

MAZDA CX-9



ZOOM-ZOOM

www.mazda.com

TC-ROC-B
E-188M

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Life satisfaction, guaranteed

You're a high-achiever. You work hard. You provide the best to satisfy your family. But sometimes this means you have to compromise between what your family needs and what the driver in you wants. Now that's a thing of the past. Because Mazda CX-9 combines the quality of a premium seven-seater SUV with trademark Mazda driveability and design to satisfy both the head and the heart in equal measure. Mazda's KODO – Soul of Motion design language is the inspiration for CX-9's sculpted, athletic proportions and well-planted dynamic stance. And the full suite of Mazda's groundbreaking SKYACTIV TECHNOLOGY includes G-Vectoring Control (GVC), the first of the SKYACTIV-VEHICLE DYNAMICS new-generation vehicle control technologies, delivering all the performance, handling and safety you could wish for. It's Mazda CX-9: life satisfaction, guaranteed.







魂動
KODO : SOUL of MOTION

Distinction in design

The purity and simplicity of Japanese aesthetics come to breathtaking life in this premium expression of the KODO design language. Athletic proportions are highlighted by the sleek cabin, a strong and stable lower body featuring large 20-inch wheels, and a confident, well-planted stance. The dramatic front grille is underscored by a deeply sculpted execution of Mazda's signature wing, creating a proud statement of restrained power, while LED headlights and taillights are graced with an intricate design to give a chic, premium look.



CX-9's interior is a finely honed statement of premium design and quality: its range of superior, genuine materials such as aluminium comes together to create an atmosphere of style and sophistication that satisfies all the senses. Black or Silk Beige leather upholstery further enhances CX-9's luxurious feel, while the highest quality interior package features Chroma Brown genuine Nappa leather upholstery. And the unprecedentedly premium feel is reinforced by the sumptuous quality of the switches and controls, and of every surface you touch or that meets your eyes.



Distinction in dynamics

CX-9 is a premium SUV, meaning it's the ideal answer to all your family's motoring needs. But it's also a Mazda, meaning it's engineered to completely satisfy your desire for exhilarating and responsive driving. Key to this stellar performance is SKYACTIV TECHNOLOGY, Mazda's groundbreaking reappraisal of every single aspect of the automobile that challenges all preconceived notions of automotive engineering. And

SKYACTIV TECHNOLOGY is even further evolved with SKYACTIV-VEHICLE DYNAMICS and its debut function G-Vectoring Control (GVC) to deliver outright driving pleasure for you, alongside unparalleled comfort and serenity for all your passengers. But the why and the how are less important than the result: effortless linear response, superb *Jinba-ittai* handling, top-rated safety and unheard-of fuel economy.

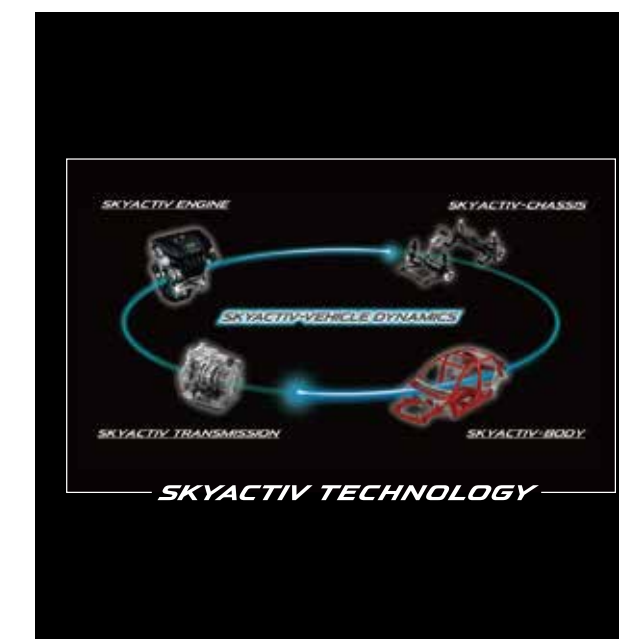
The birth and evolution of SKYACTIV TECHNOLOGY

Exhilarating, fun driving combined with unprecedented environmental and safety performance – it seems like an impossible dream. And it required tearing up the rule book of conventional ideas plus a series of quantum leaps in technology to achieve. But this is what inspired the development of SKYACTIV TECHNOLOGY, and what continues to drive its evolution along a path charted by human-centric engineering. From its very beginnings, SKYACTIV TECHNOLOGY was squarely aimed at eliminating inefficiency and waste throughout the entire vehicle to deliver unheard-of levels of fuel efficiency along with cutting-edge safety and unmatched driving pleasure, helping to realize Mazda's future vision of 'Sustainable Zoom-Zoom'.

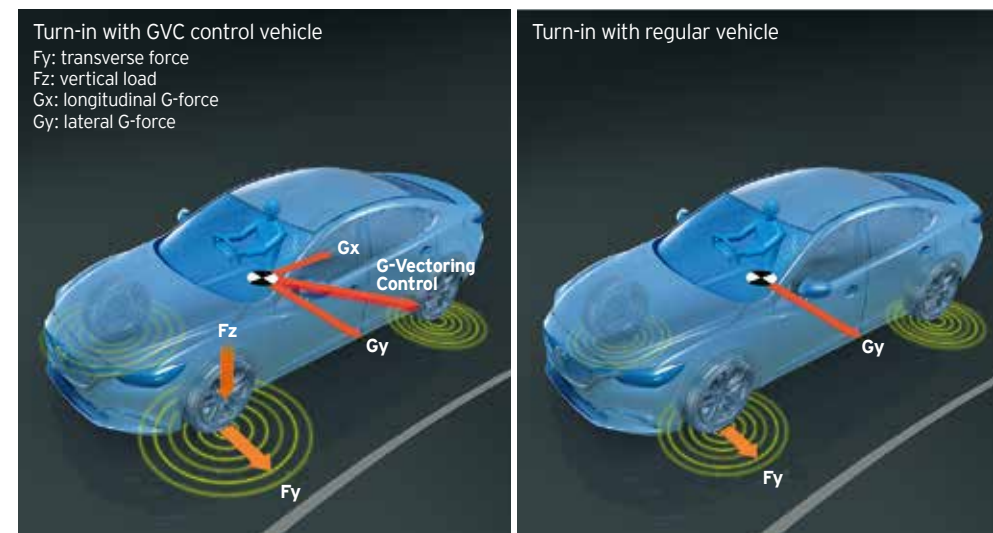
The next step: SKYACTIV-VEHICLE DYNAMICS

Jinba-ittai is what makes every Mazda so special. The outcome of Mazda's human-centric design and development philosophy, *Jinba-ittai* lets the driver control the vehicle – whether turning, braking or just cruising – as simply and naturally as if it were an extension of his or her body. And SKYACTIV-VEHICLE DYNAMICS takes this concept to the next level. This branch of SKYACTIV TECHNOLOGY provides integrated control of the

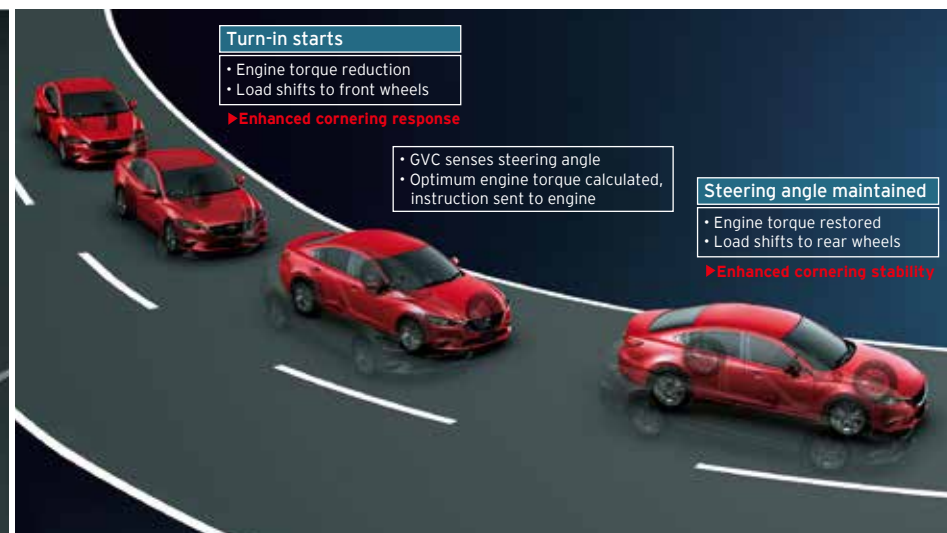
engine, transmission, chassis and body to further enhance the *Jinba-ittai* feel of connectedness between car and driver. As opposed to conventional vehicles where these four key areas are controlled separately, SKYACTIV-VEHICLE DYNAMICS takes a holistic, human-centred approach with real-time feedback and dynamic interaction occurring between the driver and amongst these four pillars of vehicle control. The result is an involving, exhilarating drive as CX-9 responds to your every intention with crisp, confidence-inspiring linearity and predictability. This innovative, new-generation vehicle dynamics control system is the fruit of a multi-year initiative undertaken in pursuit of the ideal in rewarding sensations for both driver and passengers, as well as the ultimate in vehicle dynamics. And it sets a new benchmark for driver satisfaction.



GVC conceptual diagram



GVC operation



G-VECTORING CONTROL

Enhancing chassis performance via the engine

Smooth transitions between G-forces when braking, turning and accelerating are an essential element of *Jinba-ittai*, and have been a major development focus at Mazda for many years. This unified feel to braking, steering and acceleration, along with consistent feedback, allows the driver to control the vehicle easily and precisely. And G-Vectoring Control (GVC) – the debut technology of SKYACTIV-VEHICLE DYNAMICS – takes this dynamic, unified feel to an even higher level. It’s a logical extension of Mazda’s human-centric design and engineering philosophy that not only concentrates on mechanical efficiency but also considers how a vehicle should be in light of human characteristics. GVC is a new approach to controlling vehicle dynamics that uses the engine to enhance chassis performance, and it gives Mazda vehicles even smoother transitions between G-forces in all driving scenarios.

Natural control giving greater response and stability

Conventionally both lateral and fore-aft G-forces are controlled separately. In contrast, GVC adjusts engine torque according to the driver’s steering inputs to give unified control of G-force in all directions and dynamically optimize the vertical load on each wheel. For example, the instant the driver begins to turn the wheel to enter a curve, GVC momentarily lowers engine torque to transfer weight to the front wheels and enhance the front tyres’ grip. Then while a constant steering angle is maintained, GVC recovers engine torque to transfer load back to the rear wheels and heighten vehicle stability. This series of load transfers not only maximizes front and rear tyre grip to enhance response and stability in accordance with the driver’s intentions, GVC does it so smoothly and naturally that neither the driver nor passengers feel any discomfort. And GVC demonstrates this effect over a wide range of situations from low-speed everyday

driving to high-speed emergency manoeuvres, and even on slippery road surfaces. Thanks to this dynamic load allocation, GVC greatly reduces the necessity for steering corrections, enabling the driver to maintain a chosen line with greater confidence and lower fatigue on long drives. What’s more, by smoothing the transitions between G-forces, GVC suppresses the swaying of heads and bodies to give all occupants a smoother and more enjoyable ride.

SKYACTIV-G 2.5T

This turbo-charged engine gives you the relaxed yet powerful torque of a 4.0-litre V8 while achieving best-in-class listed and real-world fuel economy. Displacing just 2.5 litres, the SKYACTIV-G 2.5T is a showcase of advanced Mazda technology dedicated to maximizing fuel economy along with outstanding dynamic performance, particularly in the low- to mid-rpm range most drivers use most of the time. The world’s first Dynamic Pressure Turbo with 4-3-1 exhaust manifold optimizes the use of exhaust gas energy by varying the degree of its pulsation hitting the turbo according to engine speed, allowing the turbocharger to spool up virtually instantaneously at any revs to eliminate turbo-lag and deliver immediate, linear throttle response. In addition, a cooled Exhaust Gas Recirculation (EGR) system reduces combustion temperature with the result the engine maintains the ideal air-fuel ratio over a wider output range to give both improved efficiency and real-world fuel economy.

Engine performance

Max. power: 170kW/5,000rpm
Max. torque: 420Nm/2,000rpm

SKYACTIV-DRIVE

This six-speed automatic transmission combines the smooth operation of a conventional automatic with the fast shifting of a twin-clutch gearbox. Lockup is extended to nearly 90% for the solid feel of a manual transmission.

SKYACTIV-BODY

Innovations in structure, construction and materials make CX-9 lighter, safer and more rigid. Straight structural members, a continuous framework and extensive use of high-tensile steel achieve the contradictory requirements of lighter weight and greater collision-resistance, particularly in the occupants’ area.

SKYACTIV-CHASSIS

To deliver satisfying *Jinba-ittai* driving, CX-9 features MacPherson struts at the front and a multi-link layout at the rear, specifically tuned to the requirements of an SUV of this size. Electric Power Assist Steering provides comfortable, responsive operation with positive feedback.

i-ACTIV AWD

Mazda’s new-generation all-wheel-drive system i-ACTIV AWD is engineered to offer confident driving on any road surface, while also contributing to environmental compatibility. The system helps prevent tyre slippage and minimize energy losses –

enhancing both driveability in poor conditions and fuel economy – by instantly distributing power optimally between the front and rear wheels. This is achieved by continuously monitoring road conditions according to various factors such as road gradient and outside temperature and weather, as well as detecting even minimal front wheel slippage. In addition, i-ACTIV AWD assesses your intentions via your driving operations to precisely adjust torque distribution. An active on-demand system automatically controls power distribution, requiring no decision-making from you and allowing you to maintain your focus on the road. Finally, replacing tapered roller bearings with ball bearings contributes to a significant reduction in internal friction for improved real-world fuel economy.



Distinction in comfort and quality

Japanese craftsmanship and premium materials come together in this sweeping statement of cossetting comfort and quality from a class above. It begins with carefully balancing the needs of both parents and children to create a relaxing, inviting interior that satisfies all age groups with regard to space, comfort, and that added extra that just makes you feel special. Rigorous selection of materials assures both visual and tactile fulfilment, generous soundproofing allows comfortable conversation, and space is widely adjustable to match your requirements of the day. It may seem like magic, but wherever you sit in CX-9, everything simply seems right.

A sense of space

Seen from the outside, the cabin is sleek and compact. But from the inside, CX-9 is both roomy and welcoming, with the first- and second-row seats offering plenty of leg- and headroom for adults of almost any size while the third-row seats provide comfortable accommodation for children or even early teenagers. The cockpit is dominated by a wide, horizontal dash that flows smoothly into the doors to emphasize the sense of space, and this open sensation is further heightened by the graceful slope of the dashboard into the windscreen. Complementing this is the high and wide centre console that creates cosier footwells without limiting space.

The smooth feel of comfort

As befits a quality leader, CX-9 is designed to be a smooth-riding haven of quiet comfort. Extensive measures to reduce noise and vibration include sound-insulating glass for the front doors and windscreen, tuned-mass dampers to keep suspension vibration out of the cabin and sound-absorbing floor mats and headliner, all aimed at achieving quietest-in-class status. In addition, increased use of sound-insulating materials in the rear body further enhances ease of conversation, particularly

in second- and third-row seats. Ride comfort is assured thanks to the lightweight body and refined chassis/suspension while low-rebound high-damping urethane in the seat backs and cushions further smooths the ride, transmitting desirable feedback from the road to the driver but filtering out unpleasant vibrations from rough road surfaces.

A warm welcome to quality

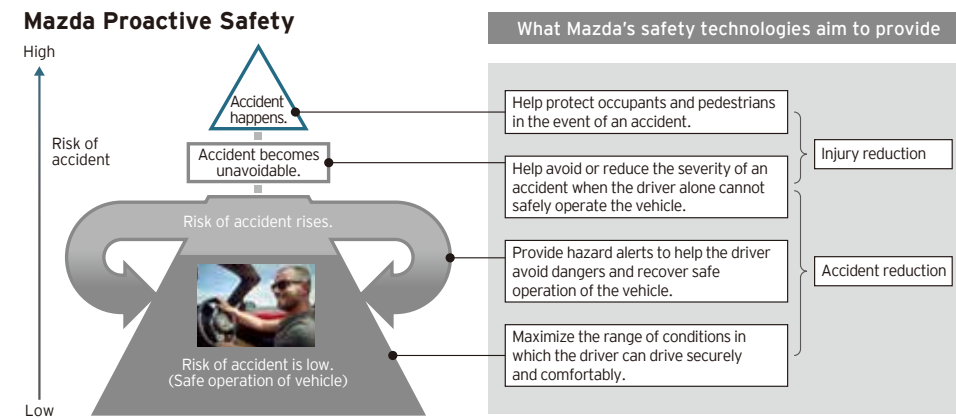
In particular, focus was placed on interior lighting and ambience, and upper trim levels feature a light show to welcome the driver into the car. Tight interior panel gaps, large one-piece decorative trims, and even areas such as door jambs and sills are all designed and engineered to emphasize CX-9's quality and craftsmanship. A total of four USB ports – two in the centre console and two in the rear armrest – provides convenient connection and charging (up to 2.1 amps of current) of phones, tablets and other small devices. What's more, passengers in the third row even enjoy the comfort of rear-door sunshades.





Distinction in safety

Mazda's Proactive Safety philosophy is firmly grounded in a belief in the driver's abilities, aiming to support safer driving while maintaining all the fun of the open road. Safer driving demands early recognition of potential hazards, good judgment and appropriate action, and Mazda works to support these essential functions so you can drive securely and with peace of mind despite changing driving conditions. First is an optimum driver environment with good visibility, well-positioned controls, easy-to-read instruments and minimal distractions. Next is i-ACTIVSENSE, a portfolio of active safety measures to incrementally warn you when a potentially dangerous situation is developing. Finally there is passive safety, designed to help protect occupants and minimize injuries if an accident should occur.



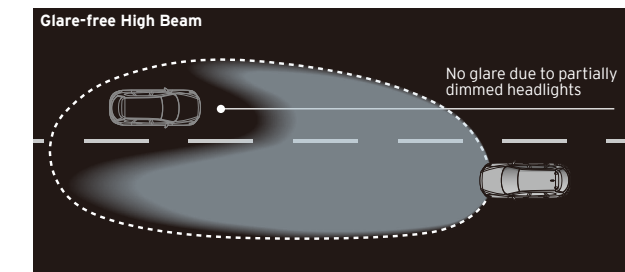
Adaptive LED Headlights (ALH)

ALH offers the driver greater support for recognizing potential hazards when driving at night. The system improves night visibility and helps the driver avoid hazardous situations by combining the use of Glare-free High Beam (featuring an adjustable illumination range) and Wide-range Low Beam.

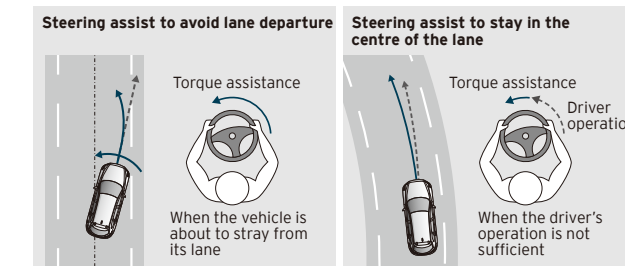
Lane-keep Assist System (LAS)

A forward sensing camera detects lane markings and assists the steering to keep you in lane. The system also alerts you when it judges an unintended lane departure is imminent by vibrating the steering wheel or with an audible alarm. When the system determines lane departure is intentional (use of turn signals, etc) steering assistance is cancelled and no warnings are given. The system operates at speeds above approximately 60km/h.

Adaptive LED Headlights



Lane-keep Assist System



Lane Departure Warning System (LDWS)

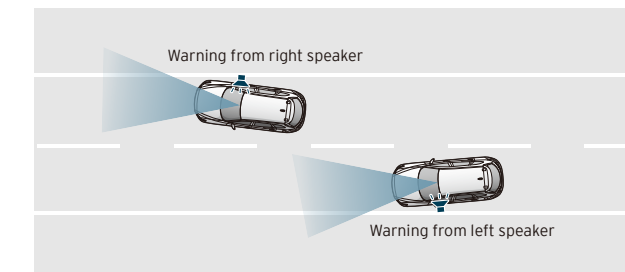
LDWS senses lane markings on the road surface. When the system predicts departure from the lane it issues a beep or an audible warning similar to the noise a car makes when it runs onto a rumble strip to prompt timely steering corrections. The system assesses driver inputs such as use of the turn signals to weed out false alarms.

Advanced Smart City Brake Support (Advanced SCBS)

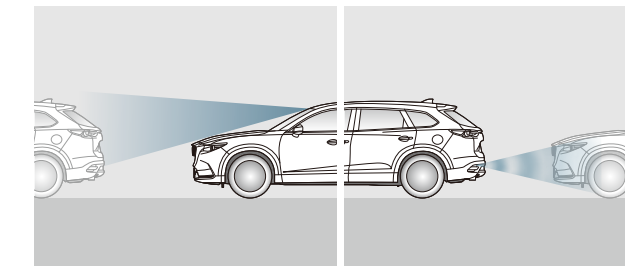
With the high-performance forward sensing camera, Advanced SCBS detects vehicles and pedestrians* in front of the vehicle and automatically applies the brakes to help avoid collisions and mitigate collision damage while driving between approximately 4 and 80km/h (sensing a vehicle ahead) or between approximately 10 and 80km/h (sensing a pedestrian).

*Detection of pedestrians and consequent automatic braking are not available in certain countries and regions.

Lane Departure Warning System



Advanced Smart City Brake Support and Smart City Brake Support [Reverse]



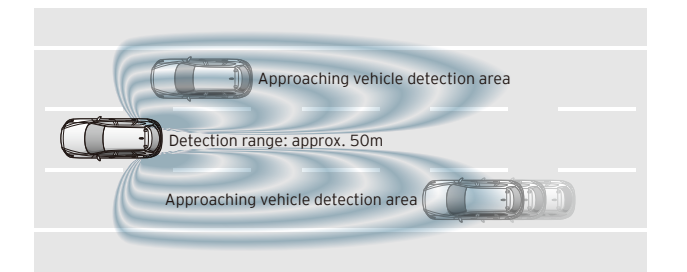
Smart City Brake Support [Reverse] (SCBS R)

Ultrasonic sensors mounted on the rear bumper allow SCBS R to detect vehicles and obstacles behind when reversing at speeds between approximately 2 and 8km/h. If an object is detected, the system automatically applies the brakes to help mitigate collision damage.

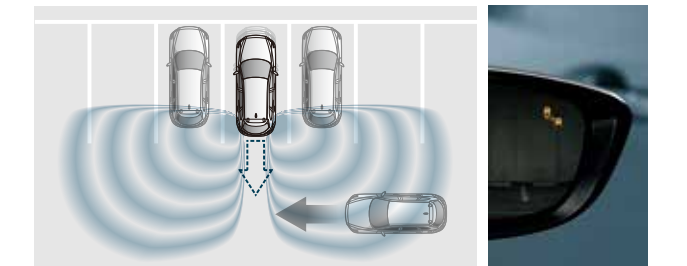
Blind Spot Monitoring (BSM) and Rear Cross Traffic Alert (RCTA)

BSM uses 24GHz quasi-milliwave radar sensors to detect vehicles in the blind spots behind and to the side, and using a turn signal while BSM detects a vehicle triggers visual and audio warnings. RCTA uses the same sensors to alert the driver when it detects vehicles approaching from either side during reversing operations.

Blind Spot Monitoring



Rear Cross Traffic Alert



Notes: i-ACTIVSENSE safety features are not a substitute for safe and attentive driving. There are limitations to the range and detection of the systems. Availability of safety equipment/features varies according to country and model grade. Please consult your local Mazda dealer for exact information.

Distinction in communication

Complete and intuitive communication between you and the car. Real-time communication with the world when you're on the road. That's what Mazda's advanced Human-Machine Interface (HMI) and MZD CONNECT internet connectivity offer you. And now Mazda has extended the HMI to include even your driving position to further enhance the *Jinba-ittai* experience. From your command position behind the wheel you have a panoramic view of the road, with all instruments and controls ideally placed to allow you to focus on careful and enjoyable driving.

HMI – carefree control

Modern cars constantly present more and more information, information that can potentially distract your attention from the road. So Mazda engineered its HMI to clearly give you the information you need for timely decision-making without confusion, with minimal eye movements and with reduced stress. Controls, instruments, steering wheel and shift lever are all ideally placed in relation to the driver's seat, with the main instrument cluster and steering wheel directly centred on the driver, while the pedals are positioned symmetrically to fall naturally under the feet. Excellent visibility is assured thanks to A-pillars located rearward to offer a broader view of the road. CX-9 is the first Mazda with a full-colour head-up display projected on the windscreen. This Active Driving Display shows key driving and navigation system information just above the instrument cluster and just below your horizontal line of sight to keep you fully informed without the need to take your eyes off the road. The large, eight-inch centre display on the dash shows entertainment-related items and functions as a touchscreen when the car is stationary. In motion, the rotary commander provides control. By rotating, pressing and toggling this knob, you can operate entertainment functions while keeping your body and your eyes in the normal driving position. Unlike a

touchscreen, there's no need to look at the commander when operating it, minimizing visual distraction. The commander is surrounded by five buttons giving shortcuts to four common screens plus a back button.

MZD CONNECT keeps you in touch

MZD CONNECT gives you versatile internet connection while on the road. It offers an extremely wide range of infotainment options through Aha™ by HARMAN when connected to your smartphone via Bluetooth®. The system's Audio feature lets you access multiple audio sources including AM/FM radio and mobile audio players, and Aha Internet Radio. The Communication feature can read SMS messages aloud as well as other internet social network services such as Twitter and Facebook available via Aha. The Navigation feature shows you your current position on a map along with a route to your specified destination. System software is easily updated to give you ongoing access to the latest services without swapping out any hardware.





Distinction in daily life

CX-9 is all about making life richer and more rewarding. So it's designed to make everything you do easier, more satisfying, and just plain more enjoyable. Versatile seat arrangements allow up to six passengers, a huge amount of cargo, or any combination, making CX-9 a true life partner. Access to the third row couldn't be easier, even for children, and wherever you sit there are handy places to store things. Whatever you do, no matter who you do it with, CX-9 is always ready to brighten your day.

As you like it

Amenity and convenience are two key factors that set a great SUV apart from one that is merely good, and CX-9 passes this test with flying colours. Storage spaces, including cup holders for all three rows of seats, are thoughtfully placed throughout the cabin. A clever redesign of the second-row seats provides forward tilt and slide with a wider clearance between the seatback and the rear wheel housings for even easier third-row access. Operation requires just the pull of a lever mounted at the top of the seatback, and is so light and simple that even a child can do it. What's more, the second-row seatback returns to a comfortable angle of 22°, offering a natural seating posture without any adjustment. With all three rows of seats upright luggage space is generous, and third-row seats offer individual one-touch folding, while second-row seats are 60/40 split with one-touch split folding. With all seats folded, the luggage compartment can accommodate a pair of mountain bikes, and offers a flat and nearly horizontal load floor. Under the floor there are two storage compartments ideal for wet exercise or swimming gear. A power rear liftgate is available, and even manual operation is easy thanks to a grip-type pull-down handle.



Equipment



The three-meter cluster features a seven-inch TFT LCD colour display in the centre. In addition to vehicle speed, it shows diversified vehicle information in a clear, easy-to-read manner near the centre of the driver's line of sight.



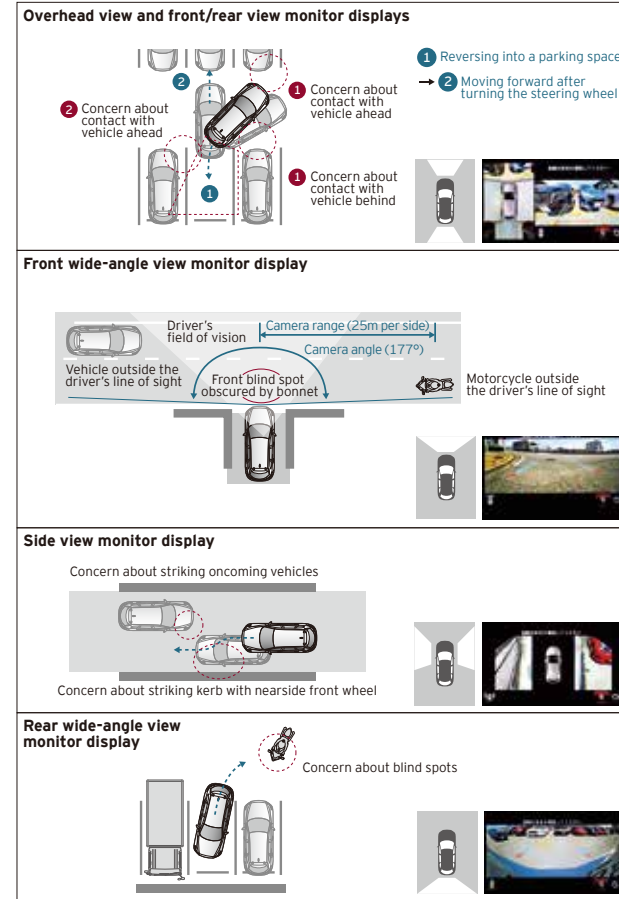
The windscreen-type Active Driving Display is divided into two zones for better legibility with high-priority vehicle-status information and advanced safety information shown in the lower section, and driving environment information such as turn-by-turn directions in the upper section.



20-inch aluminium wheels boast a bold, sharp design to give added authority to CX-9's dominating stance. They are finished with a high-gloss paint that contrasts with and enhances the texture of the metal.



Newly adopted front-seat ventilation system draws hot and humid air away from areas where the occupant's body is in contact with the seat surface, providing a more comfortable driving environment. The system offers three-stage control over ventilation strength.



Newly adopted 360° View Monitor system features four cameras on the front, sides and rear of the vehicle to show the area around the car on a central display. Combined with alarm sounds triggered by eight parking sensors at the front and rear, the system helps you to avoid danger when pulling into or out of a garage, approaching T-shaped intersections or passing an oncoming car on a narrow road.

Exterior and interior colours



Soul Red Crystal Metallic (46V)



Machine Grey Metallic (46G)



Snowflake White Pearl Mica (25D)



Jet Black Mica (41W)



Deep Crystal Blue Mica (42M)



Titanium Flash Mica (42S)



Sonic Silver Metallic (45P)

TAKUMI-NURI

Mazda's unique painting technology TAKUMI-NURI (TAKUMI: master craftsman, NURI: painting), with its unprecedented combination of colour, highlights, shade and depth, further emphasizes the sheer beauty and quality of the dynamic KODO design body shape. The CX-9 lineup includes two TAKUMI-NURI body colours: Soul Red Crystal Metallic and Machine Grey Metallic. The bright highlights, pure depths and outstanding transparency of Soul Red Crystal Metallic deliver a powerful impression of emotionally charged energy, giving CX-9 a fresher, more impressive and refined appearance.



High Plus grade



Nappa leather, Chroma Brown

High and Core grades



Leather, Black



Leather, Silk Beige



1

Celebrating challenge, celebrating driving

The history of Mazda stretches back over 90 years – a history of meeting challenge head-on and winning. In 1931 Mazda became the first manufacturer of an entirely Japanese-made three-wheel vehicle, going on to cement its position as Japan's leading maker of three-wheeled trucks, a mainstay of short-haul cargo transportation at the time. At the end of World War II Mazda's home base of Hiroshima lay in ruins, yet Mazda took on the challenge of reconstruction and through innovation and dedication resumed export of three-wheeled trucks within just four years.

In 1961 Mazda accepted another major challenge: development and commercialization of the rotary engine. This unique design for the internal combustion engine presented a host of technological hurdles including development of new materials and the improvement of processing technology precision. And again Mazda engineers rose to the challenge, bringing fresh thinking to the table and succeeding where others had failed. The result was a series of rotary-engined vehicles beginning with the stunning 1967 Cosmo Sport, now a sought-after classic.

It was also the 60s that saw lightweight sports cars hit their peak. But through the course of the 70s, increasingly stringent safety standards and emissions controls caused their numbers to plummet. Once again, Mazda saw a challenge – reinventing the lightweight sports car to meet new safety and environmental standards while maintaining uniquely fun-to-drive characteristics. In 1989 the groundbreaking Mazda MX-5 debuted to instant acclaim and has stayed in production ever since, winning a place in the Guinness Book of Records as the world's best selling two-seater sports car.

Further underlining Mazda's sporting credentials came overall victory in the 1991 Le Mans 24 hour endurance race with the rotary engine 787B. This was the first – and only – time for a Japanese manufacturer to take the laurels in this prestigious event, amply demonstrating that not only do we set out to win, we do it with our own unique technology.

At Mazda, we have always blazed our own trail in our own way. Where others see limits, we see only a challenge as we create vehicles for people who love to celebrate driving.



2

1. Mazda produced its first automobile in 1931, and steadily increased the production volume of three-wheel vehicles after World War II.

2. From development through to production, Mazda engineers share a tradition of teamwork, unified and inspired by their determination to create the world's finest cars.



3



3



4



5



6



7



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7



7

3. Mazda began development work on the rotary engine in the early 1960s, a project that faced severe technical problems.

4. By 1967 these technical challenges were overcome, and the world's first rotary-engined vehicle, the Cosmo Sport, was launched.

5. Mazda MX-5 was born in 1989 as a pure lightweight sports car. Enthusiastic fans around the world celebrated its 20th anniversary in 2009.

6. June 23, 1991 saw the rotary-powered Mazda 787B beat the world at motor-racing's most prestigious endurance event, the 24 Hours of Le Mans.

7. At Mazda we look at things differently, aim higher and defy conventions. This has always been a core part of our corporate culture.