



# 2011 Mazda3

SMART START GUIDE



Optional equipment shown.



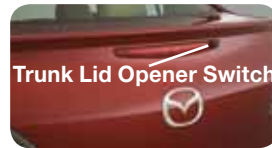
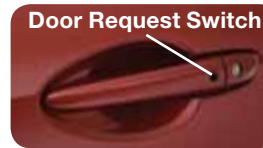
## ADVANCED KEYLESS ENTRY SYSTEM

- This system allows you to lock and unlock the doors, and even start the engine without taking the key out.

### While Carrying the Advanced Key...

- Unlock the driver's door** by pushing the driver's door request switch once.
- Unlock all doors (and liftgate)** by pushing the driver's door request switch once or twice (depending on personalization) OR by pushing the passenger's door request switch once.
- Lock all doors (and liftgate)** by pushing any request switch once.
- Open the trunk/liftgate** by pushing the electric trunk lid/liftgate opener switch when ignition is OFF. With ignition ON, vehicle must be in Park (A/T) or have parking brake set (M/T).

#### Advanced Key



**NOTE:** When the liftgate opener switch is pushed, the liftgate will open slightly. If the liftgate is not opened within 1.5 seconds, the liftgate latch locks (you will hear it lock) and the liftgate cannot be opened or closed from this slightly raised position. To open/close the liftgate, push the liftgate opener switch, open the liftgate within 1.5 seconds, then close it. The door/liftgate ajar warning light will be on if the liftgate is not fully closed.

## KEYLESS ENTRY SYSTEM

### Release Button

- Push to extend key.
- Push & fold to retract key.

### Unlock

- Push once to unlock driver's door or all the doors (depending on personalization).
- Push twice (within three seconds) to unlock all doors and liftgate.

### Trunk (Sedan Only)

- Push and hold to open trunk.



Retractable Key

### Lock

- Push once to lock all doors and liftgate.
- Push twice (within five seconds) for horn sound verification that all doors are locked.

### Panic Alarm

- Push for one second or more to activate alarm.
- Push Lock, Unlock, or Panic Alarm to turn alarm off.

## STARTING THE ENGINE

### While Carrying the Advanced Key...

- Start the engine** by pushing the START/STOP button, while pushing the clutch pedal (manual transmission) or the brake pedal (automatic transmission).
- Shut the engine OFF** by pushing the START/STOP button again.
- Activate Accessories (ACC)** by pushing the START/STOP button once without pushing the clutch or brake pedal.
- The key indicator light will show **GREEN** (engine ready to start) when the advanced key is detected and the clutch pedal (M/T) or the brake pedal (A/T) is pushed. The indicator blinks **RED** (3 sec) with the ignition ON and the key is not detected or the advanced keyless transmitter battery is dead. If illuminated **RED**, the START/STOP button may not start the engine, unless the auxiliary key is used (see "Starting the Engine with the Auxiliary Key").



### NOTE:

- Emergency Engine Stop:** Continuously pushing the START/STOP button while the engine is running will turn the engine OFF. Use only in case of an emergency.
- Vehicle Entry/Engine Start:** If the advanced key cannot be used due to a malfunction or dead advanced key battery, use the auxiliary key to lock/unlock the doors and to start the engine.

### With the Auxiliary Key...

- To start engine, locate the key slot cover on the steering column and remove the cover.
- Insert the auxiliary key into the key slot, then push the START/STOP button with the clutch pedal (M/T) or the brake pedal (A/T) pushed down to start the engine.

### Advanced Key (Rear)

### Key Release

### Auxiliary Key

(for opening the doors and starting the engine)





## ELECTRONICALLY OPERATED DRIVER SEAT CONTROLS

### Slide/Tilt Switch

Seat can be moved back and forth, raised, lowered, or tilted with this control.

### Recline Switch

Push forward or backward to adjust seatback angle.



**NOTE:** The rear seats on the 5-door are equipped with foldable head restraints. To fold the head restraint, pull the strap on the back of the head restraint and fold the head restraint downward. To return the head restraint to its upright position, lift it upward.

## MANUAL SEAT CONTROLS

### Height Adjustment Lever

Raise or lower seat height by repeatedly pulling up or pushing down on the lever.

### Recline Lever

Pull up to adjust seatback angle.



### Slide Release Lever

Pull lever up to move seat backward or forward.

### Front Seat Warmer

The driver and front passenger seats can be warmed by rotating the applicable seat warmer dial while the ignition is ON.

- Seat temperature increases as the number on the dial increases.
- When the seat warmers are not needed, rotate the dials to 0.



## Fuel Door Release

(located on floor in front of driver's seat)

To open, pull the fuel door release.

### Fuel

- MAZDA3: Regular Unleaded Fuel – 87 Octane
- MAZDASPEED3: Premium Fuel – 91-93 Octane



## Fuel Door

To avoid scratching the paint during refueling, secure the fuel filler cap tether over the hook as shown.



**Genuine Mazda Accessory Chrome Fuel Filler Door is available at your Mazda dealer.**



## PERSONALIZE YOUR MAZDA3 WITH THE FOLLOWING GENUINE MAZDA ACCESSORIES:

- 3.5 mm Audio Cable
- All Weather Floor Mats
- Auto Dimming Rearview Mirror
- Cargo Mat
- Cargo Net
- Cargo Tray
- Front Air Dam
- Front Mask
- Fuel Filler Door
- In-Dash 6-Disc CD/MP3 Changer
- Interior Lighting Kit
- iPod® Integration
- License Plate Frames
- Moonroof Wind Deflector
- Portable Navigation Devices by Garmin®
- Rear Bumper Guard (5-Door only)
- Rear Spoiler
- Remote Engine Start
- Roof Rack & Attachments
- Side Sills
- SIRIUS Satellite Radio®
- Splash Guards
- Windshield Sunscreen

Genuine Mazda Accessories are built to the same standards of quality as your Mazda. That means they fit right, work right, and look great. Choose from a wide range of interior and exterior accessories to make your MAZDA3 fit your personality and lifestyle. After all, you are what you drive.



LIGHTING/  
TURN SIGNALS  
(P. 9)

BLUETOOTH®  
HANDS-FREE/  
AUDIO  
(PP. 15-16, 21)

WIPER/  
WASHER  
(P. 10)

MULTI-INFORMATION  
DISPLAY/NAVIGATION  
CONTROLS  
(PP. 17-20)

INFORMATION  
DISPLAY  
(PP. 13-14)

HAZARD  
WARNING

PASSENGER  
AIRBAG OFF  
INDICATOR<sup>1</sup>

CLOCK  
(P. 15)



**DSC** — DSC OFF

**AFS** — AFS OFF

(P. 12)

**PUSH  
BUTTON  
START**  
(P. 2)

**NOTE:** When closing the glovebox, push in the middle to securely close it.

HOOD  
RELEASE

TILT/TELESCOPING  
STEERING WHEEL  
LEVER

CRUISE  
CONTROL

CLIMATE  
CONTROL  
(PP. 13-14)

SEAT  
WARMERS  
(P. 3)

ACCESSORY  
SOCKET

AUDIO  
(PP. 15-16)

<sup>1</sup> **PASS AIRBAG OFF** This indicator light illuminates to remind you that the front passenger's front/side airbags and seat belt pretensioner will not deploy during a collision. The reason for this is that the weight in the seat is less than approximately 66 lbs. Always wear your seat belt and secure children in the rear seats in appropriate child restraints. See the Owner's Manual for important information on this safety feature.



DASHBOARD ILLUMINATION<sup>1</sup>

TACHOMETER

FUEL GAUGE  
ODOMETER/  
TRIP METER

SHIFT LEVER POSITION INDICATOR

SPEEDOMETER

DSC OFF

TRIP METER SELECTOR<sup>2</sup>

## GLOSSARY OF WARNING AND INDICATOR LIGHTS

**NOTE:** See Owner's Manual for more details and explanations.

 **Adaptive Front Lighting System (AFS) OFF**

 **Check Fuel Cap**

 **Lights On (Exterior)**

 **ABS (Antilock Brake System) Malfunction**

 **Power Steering Malfunction**

 **Check Engine Light**

 **Tire Pressure Monitoring System (TPMS) Warning Light**

On/Warning Beep: Low tire pressure in one or more tires.  
Flashing: TPMS Malfunction

 **Low Fuel Level**

### ENGINE COOLANT TEMP LIGHTS

Since this vehicle does not use an engine coolant temperature gauge, red and blue engine coolant temperature lights are used to indicate high and low coolant temperature.

#### Red Coolant Temp Light

**Flashing:** Engine is starting to run hot. Drive slowly to reduce engine load.

**On:** Engine is overheating. Safely pull over to the side of the road and turn the engine off. Refer to the Owner's Manual for more information.

#### Blue Coolant Temp Light

**On:** Engine coolant is cold and no warm air is available for heater/defroster.  
**Off:** Engine coolant is warm and warm air is available for heater/defroster.

The light may stay on for a few minutes after start-up when the engine is cold, but the vehicle can be driven with the light on or off.

 **Turn Signals/Hazard Warning Indicator Lights**

 **Traction Control System (TCS)/Dynamic Stability Control (DSC)**  
On: TCS/DSC malfunction  
Flashing: TCS/DSC operating

 **Seat Belt Unbuckled/Malfunction**

 **Cruise Main Indicator Light On (AMBER)/Cruise Set Indicator Light On (GREEN)**

 **Headlight High Beams On**

 **Automatic Transmission Malfunction**

 **Shift Lever Position Indicator**


 **Door/Liftgate Ajar**


 **Air Bag/Front Seat Belt Pretensioner System Malfunction**

 **Low Engine Oil Pressure**

 **Charging System Malfunction**

 **Security Indicator Light**

 **Key Warning RED**  
Advanced key not detected or advanced key battery is dead.

 **Key Detected (engine ready to start) GREEN**  
On: Advanced key detected; engine is ready to start.  
Flashing: Advanced key battery is low.

 **Electronic Steering Lock**

 **Brake Warning Light**  
Parking brake on/low brake fluid/malfunction

 **DSC OFF (DSC)/Traction Control System (TCS) Off Indicator Light**  
DSC OFF switch pushed and TCS/DSC turned off.

<sup>1</sup> Rotate the knob to adjust the brightness of the instrument cluster and other dashboard illuminations.

#### Vehicles with Multi-Information Display:

The instrument cluster has a dimmer function that can be cancelled to make the illumination brighter during the day when the headlights are on. If the illumination is too dim during the day, press the knob, or if the illumination does not dim when turning on the headlights at night, press the knob. When dimmed, rotate the knob to adjust the brightness of the illumination.

<sup>2</sup> Push to toggle between trip meter (A & B).

• When a trip meter is selected, push and hold to reset to zero.

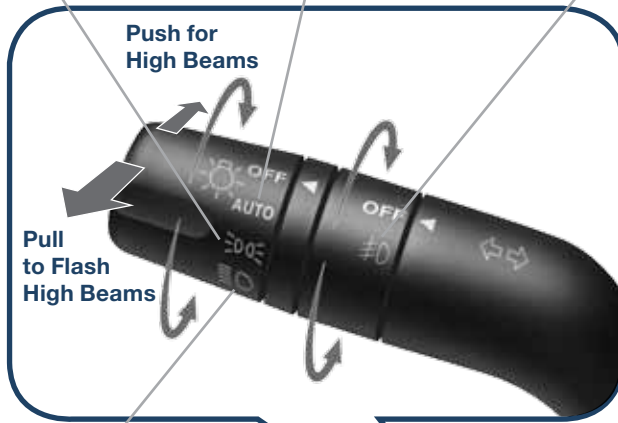
**NOTE:** Low ambient temperature and/or high altitude causes tire pressures to drop and may turn the TPMS warning light on. If the warning light comes on, check the tire pressure and fill the tires as soon as possible, preferably before moving the vehicle and warming up the tires. Tire pressure should be checked when the tires are cold.

## LIGHTING CONTROL/TURN SIGNAL LEVER

: Turns tail, parking, and dashboard lights on.

**AUTO:** The light sensor automatically determines when to turn the headlights on or off.

: Turns fog lights on only when headlights are on.



: Turns tail, parking, dashboard, and headlights on.

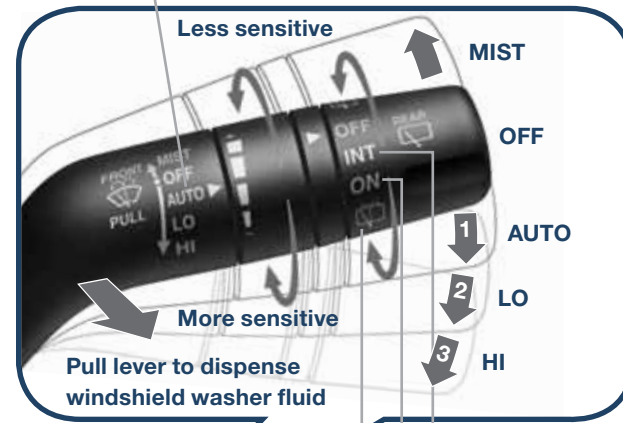
## HEADLIGHT LEVELING

Adjust headlight angle with headlight leveling switch depending on vehicle passengers & load (example: Driver only = 0, Driver + Passengers = 1 or 2, etc.). Refer to your Owner's Manual for complete details.



## WINDSHIELD/REAR WINDOW WIPER/WASHER CONTROL LEVER

**AUTO:** The rain sensor senses the amount of rainfall and turns the wipers on or off. Rotate inner ring away from you (clockwise) for less sensitivity (requires more rain to turn wipers on) and towards you (counterclockwise) for more sensitivity (requires less rain to turn wipers on).



## Rear Window Wiper/Washer

- INT:** Intermittent
- ON:** Normal speed
- : Washer/wiper (hold as desired)

**NOTE:** Vehicles not equipped with AUTO wipers will have INT wipers. Set the lever to INT and choose an interval timing by rotating the ring between fast and slow.

**CAUTION:** When the ignition is ON turn the AUTO wipers OFF when going through a car wash, or while cleaning or touching the windshield.

## ALUMINUM WHEEL CARE

Your aluminum wheels have a protective coating on them. Only use a mild soap or neutral detergent with a sponge or soft cloth to clean them. Using a wire brush, polishing compound, solvent, or any type of abrasive cleaner may damage the protective coating.



**Genuine Mazda Accessory Wheel Locks are available at your Mazda dealer.**



## SPORT A/T MANUAL SHIFT MODE

The Sport A/T Manual Shift Mode gives you the feel of driving a manual transmission by allowing you to manually shift to control engine rpm and torque when more control is desired.

### To Use Manual Shift Mode:

- Shift the lever from D to M.

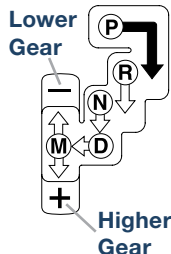
**NOTE:** Changing to manual mode can be done while driving the vehicle.

### To Shift Up To A Higher Gear:

- Tap shift lever back (+) once.

### To Shift Down To A Lower Gear:

- Tap shift lever forward (-) once.



The transmission will automatically adjust how and when it shifts gears based on road conditions and your driving style. The transmission may stay in a lower gear longer than usual when going up or down hills or driving around corners. This feature gives you better control and a more connected driving experience.

## 6-SPEED MANUAL TRANSMISSION

- Push the clutch pedal completely down to start the engine and to shift gears.
- To place the transmission in Reverse, place shifter in the neutral position, push the shifter knob down, move to the left and push forward.



## TURBOCHARGER TIPS (MAZDASPEED3 only)

After driving at freeway speeds or up a long hill, idle engine at least 30 seconds in order to cool turbocharger. Avoid shutting the engine off abruptly after a hard or long drive as turbocharger damage may result.

- Do NOT race or over-rev ANY engine when starting, particularly a turbocharged engine.
- Do NOT add aftermarket devices to alter the engine's ignition, fuel delivery, or turbo boost pressure, as this may lead to serious engine damage and void your warranty.

## PORTABLE AUDIO PLAYER INTEGRATION USING THE AUX JACK

Your vehicle is equipped with an AUX or auxiliary jack that will allow you to play your portable audio player through the vehicle's audio system. Learn the system when parked and do not let it distract you while driving.



**NOTE:** You will need an audio cable with an 1/8 inch (3.5 mm) mini stereo plug (available as a Genuine Mazda accessory) to connect your portable audio player into the aux jack.

Refer to the Owner's Manual for additional information.

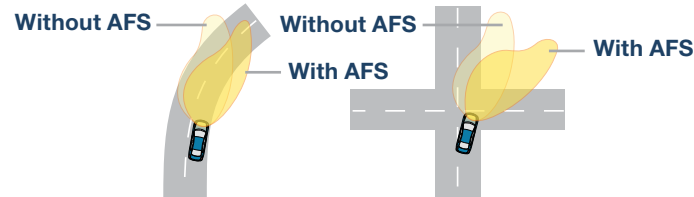
- 1 Locate the AUX jack inside the center console.
- 2 Plug 1/8 inch mini stereo plug into the portable audio player and into the AUX jack. Turn portable audio player on.
- 3 Turn the vehicle audio system on.
- 4 Push the AUX button on the audio face or the MODE button on the steering wheel controls.
- 5 Use the portable audio player controls to play music.



**IMPORTANT:** Set the volume level on your portable audio player to the highest level before distortion starts, then adjust the volume on the audio system.

## ADAPTIVE FRONT-LIGHTING SYSTEM (AFS)

The adaptive front-lighting system (AFS) automatically turns the headlight beam to the right or left in conjunction with the direction of the steering wheel. The AFS improves the direction of headlight illumination while cornering, and only works when the vehicle is moving.



### NOTE:

- With AFS, it is normal to see the headlights move and hear the sound of the headlight leveling motors at the front of the vehicle when the ignition is ON.
- The system will need to be reset if the vehicle battery has been disconnected or the system fuse has been replaced. Please refer to your Owner's Manual for easy to follow resetting instructions.



Push AFS OFF to turn system off or on. When off, AFS OFF illuminates in the instrument panel.

# Manual Climate Control

# Automatic Climate Control



## INFORMATION DISPLAY

## INFORMATION DISPLAY



### Mode Selector Dial

Rotate the dial to select airflow mode.

- Dashboard vents
- Dashboard and floor vents
- Floor vents
- Defroster and floor vents
- Windshield defroster

### Fan Control Dial

Rotate the dial to set desired fan speed (1-4).

- Push to defrost the rear window.
- A/C** Push to manually turn air conditioning on or off.
- Push to recirculate cabin air to reduce outside odors and improve cooling (indicator on) or receive fresh air (indicator off).

### Temperature Control Dial

Rotate the dial for temperature control.

**NOTE:** When set to MAX A/C with dashboard vents or dashboard and floor vents, the A/C will turn on, and recirculated air will be selected for maximum cooling.

### Driver Temperature Control Dial

**AUTO ON:** Push dial to turn Automatic Air Conditioning system on. Rotate dial to select your desired set temperature (shown in Information Display above). The airflow mode and the amount of airflow will be automatically controlled in accordance with the set temperature.

**NOTE:** Automatic climate control will allow you to maintain individual preset cabin temperatures for the driver and passenger when DUAL mode is selected.

- Push to defrost the windshield.
- Push to defrost the rear window.

### Fan Control Dial

- Rotate the dial to select the desired fan speed.
- Push OFF to turn climate control system off.

#### MODE

Push to select the following airflow mode:

- Dashboard vents
- Dashboard and floor vents
- Floor vents
- Defroster and floor vents
- Windshield defroster

**NOTE:** Automatic temperature control always works even if the AUTO indicator turns off by changing the fan speed or the airflow mode.

### Passenger Temperature Control Dial

Push to turn DUAL mode ON/OFF.

- With DUAL mode ON (indicator on), rotate the dial to set passenger side temperature separate from the driver's side (shown in the Information Display above).
- With DUAL mode OFF (indicator off), driver controls the temperature setting on both sides.
- Push to recirculate cabin air to reduce outside odors and improve cooling (indicator on) or receive fresh air (indicator off).

**A/C** Push to manually turn air conditioning on or off.

## FRONT VENT SYSTEM AIRFLOW OPERATION (MAZDA3s BUILT AFTER 1/1/11)

When the "Windshield Defroster" or "Defroster and Floor" or "Floor" mode is selected, air will not only blow from the defroster vents on top of the dash or the floor vents, but also a small amount from the dashboard vents. If air is not desired from the dashboard vents, they can be closed using the dials or vent louvers.

- To defrost the windshield faster, close the dashboard vents.
- To defrost the side windows faster, point the side dashboard vents toward the side windows.
- To warm the passengers' upper bodies faster, point the side and/or center dashboard vents toward the inside of the vehicle.





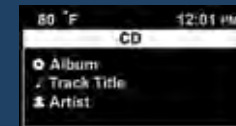
## SETTING YOUR CLOCK

- Push the **H** button to set the hour.
  - Push the **M** button to set the minutes.
- Push the **:00** button to reset clock to nearest hour.

(with Bluetooth®)



**NOTE:** Push the MODE button to change between FM1, FM2, AM, CD, SAT1, SAT2, SAT3, AUX, and BT (Bluetooth®) audio.



Some text information is shown in the Multi-Information Display (MID).

- **CD (Text CD/MP3/WMA):** Album, music title, and artist (if available on the CD).
- **Radio:** Frequencies stored on each preset button.
- **SAT Radio:** Category name, channel name, music title, and artist name.
- **Bluetooth® audio and AUX:** Nothing shown.

## POWER ON

Push the Power/Volume dial to turn the audio system on.

## MEDIA SELECTION

**Radio:** Push FM1/2 or AM button to select the FM1, FM2, or AM band.

**CD:** Push the CD button to select the CD player which plays CDs, MP3s, and WMAs. See the Owner's Manual for complete details.

**Satellite Radio:** Push the SAT button for SIRIUS Radio®. If your vehicle is equipped with SIRIUS Radio® (satellite radio antenna on roof or trunk lid), your new Mazda includes a **free** introductory subscription with a limited term trial offer. Call 888-539-7474 to activate! See the Owner's Manual and/or dealer for details. Contact your Mazda dealer about adding SIRIUS Radio® if your MAZDA3 is not already equipped with it.

**Auxiliary Input:** Push the AUX button to select the auxiliary jack.

## TUNING

**Manual:** Turn the center dial to manually change the frequency.

**Seek:** Push the SEEK/TRACK ▲▼ tuning buttons to automatically seek a higher or lower frequency.

**Scan:** Push the SCAN button to automatically sample strong stations for a few seconds each. Push again to cancel.

**Preset Channel:** Push the Preset Channel buttons (1-6) to select a station stored in memory. To store a station, push and hold a button (1-6) until a beep is heard.

**Category (SIRIUS Radio® only):** Push the DISC/CAT ▼ ▲ to change to a different category.

**Auto Memory Tuning:** Push and hold the AUTO-M button to store an additional 6 stations on each FM and AM band without disturbing the previously stored stations. To return to the previously stored stations, push FM1/2 or AM button. Refer to the Owner's Manual for complete details.

## LOADING A CD

### Single CD Player

- Insert CD, label-side up.

### In-Dash CD Changer

- Push the LOAD button; when "IN" is displayed, insert CD.

## PLAYING A CD

- The center dial is used to select songs on a CD.
- Push DISC - CAT button to select a CD (6 CD changer).
- Push FOLDER button to select a folder (MP3/WMA).
- Push SEEK/TRACK button to select previous or next track.
- Push FOLDER ▼▲ to select previous or next folder (for MP3s and WMAs)

## PLAYING BLUETOOTH® (BT) AUDIO

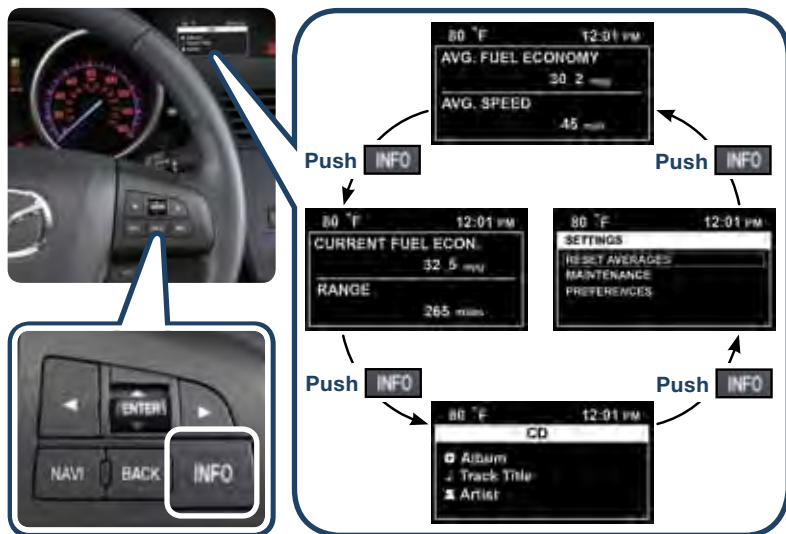
- 1 Make sure BT audio device is paired.
- 2 Turn on BT audio device.
- 3 Push the AUX button until "BT AUDIO" is displayed.

## BLUETOOTH® AUDIO

Bluetooth® enabled phones and audio players provide an opportunity to play music through the audio system with no wires attached, however, there are some limitations:

- During playback, the song title or artist will be shown on the vehicle's information display. (This may vary due to the specification of your phone or player (AVRCP 1.3 required). To obtain further information, please refer to the Owner's Manual). This is not a problem with the vehicle, phone, or player. The current audio profile does not send this information.
- Not all controls on the phone or player will be active when paired to the vehicle.
- Wi-Fi signal strength can affect audio streaming.
- Sound quality of streaming audio varies depending on the device.

## MID CONTROLS (on steering wheel):



**ENTER (UP/DOWN) switch:** Push up or down to select or change an item, number, or letter (with highlight), then push in to enter.

**LEFT/RIGHT buttons:** Push the left and right buttons to move the arrows above and below the digit to be changed for the Maintenance Monitor.

**BACK button:** Push to undo and/or return to the previous screen.

## MID Setting

The MID can be used to change certain preferences to your liking. They include:



- Distant Unit - km or miles
- Temperature Unit - C° or F°
- Time Zone (with navigation) – to set your time zone for the clock
- Auto Adjust Clock (with navigation) – to set your clock using GPS
- Screen Adjustment (with navigation)/Screen Off
- Alert Volume – high or low
- Turn Signal Volume – high or low
- Language Selection
- Restore Defaults (with navigation)

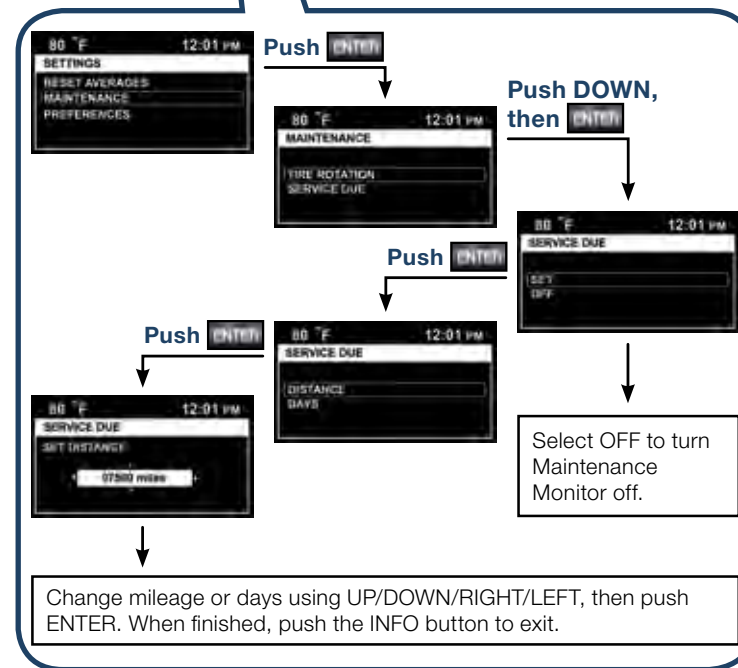
## To Change a Preference:

- 1 Push the INFO button several times until SETTINGS is displayed.
- 2 Select PREFERENCES from the menu.
- 3 Select the item you want to change from the menu.

## Maintenance Monitor



- Reminds you of your next service and/or tire rotation by simply entering a mileage and number of days interval.
- Displays a message in the MID for 5 seconds each time the vehicle is started when service due or tire rotation is near (unless ENTER is pushed, which clears the message completely).
- To set, reset, or turn off the Maintenance Monitor (Needs to be reset after maintenance to notify you for the next service):



## NOTE:

- For the service due notification, the number of days and distance can be set. For tire rotation notification, only the distance can be set.
- For service due, the message appears for whichever one occurs first, mileage or number of days.

## COMPACT NAVIGATION CONTROLS (on steering wheel)

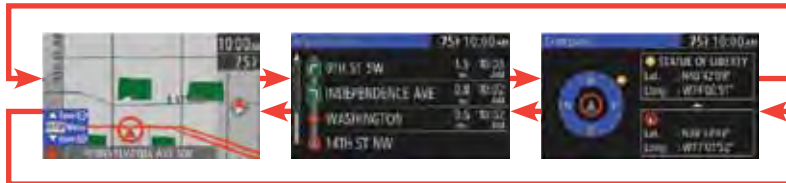


### **ENTER (UP/DOWN):**

- Push up or down to select or change an item, number, or letter (with highlight), then push in to enter.
- When the map scroll cursor is displayed, push to zoom in/out the map screen and to scroll the map screen up or down.

### **LEFT/RIGHT buttons:**

- Push to move the cursors to the right and left on certain screens (when arrows are shown either to the left or right).
- When the map scroll cursor is displayed, push to scroll through the current position (map) screen to the right and left.
- Push to switch the screen from the map screen to the turn list screen (with route guidance) to the compass screen.



### **NAVI button:**

- Push to switch to navigation - to the current position (map) screen at any time.
- Push to repeat the voice guidance after it is done.

### **BACK button:** Push to undo and/or return to the previous screen.

### **INFO button:** Push to switch to the multi-information display (MID).

## Enter Your Home Address

- 1 Push ENTER from the Current Position (map) screen.
- 2 Select "Navigation Setup."
- 3 Select "Edit Memory Point."
- 4 Select "Home."
- 5 Select how you want to input your home address - either by entering an address, or from a previous destination, point of interest, memory point, intersection, or from the map.
- 6 Enter your home address.
- 7 Select "Set" to register your home.
- 8 Select "Done" to return to the map.

## Change the Volume of the Guidance

- Turn the audio system volume dial while voice guidance is being given.

## Set a Destination

You can choose setting a destination using a street address, point of interest, emergency, memory point, home, preset destination, previous destination, freeway on/off ramp, coordinates, or select from map.

- 1 Push ENTER from the Current Position (map) screen.
- 2 Select "Set Destination."
- 3 Select "Address."
- 4 If the state is not displayed, select "Search Area."
- 5 Select the correct state from the list.
- 6 Select "Input City Name", then use the ENTER (UP/DOWN) switch to input the city name, then select the correct city from the list.
- 7 Use the ENTER (UP/DOWN) switch to input the street name, then select the correct street from the list.
- 8 Use the ENTER (UP/DOWN) switch to input the house number.
- 9 Select "Done."
- 10 Select "Start" to set the destination and start guidance.

### **NOTE:**



- For safety reasons, some navigation system functions cannot be performed while driving the vehicle.
  - The SD card included with your navigation system contains the most current data available.
  - North Up/Head Up: North Up - Geographic north is up.  
Head Up - The direction you are heading is up.
- 1 Push ENTER from the Current Position (map) screen.
  - 2 Select "Navigation Setup."
  - 3 Select "Map Direction."
  - 4 Select "North Up" or "Head Up."
- Select "Prefer" or "Avoid" for toll roads (default setting), major roads, ferries, restricted roads and border crossing.
  - Refer to your Navigation Owner's Manual for detailed navigation system operation.

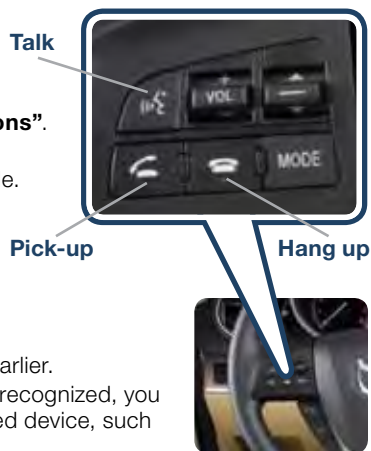


## PAIRING YOUR BLUETOOTH® PHONE OR AUDIO DEVICE

### NOTE:

- For safety reasons, you cannot pair a phone while driving.
- Before pairing your cell phone or audio device, it is recommended that you refer to its manual for steps to turn on Bluetooth® and perform pairing.
- For toll-free Bluetooth® Hands-Free customer service and device compatibility call **800-430-0153** or go to **www.MazdaUSA.com/bluetooth** for assistance.
- **IMPORTANT:** Set the volume level on your cell phone or audio device to the highest level before distortion starts, then adjust the volume on the audio system.

- 1 Push and release the  or  button located on the steering wheel and wait for a beep.
- 2 After the beep say, **“Set-up”**.
- 3 After the beep say, **“Pairing options”**.
- 4 After the beep say, **“Pair”**.
- 5 After the beep, say any 4-digit code.
- 6 Place phone or audio device in Discovery mode; if necessary, consult its manual, or go to [www.mazdausa.com/bluetooth](http://www.mazdausa.com/bluetooth) and select model, Bluetooth®, then follow screen prompts.
- 7 Input the 4-digit code you chose earlier.
- 8 After the phone or audio device is recognized, you will be prompted to name the paired device, such as **“Tom’s phone or player”**.
- 9 When paired, a symbol will be displayed in the information display - a phone symbol for a phone and a music symbol for an audio device. If the symbol is not displayed, the Bluetooth® device is not paired.




**NOTE:** If your compatible Bluetooth® phone is equipped with a music player and supports the Bluetooth® profile A2DP, your phone will pair for both hands-free calling as well as Bluetooth® audio during the pairing process, and will be considered one unit. Please refer to your Owner’s Manual for complete details on how to “pair” up to 7 Bluetooth® phones and audio devices, and how to use the built-in tutorial and other important safety information.

## TO MAKE OR RECEIVE A HANDS-FREE CALL

### Basic Operation:

 **button:** To make/receive/swap a call.

 **button:** To end/reject a call.

 **button:** To skip voice guidance (for speeding up operation).

**NOTE:** On engine start, the last connected device will automatically be re-connected after several seconds.



## MYMAZDA.COM—THE OFFICIAL SITE FOR MAZDA OWNERS

Register today on MyMazda.com—the ultimate destination for Mazda Owners. Once registered, you’ll be able to take advantage of benefits exclusively for Mazda Owners:

- Insider access to exclusive events and promotions
- Personalized maintenance schedules
- Zoom-Zoom Owner Magazine
- Warranty information and on-line Owner’s Manuals
- Wallpaper, videos and other fun stuff
- Accessories specifically designed for your vehicle
- Car Care Discount Coupons available from your Mazda Dealer

Visit and register at MyMazda.com today!

**Roadside assistance is available 24 hours a day, 365 days a year. Using the toll free phone number or iPhone® app (which uses GPS-enabled technology to determine your exact location), will put you in touch with a roadside assistance agent.**

Phone: 1-800-866-1998

The app can be downloaded, free of charge, by logging onto <http://mazda.crosscountry-auto.com/> or directly from App store on your iPhone or your PC using iTunes. After downloading app, customer name, email, iPhone number and VIN are required.

# Customer Delivery Checklist

## VEHICLE PRESENTATION:

Refer to Smart Start Guide during presentation

- Keyless Entry** ..... 1
  - Advanced Keyless Entry\*
  - Door/Liftgate Request Switch\*
  - Trunk Lid/Liftgate Opener Switch

- Starting the Engine**..... 2
  - Push Button Ignition
  - Emergency Engine Stop

- Seats\*** ..... 3
  - Adjustments

- Fuel Door** ..... 4
  - Fuel Door Release and Fuel Spec

- Driver's View** ..... 5-6
  - Location of Switches and Controls

- Instrument Cluster** .....7-8
  - Review of Warning and Indicator Light Function and Location

- Lights**..... 9



- Aluminum Wheel Care**..... 9

- Wiper/Washer**.....10



- AUX Input**.....12

- Adaptive Front Lighting System (AFS)\*** .....12

All items in the Customer Delivery Checklist have been reviewed with the customer and the first maintenance appointment has been scheduled: *\*if equipped*

SALES CONSULTANT	DATE	CUSTOMER	DATE

Signed copy must be placed in dealer jacket

- Climate Control**..... 13-14

- Center Vents and Airflow Operation
- Manual                      • Automatic\*



- Set Clock** ..... 15



- Audio Controls** ..... 15-16

- Multi-Information Display (MID)\***.....17-18
  - Preferences
  - Maintenance Monitor

- Navigation System\*** ..... 19-20

- Enter Your Home Address
- Set a Destination



- Bluetooth®\*** ..... 21

- Tutorial                      • Toll-Free
- Pair Phone                  Customer Service
- Make a Call                 **800-430-0153**

## SCHEDULED MAINTENANCE

When replacing or topping off engine oil, use Mazda Genuine oil. For optimal engine performance, use SAE 0W-20 engine oil (except MAZDASPEED3, which uses 5W-20). Please consult an Authorized Mazda Dealer for additional information.

# Customer Delivery Checklist

DEALERSHIP	DATE
SALES CONSULTANT	CUSTOMER'S NAME
VIN	E-MAIL

## PRESENTATION OF OWNER'S MATERIALS:

Review the following items with the customer

- Smart Start Guide**

- Remove this checklist from Smart Start Guide
- Personalization Features (refer to your Owner's Manual)

- MyMazda.com**

- Offer to register customer on MyMazda.com

- Owner's Manual**

- Warranty Information**

**Warranty Start Date:** \_\_\_\_\_

**Customer Initial:** \_\_\_\_\_

- Basic Vehicle – 36 months/36,000 miles
- Roadside assistance program

- Floor Mats**

- Ensure floor mats are properly hooked after cleaning
- Do not install two floor mats, one on top of the other, on the driver side

## SERVICE DEPARTMENT

- Introduce Service Manager; provide business cards
- Review Service and Parts Department hours of operation
- Explain free Full Circle Service Inspection
- Schedule first maintenance service



## GENUINE MAZDA SERVICE

***Because you and your Mazda deserve the best***

Your new Mazda deserves nothing less than the very best. To keep it running like new for years to come, trust the experts at your local Authorized Mazda Dealer. Simply bring your vehicle in for your scheduled maintenance and any needed repairs.\*

At participating Mazda Full Circle Service Centers,\*\* our technicians will automatically perform a complimentary Full Circle inspection on your vehicle and issue a detailed report card at every visit. This is designed to help you keep track of your Mazda's critical operating condition. Our factory-trained technicians know your vehicle inside out and use Genuine Mazda Parts, giving your vehicle the optimum care and maintenance it requires to run with flawless precision.

Remember, to further enhance your driving experience, visit your local Mazda Service Center for your scheduled maintenance. It's also the place where you can find a wide variety of tires, parts, and accessories that are just right for your vehicle.

**\* See vehicle's scheduled-maintenance program for details.**

**\*\* Visit the Mazda Owners website at [MyMazda.com/fullcircle](http://MyMazda.com/fullcircle) to find a participating Mazda Full Circle Service Dealer.**

**Customer Assistance Center: 1-800-222-5500**

**Roadside Assistance Contact: 1-800-866-1998**

*Mazda*  
**FULL CIRCLE**  
**SERVICE**

**FREE FULL CIRCLE  
SERVICE INSPECTION**

***We're committed to providing  
expert Mazda service.***

You love to drive your Mazda, and we love to service your Mazda. With our Full Circle Service, we'll give your vehicle a COMPLIMENTARY MULTI-POINT INSPECTION. Your Mazda will receive a thorough review of its most crucial components.

This easy-to-use Smart Start Guide is intended to help you more fully appreciate some of the unique features and functions of your new vehicle. However, it is not intended to replace your Owner's Manual. The Owner's Manual contains more detailed information to help you better understand the important safety warnings, features, operation, and maintenance of your vehicle. All information, specifications, photographs and illustrations in this publication are those in effect at the time of printing. Mazda reserves the right to change specifications or design without obligation.

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