

## 2016 MAZDA LINEUP: WHAT'S NEW

Having launched two refreshed and two all-new models for the 2016 model year, Mazda North American Operations is keeping busy with broadening its award-winning lineup of cars and crossovers. For the 2016 model year, Mazda is keen to maintain its leadership in providing unmatched KODO—Soul of Motion design and excellent driving dynamics and democratizing advanced safety technologies like Mazda Radar Cruise Control and Smart Brake Support into even its smallest, most affordable vehicles.

Mazda6 and CX-5 return for 2016 with new styling elements, interior amenities and refinement. Mazda CX-3 enters the North American market in a new, hot segment, and MX-5 Miata continues its mission to provide unadulterated driving thrills to the masses. Last but not least, Mazda3 has been repackaged for 2016. Below is a list of what's new and different with Mazda's 2016 lineup.

### **Mazda3**

MSRP starting from \$17,845

- Mazda3i SV discontinued
- Rearview camera standard on all Mazda3 models
- Mazda3s Touring four- and five-door models with six-speed manual transmission discontinued
- Auto-dimming interior mirror standard on Mazda3i Grand Touring four- and five-door models
- Auto-dimming interior mirror standard on Mazda3s Touring four- and five-door models

New equipment packages:

Mazda3 Sport Preferred Equipment Package:

- Alloy wheels
- Heated body-color dual power door mirrors with integrated turn signal lamps
- Rear seat armrest with cupholders
- Auto on/off headlights
- Rain-sensing windshield wipers
- Blind Spot Monitoring with Rear Cross Traffic Alert

Mazda3 Touring Popular Equipment Package:

- Auto-dimming interior mirror
- Dual-zone (driver and front passenger) automatic climate control system
- BOSE® nine-speaker surround sound system with Centerpoint® 2 and AutoPilot® 2
- SiriusXM satellite radio with four-month subscription
- CD player
- Shark fin antenna
- Auto on/off headlights and rain-sensing windshield wipers standard on all Mazda3 Touring and Grand Touring four- and five-door models

Added as standard equipment on Mazda3i Touring four- and five-door models:

- Power moonroof with one-touch open
- Illuminated vanity mirrors (driver and passenger)
- Overhead console with sunglasses holder

### **Mazda5**

There are no plans at this time to bring a replacement Mazda5 to the U.S. market beyond the 2015 model year.

### **Mazda6**

MSRP starting from \$21,495

All models receive:

- Electronic parking brake
- Upgraded center console, dash and armrest design
- Sonic Silver Metallic and Titanium Flash Metallic replace Liquid Silver Metallic

Mazda6 Sport:

- Standard Bluetooth wireless audio and phone pairing to manual model (standard on 2015 Mazda6 Sport automatic)

Mazda6 Sport and Touring add standard-equipment:

- Seven-inch full-color touchscreen display with multifunction commander control with MAZDA CONNECT™ infotainment system that replaces 5.8-inch display (Sport six-speed manual model does not receive MAZDA CONNECT™ system)
- Sport mode button (automatic transmission only)
- Manual passenger seat lifter

Mazda6 Grand Touring:

- Parchment leather replaces Almond leather
- New gauges design
- Seven-inch MAZDA CONNECT™ display replaces 5.8-inch unit
- Active driving display head-up unit
- LED interior lamps replace halogen units
- Sport mode button
- Power passenger seat lifter
- LED fog lamps replaces halogen fog lamps
- New front bumper and grille design
- New LED combination tail lights
- New LED lighting signature grille

Touring Technology Package (requires BOSE®/moonroof/satellite radio package and automatic transmission):

- New front bumper and grille design
- New LED combination tail lights
- LED headlights replace halogen headlights
- New Adaptive Front-lighting system (AFS)
- New heated front seats
- Navigation becomes dealer-installed option
- Grand Touring Technology Package:
- New Smart Brake Support (SBS) with Collision Warning

## **Mazda MX-5 Miata**

MSRP starting from \$24,915

All-new for 2016, Mazda MX-5 sheds approximately 150 pounds compared to the previous model, using Mazda's SKYACTIV Technology. The 2016 MX-5 comes powered exclusively by a 2.0-liter SKYACTIV-G engine in North America, which produces 155 horsepower at 6,000 RPM and 148 lb-ft of torque at 4,600 RPM. New features include:

- Smart Keyless Access (standard with automatic transmission; available with manual transmission)
- No longer has Bilstein suspension package available a la carte

MX-5 Sport:

Standard six-speed manual transmission (replaces standard five-speed manual in MX-5 Sport)  
Bluetooth wireless phone and audio pairing  
Cloth Top (previously vinyl standard)  
Standard LED headlamps and tail lights (bulb turn signals)  
Power door locks with speed sensors  
Trip computer  
USB audio input port  
Leather shift knob  
Single CD player  
Cruise control (automatic transmission)

#### MX-5 Club:

MAZDA CONNECT™ Infotainment System with seven-inch full-color touchscreen display  
Multi-Function Commander Control  
HD Radio  
Two USB audio input ports  
BOSE® nine-speaker audio system  
SiriusXM satellite radio  
MX-5 Club is the only trim level to receive a Bilstein sport suspension, front lip and rear deck spoilers and, when equipped with a manual transmission, limited-slip rear differential and shock tower braces

#### MX-5 Club Brembo/BBS Package

Rear bumper and side sill extensions  
Forged lightweight BBS 17-inch wheels  
Brembo front calipers and rotors  
Red-painted brake calipers at all four wheels

#### MX-5 Grand Touring:

MAZDA CONNECT™ Infotainment System with seven-inch full-color touchscreen display  
Navigation  
Multi-Function Commander Control  
HD Radio  
Two USB audio input ports  
BOSE® nine-speaker audio system  
SiriusXM satellite radio  
Blind spot monitoring  
Rear cross traffic alert  
Adaptive Front-lighting system (AFS)  
Lane Departure Warning (LDW)  
Automatic headlamps with high beam control  
Rain-sensing wipers

### **Mazda CX-3**

MSRP starting from \$19,960

The 2016 Mazda CX-3 is an all-new vehicle for Mazda and enters the quickly burgeoning subcompact CUV segment. CX-3 comes standard in North America with a 2.0-liter SKYACTIV-G engine, which produces 146 horsepower and 146 lb-ft of torque. It comes paired exclusively with a six-speed SKYACTIV-DRIVE automatic transmission and is available in front-wheel or predictive i-ACTIV all-wheel drive. Trim levels include Sport, Touring and Grand Touring.

#### Other features:

An available tri-tone cabin with leather and Lux Suede seating surfaces  
Available adaptive LED headlights, LED tail lights, Mazda Radar Cruise Control and Advanced Blind Spot Monitoring

Sixteen-inch or available 18-inch alloy wheels  
Class-leading EPA-rated fuel economy of 29 mpg city/35 mpg highway/31 mpg combined (FWD); 27 mpg city/32 mpg highway/29 mpg combined (i-ACTIV AWD)

## **Mazda CX-5**

MSRP starting from \$21,795

SKYACTIV-G 2.5-liter engine replaces 2.0-liter engine on front-wheel-drive models equipped with an automatic transmission. The 155-horsepower, 2.0-liter is only available with the six-speed manual transmission on CX-5 Sport models  
Sport mode button added to all automatic-equipped CX-5s  
Sonic Silver Metallic paint replaces Liquid Silver Metallic; Titanium Flash Mica added  
Changes for all models:  
New grille and fog light surrounds  
Electronic parking brake replaces hand brake  
Upgraded center console, dashboard and armrest design

### **CX-5 Sport:**

Standard Bluetooth hands-free phone pairing and audio streaming (automatic model)  
New cloth seat design  
CX-5 Sport Rear Camera Package:  
Rearview camera  
Seven-inch full-color touchscreen display with multifunction commander control  
MAZDA CONNECT™ infotainment system  
HD radio

### **CX-5 Touring:**

Multifunction commander control  
Seven-inch full-color touchscreen display with multifunction commander control (replaces 5.8-inch screen)  
MAZDA CONNECT™ infotainment system  
Manual passenger seat lifter  
New cloth seat design

### **CX-5 Touring Technology Package (requires Moonroof/BOSE® Package):**

LED headlights (replaces bi-xenon headlights from 2015 model)  
LED daytime running lamps (replace standard halogen units)  
LED signature daytime running lights (replace standard halogen units)  
LED rear combination tail lights

### **CX-5 Grand Touring:**

Multifunction commander control  
Seven-inch full-color touchscreen display with multifunction commander control (replaces 5.8-inch screen)  
MAZDA CONNECT™ infotainment system  
New 19-inch wheel design  
Parchment leather replaces Almond leather

### **GT Technology Package:**

LED headlights (replaces bi-xenon headlights from 2015 model)  
LED daytime running lamps (replace standard halogen units)  
LED signature daytime running lights (replace standard halogen units)  
LED rear combination tail lights  
ACTIVSENSE Package (New package; requires GT Technology Package)  
Mazda Radar Cruise Control (MRCC) with Close Proximity Warning  
Smart Brake Support (SBS) with Collision Warning  
Lane Departure Warning (LDW)

## High Beam Control (HBC)

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](http://www.mazdausamedia.com).

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Note: MSRP does not include taxes, fees or destination and handling charges (\$820 for cars and \$880 for crossovers; \$865 and \$925 in Alaska, respectively). MSRP is subject to change without notice. Dealers set actual prices on vehicles.

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