ALL CHILDREN INSTINCTIVELY KNOW IT.
A FEW ADULTS STILL REMEMBER IT.
ONE UNIQUE CAR COMPANY REFUSES TO OUTGROW IT.
IN GROWN-UP LANGUAGE, IT MEANS THE EXHILARATION
AND LIBERATION THAT COME FROM EXPERIENCING SHEER MOTION.
BUT AS USUAL, CHILDREN PUT IT MUCH BETTER.
AND SIMPLY CALL IT ZOOM-ZOOM.
WE PRACTICE IT EVERY DAY.
IT’S WHY WE BUILD THE KIND OF CARS WE DO.
MAZDA. ALWAYS THE SOUL OF A SPORTS CAR.”
CROSSOVER TO SOMETHING MORE ORIGINAL. AND MORE REWARDING.

If the bland, cookie-cutter styling of other Crossover SUVs doesn’t suit your taste, feast your eyes on the Mazda CX-9 Grand Touring. And savor a true original. With bold, athletic styling and a confident stance to ensure it doesn’t look like anything else. With real 7-passenger flexibility and a host of refined interior features to ensure it doesn’t feel like anything else. Plus the spirited road manners and confidence-inspiring handling of a Mazda. Which, of course, ensure that it doesn’t perform like anything else. So why are so many families suddenly crossing even more expensive Crossovers off their lists in favor of the CX-9 Grand Touring. Originality has its rewards.

Heated Outside Mirrors With Side Marker Lights.

These safety-minded outside mirrors are about making sure you can see, and be seen. In spite of changes in the weather or direction, they make the CX-9 Grand Touring easier on the eyes.

Auto On/Off Xenon Headlights.

The CX-9 Grand Touring’s auto on/off Xenon High-Intensity-Discharge (HID) low-beam headlights thoughtfully provide enhanced and automatic nighttime illumination plus a manual leveling adjustment.

Rain-Sensing Windshield Wipers.

At the first sign of precipitation, the CX-9 Grand Touring’s variable-intermittent windshield wipers are activated automatically. Giving you a clearer, safer view. And one less thing to worry about.

Taillights Featuring LED Arrays.

The stylish taillights on all CX-9 models incorporate horizontal arrays of multiple light-emitting diodes (LEDs) to provide brighter visibility, improved reliability and a much longer service life.

If the bland, cookie-cutter styling of other Crossover SUVs doesn’t suit your taste, feast your eyes on the Mazda CX-9 Grand Touring. And savor a true original. With bold, athletic styling and a confident stance to ensure it doesn’t look like anything else. With real 7-passenger flexibility and a host of refined interior features to ensure it doesn’t feel like anything else. Plus the spirited road manners and confidence-inspiring handling of a Mazda. Which, of course, ensure that it doesn’t perform like anything else. So why are so many families suddenly crossing even more expensive Crossovers off their lists in favor of the CX-9 Grand Touring? Originality has its rewards.

CROSSOVER TO SOMETHING MORE ORIGINAL. AND MORE REWARDING.
Bluetooth® Hands-Free Phone Capability. Make and receive calls, access voicemail messages and more—all hands-free—using voice commands and your Bluetooth-compatible cell phone. Standard on both the Touring and the Grand Touring.

Eight-Way Power-Adjustable Driver’s Seat With Memory. The driver’s seat in the CX-9 Grand Touring lets you store and access up to 3 custom driving positions. At the touch of a button, it then automatically adjusts all eight settings—including lumbar support—to the desired position.

Blind Spot Monitoring System. Enjoy the convenience and added peace of mind provided by a radar-based system that gives both illuminated and audible warnings of objects detected in the CX-9’s left and right rear blind spots (at speeds above 20 mph). Standard on the Grand Touring. (Available in the fall of 2007.)

Since the Mazda CX-9’s cockpit was inspired by world-class sports sedans, you’ll find it exceptionally well-equipped. Which is why a 6-way adjustable driver’s seat is standard on every CX-9 Sport. And an 8-way power-adjustable seat is available (and standard on the Touring and Grand Touring). Both provide a feeling that’s as supportive as it is comfortable and refined. And a reassuring fit that’s more akin to a custom-tailored suit than an ill-fitting overcoat. Equally well-tailored to your expectations are other insightful interior features. Naturally, power windows, mirrors and door locks—as well as a cruise control—are all standard. As is a leather-wrapped steering wheel that tilts and telescopes to deliver a more comfortable driving position. There’s even a three-zone automatic climate-control system that allows individualized settings for driver and passenger areas.

THINK ABOUT A COCKPIT THAT’S PRETTY MUCH THOUGHT OF EVERYTHING.

Bose® 10-speaker Centerpoint® surround sound audio system. And SIRIUS Satellite Radio.* It’s a cockpit clearly in touch with tomorrow. SIRIUS requires a subscription and Mazda satellite radio receiver accessory. (Available late in 2007. Contact dealer for details.)

THINK ABOUT A COCKPIT THAT’S PRETTY MUCH THOUGHT OF EVERYTHING.
Three-Zone Automatic Climate-Control System. Thanks to the CX-9’s three separate temperature controls in the front and second row seating areas, family members can independently control cooling and heating functions for the driver’s, front passenger’s and rear passengers’ zones. An outside-temperature display is also included.

Heated and Power-Adjustable, Leather-Trimmed Front Seats. Both the CX-9 Touring and Grand Touring provide a heated driver’s seat with an 8-way power-adjustable design—including lumbar support—plus a heated front passenger’s seat with a 4-way power-adjustable design.

DISCOVER QUALITY AND CRAFTSMANSHIP IMPOSSIBLE TO IGNORE.

The Mazda CX-9’s rich textures, quality materials and precise craftsmanship don’t just catch your attention. They warmly welcome it. With an inviting recipe that skillfully blends contemporary design and painstaking attention to detail to create a supremely satisfying cabin environment. Note the graceful “floating” door grips. The elegant double stitching. And sweeping interior accents with the visual harmony of finely crafted furniture. Enjoy the supple, sumptuous comfort of leather-trimmed seats in the first two rows plus heated front seats—all standard in both the CX-9 Touring and Grand Touring. Observe the Grand Touring’s electroluminescent gauges and dramatic, indirect blue lighting on the center console and door panels. Experience a cabin made remarkably quiet by double door seals and a body frame injected with sound-damping foam in 22 strategic points. Plus a caliber of fit, finish and detail that are equally impressive. And rest assured that all of the pride Mazda puts into building your new CX-9 will ultimately be reflected in your own.
ENJOY A CABIN SO DIALED IN, IT KNOWS EXACTLY WHERE YOU’RE COMING FROM.

Breakthrough styling and responsive performance aren’t the only ways the Mazda CX-9 delivers an exhilarating driving experience. Its passenger environment places you at the center of a masterpiece of electronic, multitasking design. One that intelligently supports everything from work, navigation and safety to communications and entertainment. One that anticipates, supports and satisfies your entire family’s expanding needs. And can seamlessly connect every member of your family to a meaningful suite of standard electronic features, fun options and accessories. Unlike ordinary SUVs, in the CX-9 you’ll find a tech-savvy interior that pushes all the right buttons.

Bose® Centerpoint® Synthesized Surround Sound System.

Custom-engineered for the CX-9 interior, this 277-watt 10-speaker system utilizes Bose Centerpoint technology to transform regular CDs into stunning, multichannel synthesized surround sound performances. Patented AudioPilot® noise compensation technology automatically adjusts different frequencies to compensate for distracting road, wind and cabin noises. Available on all CX-9 models. For more details, click on www.bose.com.

Three 12-Volt Power Points.

Inside every CX-9, you’ll find a trio of conveniently located 12-volt power points. One located on the instrument panel. One in the center console. And another in the cargo area. So go ahead—load up all the electronics for work or play.

Bose® 5.1 Surround Sound System.

Custom-engineered for the CX-9 and its DVD Rear-Seat Entertainment System, this 296-watt 11-speaker Bose® system delivers true multichannel digital 5.1 surround sound from 5.1-encoded DVDs. Other features include Centerpoint® synthesized surround sound from regular CDs plus AudioPilot® noise compensation. For more details, click on www.bose.com.

Rearview Camera.

Just shift into reverse, and the CX-9’s rearview camera automatically displays on the navigation system’s screen. Enhances both your backing safety and your peace of mind. Included on navigation system-equipped Touring and Grand Touring models.

DVD Rear-Seat Entertainment System.

Plays DVDs, video games and audio CDs. Includes a DVD player, 9-inch fold-down LCD screen, audio/video/game inputs, wireless remote, two wireless headsets and 115-volt outlet for game consoles. Available on all CX-9 models.

Bose® Centerpoint® Synthesized Surround Sound System.

Bose® Centerpoint technology allows Bose® Centerpoint technology to transform regular CDs intoeline surround sound performances. Patented AudioPilot noise compensation technology automatically adjusts different frequencies to compensate for distracting road, wind and cabin noises. Available on all CX-9 models. For more details, click on www.bose.com.

Voice-Activated, DVD-Based Navigation System.

Thanks to its advanced voice-activated, multimodal memory—and easy, full-color 7-inch touch screen display—Display or map on any destination in much Faster, easier and more convenient. Available on the Touring and Grand Touring.
Your whole family is going to get more out of the Mazda CX-9. Because we’ve made it so easy to get more into it. Fact is, well before we sculpted the CX-9’s sleek, athletic exterior, Mazda engineers endowed it with a purposefully long 113.2-inch wheelbase. So it accommodates 7 adults with remarkable ease and comfort. We also designed the CX-9’s cabin to provide a host of other family-oriented advantages. Like ample legroom for both 2nd- and 3rd-row passengers. Easy access to 3rd-row seating. And a surprising abundance of cargo room behind the 3rd-row seats. In fact, converting the CX-9 from a people mover to cargo hauler couldn’t be easier. A simple tug on the 3rd-row release straps is all it takes to quickly fold the 50/50 split rear seatback down—and gain 48.4 cu ft of cargo space. Folding the 2nd-row 60/40 split seatback gives you a whopping 100.7 cu ft of total cargo space to fill. And all without the hassle of having to remove any headrests. Other insightful standard features include: Dual LATCH child-safety-seat anchors in the 2nd-row seat. Two 3rd-row storage bins designed to hold electronic games and controllers. Eight cup holders. Four 1-liter-bottle holders. Plus a surprisingly large under-floor cargo area storage box. All of which gives the CX-9 one of the most spacious, versatile and practical cabins of any Crossover SUV on the planet.
**SHIELD YOUR FAMILY WITH A FULL COMPLEMENT OF SAFETY FEATURES.**

The Mazda CX-9 is painstakingly engineered to make your family’s safety a top priority. Which is why advanced safety features such as Roll Stability Control, front and side-impact air bags, side-impact air curtains for all 3 rows are all standard features.* Not extra-cost options. In fact, every CX-9 is equipped with a cutting-edge array of passive and active safety systems. Some are easy to see and appreciate, like 3-point seat belts for all seven seating positions and a Tire-Pressure Monitoring System. Some are less obvious and well-concealed by the CX-9’s shapely sheet metal. Including side-impact door beams and front and rear crumple zones. Others, like a “crushable” brake pedal that folds away in an accident to minimize the chance of a serious ankle or leg injury, are an integral part of the CX-9’s refined interior. In short, the CX-9 was engineered to be among the safest vehicles in its class.

* Always wear your seat belt and secure children in the rear seats.

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ADD "FUN-TO-DRIVE" TO YOUR NEW CROSSOVER VOCABULARY.

While many seven-passenger SUVs have about as much grace and poise as a delivery truck, the Mazda CX-9's fun-to-drive ride dynamics are a welcome departure. It simply doesn't feel like a "big" SUV. Instead, the CX-9 is surprisingly responsive and agile. Benefiting from a precise, power-assisted rack-and-pinion steering system with engine-speed-sensing variable assist. Plus a refined 4-wheel independent suspension system. Up front, MacPherson struts promote ideal tire-to-road contact. In back, a sophisticated multilink system helps ensure accurate wheel placement and surefooted handling. And at both ends, substantial stabilizer bars help minimize body roll. Factor into the equation Mazda's suspension-tuning expertise, and you get a Crossover SUV unlike anything else on the road. With responsive, well-disciplined road manners. An exceptionally stable, comfortable ride. And consistently rewarding handling—in a crowded parking lot or on the open highway.
COMMAND A POWERTRAIN ENGINEERED TO EXCEED EXPECTATIONS.

Thanks to its perfectly matched V6 engine and 6-speed Sport AT automatic transmission, the Mazda CX-9 represents a more intelligent approach to the typical SUV power trip. One that combines exhilarating performance with social responsibility. One that provides a well-balanced combination of responsive power, smooth performance and precise control—with an estimated 22 mpg* (FWD) on the highway. To accomplish all this, the CX-9’s highly advanced powertrain relies upon a 273-hp all-aluminum 3.7-liter DOHC V6 that boasts 24 valves, variable valve timing, electronic throttle control and a robust

270 lb-ft of torque @ 4250 rpm. And to promote optimum efficiency and driver control, the CX-9 also serves up a sophisticated 6-speed Sport AT automatic transmission with the added advantages and fun of a manual-shift mode. Completing the picture is Mazda’s available Active Torque Split AWD system. Computer-controlled, it instantly reacts to changing road and weather conditions. Distributing just the right amount of power to both front and rear wheels to enhance traction and vehicle control. Only Mazda could engineer such an ingenious way to Crossover to a seven-passenger SUV that’s more breath-taking, more accommodating, more exhilarating and, ultimately, more you. Finally, what you need is exactly what you want. It’s the Zoom-Zoom Way.

On Speed Sport AT Automatic Transmission. Standard on all CX-9s, its optional double clutched 6-speed automatic transmission delivers lower friction for smooth and efficient shifting.

Variable Valve Timing. Standard on all CX-9s, the variable valve timing helps increase efficiency, performance and lower emissions.

Active Torque Split All-Wheel-Drive. Available on all CX-9s, Mazda’s computer-controlled all-wheel-drive system continually monitors wheel speed and engine data in order to respond to changes in road conditions and weather—and maintain an ideal balance of front/rear torque between 100:0 and 50:50.

* The estimate reflects our EPA methods beginning with 2008 model. For more information on new mpg ratings, please see www.fueleconomy.gov.
"The Mazda CX-9 is the definition of what you want in a crossover vehicle."

—EDMUNDS' INSIDE LINE
C.R.9 SHELBY

Engine

- 3.7L V6 305 HP

-transmission

- 6-speed automatic

- front wheel drive 4WD

- steering type:
- power
- tilt/telescopic

- suspension

- Independent Front Suspension

- rear suspension

- Independent Rear Suspension

- Deluxe air suspension (with moonroof)

- moonroof

- inside mirror
touch adjustable
tip out

- outside mirrors
touch adjustable; blind spot

- towing

- trailer hitch with 7-pin electrical harness

- 3,500 lb towing capacity

- 5,900 lb GVWR

- brake type:
- Front: disc; rear: disc

- tire size:
- P245/60R18 front; P275/60R18 rear

- wheel type:
- 18" aluminum alloy wheels

- weight:
- curb weight: 3,600 lb

- interior dimensions

- overall length: 182 in

- overall width: 75.6 in

- overall height: 69.5 in

- cargo volume: 20.5 cu ft

- passenger capacity: 5

- fuel type:
- unleaded

- fuel capacity: 17 gal

- exterior dimensions

- overall length: 182 in

- overall width: 75.6 in

- overall height: 69.5 in

- curb weight: 3,600 lb

- GVWR: 5,900 lb

- curb weight: 3,600 lb

- GVWR: 5,900 lb

- trunk volume: 20.5 cu ft

- tire size:
- P245/60R18 front; P275/60R18 rear

- wheel type:
- 18" aluminum alloy wheels

- weight:
- curb weight: 3,600 lb

- interior cargo capacity: 3500-

- fuel type:
- unleaded

- fuel capacity: 17 gal

- exterior dimensions

- overall length: 182 in

- overall width: 75.6 in

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- P245/60R18 front; P275/60R18 rear

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- 18" aluminum alloy wheels

- weight:
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- C.R.9 INTERIOR

- comfort & convenience

- power windows & power door locks

- keyless entry

- outside mirrors
touch adjustable; blind spot

- towing

- trailer hitch with 7-pin electrical harness

- 3,500 lb towing capacity

- 5,900 lb GVWR

- brake type:
- Front: disc; rear: disc

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- P245/60R18 front; P275/60R18 rear

- wheel type:
- 18" aluminum alloy wheels

- weight:
- curb weight: 3,600 lb

- C.R.9 SAFETY & SECURITY

- electronic stability control

- anti-lock brakes

- brake assist

- traction control

- hill start assist

- rear vision monitor

- blind spot monitoring system

- lane departure warning

- forward collision warning

- blind spot warning

- pedestrian detection

- adaptive cruise control

- lane keeping system

- blind spot detection

- adaptive brake support

- road departure warning

- rear cross traffic alert

- driver focus warning

- blind spot warning

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- brake assist
PEACE OF MIND: THE ZOOM-ZOOM WAY

We want your new Mazda CX-9 to be a source of pride, exhilaration and peace of mind for years to come. Which is why every new 2008 Mazda sold in the U.S. is protected by all of the following:

• A 3-year/36,000-mile* “bumper-to-bumper” limited warranty.
• A 5-year/unlimited-mileage Anti-Perforation Limited Warranty.
• A 5-year/60,000-mile* limited powertrain warranty.
• A 3-year/36,000-mile* 24/7 Zoom. All at MazdaUSA.com.

Zoom. All at MazdaUSA.com.

A WEB SITE POWERED BY PURE ZOOM-ZOOM.

Visit MazdaUSA.com, and surround yourself with more motorized fun of the virtual variety. You can download the latest info and specs on all the new 2008 Mazdas. Compare your favorite new Mazda to the competition. “Build” the Mazda of your dreams online—and trick it out exactly the way you want it. Request a quote. Estimate monthly payments. Order a brochure.

Get the “411” on special events, promotions and incentives. Score handy maintenance tips and seasonal service offers. Learn more about MAZDASPEED and Mazda’s latest motorsports activities. Even local your closest Mazda dealer. It’s your instant, 24/7 connection to all things Zoom-Zoom. All at MazdaUSA.com.

A MORE PERSONALIZED APPROACH TO ACCESSORIES.

One of the greatest joys that comes with owning a new Mazda CX-9 is being able to personalize its appearance and enhance its performance with Genuine Mazda Accessories. Better still, all Genuine Mazda Accessories installed by your Mazda dealer—prior to or at initial vehicle retail delivery—carry the same new-vehicle limited warranty as your new Mazda. See your dealer for details.

Accessories. Better still, all Genuine Mazda Accessories installed by your Mazda dealer—prior to or at initial vehicle retail delivery—carry the same new-vehicle limited warranty as your new Mazda. See your dealer for details.

Mazda American Credit, A FRIEND WHO’S READY TO LEND MORE THAN A HAND.

Whether you’re buying or leasing a new Mazda, Certified Pre-Owned Mazda or a used vehicle, Mazda American Credit (MAC) can make the financing process a more convenient and more satisfying experience. It all starts with first-class customer service and competitive rates. To find out which MAC purchase or lease plan best meets your needs, talk to your Mazda dealer. Or for more information, visit MazdaCredit.com.

Mazda iPod® Integration Module. Taking your Apple® iPod along for the ride just became a lot easier. Mazda’s iPod Integration Module allows you to play your iPod through your CX-9’s audio system with crystal-clear sound and a built-in battery charger. Works with all iPods, dock-connector-equipped iPods. Available on all Mazda CX-9 models. (iPod not included. See your dealer for compatibility conditions and limitations on installation.)

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A MORE PERSONALIZED APPROACH TO ACCESSORIES.

One of the greatest joys that comes with owning a new Mazda CX-9 is being able to personalize its appearance and enhance its performance with Genuine Mazda Accessories. Better still, all Genuine Mazda Accessories installed by your Mazda dealer—prior to or at initial vehicle retail delivery—carry the same new-vehicle limited warranty as your new Mazda. See your dealer for details.

Back-Up Camera Auto-Dimming Mirror Display. Get a better picture of what is behind your CX-9 when in reverse. Whether not in reverse, display is indistinguishable from the remainder of the mirror.

Back-Up Camera Auto-Dimming Mirror Display. Get a better picture of what is behind your CX-9 when in reverse. Whether not in reverse, display is indistinguishable from the remainder of the mirror.

Retractable Cargo Cover. Provides a finished look to the cargo area when the rear seats are folded flat. Easy to install, remove or retract when full access is needed.

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