



*MAZDA CX-3*



*zoom-zoom*

DK-ROC-A  
E-16YD

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## 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.



Note: Available functions of MZD CONNECT may vary according to the type of connected smartphone and its operating environment. Please consult your local Mazda dealer for exact information.



## 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.



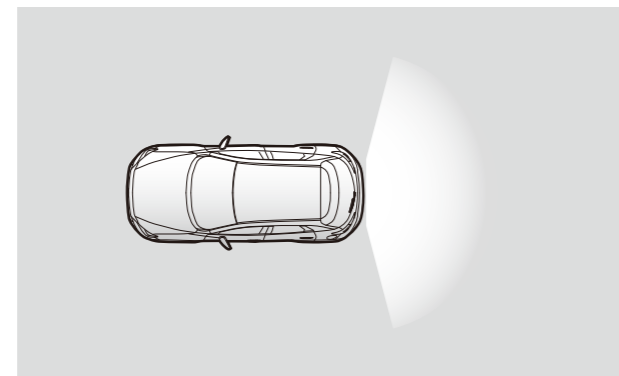
Drive Selection switch on the shift gate allows switching to Sport mode, automatically setting the transmission and engine characteristics for powerful acceleration and linear response when merging onto a crowded highway.



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)



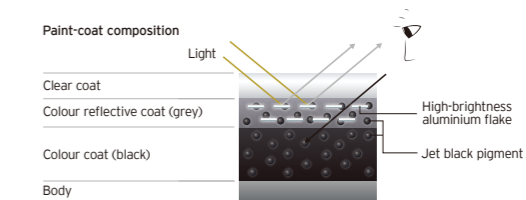
Jet Black Mica (41W)



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

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.



2

## 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.



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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.