

**IF IT'S NOT WORTH DRIVING,
IT'S NOT WORTH BUILDING.®**

**WE BUILD MAZDAS.
WHAT DO YOU DRIVE?**

zoom-zoom

2014 MAZDA CX-5



WHAT DO YOU DRIVE?

Is it inspiring?

What were the people who built your car thinking?

*Are they just another behemoth carmaker following the rules?
Or do they break them?*

*Do they push the boundaries of tradition and habit
to achieve the unachieved?*

*Are they insightful craftsmen,
obsessing over the details with a crazed passion?*

*Building less—building better—
for a discerning few?*

*Are you one of the few
who cares about what you drive,
how it drives
and the way it makes you feel?*

We're with you.

*Because we believe if it's not worth driving,
it's not worth building.®*

We build Mazdas.

What do you drive?

ZOOM-ZOOM

An automotive revolution. Born from a blank slate.

When we decided to create the Mazda CX-5, we knew we had to start from scratch. We wanted a crossover that was not only incredibly versatile, spacious and packed with technology, but also fuel-efficient without sacrificing exceptional driving feel. To make that a reality, we had to come up with a whole new engineering philosophy: SKYACTIV® TECHNOLOGY. Created over the course of ten years, all of the components of SKYACTIV TECHNOLOGY were engineered at the same time so that they work together seamlessly and efficiently. It is the reason why, as you keep up with your busy day, you're enjoying the best highway MPG of any SUV—including hybrids*—while enjoying the best drive as well. Why did we go to such painstaking lengths? Because we're Mazda.

*Based on EPA estimates for 2014 CX-5 Sport FWD with 2.0L engine and manual transmission 26 city/35 highway MPG. CX-5 Grand Touring FWD model shown with 2.5L engine and automatic transmission, EPA-estimated 25 city/32 highway MPG. Actual results will vary. SOURCE: Fuel Economy Guide, December 2012 (www.fueleconomy.gov).



"The CX-5 is a flexible, thoughtful, sharp-looking vehicle that has been crafted from the ground up to give its all in the service of those who love to drive."

AUTOMOBILE Magazine, February 2012



What you want. What you need. Together at last.

In the past, if you wanted a vehicle that could adapt to your changing life, you had to give up on driving excitement. If you wanted more versatility and fuel efficiency, performance was going to get left behind. Not anymore. Thanks to the Mazda CX-5, you've got it all. The CX-5 is our declaration that a stylish 5-seater with generous space, smart technologies and the best highway MPG of any SUV* doesn't have to come at the expense of driving feel. More than a crossover SUV, the CX-5 is a call to drivers to experience all the capability you need, without sacrificing the control you want.



Sips gas like a miser. Moves you like a Mazda.

When we imagined the CX-5, we knew it had to deliver superb utility and top-notch fuel economy. But there was no way we would sacrifice Mazda's signature driving pedigree. That's why we crafted systems to work together toward those two goals. The CX-5 Sport achieves an EPA-estimated 35 MPG hwy—the best highway MPG of any SUV,* including hybrids, and our Sport all-wheel-drive model achieves an astounding EPA-estimated 31 MPG hwy.† And thanks to our engineers' painstaking efforts, the new 2.5L engine in the Touring and Grand Touring models boasts a commanding 184 hp and 185 lb-ft of torque, and the FWD model still retains a healthy EPA-estimated 32 MPG hwy.‡ It's all based on a belief that the handling in every CX-5 creates a connection with the driver that is unmatched in its class—drop after drop of fuel.

Confident Handling

Impressive handling helps make maneuvering easy, your ride more comfortable and driving feel more connected to the road. Because more of our cars are road-raced than any other brand,** we've taken all of our street- and track-handling knowledge and put it right into the CX-5. That's why every CX-5 includes 4-wheel independent suspension with front and rear stabilizer bars, plus power-assisted rack-and-pinion steering—features also found on our most impressive sports cars. The engineering is complex, but the result is simple: confidence, because you're in control.

All-Wheel-Drive Traction

The available Active Torque Split All-Wheel-Drive system instantly adjusts to adverse changes in road and weather conditions by automatically monitoring wheel speed and engine data, and maintaining an ideal balance of power between front and rear axle torque (up to 50/50).

> BEST HIGHWAY MPG OF ANY SUV—INCLUDING HYBRIDS*



Magicians never tell their secrets. But we're car fanatics, so here you go.

How did we achieve the elusive feat of fuel efficiency, low emissions and outstanding driving performance living together in the same vehicle? By refusing to compromise. And that meant starting from scratch and reimagining what's possible. The CX-5 is the first Mazda to feature the entire suite of SKYACTIV TECHNOLOGY—systems developed from the ground up at the same time to make sure each component was not only pushed to its full potential, but also worked together seamlessly to create incredible fuel efficiency without sacrificing driving enjoyment. Here's a "look behind the curtain" to see how we did it.

SKYACTIV-G

By 2020, 90% of the world will still be using gasoline or diesel combustion engines. So how do we reduce emissions and increase fuel efficiency on a grand scale? By reimagining the internal combustion engine. Current engines waste upwards of 70% of their energy potential, so we saw this as an enormous opportunity: create an engine that works better, uses less fuel and emits less CO₂. Our SKYACTIV-G 2.0-liter engine produces 10% to 15% more low/mid-range torque, yet 15% lower fuel consumption and emissions than our previous 2.0-liter engine. And now entering the lineup, the SKYACTIV-G 2.5L engine in the Touring and Grand Touring models promises more power with ultra-low emissions, and lower fuel consumption as well.

SKYACTIV-Drive

Our engineers created a new kind of precise, high-performance automatic transmission that combines the direct, responsive feel of a manual transmission with the silky smoothness of an automatic. It's instantly responsive, yet delivers 7% more efficiency than our previous automatic transmission.

SKYACTIV-MT

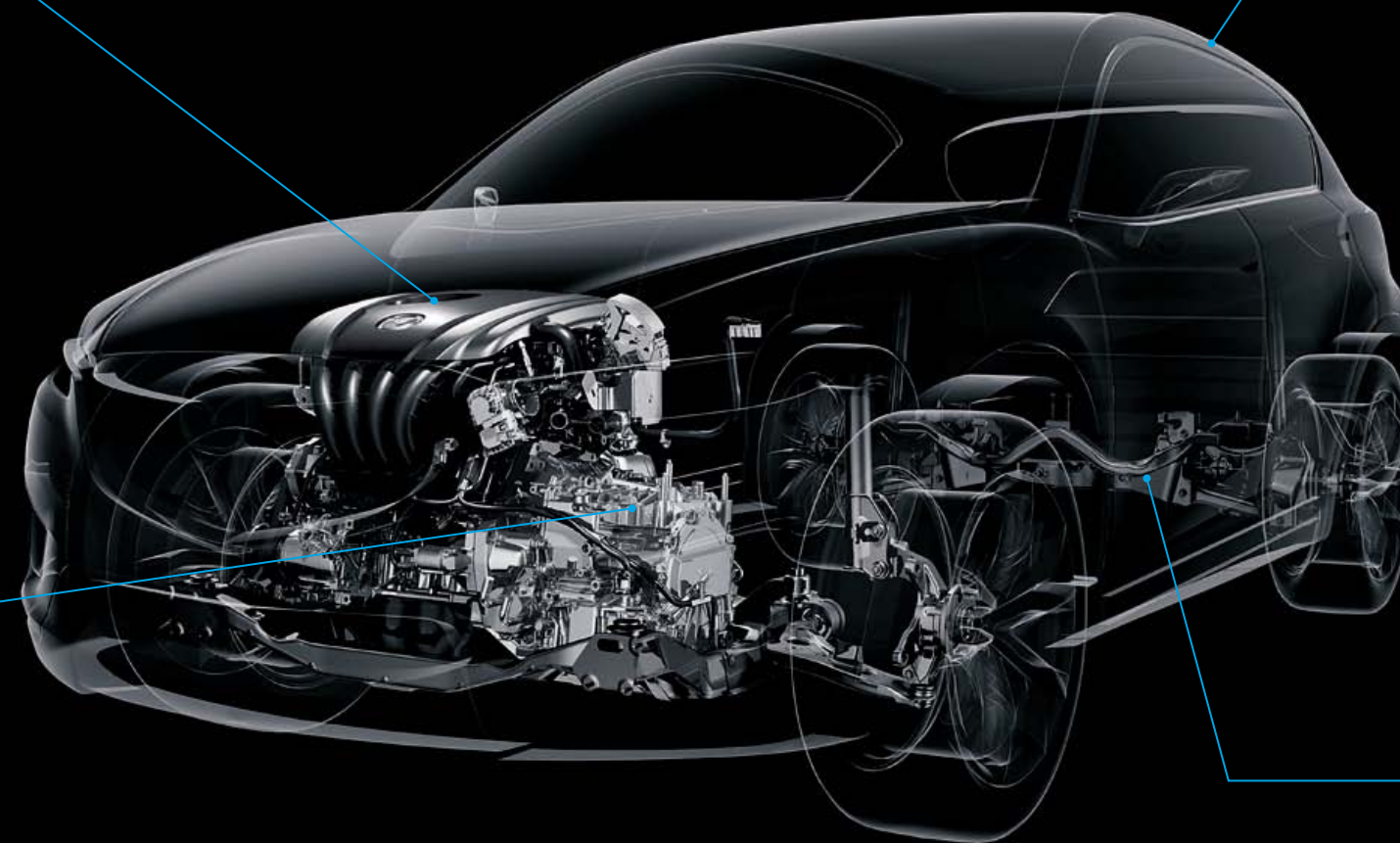
This six-speed manual transmission has a short, responsive throw that offers incredible connectivity for the driver. Inspired by the legendary MX-5 Miata, it's also smaller, lighter and stronger than any we've built before.

"SKYACTIV TECHNOLOGY is a whole new, more efficient way of engineering cars. Really... ."

autoweek.com, August 2011

SKYACTIV-Body

We are constantly searching for new ways to help make you safer behind the wheel. That's why Mazda is the first auto manufacturer to use ultra-high tensile steel in the body. Because we crafted an efficient structural design and used ultra-high tensile and high tensile steel in critical areas, the CX-5's body is lighter than normal, yet it's stiffer and stronger.



SKYACTIV-Chassis

Engineered together with the SKYACTIV-Body to work in perfect harmony, the steering and suspension systems achieve two seemingly contradictory goals at once: to be nimble at low speeds, yet stable at high speeds. We also engineered them to be light, allowing for a more direct and agile feel.

MazdaUSA.com/skyactiv

"Through KODO design, I want to convey strength and beauty in movement that inspires the spirit."

Ikuo Maeda, Global Head of Design



Inspired design. To bring out the soul.

The CX-5 embodies the latest generation of Mazda vehicle design, called KODO ("soul of motion"). Inspired by the stance of a cheetah the moment before it pounces, it represents the exact moment motion begins, releasing tremendous force and accumulated energy. Every curve was sculpted with this in mind, and every detail reveals the designer's purpose: a powerful, bold new look down to the last detail. Going forward, every Mazda will adopt this new look pioneered by the CX-5.

Exterior Features:

- > 17" and 19" alloy wheels
- > Side mirrors with integrated turn signals
- > Available heated side mirrors
- > Rear roofline spoiler
- > Available fog lights
- > "Shark fin" antenna
- > Available Bi-Xenon headlights

Mazda CX-5 Grand Touring shown in Sky Blue Mica



Illustrations by Iwao Koizumi

"Mazda has perfectly captured the Zoom-Zoom ethos in a practical, efficient, and stylish crossover."

automobilemag.com, August 2011





Comfort and control at your fingertips.

Putting our focus on you, the driver, meant we had to design a cockpit that was welcoming and intuitive. We sculpted the 8-way power driver's seat with power lumbar support (Grand Touring) for premium comfort and sophistication. We specifically designed and placed the instruments and gauges so that they're easily accessible and easy to use. Soft materials and thoughtful accents also add to the CX-5's secure and refined atmosphere. Convenient standard features include steering-wheel-mounted controls for audio, cruise control and trip computer, Remote Keyless Entry with Push Button Start, a tilt/telescoping steering wheel and power side mirrors with integrated turn signal indicators. But that's just the beginning of the many thoughtful features and smart systems available in your CX-5.

Available features include:

- > Leather-wrapped steering wheel and shift knob
- > Bluetooth® hands-free phone and audio
- > Leather-trimmed seats
- > Heated front seats
- > Rearview camera*
- > Rain-sensing front windshield wipers
- > Dual-zone automatic climate control
- > Power moonroof
- > 8-way power driver's seat
- > Available Mazda navigation system

Mazda CX-5 Grand Touring interior shown in black leather with accessory plug-and-play navigation system

*Rearview camera does not provide a comprehensive view of the entire rear area of this vehicle. Always check your surroundings.

Get lost in all the amenities. And not lost on the road.

There are so many intelligent technology features available in the CX-5, it might be difficult deciding which is your favorite. From a Blind Spot Monitoring System* to Bose® audio to Bluetooth hands-free capability, your CX-5 is ready to guide you, entertain you, connect with you and respond to you. So what's most important to the CX-5? You guessed it: you.

USB Connectivity

Enjoy your music via the USB audio input, and control the audio using the steering-wheel-mounted controls or the touch-screen display (when equipped).

Pandora® Internet Radio Compatibility

Experience music on your terms with up to 100 unique "stations" through the available Pandora Internet radio, all seamlessly streaming through your Bluetooth-enabled and Internet-connected device. Even better, it's all controlled from the onscreen display and all within arm's reach.

Mazda Navigation System

Our convenient factory-integrated navigation system offers the advanced features of TomTom's navigation devices, including turn-by-turn directions with real-time traffic updates, zoom, route highlighting, active road name display, advanced lane guidance and voice recognition. Whether you have it installed upon delivery or add it later, it's always integrated with no plug-in required.

Bluetooth Hands-free Phone and Audio

Using the steering-wheel-mounted controls, make and take calls via the available Bluetooth hands-free phone system. Also enjoy your music through wireless audio streaming from your Bluetooth-compatible audio device.

Bi-Xenon Adaptive Front-Lighting System

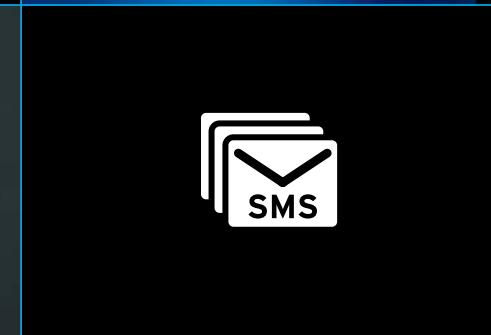
As you turn into a corner, the headlights turn with you, adjusting up to 15° in the direction of your turn to help improve visibility.

Rearview Camera†

This available system offers increased visibility of objects behind you, and it's automatically activated whenever the CX-5 is shifted into reverse.



PANDORA®



Bose® Centerpoint® Surround Sound System with AudioPilot®

Custom-engineered for the CX-5, this available system features its patented Centerpoint signal-processing circuitry, enabling this impressive 9-speaker system to produce stunning multichannel Bose Surround Sound performances from regular CDs and MP3s. Its patented AudioPilot technology automatically adjusts multiple frequencies to compensate for distracting road, wind and cabin noises.

5.8" Color Touch-screen Display

Easily view Bluetooth, Pandora® and other audio information, as well as navigation system routes and directions (if equipped), in addition to personalization features. It also acts as the display for models equipped with the rearview camera†

Advanced Audio Features

Mazda CX-5 comes with available HD Radio, so you get cleaner, crisper sound from a digital signal that offers multiple options for some of your favorite stations. On select Mazda CX-5's, take advantage of a 4-month trial subscription to SiriusXM Satellite Radio* with its vast array of channel choices—everything from rock and country to jazz and your favorite talk shows—almost all commercial-free.

Blind Spot Monitoring System*

The system uses radar sensors to detect objects in your left or right blind spots and then alerts you with a warning light that appears in the corresponding side mirror. If you signal a lane change while an object is there, the light blinks and a cabin warning chime sounds. And it's technology you won't find on the Honda CR-V.

SMS Text Message Readout

Now, when a text comes in while you're driving, you can stay focused on the road ahead. Select Mazda CX-5 models offer a fully integrated text display and audible readout, and the ability to reply by choosing from a number of preset, standardized return messages. Stay in touch—and safer—without touching your phone.

Mazda Advanced Keyless Entry

Even before you enter your CX-5, it's already anticipating your arrival. As you approach, the Advanced Keyless Entry System recognizes you, and your CX-5 comes to life, ready to unlock the doors and the rear liftgate without having to take the key fob out of your purse or pocket. At the push of a button, the doors unlock. And when you walk away, it can also lock the doors automatically. Available with the Grand Touring Technology Package.

*Always check your mirrors. Be aware of the traffic around you. †Not equipped for XM Radio reception. SiriusXM Satellite Radio reception requires a subscription and Mazda satellite radio. See full disclaimer in Specifications. ‡Rearview camera does not provide a comprehensive view of the entire rear area of this vehicle. Always check your surroundings.

Apple and iPod are registered trademarks of Apple Inc. iPhone® not compatible with iPod adapter.



> MORE REAR HEADROOM THAN CR-V > SEATING FOR FIVE



Bags. Bikes. Boxes. Balloons. Buddies. Boards. Balls. Baskets. Bring it on.

Whatever your busy day brings, the CX-5 is ready to take it all. On the Touring and Grand Touring models, the easy-release 40/20/40 split fold-down rear seatback lets you customize between seating for five and up to 65.4 cu ft of cargo space.* Taking a trip to the mountains? There's seating for four with room down the middle for your skis, too. Remote releases make configuring the seats even easier. The CX-5 Sport offers a convenient 60/40 split fold-down rear seatback and up to 64.8 cu ft of cargo space. While the world around you constantly changes, the CX-5 helps you make it your own.

*Please remember to properly secure all cargo.



Extraordinary protection, without sacrificing control.

The SKYACTIV-Body uses ultra-high tensile steel in critical areas to make the body ultra-strong to help protect you in a collision. At the same time it's ultra-light, so that your CX-5 is nimble and easy to maneuver in order to help you avoid an accident in the first place. The SKYACTIV-Chassis enhances this control by giving you agility at low speeds and stability at higher ones. And the available Advanced Active Torque Split All-Wheel-Drive system automatically adjusts during changing road conditions. From side-impact door beams to the available Blind Spot Monitoring System,* you can be confident the CX-5 has got your back, both inside and out.

LATCH Child-Safety Seat System

LATCH child-safety seat anchors and tethers in the second row make it easy to get your little ones in and out of your CX-5, while helping to keep them safe on your journey.

Smart City Brake Support†

City driving offers its own treacherous obstacle course. In order to help avoid or reduce the severity of a collision, the CX-5 offers an available Smart City Brake Support System new to the 2014 model. Before you're even aware, an infrared laser sensor detects when there is stopped or slow-moving traffic ahead, and the system begins to apply pressure to the brake pads and move them closer to the discs so you can stop quicker. When traveling at speeds below 18 mph, it automatically reduces your speed, but if you press the brake pedal on your own, the system cancels itself and you just continue driving.

Bi-Xenon Adaptive Front Lighting System

The CX-5 offers an available Adaptive Front-lighting System and self-leveling Bi-Xenon High-Intensity-Discharge headlights. These headlights are specifically designed to help you see around corners at night, literally. As you turn into a corner, the headlights move up to 15° in the direction of your turn, thereby improving visibility and allowing you to spot potential hazards and dangers up ahead.



Ring Structure

Mazda's Ring Structure in the SKYACTIV-Body uses ultra-high tensile steel to help make the body more rigid than a typical steel body, and the structure is engineered to distribute energy in a way that helps make the cabin even stronger.

Advanced Braking Technologies

A comprehensive set of advanced braking technologies comes standard on the CX-5. Large 4-wheel disc brakes promote linear, fade-resistant stopping power. Electronic Brakeforce Distribution automatically applies braking force to individual wheels based on changing road conditions, helping to keep you in control. And in emergency situations, an Anti-lock Brake System pulses the brakes hundreds of times per second, preventing wheel lockup so you can make controlled stops. At the same time, Brake Assist automatically increases braking pressure, thereby helping to reduce stopping distance.

Six Standard Air Bags‡

Advanced dual front air bags that utilize inflators with both crash-zone and driver's-seat/passenger-weight sensors are standard on all CX-5 models—as are dual side airbags and dual side-impact air curtains with coverage for front and rear passengers.

Enhanced Stability & Control

The Traction Control System detects wheelspin and then reduces engine power to help improve traction when accelerating in slippery conditions. Dynamic Stability Control** modulates the engine and brakes to help keep you on your intended path while you're driving around corners.



*Always check your mirrors. Be aware of the traffic around you. †Smart City Brake Support operates in certain low-speed situations. Factors including speed, road conditions and driver input can all impact stopping distance. Smart City Brake Support is not a substitute for safe and attentive driving and does not guarantee instant stopping. Please see your owner's manual for further details. ‡Always wear your seat belt and secure children in the rear seats in appropriate child restraints. **Dynamic Stability Control (DSC) is an electronic system designed to help the driver maintain control under adverse conditions. It is not a substitute for safe driving practices. Factors including speed, road conditions and driver steering input can all affect whether DSC will be effective in preventing loss of control. Please see your owner's manual for further details.

"...The new CX-5 breathes sporty, stylish and fuel-efficient life into the crowded compact crossover segment."

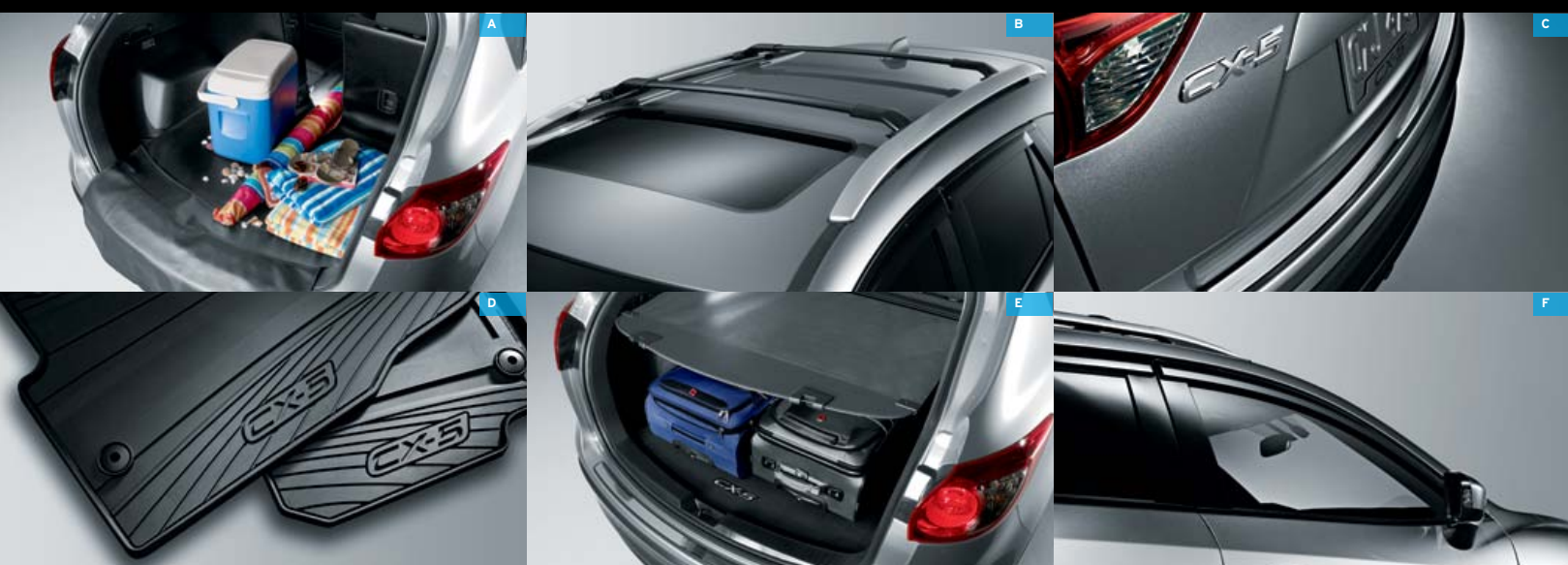
Autobytel.com, November 2011





Every model in the Mazda lineup was built by a bunch of car-crazed craftsmen. Who love to drive. For people who love to drive. So from the Mazda2 to the CX-9, a Mazda is always a Mazda. Because if it's not worth driving, it's not worth building.

It's your Mazda—make it your own. Customize your new Mazda CX-5 with Genuine Mazda Accessories. When installed by your Mazda Dealer prior to or at initial vehicle retail delivery, Genuine Mazda Accessories carry the same new-vehicle limited warranty as your new Mazda. Ask your dealer for details.



A Cargo Liner: Life's messy—keep your CX-5 clean with our durable cargo liner. Its innovative design works with the rear seats folded, upright or split in any configuration and includes a removable rear bumper flap to protect it while loading. Removes easily for quick cleanup. **B Roof Rack.** Loose gear banging around the inside of your car is a hassle. Keep your equipment locked down and loaded with CX-5's roof rails, adjustable crossbars and lifestyle attachments. When you care about your gear and your car, it's the only way to roll. **C Rear Bumper Guard.** Our durable rear bumper guard protects the rear bumper from chips and scratches when you're loading or unloading your gear. **D All-Weather Floor Mats.** Fitted perfectly to your CX-5, these all-weather floor mats guard against water, sand, mud, snow or whatever you drag through the door. **E Retractable Cargo Cover:** Keep your valuables out of view from prying eyes. Our cargo cover is easy to install and remove, and it stays attached to the hatch door while it's being opened for hassle-free loading. **F Side Window Deflectors.** The weather outside should stay outside. Our sleek side window deflectors help reduce wind noise and keep the elements out while you let fresh air in (set of 4).

Additional accessories:

- | | | | | | |
|---|----------------------|-------------------------------------|------------------------|-------------------------|--------------------------------|
| 3.5 mm Audio Cable | Cargo Tray | Hitch: | Navigation System | Roadside Assistance Kit | SiriusXM Satellite Radio* |
| Auto-Dimming Rearview Mirror with Compass and HomeLink® | Cigarette Lighter | - Receiver (Class I) and Ball Mount | Paint Protection: | Roof Rack Attachments: | Splash Guards (Front and Rear) |
| Blake Carrier, Trailer Hitch Mount | Doorsill Trim Plates | - Receiver Cover | - Door Edge (set of 4) | - Bike Carrier | Touch-Up Paint |
| Cargo Mat | First Aid Kit | - Trailer Light Adaptor | - Front Kit | - Cargo Box | Wheel Locks |
| Cargo Net | Fog Lights | Hood Edge Protector | - Rear Bumper | - Kayak Carrier | Windshield Sunscreen |
| | Front Mask | License-Plate Frames | Rear Parking Sensors | - Luggage Basket | |
| | | Moonroof Wind Deflector | Remote Start | - Ski/Snowboard Carrier | |
| | | | | - Surfboard Carrier | |

Dear Driver,

It's very rare as engineers that we are offered the opportunity to create a vehicle from a blank sheet of paper. As the Mazda CX-5 program manager, my team and I jumped at the chance to build a crossover completely from scratch. But this wasn't going to be any ordinary crossover. This was to be the crossover that changed an automotive category. And the critics agreed.

Versatility, spaciousness and cutting-edge technology were the standard, but also achieving an exceptional 35 MPG—the best highway MPG of any SUV, better than even hybrids—without sacrificing performance was quite another challenge. The blank sheet of paper became ream after ream of ideas over a ten-year journey of dedication. The result: the Mazda CX-5 with SKYACTIV TECHNOLOGY.

Years of research and development, and a labor of love for a real driving experience, have brought us here. And new to this year's lineup, we've added a 2.5-liter engine option that's sure to hit the high notes with 184 hp and 185 lb-ft of torque. Enthusiasts have called the CX-5 a secret weapon for drivers. We call it a Mazda—from the ground up.

HIDEAKI TANAKA
MAZDA CX-5 PROGRAM MANAGER

*Please remember to properly secure all cargo. †Not equipped for XM Radio reception. SiriusXM Satellite Radio reception requires a subscription and Mazda satellite radio. Subscriptions to SiriusXM services are sold by SiriusXM after a 4-month trial subscription to the Sirius Select package expires and are continuous until you call SiriusXM at 1-866-635-2349 to cancel. See SiriusXM Customer Agreement for complete terms at www.siriusxm.com. Sirius satellite service available only to those at least 18 and older in the 48 contiguous USA, DC, and P.R. (with coverage limitations). Sirius, XM and all related marks and logos are trademarks of Sirius XM Radio Inc.

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