb fuel efficiency via high 14.0:1* compression ratio. It features cavity pistons for high thermal efficiency, multi-hole injectors that produce a more uniform and combustible fuel-air mixture, a 4-2-1 exhaust system that further raises combustion efficiency and more. In addition, linear response to accelerator operation is refined to deliver comfortable, high-quality performance for smooth handling in any situation. A new piston shape is also adopted for higher

efficiency, stronger torque at low- to mid-engine speeds and more practical fuel economy. In pursuit of an ideal engine condition, we refined the *Jinba-ittai* feeling of unity with the car while also achieving excellent environmental performance.

Engine performance**

Max. power: 115kW/6,000rpm

Max. torque: 206Nm/2,800rpm

*13.0:1 in countries where 91RON fuel is recommended.

**Values in countries where 91RON fuel is recommended are 110kW/6,000rpm and 195Nm/2,800rpm.

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 torsion beam axle 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

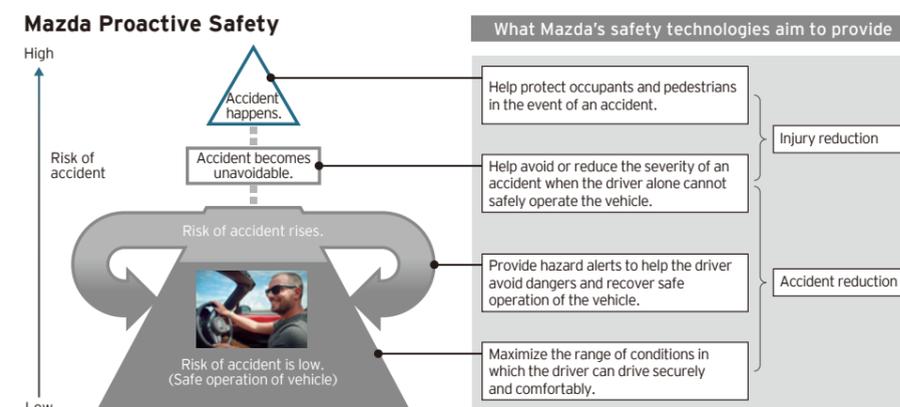
Mazda's new-generation all-wheel-drive system i-ACTIV AWD is engineered to offer confident driving on any road surface while also contributing to environmental compatibility. The system helps prevent tyre slippage and minimize energy losses – enhancing both driveability in poor conditions and fuel economy – 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.



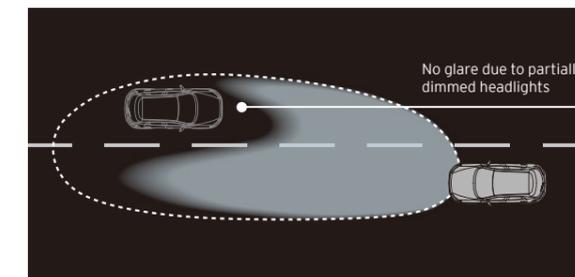


Human-centric innovation: the key to safer, more secured driving

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)

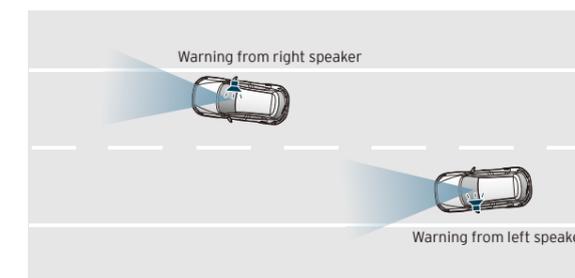
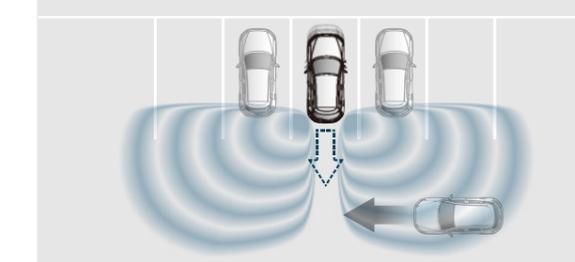
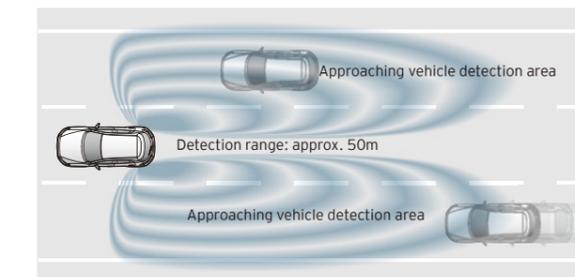
ALH offers the driver greater support for recognizing potential hazards when driving at night. The system improves night visibility and helps the driver avoid hazardous situations by combining the use of Glare-free High Beam (featuring an adjustable illumination range) and Wide-range Low Beam.



Advanced Smart City Brake Support (Advanced SCBS)

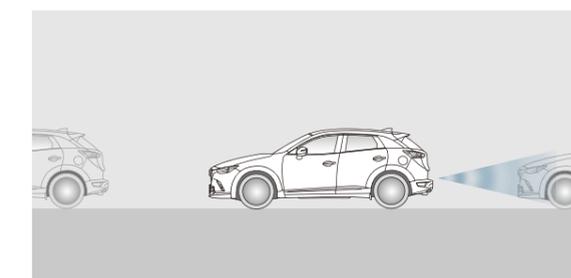
With the high-performance forward sensing camera, Advanced SCBS detects vehicles and pedestrians* in front of the vehicle and automatically applies the brakes to help avoid collisions and mitigate collision damage while driving between approximately 4 and 80km/h (sensing a vehicle ahead) or between approximately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

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.



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 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.

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



Soft padding for the armrest and the use of soft surface coverings have increased quality and comfort to new levels for vehicles in this class. The cup holder was also repositioned to make it easier to 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 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 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.

Exterior and interior colours

TAKUMI-NURI

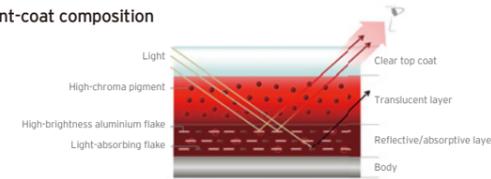


Soul Red Crystal Metallic (46V)



Machine Grey Metallic (46G)

Paint-coat composition



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 KODO design body shape. Now the CX-3 lineup includes two TAKUMI-NURI body colours: Machine Grey Metallic and the newly developed Soul Red Crystal Metallic. The bright highlights, pure depths and outstanding transparency of Soul Red Crystal Metallic deliver a powerful impression of emotionally charged energy, giving CX-3 a fresher, more impressive and refined appearance.



Ceramic Metallic (47A)



Eternal Blue Mica (45B)



Deep Crystal Blue Mica (42M)



Titanium Flash Mica (42S)



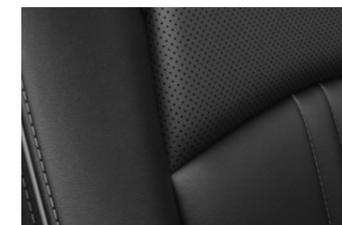
Jet Black Mica (41W)



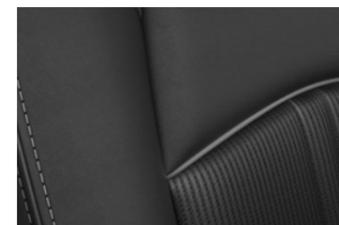
Snowflake White Pearl Mica (25D)



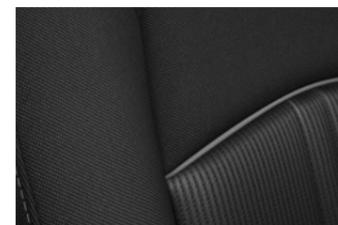
Arctic White (A4D)



Leather, Black



Leatherette, Black



Cloth, Black



Cloth, Black



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

2. 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.

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.