

ALL-NEW 2016 MAZDA CX-3 SUBCOMPACT CROSSOVER MSRP^[1] TO START FROM \$19,960

IRVINE, Calif., July 16, 2015 /[PRNewswire](#)/ — New vehicle segments don't come around often. So when Mazda had the opportunity to create its very own subcompact crossover to tackle the urban sprawl, as well as the road less-traveled, it did so the only way it would – with the fun-to-drive, stylish and upscale 2016 Mazda CX-3.

Nearing its mid-August expected on-sale date, Mazda North American Operations (MNAO) has released full pricing for its entry-level CUV offering, starting at an MSRP² of \$19,960 for the entry-level CX-3 Sport with front-wheel drive. As a \$1,250 upgrade, buyers can select CX-3 Sport with Mazda's predictive i-ACTIV all-wheel drive that takes temperature, road conditions, steering-angle and weather into account, among other factors, to help optimize to which wheels engine power is routed for maximum performance and stability.

"We wanted to send a strong statement that new buyers, early adopters, empty-nesters and right-sizers can get everything they want in a crossover that fits their needs," said Jim O'Sullivan, president and CEO, MNAO. "CX-3 offers the same technologies and thrilling driving experience seen across the rest of Mazda's award-winning lineup that we believe will be a great gateway to the Mazda brand."

CX-3 comes standard with a SKYACTIV-G 2.0-liter engine producing 146 horsepower at 6,000 rpm and 146 lb-ft of torque at 2,800 rpm, with all trim levels equipped with a quick-shifting SKYACTIV-DRIVE six-speed automatic transmission. In front-wheel-drive configuration, it nets a class-leading³ EPA-estimated fuel economy⁴ of 29 mpg city/35 mpg highway/31 mpg combined (27 mpg city/32 mpg highway/29 mpg combined with i-ACTIV AWD).

All CX-3 models also come with MAZDA CONNECT™, a seven-inch, full-color touchscreen infotainment suite that is integrated with a commander control knob and Bluetooth hands-free phone pairing and audio streaming. MAZDA CONNECT™ helps drivers and passengers safely keep connected while on the go, integrating phone controls, radio, internet radio services like Pandora and Aha by Harmon, and available navigation into a single system.

All 2016 CX-3s also have backup camera and push-button starter as well as power windows, power door locks and remote keyless entry.

Stepping up from CX-3 Sport to the mid-level CX-3 Touring yields additional niceties like leatherette seating surfaces with cloth inserts, heated seats, Blind Spot Monitoring (BSM), Rear Cross-Traffic Alert (RCTA), Mazda Advanced Keyless Entry, heated door mirrors, a center armrest and leather-wrapped steering wheel and shifter. The available Touring Technology Package adds a one-touch power moonroof, SiriusXM and HD radio and a rear cargo cover.

CX-3 Grand Touring ups the ante with a one-touch power moonroof, navigation, Adaptive Front-lighting System (AFS), Active Driving Display pop-up head-up display, leather and Lux Suede two-toned seats, a seven-speaker Bose® premium audio system with SiriusXM satellite and HD radio, a rear cargo cover, steering wheel-mounted paddle shifters and LED headlights, fog lights, daytime running lights and tail lights.

When equipped with the Grand Touring i-ACTIVSENSE package, CX-3 packs features unavailable in rival vehicles like Mazda Radar Cruise Control, Smart City Brake Support, Smart Brake Support, High Beam Control System, Lane Departure Warning System, rain-sensing wipers and auto on/off headlights.

MSRP⁵ for each CX-3 trim level is as follows (add \$1,250 to each model for i-ACTIV all-wheel drive):

- CX-3 Sport: \$19,960
- CX-3 Touring: \$21,960
 - Touring Technology Package: \$1,410
- CX-3 Grand Touring: \$24,990
 - i-ACTIVSENSE safety package: \$1,920

Mazda North American Operations is headquartered in Irvine, Calif., and oversees the sales, marketing, parts and customer service support of Mazda vehicles in the United States and Mexico through nearly 700 dealers. Operations in Mexico are managed by Mazda Motor de Mexico in Mexico City. For more information on Mazda vehicles, including photography and B-roll, please visit the online Mazda media center at www.mazdausamedia.com.

¹ MSRP does not include \$880 for destination and handling (\$925 in Alaska). Dealers set actual prices. MSRP, options and availability subject to change.

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³ Subcompact Crossover Utility Vehicle class of vehicles consists of the following vehicles: 2016 Mazda CX-3, 2015 Mini Cooper Countryman/Paceman, 2015 Chevrolet Trax, 2015 Buick Encore, 2015 Nissan Juke, 2015 Mitsubishi Outlander Sport, 2016 Honda HR-V, 2016 Jeep Renegade and 2016 Fiat 500X with entry-level engines when paired with automatic transmissions. Class may vary from EPA-specified categories.

⁴ Fuel economy is estimated by the U.S. EPA. Actual customer mileage will vary.

⁵ MSRP does not include \$880 for destination and handling (\$925 in Alaska). Dealers set actual prices. MSRP, options and availability subject to change.

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