



2023 MAZDA CX-5





## THE HUMAN TOUCH

The Mazda Takumi are the artisans and craftsmen who hone their skills for years, even decades, to achieve mastery. From their first sketch to the final stitch, their passion, patience and persistence are poured into every design. The Takumi masters are so highly skilled, they can carve a block of clay into a work of art. Instinctually, they use their sight, as well as their touch, to ensure that every curve is perfectly proportioned to their final vision. A process that continues until this human energy is passed onto sheet metal, breathing life into the vehicle. From designer to driver, this connection ultimately creates an enriching emotional bond between you and your Mazda.

## KODO: "SOUL OF MOTION"

Our design philosophy is simple, yet highly challenging to accomplish: capture energy in motion, even at a standstill. With curves and angles so striking, they command your attention through a mere glance. Eliciting this kind of instant emotional response requires a human touch. Hands on clay, shaping form with warmth and precision. Eliminating all that is unnecessary, leaving only what is beautiful. Transferring the energy of the maker into every nuance. We call this Kodo: "Soul of Motion" design. A dynamic sense of motion created for humans, by humans. This is the inspiration behind the Mazda CX-5.



Image for illustrative purposes only.



## MAZDA CX-5

As beautiful as it is powerful, the Mazda CX-5 represents a bold articulation of our Kodo design. With shifting light reflecting off its fluid curves, the CX-5 radiates power and grace. In fact, everything about the CX-5 – from its meticulously crafted interior to its standard i-Activ AWD – rises above the expected. The CX-5 surrounds you in a refined elegance and provides an elevated driving performance that truly transcends the ordinary.

## REDEFINING REFINEMENT

With you in mind, our Takumi set out to create beautiful elements through shape, texture, and colour. Expert fabricators craft a range of distinct and expressive upholstery designs using soft textures and premium stitching. Including the Kuro Edition model, featuring Garnet Red leather with black interior trim accents or optional black leather with red stitching. And the exquisite CX-5 Signature with natural materials like Cocoa Nappa leather and genuine Abachi wood trim, while the Sport Design model features black leather seats complemented by red stitching. Every inch of upholstery is crafted to make your driving experience better and provide an elegant level of refinement – reserved just for you.





## ENGINEERED WITH A SINGLE FOCUS: YOU

For decades, we've studied the human body: how it moves, sensations of touch, sound and sight, muscle and skeletal structure. Every consideration has been made so the 2023 Mazda CX-5's intuitive interior feels as if it were built just for you. Even the seats are shaped to help you achieve a more comfortable and relaxed posture, helping you feel steadier and more balanced as you manoeuvre through twists and turns on the road.

We took that same approach with the driving experience. The chassis and powertrain are tuned to the human body's natural sense of motion, resulting in a car that intuitively responds to your inputs to create the effortless feeling of being in control. This is the human-centric design philosophy known as *Jinba Ittai* – horse and rider as one. You feel as though your Mazda is an extension of your body. To leave you feeling energized. Rejuvenated. You, at one with your Mazda.



## MAKE A SMARTER CONNECTION

Mazda Connected Services capabilities,<sup>1</sup> standard across all CX-5 models, enable you to access your vehicle's health status report, start the engine, lock and unlock the doors remotely and more, all through the MyMazda App. Enjoy a trial subscription for the first two years of ownership.<sup>1</sup> In addition, we've placed every control within your reach, so you can stay focused on the road ahead. And for an enhanced experience, the Mazda Connect Infotainment System features a large 10.25-inch centre display and includes standard Apple CarPlay™ integration for your iPhone (shown).<sup>2</sup> Plus Android Auto™ integration also comes standard.<sup>2</sup>



<sup>1</sup> Connected Vehicle service is available for a 2-year trial period from your vehicle's in-service date; a paid subscription is required upon expiry of the trial period. Requires MyMazda App (on a compatible smartphone), a working vehicle electrical system (including battery), wireless coverage and GPS satellite signal. Services, connectivity and capabilities vary by conditions as well as geographical and technical restrictions. See [mazda.ca](http://mazda.ca) for details.

<sup>2</sup> Don't drive while distracted or while using a hand-held device. Driving while distracted can cause the loss of vehicle control, leading to a collision that results in property damage, serious injury or death. Please see your Owner's Manual for important feature details and related privacy information.



## A BALANCE OF POWER

From the engine and transmission to the chassis and beyond, we've designed every aspect of our vehicles to be powerful yet efficient through an approach we call Skyactiv Technology. In the CX-5, the available Skyactiv-G 2.5 Turbo engine<sup>1</sup> delivers up to 256 hp,<sup>2</sup> plus you can dial up its responsiveness simply by engaging Sport mode. And with up to 320 lb-ft of available torque,<sup>2</sup> it offers power you can feel – particularly at low rpm. So you'll enjoy effortless acceleration every time you merge onto the freeway or pass other vehicles.

In addition, the Mazda intelligent Drive Select (Mi-Drive) is now standard on all models. This technology allows you to change drive modes to match the driving situation with the flip of a switch, putting more power and control back in your hands.

<sup>1</sup>Optional on the Sport Design model and standard on the Signature model.  
<sup>2</sup>310 lb-ft of torque @ 2,000 rpm and 227 hp @ 5,000 rpm when using AKI 87 regular gasoline.  
Maximum output with AKI 93 premium gasoline is 320 lb-ft of torque @ 2,500 rpm and 256 hp @ 5,000 rpm.



## A NEW STANDARD OF CONTROL

To extend our Jinba Ittai philosophy – car and driver as one – we engineered a unique all-wheel-drive system: i-Activ AWD. Standard across all 2023 CX-5 models, this sophisticated technology uses real-time vehicle dynamics modelling to help monitor traction loss and sends torque to the tires which can use it best. This system works in tandem with G-Vectoring Control Plus, which can automatically adjust engine torque and subtly control the brakes at each individual wheel, providing a more precise steering response and closer connection between you and your CX-5.





## MORE CONFIDENCE FOR A MORE INSPIRING DRIVE

The difference between a good drive and an inspiring one is confidence. That's why we equip every Mazda CX-5 with i-Activsense safety features<sup>1</sup> which alert you to hazards and help you avoid collisions or lessen their impact. i-Activsense includes a host of standard safety innovations such as Smart City Brake Support Front (SCBS-F)<sup>2,3,4</sup> with forward-sensing Pedestrian Detection,<sup>3,4</sup> along with available features like a 360° View Monitor,<sup>5,6</sup> Smart City Brake Support Rear (SCBS-R),<sup>2,3</sup> windshield-projected colour Active Driving Display (ADD),<sup>7</sup> Traffic Sign Recognition system (TSR)<sup>7,8</sup> and Driver Attention Alert.<sup>5</sup> Together, this suite of advanced safety features creates a more confident and inspiring experience for both you and your passengers.

<sup>1</sup>i-Activsense safety features are not a substitute for safe and attentive driving. Always check your mirrors. Be aware of the traffic around you. There are limitations to the range and detection of the system. See Specifications and Features for availability. Please see your Owner's Manual for further details.

<sup>2</sup>Smart City Brake Support Front is standard on all models. Smart City Brake Support Rear is available on the Signature model.

<sup>3</sup>Automatic braking systems are not substitutes for safe and attentive driving and are only designed to reduce damage in the event of a collision. There are limitations to the operation and detection of these systems. Please see your Owner's Manual for further details.

<sup>4</sup>Standard on all models. Operates under certain conditions while the vehicle is driven at a speed between about 4 and 80 km/h if the object is a vehicle ahead and about 10 to 80 km/h if the object is a pedestrian. Not a substitute for safe and attentive driving. There are limitations to the range and detection of the system. 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.

<sup>5</sup>Standard on the Signature model.

<sup>6</sup>360° View Monitor may not provide a comprehensive view of the entire surrounding area of this vehicle. Always check your surroundings visually. Please see your Owner's Manual for further details.

<sup>7</sup>Standard on the GT and Signature models.

<sup>8</sup>TSR functionality may not be compatible with all regional road signs in Canada.



## OPEN TO INSPIRATION

Life is all about discovery. So, we designed the Mazda CX-5 to help you bring all those discoveries home with you. With an available rear power liftgate,<sup>1,2</sup> and ample cargo room that easily expands by folding down the 40/20/40 split 2nd-row seats, the CX-5 offers enhanced versatility, making it easier to bring all your found treasures along for the ride.



<sup>1</sup>Standard on the GS, Kuro, GT and Signature models. Always check the area around the rear power liftgate before opening and closing it. Please remember to properly secure all cargo. See your Owner's Manual for further details.  
<sup>2</sup>Due to supply issues, power liftgate with programmable adjustable height is of limited availability in some 2023 Mazda CX-5 models. Please see your retailer for feature availability



## BALANCING SILENCE AND SOUND

Letting the right amount of sound in and keeping distracting noises at bay. This is the very essence of Mazda's approach to sound. In the cabin of the CX-5, our engineers have taken steps to reduce vibrations, while sound-insulating materials subdue outside clamour. Measures like these set the stage for a more refined listening experience and further enhance the connection between you and your CX-5.

Every Mazda is designed to inspire.

We refine every detail, so you can focus on the moments that matter.

Because how you feel, your emotions, your stories – are our greatest rewards.

Deliberate engineering and thoughtful crafting go into every Mazda to feel like no other drive before it.

Because to us, the road is a source of discovery, to which there is no end.





Rhodium White Metallic



Soul Red Crystal Metallic

Extra cost options shown. Available with select trims. [Visit our website](#) to see all the vibrant colour choices available.

## A VIBRANT EXPRESSION

Each element of our design process is intentional. Including the paint. Before a single drop of colour is applied, master painters first perfect their technique by hand. Ensuring the surface of the Mazda CX-5 has depth and saturation. They apply colour with precision, illuminating the curves and characteristics of our Kodo design. The machines used to paint the CX-5 are calibrated to replicate the exact movement of this human technique.

Our array of lustrous finishes – including Soul Red Crystal Metallic and the new Rhodium White Metallic – may be the final touch on the CX-5, but it is the first thing that will catch your eye. And it will continue to draw your gaze, time and time again.

## MAZDA UNLIMITED MILEAGE WARRANTY

STANDARD ON ALL NEW MODELS

At Mazda, we pride ourselves on our commitment to quality, which is why every new vehicle includes our unlimited mileage warranty.

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| <p><b>3-YEAR<br/>NEW VEHICLE<br/>UNLIMITED MILEAGE WARRANTY</b></p> | <p><b>3-YEAR<br/>ROADSIDE ASSISTANCE<br/>UNLIMITED MILEAGE</b></p> | <p><b>5-YEAR<br/>POWERTRAIN<br/>UNLIMITED MILEAGE WARRANTY</b></p> | <p><b>7-YEAR<br/>ANTI-PERFORATION<br/>UNLIMITED MILEAGE WARRANTY</b></p> |
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## MAZDA CX-5 SPECIFICATIONS AND FEATURES

To see full specifications, features, packages and options for all 2023 CX-5 models:

[VIEW FULL SPECS](#)



## FINANCING WITHOUT THE FUSS

Whether you're buying or leasing a new Mazda, or a used vehicle, Mazda Financial Services can help make the financing process more convenient and satisfying. Mazda Financial 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 Retailer or visit [mazda.ca](http://mazda.ca).

## MAZDA MOBILITY ASSISTANCE PROGRAM

Mazda Canada believes that vehicle access is vital for everyone. Under this program, physically challenged customers who purchase or lease a new, unused Mazda vehicle may be eligible to receive assistance from Mazda Canada Inc. to aid with the cost of acquiring and installing adaptive driving aids on their vehicle. For complete details on this program, see your Mazda Retailer.

## READY TO ROLL

Our pre-delivery commitment means every new Mazda is inspected and fitted with floor mats and comes with a full tank of gas.

## ADDED PROTECTION

For peace-of-mind motoring, we've created Mazda Added Protection Plan (M.A.P.) extended warranty plans. M.A.P. plans complement your Mazda Limited Warranty and protect you from unexpected repair expenses and the rising cost of repairs. All M.A.P. plans include Personal Budget and Repair Inflation Protection. In addition, all M.A.P. plans include Roadside Assistance, Tire Road Hazard coverage and OEM Collision Part Coverage. Roadside Assistance extends the roadside assistance coverage offered during the new-vehicle limited-warranty period throughout the M.A.P. term. The Roadside Assistance offers Towing, Winching, Battery Boost, Out-of-Fuel Coverage, Tire Service, Lockout Service, Emergency Travel Expense Reimbursement and Travel Planning and Retailer Locator. Should you ever decide to sell your Mazda vehicle, M.A.P. is transferable to future owners and will enhance the resale value of your vehicle. The Mazda Added Protection Plan is fully backed and administered by Mazda Canada Inc. For more information, please contact your Mazda Retailer.

## MAZDA ROADSIDE ASSISTANCE PROGRAM

As part of our commitment to your total satisfaction, 2023 CX-5 owners are automatically enrolled in our Roadside Assistance Program. Roadside Assistance protects your CX-5 for the duration of the 3-year basic limited warranty. Should you require assistance during this period, our service will help to get your vehicle back on the road and minimize any inconvenience. For complete details on this program, see your Mazda Retailer or visit [mazda.ca](http://mazda.ca).

## MAZDA TEST-DRIVE EXPERIENCE

Exhilaration begins with the Mazda Test-Drive Experience – a uniquely designed road trip engineered to take you miles beyond the ordinary test-drive. Down local streets, on-ramps, highways and off-ramps. Through straightaways, S-curves and corners. It's all about putting a Mazda to the test under real-world conditions. It's about discovering the superb acceleration, braking, steering, handling and ride quality that every Mazda offers.

## GRADUATE PROGRAM

Ask your retailer about Mazda's competitive program for recent university and college graduates.

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Thank you for considering a Mazda CX-5.

As you can see from the stories in this brochure, everyone at Mazda 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.

Because we believe that vehicles should move your body as well as your soul, we love sharing the beautiful machines we make and building relationships with the people who drive them. When you drive a Mazda, you're getting inspired design that will inspire your every moment on the road.

Sincerely,

David Klan

President and CEO  
Mazda Canada Inc.