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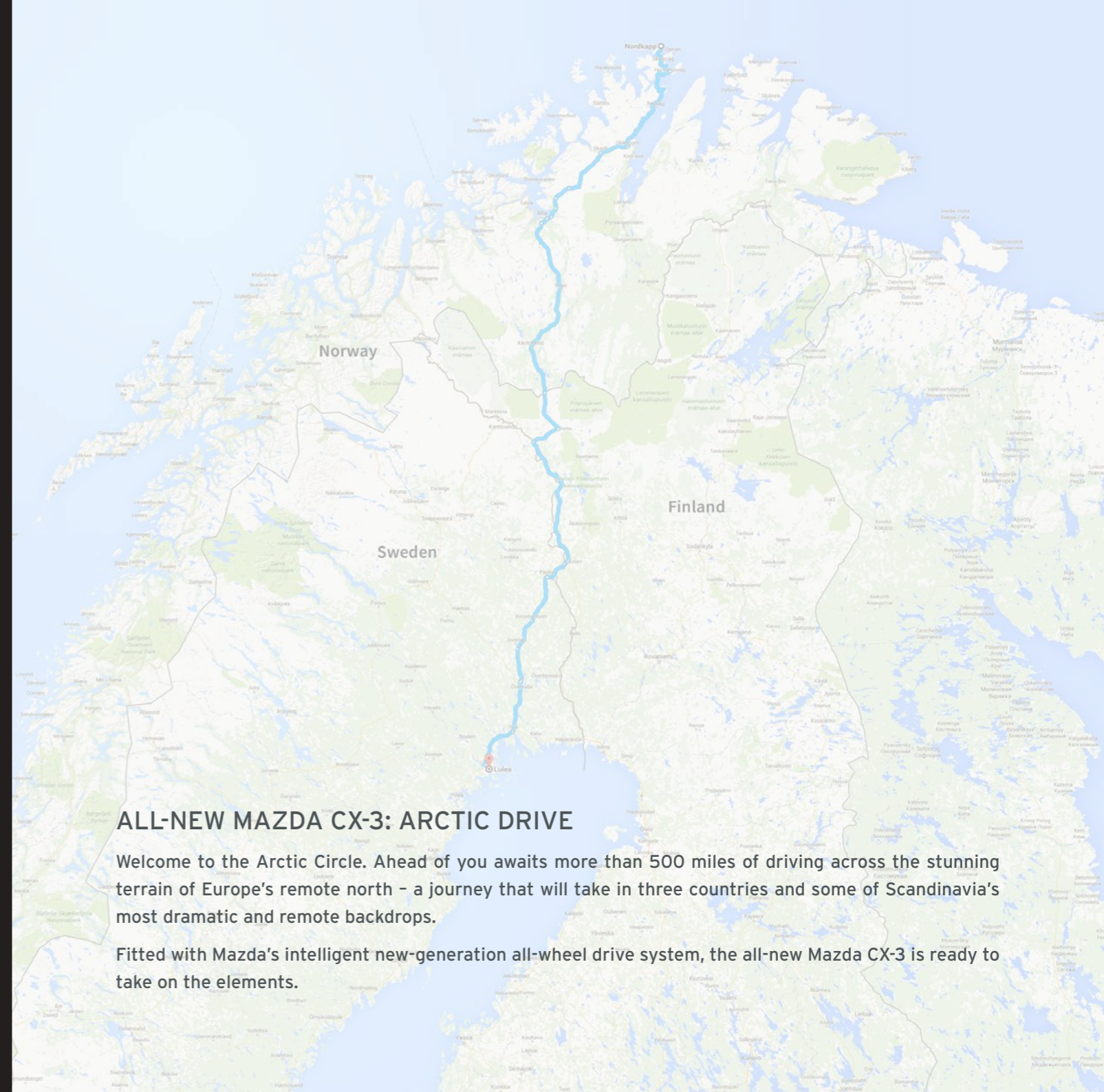
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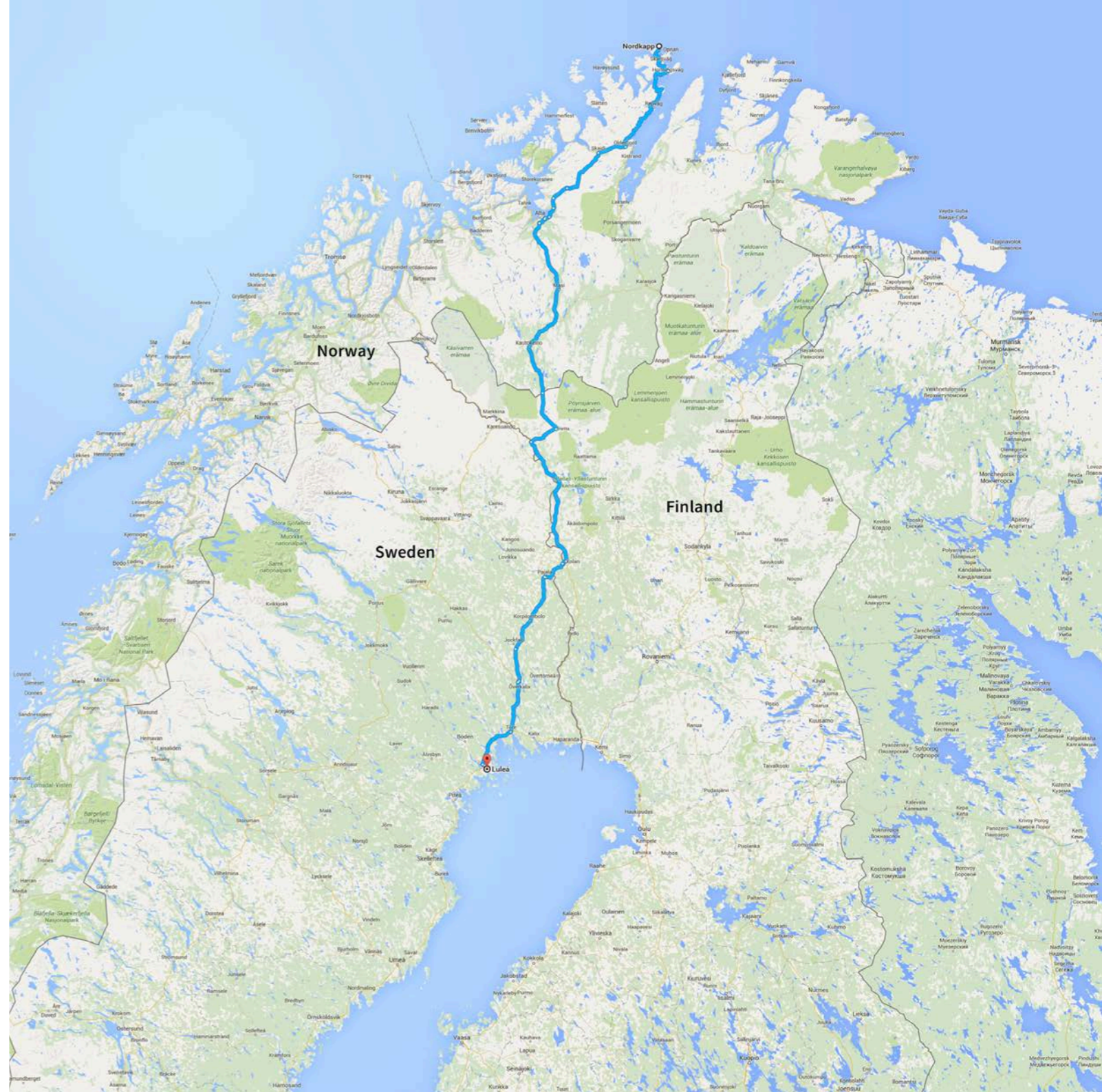
ALL-NEW MAZDA CX-3: ARCTIC DRIVE

Welcome to the Arctic Circle. Ahead of you awaits more than 500 miles of driving across the stunning terrain of Europe's remote north - a journey that will take in three countries and some of Scandinavia's most dramatic and remote backdrops.

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SOPHISTICATION AND STYLE

Having arrived in UK showrooms last summer, the all-Mazda CX-3 has brought new levels of sophistication, style and driving pleasure to the growing small SUV market. By combining Mazda's unique SKYACTIV technology and KODO: Soul of Motion design philosophy, with generous standard equipment and Mazda's latest i-ACTIVSENSE safety systems in a smaller crossover sized body, the CX-3 has complemented the award-winning Mazda CX-5 in Mazda's popular SUV line up.

Like its big brother the Mazda CX-5, the CX-3 can be specified with Mazda's new-generation all-wheel drive (AWD) system. Both the 105ps SKYACTIV-D diesel and 150ps SKYACTIV-G engines can be matched with four-wheel drive, while in the case of the frugal SKYACTIV-D, there's even the option to go for a six-speed automatic gearbox.

Sitting at the top of the CX-3 range, AWD models come exclusively in stylish and well-equipped Sport Nav trim. Featuring LED headlights and signature LED rear lights; they are further distinguished by 18-inch* Gunmetal diamond-cut alloy wheels and chrome accent door sills that wrap up the distinctive look.

Featuring the signature 'wing' front grille, sharp KODO design lines and predatory headlamp styling which instantly identify it as a member of the Mazda family, the CX-3's sweeping a-pillars and coupe-like profile give it a sporty stance on the road, yet

with a 50mm higher ride height than the all-new Mazda2, the CX-3 still offers the more commanding view of the road favoured by SUV customers.

Inside, the all-new Mazda CX-3 features a 7-inch colour touchscreen, DAB radio, Bluetooth® and a multifunction steering wheel. The premium specification of Sport Nav models ups the technology tally with navigation, Bose® surround sound, smart keyless entry and Mazda's Active Driving Display head-up display system. Optional Stone leather further enhances the small SUVs upmarket cabin.

The all-new Mazda CX-3 Sport Nav boasts impressive active safety equipment to compliment the passive protection of its lightweight yet rigid SKYACTIV-Body and full complement of standard airbags. Hill Hold Assist, Tyre Pressure Monitoring System, Cruise control and Dynamic Stability Control, Lane Departure Warning System, Smart City Brake Support, rear parking sensors and a reversing camera are all standard.

In addition, with a flexible cargo board boot floor, which can be lifted to provide a flat load space when the standard 60:40 split fold rear seats are tumbled, the all-new Mazda CX-3's spacious 350-litre boot ensures it has the practicality to match its upmarket cabin and stylish exterior.

*16-inch wheels and winter tyres fitted to test car.

INTELLIGENT SYSTEM

Developed to maintain the connection between driver and road in all circumstances, Mazda's new-generation all-wheel drive (AWD) system stays true to the spirit of Jinba Ittai regardless of conditions, whilst at the same time ensuring there's no sacrifice in fuel efficiency.

Mazda's intelligent AWD system uses 27 sensor signals to monitor road conditions and driver intentions, instantly determining how power should be split between the front and rear wheels. The Active Torque control coupling sends the right amount of torque to the right place at exactly the right time, maximising front and rear grip by precisely calculating how much grip is required at each wheel, even when road conditions are constantly changing.

The system intuitively predicts the torque split needed by monitoring not only grip levels at each wheel but also driver intentions and conditions. It does this by taking into account factors like outside temperature, windscreen wiper activation, road gradient, steering angle, throttle application and brake pressure. While some lesser systems wait for individual wheels to lose grip before adjusting torque split, Mazda's intelligent AWD anticipates and instantaneously diverts drive to the rear-wheels ahead of front wheel slip.

This intuitive set-up also delivers superb fuel efficiency by ensuring that the CX-3 doesn't unnecessarily transmit torque to the rear wheels when conditions don't demand it. By continuously monitoring circumstances and driver inputs Mazda's new-generation AWD delivers reassuring grip at all times without detracting from fuel economy. Torque split to the rear wheels can vary from as little as 1 per cent to 50 per cent, yet from the driver's seat the seamless operation of Mazda's new-generation AWD means you can enjoy the drive in the confidence and knowledge that the CX-3 will respond predictably.

While the operation of the CX-3's AWD drivetrain matches the larger CX-5, the principles of SKYACTIV mean the power-take off and rear differential units are smaller and lighter. Overall the AWD system is 20 per cent lighter than the CX-5's system, with ring-gear sizes optimised for the level of rear-wheel torque. With housings and other parts also lighter, the overall weight of the CX-3's driveline, including the propeller shaft, coupling and rear driveshafts, is just 45kg. In addition, low-viscosity synthetic transmission oil adds efficiency by reducing resistance, especially in cold weather.

Designed to deliver grip, handling agility, driver confidence and fuel efficiency, Mazda's new-generation AWD system works perfectly in conjunction with winter tyres in extreme snow and ice environments.





AURORA BOREALIS - THE NORTHERN LIGHTS

Named after the Roman goddess of Dawn, Aurora, and the Greek name for the north wind, Boreas, by the Italian astronomer Galileo in 1619, the Aurora Borealis is a spectacular light show that occurs when electrically charged particles released by the Sun enter the earth's atmosphere and collide with the molecules of gases such as oxygen and nitrogen.

Their quantity related to the strength of sunspot and solar flare activity on the Sun's surface, free electrons and protons carried on the solar wind are largely deflected by the Earth's magnetic field. However, this field is weaker at the poles, allowing some particles to enter the atmosphere.

Variations in aurora colour relate to the type of gas particles involved. The most common colour is green, produced by oxygen molecules located some 60 miles above the Earth. Rarer red auroras are produced by high altitude oxygen, at heights of up to 200 miles, whilst blue or purple auroras are produced by nitrogen.

The Northern Lights are strongest when an active area of the Sun's surface faces the Earth. The most spectacular displays thus occur at roughly 27-day intervals -the time it takes for the Sun to rotate once. October, February and March are the best months for witnessing this extraordinary phenomenon, between the hours of 10pm and 2am.

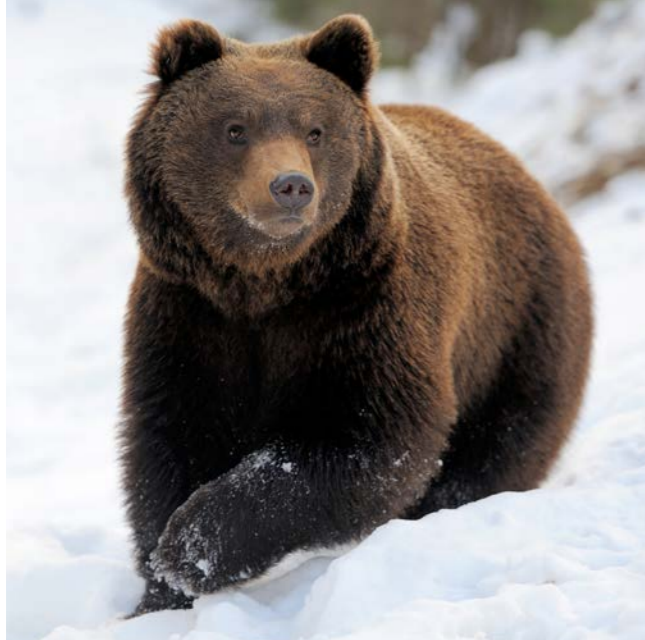
WOLF

The wolf is a social animal, living in packs 10-15 strong. All the wolves in a pack will be related - for instance, two parents and their offspring. During summer, wolves hunt by themselves or in pairs, whilst, in autumn and winter, they hunt in packs to be able to target larger animals such as reindeer or moose. Recovering from extinction in Sweden in the 1970s, the Scandinavian wolf population grew by 25% in the 1990s, and today numbers in excess of 400 animals.



WOLVERINE

Highly secretive, the wolverine is the largest of the mustelids (a group of animals which includes the badger and the otter), and can weigh up to 30kg. A better scavenger than predator, it feeds on birds and small mammals in the summer, but in winter will eat reindeer killed either by itself or other predators, which brings it into catastrophic conflict with the reindeer herding Sami tribes of the north. Now protected, the Scandinavian wolverine is listed as an endangered species.



BROWN BEAR

Scandinavia's largest predator, the adult male brown bear can weigh up to 350kg. Bears are omnivores, eating a wide range of food from shoots and berries to ants, bees and voles. They may also hunt larger animals, such as moose. The brown bear hibernates during winter, so, if you do come across one, it may well have been disturbed and, hence, prove somewhat grumpy. Stand tall, speak loudly, and retrace your steps. Do not run.



LYNX

The lynx - the Tiger of the North - is Europe's largest, and Scandinavia's only, wild feline. Instantly recognisable by its trademark, tufted ears, this exceptional elegant cat weighs 15-30kg, with males being significantly larger than females. Extremely wide ranging, the lynx is a skilful hunter, catching hare, wildfowl and voles, as well as larger animals such as roe deer and reindeer. Protected in Sweden since 1991, the Scandinavian population has now grown to over 4000.



MOOSE

Meece? Muce? Mace? Mooses? Wasted conjecture. There is, it transpires, no plural. Furthermore, strictly speaking, we're talking elk here; moose, though identical, all live in Canada and star in nature films.

In the interests of trade, the Swedes themselves are wont to get this wrong too, since tourists know what a moose looks like, enjoy what saying it does to the lips and will buy the souvenir mug, but wouldn't recognise an elk if they drove full pelt into one. Which, about 15 times a day in Sweden, is exactly what happens.

There are some 600,000 moose on the loose in this overgrown Christmas tree plantation and, in some districts, they account for up to a quarter of all road traffic accidents.

Weighing in at well over 1000lbs, a full grown bull moose resembles a somewhat hastily constructed horse with the nose bag permanently sewn into position. It sports joke antlers, and has excessively long legs with the structural integrity of a Twiglet.

When you assault one with a rapidly moving car, the legs offer no resistance to the front bumper whatsoever. The body, meanwhile, passes quickly through the involuntary bonnet mascot stage and immediately thereafter attempts, via the windscreen, to acquire passenger status.

Eric Carlsson, rally supremo of the early sixties and ever Sweden's favourite son, himself once had a spot of bother with a moose: 'Late one evening in 1957, I was driving some friends home; doing about 70mph,' he explained. 'And I saw something in mid-air, coming from the bank beside the road. It turned out to be a big bull moose of about 1700lbs, and that's more or less the last I could see because it tipped over into the windscreen.'

'Both front tyres exploded, the valves shot out and the windscreen smashed. The moose split open and the cock and balls and all the shit went straight through the car and ended up in the rear window. None of us was hurt' Eric recalled, 'but we had a whole car full of shit.'

And therein lies the problem. You can repair the physical damage resulting from a moose encounter, but you can't clean the upholstery and you never, ever get rid of the smell. So have a care...



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SPECIFICATIONS

For full all-new Mazda CX-3 technical specification and press kit go to www.mazdacx-3press.co.uk

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