

We do not simply exist to make cars.

We strive to achieve something more.

To ignite moments

and improve each day through experiences
that awaken you,
move you,
stir your soul.

This is what drives us to push boundaries and defy convention, every day.

It's why we refined the rotary engine in 1967, resurrected the roadster in 1989, and reimagined how an automobile is developed, piece by piece, in 2006.

Instead of simply redesigning a car, we started from a blank sheet of paper and built the ideal vehicle around how it would make you feel.

making driving matter for you.

Today, we stand more determined than ever,
with breathtaking designs
and revolutionary technologies like SKYACTIV® TECHNOLOGY and i-ACTIV AWD®
Built to create an even deeper connection
between you and your Mazda.
An emotional bond, formed at first glance
and reinforced every time you get behind the wheel.
To us, this bond is everything.
And it inspires us every day,
to design better,
innovate more
and make each Mazda
smarter and safer than what came before.
Because we'll never stop



HIROSHIMA SPIRIT | Since 1920, Hiroshima, Japan has been our source of unwavering courage, commitment and perseverance. We have consistently found inspiration through this community, a shared spirit that pushes us to rise above any challenge. Together, we have achieved more than anyone could have imagined. We have built a global company from the ground up. And we have defied convention to develop innovations that others deemed impossible, from the rotary engine to SKYACTIV® TECHNOLOGY and beyond. Most of all, we have never strayed from our commitment to humanity. Giving all of ourselves, using our hands to craft and make things that matter, that have soul. You'll feel this commitment every time you get behind the wheel of a Mazda. It's why our cars evoke emotion and create a feeling unlike anything else.





**ONENESS** | A vehicle transports you beyond your physical capabilities. In its best form, it serves as a natural extension of you, anticipating your needs and responding accordingly. Like a horse to its rider. The Japanese call this feeling of oneness Jinba Ittai. And it's a concept that is deeply ingrained within Mazda's culture. You can see it expressed in every detail of our vehicles; from the position of the steering wheel to the placement of the gas pedal, the car becomes an extension of you, acting precisely as it should. The throttle delivers a satisfying response in any situation. The steering answers to even the most subtle nudge with purpose. Every dial, button and knob throughout the cockpit is intuitively placed, allowing you to focus on the road in every moment. Everything working in harmony. This is what oneness means to us.

## Energy in motion, expressed in still form. This is the very essence of Mazda's KODO: "Soul of Motion" design philosophy. The Mazda CX-9 allures with distinctive lines, depicting an elegant yet agile stance. To achieve this aesthetic, an exploratory form is honed in a simple, yet expressive process. Aptly called a Speed Form, it represents design in its purest element. From there, the form provides inspiration to our master craftsmen as they sculpt the CX-9 in clay, creating full sheet metal designs. And this sheet metal becomes an SUV designed for drivers.

THE SPIRIT OF MOTION. CAPTURED |



THE ESSENCE OF CRAFTSMANSHIP | For hundreds of years, knife making has been a revered art form in Japan. Embraced for beauty as much as functionality, this legendary method of craftsmanship was the inspiration for the aluminum trim in the Mazda CX-9 Signature. A sweeping single piece of aluminum adorns the dashboard, recalling a sharpened knife. While satin and polished trim finishes also mirror the honed look of handmade blades. Thoughtfully inspired details that capture your attention.





DRIVER-CENTRIC DETAILS | In a cabin built for drivers, compromise has no place. Even the smallest detail matters. With this in mind, we paid special attention to the finer points within the Mazda CX-9. The modern, uncluttered instrument panel is not only beautiful, but minimizes distraction. Conveniences like the available Active Driving Display project vital information such as current speed and route guidance onto the windshield, in your line of sight, so you can focus on the road ahead. These driver-inspired innovations are why the CX-9 drives unlike any other SUV.



# IF WE COULD SILENCE SILENCE, WE WOULD To further amplify your driving experience, we subdued unwanted sounds in the current-generation Mazda CX-9. Fifty-three pounds of sound-deadening materials were incorporated to the floorboard. Parts were redesigned to reduce vibration. Narrow gaps and sound-insulating glass prevent exterior noise from disturbing the cabin. All to help you better enjoy conversations with your passengers in the cabin, or peace and quiet when you're alone.

MAZDA CONNECT™ A deeper connection to your car and the road can come in many ways. Like intuitively connecting to the outside world without losing your focus on the road ahead. Through the MAZDA CONNECT™ infotainment system, you can access music, entertainment and information with ease via your Bluetooth®-enabled and Internet-connected device. It's all at your fingertips via the Commander control on the center console. Make hands-free calls, access select social media feeds, listen to audible navigation commands and text message readouts, and more. When it comes to music, the CX-9 helps you feel more connected with our custom signature Mazda Sound. Designed for the CX-9's cabin, the available Bose® Premium Sound System featuring Centerpoint® 2 Surround Sound and AudioPilot® 2 noise compensation envelopes you in a rich sound experience.

BLUETOOTH® | PANDORA® | HD RADIO™ | TWITTER | SiriusXM²

1 Don't drive while distracted. Even with voice commands, only use MAZDA CONNECT™/ other devices when safe. Some features may be locked out while the vehicle is in motion. Not all features are compatible with all phones. Message and data rates may apply. 2 Available feature. SiriusXM Satellite Radio reception requires a subscription and Mazda satellite radio. See full disclaimer in Specifications.



the ultimate in driving dynamics, to Mazda, the sky is the limit. This is what SKYACTIV® TECHNOLOGY represents. And it begins with the notion of lightness. After all, lighter responds better and consumes less fuel. It's why we engineered our chassis and suspension to be rigid yet compliant with minimal weight. And why our pistons are uniquely designed to be strong yet light, again contributing to more overall performance and efficiency. Not surprisingly, the Mazda CX-9 delivers up to an EPA-estimated 22 city / 28 highway MPG on FWD models and 20 city / 26 highway MPG on AWD models¹. The CX-9's SKYACTIV-G 2.5T turbo engine delivers power when you need it most, with an impressive 310 lb-ft of torque at 2,000 rpm. Mazda even found a way to improve the CX-9's handling performance. SKYACTIV-VEHICLE DYNAMICS with G-Vectoring Control uses advanced technology to create a smoother, more relaxing drive.





**i-ACTIVSENSE®** Avoiding an accident in the first place is always the safest route. With the available i-ACTIVSENSE® suite of safety features, sophisticated safety innovations help alert you to hazards so you can better avoid collisions—or lessen their impact.

The result is a more connected driving experience. Which means you can feel more confident when focusing on the road ahead.

#### ADVANCED BLIND SPOT MONITORING

Radar sensors detect and alert when objects are in your left and right blind spots. It also warns when fast-traveling vehicles are about to enter a blind spot from further behind.

#### LANE DEPARTURE WARNING SYSTEM<sup>2</sup>

Alerts you when you're unintentionally about to depart from your lane at a speed of approximately 37 mph or higher.

#### ADAPTIVE FRONT-LIGHTING SYSTEM

These headlights are specifically designed to help you see around corners at night. As you turn into a corner, the headlights pivot up to 15 degrees in the direction of your turn, improving visibility and allowing you to spot potential hazards and dangers ahead.

#### SMART CITY BRAKE SUPPORT<sup>3</sup>

When traveling at low speeds, this system detects objects ahead. If an impact is predicted, the system adjusts the brake pads closer to the disc for faster braking, or applies the brakes if you cannot.

#### MAZDA RADAR CRUISE CONTROL WITH STOP & GO<sup>5</sup>

This system maintains your set speed and minimum following distance from the traffic ahead. If the vehicle you're following reduces speed, even down to a stop, your vehicle is able to slow or stop as needed.

#### REAR CROSS TRAFFIC ALERT<sup>1</sup>

As you reverse, this system promptly alerts you on the back-up monitor, as well as on the side view mirrors, when it detects a vehicle approaching from either side.

#### LANE-KEEP ASSIST<sup>2</sup>

Adds to the warnings of the Lane Departure Warning System by performing minor steering corrections to re-center the vehicle in its lane upon sensing an unintentional lane departure.

#### HIGH BEAM CONTROL

For better vision at night, this system auto-adjusts the headlight beams from low to high as traffic and road conditions allow.

#### SMART BRAKE SUPPORT<sup>4</sup>

At higher speeds, this system senses slow or stopped traffic ahead and alerts when braking is immediately necessary. If the sensor determines that a collision is unavoidable, the automatic brake control will engage.

#### TRAFFIC SIGN RECOGNITION SYSTEM<sup>6</sup>

Based on front camera identification in conjunction with navigation data, this system recognizes and displays traffic signs such as Stop, Do Not Enter and Speed Limit. Alerts are easily viewable at driver's eye level within the Active Driving Display.

1 Always check your mirrors. Be aware of the traffic around you. There are limitations to the range and detection of the system. Please see your Owner's Manual for further details. 2 Not a substitute for safe and attentive driving. There are limitations to the range and detection of the system. Please see your Owner's Manual for further details. 3 Smart City Brake Support operates under certain low-speed conditions between about 2 to 18 mph. It is not a substitute for safe and attentive driving. Factors including movement and shape of the object in front of the vehicle, weather and road conditions can all impact automatic brake control and collision warning. Please see your Owner's Manual for further details. 4 Smart Brake Support operates under certain conditions above 10 mph. It is not a substitute for safe and attentive driving. Factors including movement and shape of the object in front of the vehicle, weather and road conditions can all impact automatic brake control and collision warning. Please see your Owner's Manual for further details. 5 Mazda Radar Cruise Control (MRCC) with Stop & Go is not a substitute for safe and attentive driving. There are limitations to the range and detection of the system. Driver action is required to resume MRCC with Stop & Go after a complete stop. Please see your Owner's Manual for further details. 6 Traffic Sign Recognition System is not a substitute for safe and attentive driving. Factors including weather and condition of the traffic sign can impact recognition or display of the sign. Always check traffic signs you of the system.



#### SPECIFICATIONS

#### **ENGINE**

SKYACTIV®-G 2.5T DOHC 4-cylinder Dynamic Pressure Turbo 250 hp @ 5,000 rpm (with 93 octane fuel) 227 hp @ 5,000 rpm (with 87 octane fuel) 310 lb-ft of torque @ 2,000 rpm

#### TRANSMISSION & DRIVETRAIN

SKYACTIV-Drive 6-speed automatic with manual shift and Sport mode Front-wheel drive (standard) Available i-ACTIV AWD® (Standard on Signature) Hill Launch Assist¹

#### **FUEL ECONOMY**

EPA-ESTIMATED MPG (City/Highway)<sup>2</sup>
22 / 28 (FWD)
20 / 26 (AWD)

#### FUEL CAPACITY (U.S. Gallons)

19.0 (FWD) 19.5 (AWD)

#### DIMENSIONS (in)

Overall length: 199.4 Wheelbase: 115.3 Width: 77.5 (with wheel arch molding) Height: 69.0 (with shark fin antenna)

#### CARGO CAPACITY (cu ft)

14.4 with 2nd- and 3rd-row seatbacks up 38.2 with 3rd-row seatback folded down 71.2 with 2nd- and 3rd-row seatbacks folded down

#### TOWING CAPACITY (lb)3

Up to 3,500

1 Hill Launch Assist is an auxiliary device that assists the driver in accelerating from a stop while on a slope. It is not a substitute for safe and attentive driving. There are limitations to the system. Please see your Owner's Manual for further details. 2 EPA-estimated mileage. Actual results will vary. 3 Up to 3,500 lbs. of towing capacity. Towing capacities shown are maximums and must be reduced by the weight of any passenger, cargo hitch or optional equipment in the towing vehicle. Please refer to vehicle Owner's Manual for details regarding towing capacities and other valuable information. Towing a trailer will have an effect on vehicle's handling, braking, durability, performance and driving economy. For specific information on recommended or required equipment, see your Mazda Dealer. Hitches are available through manufacturers other than Mazda.

#### CX-9 SIGNATURE

Includes the following features in addition to or in place of CX-9 Grand Touring:

#### DRIVETRAIN

i-ACTIV AWD®

#### **EXTERIOR**

LED signature grille accent lighting

#### INTERIOR

Auburn Nappa leather-trimmed seats
Auburn-colored interior accents
Leather-wrapped steering wheel with unique stitching
Genuine Rosewood interior trim
LED shifter accent lighting

#### CX-9 GRAND TOURING

Includes the following features in addition to or in place of CX-9 Touring:

#### **EXTERIOR**

Power sliding-glass moonroof with sunshade
20-inch alloy wheels with Dark Silver finish and
P255/50 R20 tires
Adaptive Front-lighting System
LED fog lights
Bright-finish lower body trim
Windshield wiper de-icer
Aluminum roof rails with Satin Chrome finish

#### INTERIOR

Windshield-projected Active Driving Display
Heated steering wheel
Bose® Centerpoint® 2 Surround Sound System with 12 speakers
and AudioPilot® 2

SiriusXM Satellite Radio¹ with 4-month trial subscription to the Sirius All Access package

Mazda Navigation System

LED interior illumination

Front and rear door pockets

Front door handles and power window switches

Center console

Aluminum interior trim

Driver's power seat memory

Heated 2nd-row seats

2nd-row retractable window sunshades

Full-color Active Driving Display

#### SAFETY AND SECURITY

Traffic Sign Recognition System<sup>2</sup> Front and rear parking sensors<sup>3</sup>

#### CX-9 TOURING

Includes the following features in addition to or in place of CX-9 Sport:

8-inch full-color touch-screen display

Mazda Advanced Keyless Entry System

#### **EXTERIOR**

Power Liftgate with programmable height adjustment<sup>4</sup>
18-inch alloy wheels with Dark Silver finish and P255/60 R18 tires
Auto-on/off headlights
Heated side mirrors
Rain-sensing windshield wipers
Chrome grille insert
Piano Black B and C pillar trim

#### INTERIOR

Heated front seats

Leather-trimmed seats (1st- and 2nd-row outboard seating positions)

8-way power-adjustable driver's seat with power-adjustable lumbar support

Power-adjustable front passenger seat

2nd-row center folding armrest with integrated storage, cup holders and 2 USB charging ports

Auto-dimming rearview mirror with HomeLink®

Dual illuminated visor vanity mirrors

#### SAFETY AND SECURITY

High Beam Control Lane Departure Warning<sup>5</sup> Lane-keep Assist<sup>5</sup> Mazda Radar Cruise Control with Stop & Go<sup>6</sup> Smart Brake Support<sup>7</sup>

#### AVAILABLE TOURING PREMIUM PACKAGE

Includes power sliding-glass moonroof with sunshade, front and rear parking sensors<sup>3</sup>, Mazda Navigation System, Bose<sup>®</sup> Centerpoint<sup>®</sup> 2 Surround Sound System with 12 speakers and AudioPilot<sup>®</sup> 2, SiriusXM Satellite Radio<sup>1</sup> with 4-month trial subscription to the Sirius All Access package, LED fog lights and 2nd-row retractable window sunshades

#### CX-9 SPORT

#### Includes the following features:

#### SKYACTIV-VEHICLE DYNAMICS with G-Vectoring Control

#### EXTERIOR

LED headlights with auto off
LED daytime running lights
LED taillights
18-inch alloy wheels with P255/60 R18 tires
Body-colored rear roofline spoiler
Power side mirrors with integrated turn signal indicators
Rear privacy glass
Dual exhaust outlets

INTERIOR Three-zone automatic climate control Power windows with one-touch auto open/close on all windows Power door locks with speed-sensing auto lock Remote keyless entry Cloth-trimmed seats Leather-wrapped steering wheel and shift knob Manually adjustable driver's seat Trip computer Outside temperature display Cruise control Tilt and telescoping steering column Steering wheel-mounted audio, phone and cruise controls Rearview Camera<sup>8</sup> Audio system with 6 speakers Auxiliary audio input jack and 2 USB audio input ports

MAZDA CONNECT™ infotainment system® with:
7-inch full-color touch-screen display
Multifunction Commander control
HD Radio™
Infotainment system voice command
Aha™ Internet radio integration
Pandora® Internet radio integration

Bluetooth® hands-free phone and audio streaming

MAZDA CONNECT™ infotainment system (cont.)

Stitcher™ Internet radio integration Radio Broadcast Data System program information SMS text message audio delivery and reply

Dual 12-volt power outlets (front and cargo area)

Front door pockets illumination

2nd-row 60/40 split seatbacks with center armrest and cupholders

3rd-row 50/50 split seatbacks

Rear cargo area storage boxes and under-floor storage

#### SAFETY AND SECURITY

3-point seatbelts at all seating positions

Advanced dual front air bags<sup>10</sup> with driver's seat-position and passenger-weight sensors

Engine Immobilizer

Front side-impact air bags<sup>10</sup> and side-impact air curtains with rollover protection

Advanced Blind Spot Monitoring<sup>3</sup>

Rear Cross Traffic Alert<sup>3</sup> Smart City Brake Support<sup>11</sup>

Hill Launch Assist<sup>12</sup>

Dynamic Stability Control<sup>13</sup> and Traction Control System Roll Stability Control<sup>14</sup>

Trailer Stability Assist<sup>14</sup>

Tire Pressure Monitoring System

E911 automatic emergency notification

#### AVAILABLE POWER DRIVER'S SEAT PACKAGE

Includes 8-way power-adjustable driver's seat with power lumbar support, heated front cloth seats, heated side mirrors, auto on/off headlights, High Beam Control, Lane Departure Warning<sup>5</sup>, Lane-keep Assist<sup>5</sup>, Mazda Radar Cruise Control, with Stop & Go<sup>6</sup>, Smart Brake Support<sup>7</sup> and rain-sensing windshield wipers

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20-inch Alloy with Dark Silver finish Grand Touring and Signature

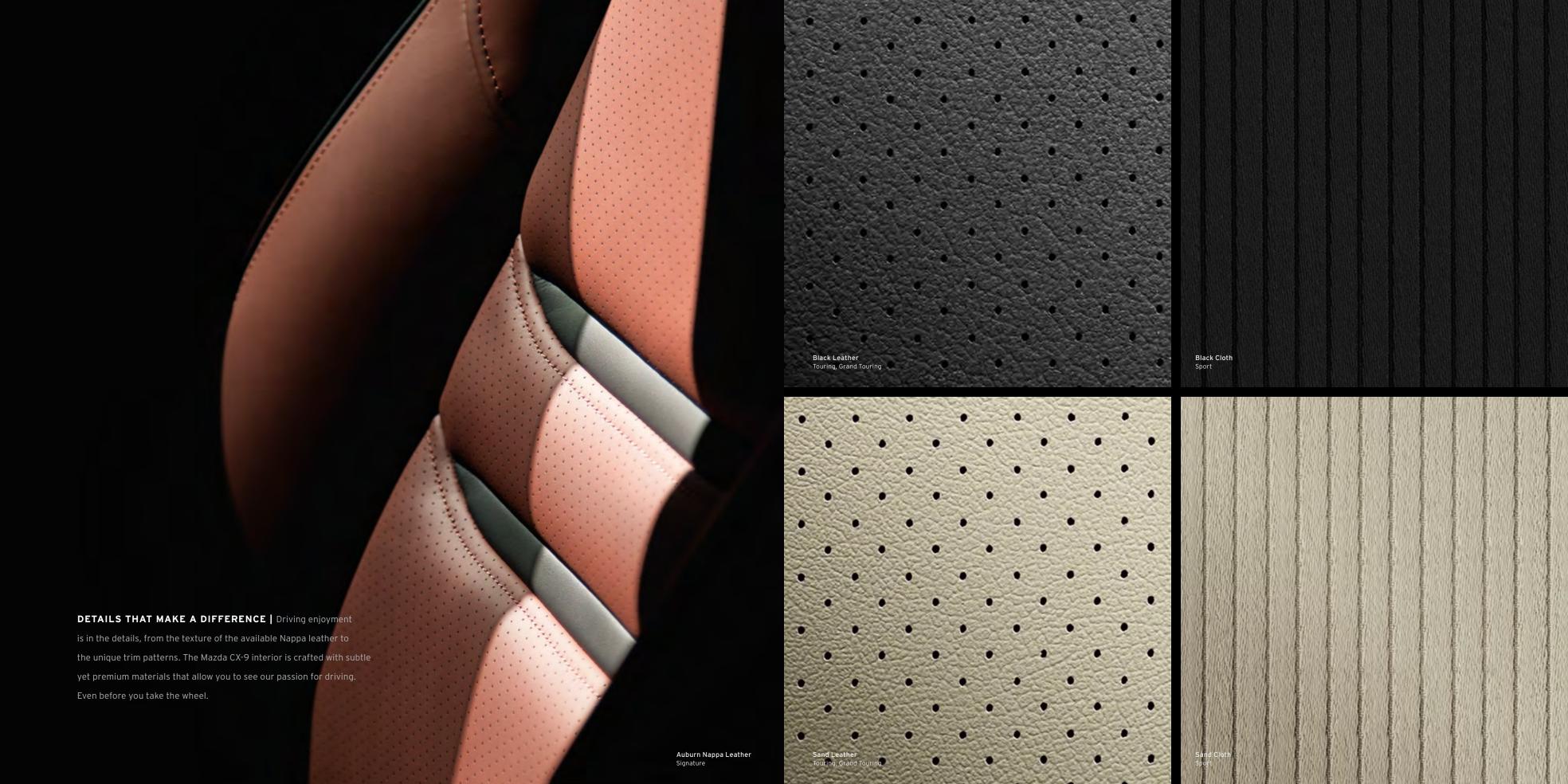


18-inch Alloy with Dark Silver finish Touring



**18-inch Alloy** Sport







Every new 2018 Mazda CX-9 is protected by a:

3-year/36,000-mile<sup>1</sup> New Vehicle Limited Warranty

3-year/36,000-mile<sup>1</sup> 24/7 Emergency Roadside Assistance Program

5-year/60,000-mile<sup>1</sup> Limited Powertrain Warranty

5-year/unlimited-mileage Warranty Against Body Rust-Through

(Anti-Perforation Limited Warranty)

Even after your vehicle warranty has expired, Mazda Extended Confidence provides nearly all the same parts and components covered under your New Vehicle Limited Warranty. Accepted nationwide and utilizing only Genuine Mazda Parts (where available), Mazda Extended Confidence gives you peace of mind for miles beyond your expectations.



### MAZDA EXTENDED CONFIDENCE

Whether you're buying or leasing a new, Certified Pre-Owned Mazda or used Mazda, Mazda Capital Services<sup>2</sup> can help make the financing process more convenient and satisfying. One of the largest auto lenders in America, Mazda Capital Services is known for first-class customer service, a wide range of financing options and highly competitive rates. To find out which purchase or lease plan is right for you, talk with your Mazda Dealer, visit www.MazdaUSA.com or call us toll-free at (800) 639-1000.



#### MAZDA CAPITAL SERVICES









Thank you for considering a Mazda. As you can see from the stories in this brochure, everyone at Mazda, including our Mazda Dealer partners, is deeply passionate about creating cars that provide a memorable driving experience. This passion all starts with you. Before the first sketch of a Mazda, before any new idea is conceived, we consider you, the driver, first. All with the hope that you will feel our passion for driving once you're behind the wheel.

If you haven't already experienced the excitement of driving a Mazda for yourself, schedule a test drive at your local Mazda Dealer. Together, we will ensure that a great test drive is just the first step in the joy of owning a Mazda.

Sincerely,

**MASAHIRO MORO** 

resident and CEO

Mazda North American Operations

MAZDA DRIVE FOR GOOD® | One of our many charitable programs,
Mazda Drive For Good® has allowed Mazda to donate to worthy causes
across the United States since 1992. Mazda Dealers have a long history
of giving back both time and money to their communities. And their
efforts truly define our Mazda values. To Mazda, there's only one thing
that means as much as driving: giving back.

MazdaUSA.com/why-mazda/drive4good

