



For Immediate Release

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2017 Mazda CX-3 Subcompact Crossover Ventures into Showrooms this July from \$19,960 MSRP¹

*- Mazda's Award-Winning CUV Now Includes 18-Inch Wheels in Touring Trim,
Lower-Cost i-ACTIVSENSE Safety Package -*

IRVINE, Calif. (June 6, 2016) – Mazda CX-3 captivated onlookers with its show-car-like KODO—Soul of Motion design that stood out among its staid competitors when it hit the road last year. Seventy-three of the world's most esteemed auto media jurors from around the world nominated it as a finalist for 2016 World Car Design of the Year.

But looks weren't all it over-delivered with, coddling drivers and passengers with amenities like available leather and Lux Suede two-tone seats, Mazda Radar Cruise Control and its Active Driving Display head-up unit—"Mazda Premium" features that are all but exclusive to CX-3 among its competitive set, save for much pricier competition. CX-3 held media in awe for its driving dynamics that were more engaging and fun than they had any right to be for any vehicle, let alone a small crossover.

And CX-3 stunned them when it took on some of the most-capable vehicles in its segment and beat them at the Northwest Automotive Press Association's annual Mudfest off-road event, thanks to its predictive i-ACTIV all-wheel drive that can detect road conditions and shift power output before a driver and or passengers will ever notice.

¹ MSRP does not include \$900 for destination charges (\$945 in Alaska), taxes or additional fees. Dealers set actual sale prices.



For 2017, CX-3 enters its second model year holding its \$19,960 starting MSRP¹. Changes in content are subtle but include standard 18-inch alloy wheels for CX-3 Touring models—an item brought down from Grand Touring—and a lower cost of entry for Mazda's i-ACTIVSENSE Package of safety technologies in CX-3 Grand Touring--\$1,170 versus last year's \$1,920.

All CX-3 models come standard with a punchy, 146-horsepower SKYACTIV-G 2.0-liter engine paired with a six-speed automatic transmission, featuring Sport mode. Power is routed to either the front wheels or through all four with i-ACTIV all-wheel drive.

CX-3 Sport models come equipped with 16-inch alloy wheels, power mirrors, cloth seats, a seven-inch MAZDA CONNECT™ touchscreen infotainment system with voice commands, Bluetooth phone connectivity for phone and audio streaming, a USB input, keyless entry, push-button start, power door locks, a six-speaker audio system and air conditioning, among a long list of other features.

CX-3 Touring upgrades with the aforementioned 18-inch alloy wheels, heated exterior door mirrors with integrated turn signal lamps, leatherette and cloth seating surfaces, heated front seats, leather-wrapped shift knob and steering wheel, fold-down center armrest with built-in phone holder, Blind Spot Monitoring (BSM) and Rear Cross-Traffic Alert (RCTA).

The Touring Premium Package further upgrades CX-3 with a BOSE® seven-speaker audio system, power moonroof, satellite radio, HD radio and a cargo cover.

The top-level CX-3 Grand Touring includes all of those features and adds leather and Lux Suede seats, LED headlights with Adaptive Front-lighting System (AFS), LED fog lights,



navigation, automatic climate control, paddle shifters and Active Driving Display head-up unit that helps keep a driver's eyes focused on the road.

The i-ACTIVSENSE package includes Mazda Radar Cruise Control (MRCC), automatic Smart City Brake Support (SCBS) and Smart Brake Support (SBS), Lane Departure Warning (LDW), High Beam Control (HBC), automatic on/off headlights and rain-sensing wipers.

MSRP¹ for all models is as follows (add \$1,250 for i-ACTIV all-wheel drive):

CX-3 Sport	\$19,960
CX-3 Touring	\$21,960
• Touring Premium Package	\$1,410
CX-3 Grand Touring	\$24,990
• i-ACTIVSENSE Package	\$1,170

Premium exterior paint colors include:

Crystal White Pearl	\$200
Soul Red Metallic	\$300

The 2017 Mazda CX-3 arrives at dealerships nationwide in early July.

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.

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