WELCOME TO THE CLUB.

A Mazda is never just a Mazda. It’s a feeling.

It’s a shot of anticipation just before you press start.

It’s that urge to take one last look as you walk away.

It’s the notion that a vehicle should move your body as well as your soul.

It’s a love affair with the road. Any road.

It’s a knowing glance that passes between Mazda drivers.

It’s the feeling that you don’t just own a Mazda, you have a lifelong, irrevocable membership in The Clubhouse of Driving Passion.
Open roads and urban jungles are more gratifying in a vehicle that handles brilliantly and is beautiful to behold. Inspiring a love of driving is what the 2018 CX-3 is made for. Whether you’re reveling in back-country roads or navigating commuter traffic, this compact crossover SUV boasts superb versatility, a confident stance, available i-ACTIV All-Wheel Drive and stunning KODO “Soul of Motion” design inside and out. In a vehicle built on the premise that driving matters, life is no longer only about getting from Point A to Point B, but also about relishing the journey.

*Optional on all models.
SOUL MEETS STEEL.

The CX-3 is a study in striking, balanced design proportions. From available 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 suggests strength and beauty. 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.

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 motion.

*Standard on the GT model.
SKYACTIV TECHNOLOGY

Every element of the CX-3, from its body construction and engine technology to its chassis and transmission, is engineered to maximize 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.

SKYACTIV-G

The SKYACTIV-G engine delivers powerful torque at low- to mid-range speeds, linear acceleration response and an exhilaratingly powerful feel.

SKYACTIV-CHASSIS

The steering and suspension systems achieve two seemingly contradictory goals at once: To be nimble at low speeds, yet stable at high speeds. Plus, its lighter weight allows for a more direct and agile feel.

SKYACTIV-MT

This six-speed manual transmission has the shortest shift throw in its class. Inspired by the legendary MX-5 Miata, it’s also smaller, lighter and stronger than any we’ve built before.

SKYACTIV-BODY

Our efficient structural design and use of ultra-high-tensile steel in critical areas means the CX-3’s body is lighter than normal, yet stiffer and stronger. And one more way we work to make you safer behind the wheel.

SKYACTIV-DRIVE

Our high-performance automatic transmission† combines the direct feel of a manual transmission with the silky smoothness of an automatic. You get sharper, more responsive acceleration and sporty performance.

SKYACTIV-VEHICLE DYNAMICS

To turn the entire driving experience, including driving on a straight line, turns and halts, into a truly harmonious experience, Mazda integrated control of the car’s key components to strengthen the Jinba Ittai driving feel.

PERFORMANCE + EFFICIENCY

UP TO AN ESTIMATED 6.9 L/100 KM HWY *

MOBILE-optimized G-Vectoring Control (GVC) technology works behind the scenes to help achieve a smoother, less fatiguing drive for you and your passengers by softly adjusting engine torque and shifting vehicle weight during everyday commutes and spirited drives. The result is steering that is more precise and a ride that is more comfortable for drivers and passengers alike.

BE ONE WITH THE ROAD.

SKYACTIV-VEHICLE DYNAMICS and new G-Vectoring Control (GVC) technology works behind the scenes to help achieve a smoother, less fatiguing drive for you and your passengers by softly adjusting engine torque and shifting vehicle weight during everyday commutes and spirited drives. The result is steering that is more precise and a ride that is more comfortable for drivers and passengers alike.

†Optional on the GX model and standard on the GS and GT models.

mazda.ca/skyactiv
Designed to help you stay focused on enjoying your drive, i-ACTIV All-Wheel Drive* uses sensors to actively monitor and forecast 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. 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.

*Optional on all models.

CANADA’S WORST CONDITIONS ARE OUR BEST TEST.

When meticulous engineering meets an unwavering commitment to quality, the result is unmistakably Mazda. We test in some of Canada’s most extreme climates and conditions to ensure our vehicles can withstand the elements.

CORROSIVE CLIMATES

With salt water blowing off the ocean, and more hydrogen in the air than normal, Halifax is the perfect storm for corrosion. That’s why we recruit Mazda owners from Halifax and assess how their vehicles fare against the climate.

† SKYACTIV-Body: In contrast to traditional car bodies, the fluid design and unique curvature of our SKYACTIV-Body eliminates many right angles and brackets where moisture can seep in. This dramatically minimizes opportunities for corrosion.

EXTREME COLD

The frigid temperatures and dramatic snowfalls of Lac-Saint-Jean, Quebec, help us test for the remedial effects of cold weather. This helps us ensure the reliability of our vehicles in the most extreme winter conditions.

‡ Engine Insulation: We seal our engines on the bottom and insulate them on the top to further protect them from the elements. This enclosure also ensures that heat radiates quicker for optimal engine performance, even in freezing cold temperatures.

WINTER ROADS

Montreal uses a destructive combination of salt and gravel on icy roads. This mixture can lick up and chip the paint, exposing metal that can be vulnerable to corrosion. We test here so that our vehicles are prepared for this threat.

§ Zinc-Coated Steel: We fortify areas of our vehicles that are especially vulnerable to corrosion with plates of zinc-coated steel. This specialized metal makes corrosion nearly impossible, offering your vehicle added protection.
CHANGE YOUR PERSPECTIVE ON DRIVING.

The moment you sit down in the CX-3, you’ll find yourself 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, sleek analog dials and a 7-inch full-colour touchscreen display blend seamlessly with the interior’s KODO design elements. 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.

*Available on the GS model with i-ACTIVSENSE Package and standard on the GT model.

THE DETAILS MAKE THE DRIVE

That’s why the CX-3 takes special care with features you might not think about, but that make a big impact, like the available colour 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.

*Available on the GS model with i-ACTIVSENSE Package and standard on the GT model.
VERSATILE AND BEAUTIFUL TO SUIT YOUR STYLE.

What you can do in life depends on your options. With the CX-3, you have plenty of them. Starting with versatile 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 to accommodate your life. But there’s more. Inside, 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. Black leatherette is available on the GS model‡ and, in the GT model, luxuriate in leather-trimmed seating with soft Lux Suede® accents. Yet there’s an ingenious purpose behind the style. Clean lines, modern design and comfort all help eliminate distraction, so you can focus on the journey along the way.

*Please remember to properly secure all cargo.
†1,528 L of cargo space with rear seats folded is standard on the GX and GS models. GT models come with 1,484 L of cargo space.
‡Available on the GS model with Luxury Package.
GO THE DISTANCE WITHOUT DISTRACTION.

Standard on every CX-3, our MAZDA CONNECT infotainment system 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 connected, 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.

ENTERTAIN

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.

COMMUNICATE

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.

NAVIGATE

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

BOSE® SOUND SYSTEM
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.

LED HEADLIGHTS WITH ADAPTIVE FRONT-LIGHTING SYSTEM (AFS)
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.

ADVANCED BLIND SPOT MONITORING (ABSM)
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 unexpectedly.

HIGH BEAM CONTROL SYSTEM (HBC)
Available High Beam Control system 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.

SMART CITY BRAKE SUPPORT (SCBS)
City driving offers its own treacherous obstacle courses. In order to help avoid or reduce the severity of a collision, the CX-3 offers the Smart City Brake Support system—now standard on all CX-3s. When traveling at speeds of 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.

DISTANCE RECOGNITION SUPPORT SYSTEM (DRSS)
At speeds above 30 km/hour, the Distance Recognition Support system measures the distance between your vehicle and the vehicle ahead and recommends a comfortable following distance. If your vehicle encroaches on this distance, a warning light illuminates.

MAZDA RAS CRUISE CONTROL (MRCC)
Mazda Radar Cruise Control* judges the relative speed and distance to the car ahead, and works within a set speed range to maintain a safe following distance. The system’s Close Proximity Warning provides audible and visual warnings when it senses a fast approach to the vehicle ahead.

SMART BRAKE SUPPORT (SBS)
Similar to Smart City Brake Support, Smart Brake Support* can help avoid or reduce the severity of a collision at higher rates of speed (above 15 km/hour), like highway driving. The Collision Warning feature will alert the driver that braking is immediately necessary. If the radar sensor determines that a collision is unavoidable, the automatic brake control will engage.

SMART BRAKE SUPPORT (SBS) VERSUS SMART CITY BRAKE SUPPORT
Smart Brake Support can help avoid or reduce the severity of a collision at higher rates of speed (above 15 km/hour), like highway driving. The Collision Warning feature will alert the driver that braking is immediately necessary. If the radar sensor determines that a collision is unavoidable, the automatic brake control will engage.

LANE DEPARTURE WARNING SYSTEM (LDWS)
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.

FORWARD OBSTRUCTION WARNING (FOW)
The Forward Obstruction Warning system detects vehicles ahead and alerts the driver to an approaching risk of collision early enough for the driver to take evasive action.

REAR CROSS TRAFFIC ALERT (RCTA)
When backing up, this available system 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.

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REAR VIEW CAMERA (RVC)
When backing up, the rear view camera displays a view of the area behind you, which can help you spot obstacles and potential hazards before they become your problem.

LED HEADLIGHTS WITH ADAPTIVE FRONT-LIGHTING SYSTEM (AFS)
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.

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REAR CROSS TRAFFIC ALERT (RCTA)
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*Available on the US model with i-ACTIVSENSE Package and the 2nd row model with Technology Package.
†Available on the US model with i-ACTIVSENSE package.
‡Available on the US model with i-ACTIVSENSE Package and the GT model with Technology Package.
**Available on the GT model with Technology Package.
††TSR functionality may not be compatible with all regional road signs in Canada.
MAZDA CX-3 WHEELS

- Machine Grey Metallic
- 18" alloy wheels – machined spokes with polished finish and dark painted pockets

MAZDA CX-3 UPHOLSTERY

- Black Cloth (GX)
- Premium Black Cloth (GS)
- Black Leatherette with Lux Suede® (GT)

MAZDA CX-3 COLOURS

- Snowflake White Pearl
- Soul Red Metallic
- Eternal Blue Mica
- Deep Crystal Blue Mica
- Jet Black Mica (GS with Luxury Package)

EVEN THE PAINT IS INNOVATIVE

Machine Grey Metallic: This new signature paint from Mazda offers the lustre and depth reserved for concept vehicles. Conceived by the creative minds of our designers, this rich hue is the result of a myriad of spray processing innovations. Aluminum paint flakes align in a uniform pattern that parallels the surface of the CX-3’s body panels for dramatic hues with intense luminosity and a reflective, liquid-like quality.

TAKUMI-NURI is the name given to Mazda’s high-quality painting technology developed with the aim of creating the ultimate paint, which until now has been impossible to produce. The name expresses the artistry of the engineers through the Japanese word “Takumi,” or “Craftsmen.”

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MAZDA CX-3 GS
Includes GS with automatic transmission plus:

- 18" alloy wheels (machined spoked with polished finish and dark painted pockets)
- Leather-wrapped shift boot
- Power moonroof, leatherette-trimmed upholstery, soft black front panel with red stitching and satin trim

MAZDA CX-3 GT
Includes GS with power moonroof equipment plus:

- 18" alloy wheels (machined spoked with polished finish and dark painted pockets)
- Piano black shift boot surround
- Soft, coordinated front panel and stitching with satin chrome trim

GT OPTIONS

- 18" alloy wheels (machined spoked with polished finish and dark painted pockets)
- Piano black shift boot surround

EXTERIOR DIMENSIONS

- 2,471 (length)
- 1,767 (width)
- 1,499 (height)
- 1,521 (track)
- 1,103 (front wheelbase)
- 1,112 (rear wheelbase)

INTERIOR DIMENSIONS

- 954 (front headroom)
- 944 (rear headroom)
- 785 (cargo length)
- 1,000 (cargo width)

PREMIUM BLACK CLOTH

EXTENSION COLORS

- BLACK LEATHERETTE
- BLACK LEATHER
- PREMIUM BLACK CLOTH
- EXTENSION COLORS

BLACK LEATHERETTE* EXTENSION COLORS

*Available with Leather or Leatherette Package only.

BG OPTIONS

- AWD
- ACTIVE AWD (all-wheel drive)

Active Package (requires i-ACTIV AWD)

- Front and rear door trim inserts in Black Sand®
- Piano black shift boot surround

i-ACTIVSENSE Package (requires i-ACTIV AWD and Luxury Package)

- Adaptive LED low-beam headlights
- Lane Departure Warning System (LDWS)
- Smart City brake support system
- Backup camera
- Mazda Radar Cruise Control (MRCC)
- Blind spot monitoring system
- Lane Departure Warning System (LDWS)
- High Beam Control System (HBC)
- Rear Cross Traffic Alert (RCTA)

*Black Sand® is a registered trademark of the Navitat Canyons, LLC.

MAZDA CX-3 SPECIFICATIONS & CAPACITIES

**Standard features based on a comparison of U.S. models, revised 5-cycle testing. For comparison purposes only. For more information on revised 5-cycle testing, visit mazda.ca/5cycle.

**For full details on the 2018 CX-3 model line-up, please visit mazda.ca or your local Mazda dealer.

2018 MAZDA CX-3 MODEL LINE-UP AT A GLANCE*

TRANSMISSION

- SKYACTIV-G 2.0 L I4

DRIVE CONFIGURATION

- SKYACTIV-Drive 6-speed automatic
- SKYACTIV-Drive 6-speed manual

ENGINE

- SKYACTIV-G 2.0 L I4

DESCRIPTION

- Front Wheel Drive
- Front Wheel Drive
- Front Wheel Drive

EXTERIOR COLORS

- MAZDA CX-3 GS
- MAZDA CX-3 GT

*For details on the 2018 CX-3 model line-up, please visit mazda.ca or your local Mazda dealer.
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
With Mazda Mobile Start, now you can remotely start, lock or unlock your Mazda using a smartphone app. You can even activate a panic alarm, and if you’ve forgotten where you parked your Mazda, you can use the app to find it virtually anywhere. One-year subscription included. Applicable on automatic transmission vehicles only.

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.

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.

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.

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.

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.

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 REAL-LIFE THRILLS.

Mazda is the proud sponsor of Canada Snowboard, one of Canada’s premier athletic organizations. We share these athletes’ passion for mastering both the sport and the artistry of being a champion snowboarder. We share their pursuit of authentic exhilaration.

Watch these exhilarating athletes in action at:
mazda.ca/en/sponsorships/canada-snowboard/

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, 2018 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 handicapped 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 vehicles. 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.

WE’RE MORE THAN A DEALERSHIP. WE’RE A CLUBHOUSE.

We’re the clubhouse where Mazda enthusiasts unite. Where a passion for driving meets vehicles made for driving.

Where every Mazda dealership team knows that passion inside and out.

From that first initiation rite of a soul-rousing test drive, to every drive you take and every customer service visit you make.

WELCOME TO THE CLUBHOUSE OF DRIVING PASSION.
Get more detailed information on your CX-3. Visit mazda.ca for specifications and features, option packages, pricing, financing, to get a quote and find a dealer near you.

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