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?

An automotive revolution. Born from a blank slate.

When we decided to create the all-new 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.


SKYACTIV is a registered trademark of Mazda Motor Corporation.
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 S-Cross with generous space, smart technologies and the best highway map 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.

“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
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 all-new systems to work together toward those two goals.

The CX-5 achieves 31 mpg—the highest highway mpg of any SUV*, including hybrids. The same goes for our 30-mpg all-wheel-drive models—the best highway mpg, including hybrids*. And thanks to our engineers’ painstaking efforts, the handling on every CX-5 also creates a connection with the driver that is unmatched in its class.

Confident Handling

Impressive handling makes maneuvering easy, your ride more comfortable and driving feel more connected to the road. Because more of our cars are unrivaled than any other brand, we’ve taken all of our steering and vinyl handling knowledge and put it right into the CX-5. That’s why every CX-5 includes all-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 conditions in road and weather conditions through automatically monitoring wheel speed and engine data, and maintaining an ideal balance of power between front and rear axle (up to 50/50).

*Based on EPA estimates for 2012 CX-5 2.5L. Actual results may vary. **Based on EPA estimate for 2012 CX-5 2.5L. Actual results may vary. ©2012 Mazda North American Operations, January 2012.
Magicians never tell their secrets. But we’re car fanatics, so here you go.

How did we achieve the elusive goal of fuel economy, low emissions, and outstanding driving performance living together in the same vehicle? By refusing to compromise. And that meant starting from scratch and reimaging 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 not only was 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 be using gasoline or diesel combustion engines. So how do we reduce emissions and increase fuel efficiency on a grand scale? By reimaging 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 2.0-liter engine produces 10% to 15% more low-end torque, yet 15% lower fuel consumption and emissions than our previous 2.0-liter engine.

**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 10% more efficiency than our previous automatic transmission.

**SKYACTIV-MT**

This sleekest manual transmission has the shortest shift throw in its class. Inspired by the legendary MI9S 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.

MazdaUSA.com/skyactiv
Inspired design. To bring out the soul.

The CX-5 embodies the next 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
- Rear roofline spoiler
- Available fog lights
- Available heated side mirrors
- Available Bi-Xenon headlights

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

Ikuo Maeda, Global Head of Design

5.8” Color Touchscreen Display
SiriusXM Satellite Radio
‡Mazda Advanced Keyless Entry
USB Connectivity

Other available features include:
*Always check your mirrors. Be aware of the traffic around you. †Rearview camera does not provide a comprehensive view of the entire rear area of this vehicle. Always check your surroundings. ‡Not equipped for XM Radio reception. SiriusXM Satellite Radio reception requires a subscription and Mazda satellite radio. See full disclaimer in Specifications.
“Mazda has perfectly captured the Zoom-Zoom ethos in a practical, efficient, and stylish crossover.”

automobilenews.com, August 2011
Comfort and control at your fingertips.

Facilitating your focus on the drive, we’ve crafted the instrument panel to accentuate what’s most important to you. A minimal modern aesthetic in the center stack surrounds simple features for maximum visibility and operation. The specifically designed and placed trim accents and gauges on the left and right provide the optimal view for the driver.

Soft seats and thoughtful accents add to the CX-5’s secure yet casual atmosphere. Custom carpet finishes include: a soft-touch headliner, floor and door panels. Rearview Camera* with back-up sensor, a 360-degree bird's-eye view, and power side mirrors with integrated turn signal indicators. And that’s just the beginning of the many thoughtful features and smart systems available in your CX-5.

Available features include:
1. Leather-wrapped steering wheel and shift knob
2. Bluetooth® hands-free phone and audio
3. Leather-trimmed seats
4. Heated front seats
5. Rearview camera*
Mazda has perfectly captured the Zoom-Zoom ethos in a practical, efficient, and stylish crossover.
Through KODO design, I want to convey strength and beauty in movement that inspires the spirit.

Ikuo Maeda, Global Head of Design


5.8" Color Touchscreen Display
SiriusXM Satellite Radio
‡
Mazda Advanced Keyless Entry
USB Connectivity

Other available features include:
- Rain-sensing front windshield wipers
- Fog lights
- Dual-zone automatic climate control
- Power sunroof
- 8-way power driver’s seat

Other available features include:
- Rearview camera (driver side) †
- Blind-spot monitoring and cross-motion detection (driver side) †
- Rearview camera (passenger side) †
- Lane-departure warning (driver side) †

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

Taking a trip to the mountains? Don’t forget to pack the appropriate clothing! Whether you’re hitting the slopes or hitting the trails, be prepared with the right gear to make the most of your adventure.

*Information based on a survey of 1000 people in the USA. Mazda does not endorse or make any representation as to the accuracy of the results of this survey.

Greater variety of available accessories than any other model year.
Extraordinary protection, without sacrificing control.

The all-new SKYACTIV-Body uses ultrahigh tensile steel in critical areas to make the body ultra-strong to help protect you in a collision. At the same time, its 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-Body enhances this control by giving you agility at low speeds and stability at higher ones. And the 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* and rearview camera*, 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 latches 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.

Enhanced Stability & Control

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

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 so they improve visibility and allow you to spot potential hazards and dangers up ahead.

Advanced Braking Technologies

A comprehensive suite of advanced braking technologies comes standard on the 2015 CX-5. Large 4-wheel disc brakes provide 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 reducing stopping distance.

Ring Structure

Mazda’s all-new Ring Structure in the SKYACTIV-Body uses ultrahigh tensile steel to make the body more rigid than a typical steel body, and the structure is engineered to distribute energy in a way that makes the cabin even stronger.

Six Standard Air Bags**

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

*Always check your mirrors. Be aware of the traffic around you. Ultrahigh tensile steel and provide a comprehensive view of the entire rear area of this vehicle. Always check your surroundings. Dynamic Traction Control (DTC) is electronically designed to help the drive maintain control under adverse conditions. It will not address driver driving practices. Factors including speed, road conditions and driver departure may all affect whether DTC will be effective in preventing loss of control. Please see your owner’s manual for further details. Always use your seat belt and rear seat children in the rear seat in appropriate child restraints.

**Always check your mirrors. Be aware of the traffic around you. Ultrahigh tensile steel provides a comprehensive view of the entire rear area of this vehicle. Always check your surroundings. Electronic Stability Control (ESC) is electronically designed to help the drive maintain control under adverse conditions. It will not address driver driving practices. Factors including speed, road conditions and driver departure may all affect whether ESC will be effective in preventing loss of control. Please see your owner’s manual for further details. Always use your seat belt and rear seat children in the rear seat in appropriate child restraints.
“In this class, where bland and uninspired vehicles make up the majority of the field, the 2013 Mazda CX-5 delivers with a driving fun factor miles ahead of the likes of the best-selling Honda CR-V and the popular Toyota RAV4.”

autoweek.com: August 2011
### CX-5 Specifications & Capacities

<table>
<thead>
<tr>
<th>Specification</th>
<th>Sport Touring</th>
<th>Grand Touring</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engine type</td>
<td>SKYACTIV-G 2.0L DOHC 4-cylinder</td>
<td>SKYACTIV-G 2.0L DOHC 4-cylinder</td>
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<tr>
<td>Transmission</td>
<td>6-speed automatic transmission</td>
<td>6-speed automatic transmission</td>
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<tr>
<td>Drive</td>
<td>All-Wheel Drive (AWD)</td>
<td>All-Wheel Drive (AWD)</td>
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<tr>
<td>Fuel Economy</td>
<td>(City/Highway) 25/35 (FWD) 24/33 (AWD)</td>
<td>(City/Highway) 25/35 (FWD) 24/33 (AWD)</td>
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<tr>
<td>Towing Capacity</td>
<td>3,500 lbs.</td>
<td>3,500 lbs.</td>
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<tr>
<td>Payload Capacity</td>
<td>1,250 lbs.</td>
<td>1,250 lbs.</td>
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<tr>
<td>Weight</td>
<td>3,208 lbs.</td>
<td>3,208 lbs.</td>
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</table>

### CX-5 Engine & Mechanical

- **ENGINE & TRANSMISSION**: SKYACTIV-G 2.0L DOHC 4-cylinder engine with 6-speed automatic transmission.
- **SUSPENSION & BRAKES**: Power variable valve timing with active valve timing and 4-wheel independent suspension.

### CX-5 Exterior

- **BODY**: Power moonroof, power rear wiper, 2-tone paint.

### CX-5 Interior

- **COMFORT & CONVENIENCE**: Air conditioning with pollen filter, Heated front seats with power lumbar support, Power windows with driver’s side front touch-down feature.

### CX-5 Paint & Colors

<table>
<thead>
<tr>
<th>Color</th>
<th>Sport Touring</th>
<th>Grand Touring</th>
</tr>
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<tbody>
<tr>
<td>Black</td>
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<td>Blue</td>
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<td>Silver</td>
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### CX-5 Audio & Entertainment

- **Audio & Entertainment**: AM/FM/CD/MP3 audio system with automatic level control and Bluetooth.

### CX-5 Safety & Security

- **SIRIUSXM Satellite Radio**: 6-month subscription to Sirius Select.
- **SKYACTIV Technology**: Active Torque Split All-Wheel Drive (NA on Sport with MT).
- **Dynamic Stability Control (DSC)**: Standard on all models except Sport with manual transmission.

### CX-5 Options & Packages

<table>
<thead>
<tr>
<th>Package</th>
<th>Sport Touring</th>
<th>Grand Touring</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bose Audio Package</td>
<td>Bose Audio Package</td>
<td>Bose Audio Package</td>
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*All equipment is subject to change without notice and is not a substitute for safe driving practices. Please see your owner’s manual for further details.*
“Mazda is one of the few brands that continue to cater to people who care about driving.”

caranddriver.com, January 2011

Financing without the fuss.

Whether you’re buying or leasing a new Mazda, Certified Pre-Owned Mazda or a used vehicle, Mazda Capital Services® 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 or visit MazdaUSA.com.

We’re committed to our drivers.

Every new 2013 Mazda CX-5 is protected by:

- A 3-year/36,000-mile* “bumper-to-bumper” limited warranty
- A 3-year/36,000-mile* 24/7 Emergency Roadside Assistance program
- A 5-year/60,000-mile* limited powertrain warranty
- A 5-year/unlimited-mileage warranty against body rust-through

For details, please see your Mazda Dealer, visit MazdaUSA.com or call toll-free 1-800-639-1000.

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.
If it's not worth driving, it's not worth building.

We build Mazdas. What do you drive?