CAREFULLY CRAFTED TO ACHIEVE THE IMPOSSIBLE.

Light and versatile, yet incredibly strong. Rare qualities that make bamboo one of the most amazing plants on Earth. The same unique attributes that make the newly restyled and refined 2016 Mazda CX-5 unlike any other crossover SUV. Without sacrificing exceptional driving dynamics, the carefully crafted and refreshed CX-5 achieves the impossible: the perfect marriage of versatility, spaciousness, innovation and up to a class-leading 35 highway MPG. 1 It’s all possible thanks to the conviction, creativity and courage of our Mazda engineers who created 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 they work together seamlessly and efficiently. Exceeding expectations. What else would you expect from a Mazda?

Does Driving Matter?

Does a long, winding road or an empty freeway on Sunday morning matter if the car you’re in doesn’t take advantage of the moment?

Does safety, technology, efficiency or even beauty matter, if a car doesn’t feel right in your hands?

If you build Mazdas, driving is what matters most.

That’s why everything we do makes driving better.

Like safety technology that inspires confidence.

Engine technology that makes our cars and SUVs more fuel-efficient. Yet still responsive.

And designs that capture motion, even when the car isn’t moving.

What’s better than a great driving car?

A car company that won’t build anything less.

MAZDA. DRIVING MATTERS®
WHAT YOU WANT. WHAT YOU NEED. TOGETHER AT LAST.

In the past, if you wanted a vehicle that could adapt to your changing lifestyle, 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 five-seater with generous space, smart technologies and class-leading highway MPG¹ 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.

Mazda CX-5 Grand Touring FWD with Technology Package shown in Soul Red Metallic

¹Based on EPA estimates for 2016 Mazda CX-5 Sport FWD with 2.0L engine and manual transmission. 26 city/35 highway MPG. Based on EPA size class of 2WD small Sport Utility Vehicles, non-luxury, non-hybrid. See www.fueleconomy.gov for details. 2016 Mazda CX-5 Grand Touring FWD shown with 2.5L engine and automatic transmission. 26 city/33 highway MPG. Actual results will vary.
When we created 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. Thanks to our engineers’ painstaking efforts, the 2.5L engine in most CX-5 models boasts a commanding 184 hp and 185 lb-ft of torque—better than comparably equipped Toyota RAV4 and Ford Escape models—and the FWD model still retains up to a healthy, EPA-estimated 33 highway MPG. 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.
The available i-ACTIV All-Wheel Drive system in the Mazda CX-5 is a must for anyone who ever encounters snow or other inclement weather. 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 sports cars. And now with Sport Mode (AT models), you can choose between maximum economy or increased performance with just the push of a button. The engineering is complex, but the result is simple: confidence. Because you’re in control.
How did we achieve the elusive feat of fuel efficiency, low emissions and outstanding driving performance together in the same vehicle? By refusing to compromise. And that meant starting from scratch and reimagining what’s possible. The CX-5 has gracefully incorporated the entire suite of SKYACTIV® TECHNOLOGY into its repertoire. It’s a holistic system developed from the ground up to ensure each component is not only pushed to its full potential, but also works together seamlessly to create incredible fuel efficiency without sacrificing driving enjoyment. Here’s a look behind the curtain to see how we did it.

01 // 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 2.0L engine produces 10% to 15% more low/mid-range torque, yet 15% lower fuel consumption and emissions than our previous 2.0L engine. And the SKYACTIV-G 2.5L engine used on all automatic transmission and AWD models promises more power with ultra-low emissions and low fuel consumption as well.

02A // SKYACTIV-DRIVE / (Shown)
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 generation automatic transmission.

02B // SKYACTIV-MT / 
This 6-speed manual transmission has a short throw, inspired by the legendary Mazda MX-5 Miata. It’s also smaller, lighter and stronger than any we’ve built before.

03 // 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.

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

MazdaUSA.com/skyactiv
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 bold, powerful new look down to the last detail. Going forward, every Mazda will adopt this new look pioneered by the CX-5.

“Through KODO design, I want to convey strength and beauty in movement that inspires the spirit.” — Ikuo Maeda, Global Head of Design

AVAILABLE FEATURES INCLUDE:
- 17- and 19-inch alloy wheels
- Side mirrors with integrated turn signals
- Available heated side mirrors
- Rear roofline spoiler
- “Shark fin” antenna
- Available LED fog lights
- Available LED headlights
- Available LED signature daytime running lights

Mazda CX-5 Grand Touring AWD with Technology and i-ACTIVSENSE® Packages shown in Soul Red Metallic
Part of the Technology Package on Touring and Grand Touring models, the Adaptive Front-lighting System automatically adjusts the angle of the vehicle's headlights according to the steering angle and vehicle speed. When cornering or approaching intersections at night, the headlights' beams illuminate the path the car will actually follow, enhancing driver safety.

A CLEAR VISION OF THE ROAD AHEAD.

The Mazda CX-5’s KODO-design headlamps are not only striking, but also provide sharper vision of the road. Available LED headlights incorporate a dynamic light-guiding ring and feature LED Daytime Running Lights for more effective illumination. And with the Technology Package on Touring and Grand Touring models, Mazda’s Adaptive Front-lighting System helps you better see the curves of the road. Available High Beam Control works automatically to maximize your opportunity to use your high beams and, on the flip side, dims your lights when it detects approaching vehicles or vehicles in front of you in your lane. Beautifully designed and technologically advanced, there’s no better way to illuminate your journey.
COMFORT AND CONTROL. ALL CLOSE AT HAND.

Putting our focus on you, the driver, meant we had to design a refined cockpit that was welcoming, intuitive and meticulously crafted. We sculpted the available 8-way power-adjustable driver’s seat with power lumbar support 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 add to the CX-5’s secure and refined atmosphere. Convenient standard features include Bluetooth® hands-free phone and audio streaming, steering wheel-mounted controls for audio, cruise control and trip computer, remote keyless entry, Push Button Start, Electronic Parking Brake, 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 the CX-5.

Mazda CX-5 Grand Touring interior shown in black leather with Technology and i-ACTIVSENSE® Packages

BOSE® CENTERPOINT® 2 SURROUND SOUND SYSTEM WITH AUDIOPILOT® 2

Custom-engineered for the CX-5, this system features patented Centerpoint signal processing circuitry, enabling this impressive 9-speaker setup to produce stunning multichannel Bose® Surround Sound performance.
COMPLETELY CONNECTED. EFFORTLESSLY ENGAGING.

Equipped with our most technologically advanced cockpit, the CX-5’s capabilities reach even further than ever before. With available MAZDA CONNECT™, our next-generation infotainment system, you get a host of social media access, entertainment and information options. All you have to do is pair your smartphone with the CX-5 via Bluetooth® wireless connectivity to stream popular social media, music and infotainment apps such as Pandora®, Aha™ and Stitcher™. Control the system and view information on the 7-inch full-color touch-screen display. Also enjoy access to standard USB audio input ports and an available factory-integrated navigation system with cutting-edge features such as voice command, real-time traffic alerts and advanced lane guidance. And even with all these options, we still help you keep your eyes on the road. All the functions displayed on your touch screen can also be operated with the multifunction Commander control, conveniently located at your fingertips on the center console.

/ TAKE COMMAND /
As part of the MAZDA CONNECT™ infotainment system, the multifunction Commander control positioned on the center console offers a seamless way to control the functions displayed on the full-color touch-screen monitor—such as audio, available navigation and hands-free telephone.

/ ENTERTAIN /
Of course, AM/FM radio is always a choice, but now there are new ways to explore music and infotainment options via your Bluetooth®-enabled and Internet-connected device. Connect to your Facebook and Twitter feeds, enjoy HD Radio™, listen to your own playlist or choose something from the integrated Internet-radio apps such as Pandora®, Aha™ and Stitcher™.

/ COMMUNICATE /
With voice commands, making and receiving calls is as easy as pushing a button on your steering wheel and saying “hello.” And the CX-5’s Bluetooth® hands-free phone and audio-streaming capabilities allow you to enjoy fully integrated text message display and audible readout. To reply, simply choose from a number of preset, standardized return messages.

/ NAVIGATE /
Our convenient available factory-integrated Mazda Navigation System offers the advanced features of today’s navigation devices, including voice command and advanced lane guidance. And getting around town—or out of town—has never been easier thanks to the system’s 3D interactive map with step-by-step audio directions.

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“It simply stood above the competition with its graceful exterior, superb performance, and well-planned interior.”

— Motor Trend, August 2013

MORE REAR HEADROOM THAN HONDA 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 seating for five with up to 65.4 cubic feet 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 cubic feet 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 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 i-ACTIV All-Wheel Drive system automatically adjusts to changing road conditions. From side-impact door beams to available Blind Spot Monitoring, you can be confident the CX-5 has got your back, both inside and out.

/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 AND 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 keep you on your intended path while you’re driving around corners.

/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 keep you in control. In emergency situations, 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, helping to reduce stopping distance. To aid in avoiding collisions in the first place, our latest available i-ACTIVSENSE® braking technologies, Smart City Brake Support and Smart Brake Support, help keep you on your way.

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THE DARING WAY TO FEEL MORE SECURE.

Part of feeling safe and having confidence behind the wheel is being completely in tune with your vehicle and totally focused on the environment around you. Our available i-ACTIVSENSE® suite of safety technologies provides the ultimate sense of awareness and connectedness—at a level usually reserved for drivers of luxury cars. Enjoy driving more than ever knowing you have eight highly advanced safety features that help alert you to hazards so you can better avoid collisions—or lessen their impact.

i-ACTIVSENSE is like having a sixth sense for safety.

/ LED HEADLIGHTS WITH ADAPTIVE FRONT-LIGHTING SYSTEM /

The CX-5 offers available LED headlights with Mazda’s Adaptive Front-lighting System. These headlights are specifically designed to help you see around corners at night-tidally. As you turn into a corner, the headlights move up to 15 degrees in the direction of your turn, improving visibility and allowing you to spot potential hazards and dangers ahead.

/ HIGH BEAM CONTROL /

High Beam Control helps the driver see better at night by maximizing opportunities to use the high beams. The system automatically switches to the low beams when it detects oncoming traffic and/ or a vehicle ahead.

/ LANE DEPARTURE WARNING SYSTEM /

This system gives audible and visual warnings when the vehicle is about to unintentionally depart from its lane at a speed of 40 mph or higher.

/ REAR CROSS TRAFFIC ALERT /

When backing up, this system detects a vehicle approaching from the side and promptly alerts the driver with an audible warning, as well as a visual warning in the driver’s side mirror.

/ BLIND SPOT MONITORING /

The available 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 right brakes and a cabin warning chime sounds. It’s technology you won’t find on the Honda CR-V.

/ SMART CITY BRAKE SUPPORT /

Similar to Smart City Brake Support, this system is intended to help avoid or reduce the severity of a collision, but operates at higher rates of speed (above 10 mph) like freeway driving. The Collision Warning feature will alert the driver that braking is immediately necessary. If the radar sensor determines that a collision is unavoidable, the automatic brake control will engage.

/ SMART BRAKE SUPPORT /

The Collision Warning feature engages the brakes to help slow down. If no driver action is taken, the system automatically applies the brakes.

/ DISTANCE RECOGNITION SUPPORT SYSTEM /

This system judges the relative speed and distance to the car ahead, working within a safe speed range to help maintain a safe following distance, making highway drives less strenuous. The system’s Close Proximity Warning provides audible and visual warnings when it senses your vehicle fast approaching the one ahead.

/ MAZDA RADAR CRUISE CONTROL /

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Ranked #1 among compact crossovers and SUVs.

— caranddriver.com, December 2015
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 IT TAKES CONVICTION, CREATIVITY AND COURAGE TO BUILD CARS WORTH DRIVING.
01 // Cargo Liner /
Let’s keep your CX-5 clean with our durable Cargo Liner. Its innovative design folds the rear seats folded, straight or split in any configuration and includes a removable rear bumper flap to protect it while loading. Remove easily for quick cleanup.

02 // Body Rack /
The versatile body rack Crossbar system is a foundation for holding all sorts of gear. It can accommodate a range of specific attachments to carry things like bikes, ski, snowboards and more.

03 // Retractable Cargo Cover /
Keep your valuables out of sight 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.

04 // Navigation System /
Explore all the advanced features of today’s navigation devices, including voice command and advanced lane guidance, with our available factory-integrated Mazda Navigation System. The system even offers a 3D interactive map with step-by-step audio directions.

05 // Rear Bumper Guard /
Our durable stainless-steel Rear Bumper Guard helps protect the rear bumper from chips and scratches when you’re loading or unloading your gear.

06 // All-Weather Floor Mats /
Help keep the great outdoors in its place. Custom-fitted to your CX-5, these All-Weather Floor Mats guard against snow, mud, sand and whatever else comes through the door.

07 // Mazda Mobile Start /
Did you lock your car or not? Know for sure with the convenience of our smartphone-controlled Mazda Mobile Start App. Lock or unlock your doors, start the engine, turn the rear defroster on or use the Carfinder function from just about anywhere. One-year subscription included. Visit MazdaMobileStart.com.

Please remember to properly secure all cargo. One-year subscription included. Continuation is $65 per year. Message and data rates apply. App available on iPhone® and Android™ phones for specified Mazda vehicles with automatic transmission. Check Mazdamobilestart.com for compatibility. Not compatible with all phones and carriers. Message and data rates may apply. iPhone is a registered trademark of Apple Inc. Android is a trademark of Google Inc. For a full list of Genuine Mazda Accessories for your CX-5, please visit Accessories.MazdaUSA.com.
Last year during our Mazda Drive for Good® charitable program, our Mazda Dealers and partners raised millions of dollars for a number of national and local charities. But what’s even more significant is that collectively, we pledged more than 50,000 hours of volunteer time to local and national organizations across the country. Our Mazda Dealers have a long history of giving back both time and money to their own communities. And their efforts truly define our Mazda values.

Mazda Drive for Good® is just one of the many charitable programs that has allowed Mazda to donate millions to worthy causes across the United States since 1992. Because giving back is the Mazda Way.

WE KNOW YOUR FIRST IMPRESSION OF MAZDA STARTS WITH US, YOUR MAZDA DEALER.

It’s a responsibility we don’t take lightly.
It’s why we work hard every day to make sure your customer service experience exceeds your expectations, in every way.
From the factory to your first test drive, and to every drive you’ll ever make in a Mazda, we’re here because Driving Matters.