2020 MAZDA CX-3

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.

FEEL ALIVE™

HIROSHIMA SPIRIT

Mazda shares a special history and spirit with Hiroshima, Japan. As the birthplace of Mazda, Hiroshima constantly inspires us to rise above any challenge, pushing us to achieve more than anyone could have imagined. We have built a global company from the ground up. We have developed innovations that others deemed impossible, from the rotary engine to Skyactiv Technology and beyond. Most of all, we have never strayed from our belief in the power of human potential. We give all of ourselves: we use our hands to craft and create things that matter, that have soul, that transfer our energy to you. To heighten your state of being.

MAZDA CX-3

Beautiful design and thoughtful engineering heighten your senses through a unique connection between driver and machine. Everything must work seamlessly to create balance and precision. The 2020 Mazda CX-3 embodies this approach – with stunning lines and a bold stance, making it look just as good standing still as it does in motion. Throughout the cabin, clean insightful design helps eliminate distraction. On the road, the intuitive handling of the CX-3 leaves you feeling invigorated and ready to engage with the world around you.

KODO: “SOUL OF MOTION”

Our design philosophy is simple, yet highly challenging to accomplish: Capture energy in motion, even at a standstill. With curves and angles so striking, they command your attention through a mere glance. Exciting you by the anticipation of what’s to come. Eliciting this kind of instant emotional response requires a human touch. Created for humans by humans. Eliminating all that is unnecessary, leaving only what is beautiful. Transferring the energy of the maker into every nuance. We call this Kodo: “Soul of Motion” design. A dynamic sense of motion that urges you to get behind the wheel and experience the unique energy that can only come from a Mazda.

THE HUMAN TOUCH

The Mazda Takumi are the artisans and craftsmen who hone their skills for years, even decades, to achieve mastery. From their first sketch to the final stitch, their passion, patience and persistence are poured into every design. The Takumi masters are so highly skilled, they can carve a block of clay into a work of art. Instinctually, they use their sight, as well as their touch, to ensure that every curve is perfectly proportioned to their final vision. A process that continues until this human energy breathes life into the vehicle. From designer to driver, this connection ultimately creates an enriching emotional bond between you and your Mazda.

EMBRACING WHAT IS MOST ESSENTIAL

As you enter the Mazda CX-3, you'll appreciate Japanese essentialism firsthand. All extraneous details have been stripped away to accentuate motion, space and clarity. Colours work in harmony. Available materials like Grand Luxe Suede® trim and leather-trimmed upholstery are pleasing to the touch and the eye. Natural light emphasizes a continuous clean line that wraps around the entire cabin, creating a more open and calming space for you and your passengers.

*Don't drive while distracted or while using a hand-held device.

DESIGN WITH A SINGLE FOCUS: YOU

The 2020 Mazda CX-3 is artfully crafted around you – the driver. With each carefully engineered detail, from the steering wheel centred to your body to the ergonomic floor-mounted gas pedal, the car becomes seamlessly connected to you. Every dial, button and knob throughout the cockpit is positioned for optimal interaction. Apple CarPlay™ integration allows effortless voice access to your iPhone's maps, playlists, contacts and compatible apps through Siri. For Android users, Android Auto™ integration is also standard. Everything you need is a tap or voice command away – enhancing the bond between you and your drive.*

TO HEIGHTEN YOUR SENSES, WE CREATED A FEW OF OUR OWN

Sophisticated safety innovations that alert you to hazards and help you avoid collisions – or lessen their impact – is the ingenious thinking behind i-Activsense. This intelligent suite of available safety features* such as Advanced Blind Spot Monitoring (ABSM), Smart City Brake Support (SCBS) and Rear Cross Traffic Alert (RCTA) help improve your visibility and awareness of the road. These are subtle adjustments and alerts that help create a confident experience behind the wheel.

*i-Activsense safety features are not a substitute for safe and attentive driving. There are limitations to the range and detection of each safety feature. See Specifications and Features for availability. Please see your Owner's Manual for further details.

*Optional on the GX an GS models and standard on the GT model.

CONFIDENCE WHEN YOU NEED IT MOST

We've never been satisfied with the status quo. We refuse to do things the way they have been done for years. Which is why our available all-wheel drive system is created to perform like no other. Breakthrough technology that helps predict the unexpected. This is i-Activ AWD.* Inventive engineering that helps detect the possible loss of traction by actively monitoring everything from outside temperature and windshield wiper usage to the driver's steering and braking inputs. The Mazda CX-3 helps you drive confidently in the snow and rain and improves performance on dry roads too.

MORE POWER, MORE EMPOWERMENT

Skyactiv Technology enables us to orchestrate what we believe to be the ideal driving experience. From the chassis to the transmission to the engine and beyond, we've designed every single aspect of our cars to be powerful, efficient and intuitive to your needs. Every effort has been made to enhance the joy from driving through a completely holistic, smarter approach: Skyactiv Technology. Bringing car and driver together to create an inherent connection.

We build every Mazda to inspire. How you feel is our rule of measurement. We believe driving should be effortless. And that joy should be found in every turn and every straightaway. We believe driving should exhilarate every fibre of your being. Because it can. And this is why we built the CX-3.

FEEL ALIVE™

SPECIFICATIONS

ENGINE
Skyactiv-G 2.0
DOHC 16-valve in-line 4 cylinder
148 hp @ 6,000 rpm
146 lb-ft of torque @ 2,800 rpm

TRANSMISSION & DRIVETRAIN
Skyactiv-MT 6-speed manual transmission (Standard on the GX)
Skyactiv-Drive 6-speed automatic transmission with manual-shift mode and Drive Selection switch (Optional on the GX)
Skyactiv-Drive 6-speed automatic transmission with manual-shift mode, Drive Selection switch and paddle shifters (Standard on the GS and GT)
Skyactiv-Vehicle Dynamics with G-Vectoring Control
Front-wheel drive (Standard on the GX and GS)
Available i-Activ AWD (All-Wheel Drive)
(Available on the GX and GS; Standard on the GT)

DIMENSIONS
Overall length (mm): 4,274
Wheelbase (mm): 2,570
Overall width (mm): 1,767
Overall height (mm): 1,542 (GX, GS)/1,547 (GT)

CARGO VOLUME
504 L (GX, GS)/467 L (GT) (behind 2nd row seats, up to ceiling)
1,209 L (GX, GS)/1,147 L (GT) (with 2nd row seats folded, up to ceiling, not including floor space between seating rows)

FUEL ECONOMY*
L/100 km, (city/highway)
8.8/7.0 (Skyactiv-MT 6-speed manual, FWD)
8.3/6.9 (Skyactiv-Drive 6-speed automatic transmission, FWD)
8.6/7.4 (Skyactiv-Drive 6-speed automatic transmission, AWD)

FUEL TANK CAPACITY
48 L (FWD)
45 L (AWD)

*Estimated fuel economy based on Government of Canada's approved, revised 5-cycle testing method. Your actual fuel consumption may vary depending on how, where and when you drive. For comparison purposes only. For more information on revised 5-cycle testing, visit mazda.ca/5cycle.

FEATURES

MAZDA CX-3 GX
Includes the following features:

16" steel wheels with covers
Rearview camera (wide angle)
Automatic headlight shut-off
Keyless entry
Push Button Start
Electronic Parking Brake (EPB) with auto-hold function
HMI Commander switch
7" colour touchscreen display with Mazda Connect
2 USB ports and auxiliary inputs
Navigation-ready (requires navigation SD card accessory)
Tilt and telescopic steering wheel
Steering-wheel-mounted audio and cruise controls
Steering-wheel-mounted Bluetooth® controls
AM/FM/HD radio with 6 speakers
Apple CarPlay™
Android Auto™
Power windows with driver's side one-touch up and down and timer
Air conditioning with manual climate controls
Rear heater ducts (under front seats)
Cloth upholstery
60/40-split folding rear seat

GX options:

Skyactiv-Drive 6-speed automatic transmission with manual-shift mode and Drive Selection switch
i-Activ AWD (All-Wheel Drive; requires Skyactiv-Drive 6-speed automatic transmission)

MAZDA CX-3 GS
Includes the following features in addition to or in place of the GX model with automatic transmission and front-wheel drive:

16" alloy wheels (silver finish)
Rain-sensing intermittent front wipers
Premium cloth upholstery
Heated front seats, door mirrors and steering wheel
Air conditioning with automatic climate controls
Automatic on/off headlights
Leather-wrapped steering wheel and shift knob
Passenger's seat manual lifter
Overhead console with sunglasses holder
Rear seat centre armrest with cup holders
Silver finish front grille

GS options:

i-Activ AWD (All-Wheel Drive; requires Skyactiv-Drive 6-speed automatic transmission)
Power glass moonroof (Luxury Package)
Leatherette-trimmed upholstery with cloth accents (Luxury Package)

FEATURES

MAZDA CX-3 GT
Includes the following features in addition to or in place of the GS model with i-Activ AWD and power moonroof:

18" alloy wheels (machined spokes with polished finish and dark painted pockets)
LED headlights and fog lights
Automatic levelling headlights
Adaptive Front-lighting System (AFS)
LED rear combination lights with signature lighting
Leather-trimmed upholstery
Grand Luxe Suede® interior accents
10-way power driver's seat (includes lumbar support)
Driver's seat memory function
Bose premium sound system with 7 speakers
Navigation system
Advanced keyless entry (proximity and ignition)
Auto-dimming rearview mirror
SiriusXM® Satellite Radio (includes complimentary 3-month subscription)

AVAILABLE i-ACTIVSENSE SAFETY FEATURES:
Advanced Blind Spot Monitoring (ABSM), Rear Cross Traffic Alert (RCTA), Smart City Brake Support (SCBS), Mazda Radar Cruise Control with Stop & Go function (MRCC with Stop & Go function)†, Smart Brake Support (SBS)†, Pedestrian Detection (forward sensing)†, Distance Recognition Support System (DRSS)†, Forward Obstruction Warning (FOW)†, Lane Departure Warning System (LDWS)†, High Beam Control system (HBC)†, Traffic Sign Recognition System (TSR)††, and Colour Active Driving Display (ADD)†.

†Standard on the GT model.
††Standard on the GT model. TSR functionality may not be compatible with all regional road signs in Canada.

AVAILABLE ACCESSORIES:
Alloy Wheels (16" to 18" Titanium/Matte Gunmetal/Gloss Gunmetal/Gloss Black/Satin Black), Navigation (SD Card), Remote Engine Start, All-Weather Floor Mats, Premium Floor Liners, Alloy Pedals, First Aid Kit, Roadside Assistance Kit, Cargo Tray, Cargo Net, Scuff Plates, Roof Rack and Accessories: Cargo Box/Bike/Kayak/Ski/Snowboard/Standup Paddleboard/Surf Carriers, Soft Cargo Tote, Aero Kit: Front Air Dam/Side Sills/Rear Under Skirt/Rear Lip Spoiler, Accessory Hitch, Hitch Bike Carrier – Platform Style, Bumper Guard (Rear), Door Visors, Engine Block Heater, Fog Lights, Moonroof Wind Deflector, Hood Deflector, Mud Guards, Premium Touch-up Paint Pen, Wheel Locks.

MAZDA UNLIMITED MILEAGE WARRANTY
STANDARD ON ALL NEW MODELS

At Mazda, we pride ourselves on our commitment to quality, which is why every new vehicle includes our unlimited mileage warranty.

3-YEAR NEW VEHICLE	3-YEAR ROADSIDE ASSISTANCE	5-YEAR POWERTRAIN	7-YEAR ANTI-PERFORATION
UNLIMITED MILEAGE WARRANTY	UNLIMITED MILEAGE	UNLIMITED MILEAGE WARRANTY	UNLIMITED MILEAGE WARRANTY

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 MOBILITY ASSISTANCE PROGRAM

Mazda Canada believes that vehicle access is vital for everyone. Under this program, physically challenged 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 vehicle. For complete details on this program, see your Mazda Dealer.

READY TO ROLL

Our pre-delivery commitment means every new Mazda is inspected and fitted with floor mats and comes with a full tank of gas.

ADDED PROTECTION

For peace-of-mind motoring, we've created Mazda Added Protection Plan (M.A.P.) extended warranty plans. M.A.P. plans complement your Mazda Limited Warranty and protect you from unexpected repair expenses and the rising cost of repairs. All M.A.P. plans include Personal Budget and Repair Inflation Protection. In addition, all M.A.P. plans include Roadside Assistance, Tire Road Hazard coverage and OEM Collision Part Coverage. Roadside Assistance extends the roadside assistance coverage offered during the new-vehicle limited-warranty period throughout the M.A.P. term. The Roadside Assistance offers Towing, Winching, Battery Boost, Out-of-Fuel Coverage, Tire Service, Lockout Service, Emergency Travel Expense Reimbursement and Travel Planning and Dealer Locator. Should you ever decide to sell your Mazda vehicle, M.A.P. is transferable to future owners and will enhance the resale value of your vehicle. The Mazda Added Protection Plan is fully backed and administered by Mazda Canada Inc. For more information, please contact your Mazda Dealer.

MAZDA ROADSIDE ASSISTANCE PROGRAM

As part of our commitment to your total satisfaction, 2020 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 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.

GRADUATE PROGRAM

Ask your dealer about Mazda's competitive program for recent university and college graduates.

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For full details on the 2020 CX-3 model line-up, please visit mazda.ca or your local Mazda dealer.

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Thank you for considering a Mazda.

As you can see from the stories in this brochure, everyone at Mazda 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.

Because we believe that vehicles should move your body as well as your soul, we love sharing the beautiful machines we make and building relationships with the people who drive them. When you drive a Mazda, you're a part of The Clubhouse of Driving Passion, where driving is celebrated in its purest form.

I look forward to seeing you at the Clubhouse.

Sincerely,

David Klan
President and CEO
Mazda Canada Inc.

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EST. 1920 HIROSHIMA, JAPAN

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