2010 Mazda CX-9

ZOOM-ZOOM. FOREVER.

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The sweeping, aerodynamic form of the Mazda CX-9 immediately separates it from the boxy crossover status quo. Clearly, no other 7-passenger crossover on the planet envelops passenger and cargo quite so elegantly. But that’s hardly the whole story. CX-9 also provides exceptional performance and handling—crisp, well-balanced and responsive. And pure fun. The versatility and comfort of its interior further set it apart from the ergonomic compromises of less insightful three-row SUVs. And its overall focus on quality, detail and safety adds even more to its appeal and makes its surprising value that much more surprising. All of which add up to a rewarding, anything-but-ordinary crossover experience. So take your family for a test drive, and take an even closer look at the new CX-9. See what the real attraction is. Zoom-Zoom. Forever.

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1. A Three-Zone Automatic Climate Control System is standard on all CX-9 models. This advanced design provides independent temperature settings for the driver's zone, front passenger's zone and rear passengers' zone. An outside-temperature display is also standard.

2. Heated and Power-Adjustable, Leather-Trimmed Front Seats are standard on the Touring and Grand Touring. The driver's seat features an 8-way power-adjustable design with lumbar support. The front passenger's seat is a 4-way power-adjustable design.

3. Mazda's Advanced Keyless Entry and Start System enables you to remotely lock or unlock the CX-9's doors, operate the power windows and rear liftgate, and even keylessly start the engine. It's standard on the Grand Touring and available on the Touring.

4. A Driver's Seat with Position Memory is also standard on the Grand Touring. This feature allows you to create and store up to three unique driver's seat positions. At the touch of a button, it then automatically adjusts all 8 driver's seat settings to the exact preset position you desire.

5. A Blind Spot Monitoring System,† standard on the Grand Touring, utilizes a pair of rear-facing, radar-based sensors to detect objects in the CX-9's rear blind spots. Whenever an object is detected, a warning light appears in the appropriate outside mirror. Should you signal a change into a lane that's already occupied, the system alerts you with both a blinking warning light and warning chime.

Unlike typical SUVs with three-row seating, the Mazda CX-9's cockpit was actually inspired by world-class sports sedans. And the difference is instantly apparent. On the Grand Touring, for example, there's a heated, 8-way power-adjustable driver's seat that memorizes settings for up to three drivers. Plus a leather-wrapped steering wheel that tilts and telescopes. To expertly manage the CX-9's spirited 273-hp V6, there's an advanced 6-speed automatic transmission with manual-shift mode. Other driver-centric touches include: Electroluminescent gauges, three-zone automatic climate control, a trip computer, an auxiliary audio input jack for your MP3 player, an auto-dimming rearview mirror, steering wheel-mounted controls for the standard Bluetooth® hands-free phone capability, cruise control and a 6-speaker AM/FM/CD audio system. Even a garage-door opener. Plenty of cutting-edge options too. Including a voice-activated, touch-screen nav system and rearview camera. Bonus: "iPod® Centerpoint®" Surround Sound audio. And SIRIUS Satellite Radio®. There's so much for a driver to get into here, you'll never want to get out.
It's never been so easy to give everyone their own space.

Mazda CX-9 serves up one of the most spacious, versatile and comfortable cabins of any crossover SUV on the planet. For starters, its 113.2-inch wheelbase is purposefully longer than Pilot, Highlander or MDX. So it readily accommodates seven adults with remarkable ease. And because the CX-9's large rear doors can swing open up to 72º to create an extra-wide opening, entering and exiting are space and easy. Even access to the third-row seating is more convenient—the result of an ingenious “tilt-and-slide” rear-access mechanism. No gymnastics required. And once inside, you'll discover a host of other family-oriented advantages. Like ample legroom for both 2nd- and 3rd-row adult passengers. Dual LATCH child safety-seat anchors and tethers in the 2nd-row seat. Two 3rd-row storage bins that can even host electronic games and controllers. A surprising abundance of cargo room behind the 3rd-row seat. And to mention eight cup holders and four 1-liter bottle holders. Which means the whole family will get a lot more out of the CX-9. Because we put so much more into it.
Mazda CX-9 earned Five Stars, the highest possible rating, in government frontal and side-impact crash tests.*

1. Advanced Dual Front Air Bags, Front Side-Impact Air Bags and Side-Impact Air Curtains ‡ with rollover protection for all three rows of seating provide extra protection in case of a collision or rollover.

2. Four-Wheel Ventilated Disc Brakes With An Anti-Lock Brake System, standard on all CX-9 models, promote linear, fade-resisting stopping power. An integral Electronic Brakeforce Distribution, also standard, automatically regulates braking power between front and rear axles.

3. Mazda's "Triple H" Construction enhances the CX-9's structural integrity, impact protection and handling by adding extra steel reinforcements to critical areas of the vehicle's body structure.

At Mazda, we believe there's only one feeling more important than exhilaration. And that's peace of mind. Reflecting a focus on family safety that helped the CX-9 earn Five Stars—the highest rating possible—in government frontal and side-impact crash tests.* On the road, features like Roll Stability Control, Dynamic Stability Control† and an integral Traction Control System help enhance and maintain driver control. While inside front and side-impact air bags and side-impact air curtains for all three rows, active, whiplash-reducing front-seat headrests, 3-point seat belts for all seven seating positions, and an Automatic Tire Pressure Monitoring System are also standard. More built-in safety features abound, including side-impact door beams, front and rear bumper crumple zones and even "crushable" brake pedals that fold away in an accident to help minimize the chance of a serious ankle or leg injury. Your family's safety is our priority. Precisely why we've engineered Mazda CX-9 to be among the safest crossovers in its class.

*Government star ratings are part of NHTSA's New Car Assessment Program (NCAP). For complete details, visit ... Control (DSC) is an electronic system designed to help the driver maintain control under adverse conditions. It is not a substitute for safe driving practices. Factors including speed, road conditions and driver steering input can all affect ... for further details.  ‡ Always wear your seat belt and secure children in the rear seats in appropriate child restraints.
1. A Rearview Camera, available on CX-9 Grand Touring models, offers increased visibility. Automatically activated whenever the vehicle is shifted into reverse, the rearview camera's view is displayed on the navigation system's screen. This feature is also offered on Touring and Grand Touring models equipped with the available Multi Information Display (MID) screen.

2. A Bose® Centerpoint® Surround Sound System, custom-engineered for the CX-9, is available on both the Touring and Grand Touring. Its patented Centerpoint signal-processing circuitry enables this impressive 277-watt, 10-speaker system to produce stunning, multichannel Bose® Surround Sound performances from regular CDs, MP3s and DVDs. While its patented AudioPilot® 2 technology automatically adjusts multiple frequencies to compensate for distracting road, wind and cabin noises.

3. A DVD Rear-Seat Entertainment System is available on the Grand Touring. The system features an integral DVD player, 9-inch fold-down LCD screen, audio/video/game inputs, wireless remote, two wireless headsets and a 115-volt outlet for game consoles, all of which make it ideal for DVDs, video games and audio CDs. A 296-watt 11-speaker Bose Centerpoint Surround Sound System custom-engineered for the CX-9 is also included. In addition to its ability to decode discrete Digital 5.1 Surround Sound from 5.1-encoded DVDs and CDs, its patented Centerpoint Surround Sound System also enables it to produce multichannel Bose Surround Sound performances from regular CDs.

4. Bluetooth Hands-Free Phone Capability is standard on all CX-9 models. This insightful feature allows you to quickly and conveniently make and receive calls, access voice mail messages and more—using voice commands and a Bluetooth-compatible cell phone.

The Mazda CX-9 is ingeniously wired to anticipate your family's every need and want. With tech-savvy advancements that drive all areas of communication and entertainment. For example, the Grand Touring's available navigation system combines a 7-inch touch-screen display with voice command to help make finding the best routes quick and easy. The available rearview camera provides both added visibility and peace of mind. An array of available audio and entertainment system options make the CX-9 more engaging and more fun. What's more, Bluetooth® hands-free phone connectivity and an auxiliary audio input jack for your MP3 player are standard on all CX-9 models. Technologically speaking, CX-9 is the perfect crossover for families who like a little something extra with their exhilaration.
ENJOY A POWER TRIP THAT'S AS RESPONSIBLE AS IT IS RESPONSIVE.

Only Mazda could engineer a 7-passenger crossover this innovative. And this satisfying. One that delivers more responsive performance plus a responsible 22 mpg highway/16 mpg city.¹ One that’s more nimble, more exhilarating and more fun. One that, in every imaginable way, is definitely more you. Especially when it comes to what’s under the hood. No ordinary propulsion system will do. Instead, the CX-9 boasts a highly advanced, perfectly matched powertrain. With a 273-hp all-aluminum 3.7-liter DOHC V6 engine that features 24 valves, variable valve timing, electronic throttle control and a robust 270 lb-ft of torque. That’s more horsepower and torque than Pilot or Highlander. Complementing this high-tech tour de force is a sophisticated 6-speed Sport AT automatic transmission that provides all the extra control—and fun—of a manual-shift mode. Two more examples of advanced engineering that even Pilot doesn’t offer. There’s even an available Active Torque Split AWD system that automatically optimizes vehicle traction and control regardless of changing road and weather conditions. Which programming your family even more reasons to love the Mazda CX-9. Body and soul.

1. Variable Valve Timing helps the CX-9’s sophisticated 3.7-liter V6 engine maximize high-rpm power and low-end torque. The end result is a powerplant that’s optimized to be both responsive and fuel-efficient.

2. Mazda’s Active Torque Split All-Wheel-Drive System is available on all CX-9 models. Computer-controlled, it automatically maintains an ideal balance between front and rear axle torque, up to 50/50, by continuously monitoring wheel speed and engine data and instantly adjusting to any changes in road or weather conditions.

3. A 6-Speed Sport AT Automatic Transmission, standard on all CX-9s except the Grand Touring, combines the extra control—and fun—of a manual-shift mode with the smooth-shifting convenience of an advanced automatic.
2. Stunning, 20-Inch Alloy Wheels
Fitted with handsome, low-profile P245/50R20 tires are standard on the CX-9 Grand Touring. Both the CX-9 Sport and Touring come standard with elegant 18-inch alloys mounted with P245/60R18 radials.

3. Precise Rack-And-Pinion Steering
With engine-speed-sensing power variable-assist helps make the CX-9 surprisingly responsive and agile. Precise, power-assisted rack-and-pinion steering system that also boosts engine-speed sensing variable assist. Its superior handling comes by way of a sophisticated, fully independent suspension system. MacPherson struts up front and an advanced multilink system in the rear work in tandem to provide accurate and unlimited wheel-to-road contact. Plus hefty stabilizer bars at either end to minimize body roll. The confidence inspiring result is a smooth, controlled ride with the kind of fun-to-drive performance you expect from a Mazda in any category. Yes, even a crossover.
1. Variable-Intermittent Rain-Sensing Windshield Wipers, standard on the Grand Touring, automatically activate at the first sign of precipitation—giving you a clearer view.

2. Auto On/Off Xenon High-Intensity-Discharge (HID) Headlights, also standard on the Grand Touring, automatically provide you with enhanced, low-beam nighttime illumination. No need to even take your hands off the wheel.

3. Stylish LED Taillights and LED center high-mount brake lights are standard on all CX-9 models. Three of the most significant benefits of LEDs (light-emitting diodes) are brighter illumination, improved reliability, and a longer service life.

4. Heated Outside Mirrors With Side Marker Lights, another standard feature on the Grand Touring, make it easier for you to see, and to be seen, regardless of weather conditions or time of day.

"FLIRTING WITH PERFECTION." —MOTOR TREND, 5/09

The Mazda CX-9 doesn’t look, feel or drive like anything else. Its bold, athletic styling is breathtakingly original. Its ergonomic interior and standard amenities redefine true 7-passenger, versatility. And its sports-sedan-inspired handling and crisp road manners run spirited circles around other crossovers. So test-drive a Mazda CX-9 soon. Get to know firsthand the insightful engineering, and real value for the money, that separate it from everything else out there. See why Motor Trend (5/09) was inspired to enthusiastically conclude: “The CX-9 superbly balances roominess and utility with rewarding performance and handling.” And see how quickly love at first sight turns into something more lasting. Zoom-Zoom. Forever.
**Dynamic Stability Control (DSC) is an electronic system designed to help the driver maintain control under adverse conditions.**

Please see your owner's manual for further details. Always wear your seat belt and secure children in the rear seats in appropriate child restraints.

## CX-9 SAFETY & SECURITY

- Power sliding-glass moonroof; dual illuminated vanity mirrors with covers and extensions; dark-silver-and-wood-pattern interior trim; 8-way power driver's seat with manual lumbar; heated front seats; Carpet floor mats; Rear roof spoiler; intermittent rear wiper/washer; Rain-sensing variable-intermittent front windshield wipers; Dual body-color heated power remote outside mirrors; Blind Spot Monitoring (BSM) System; Dual body-color heated power remote outside mirrors; Side-impact air curtains †† (coverage for all three rows); Active front headrests; Anti-theft perimeter alarm; Engine immobilizer antitheft system; Electronic brake force distribution; Front dual-stage airbags; Front head airbags; Front seat-mounted side-impact airbags; Front-mounted engine impact energy management system; Full length side impact and roof crush members; 12-volt power outlet; Bose Premium Centerpoint® Surround System with 10 speakers; 20-inch aluminum alloy wheels; P245/50R20 tires; Tires & Wheels; 20-Inch Alloy

## CX-9 COLOR COMBINATIONS

- *CRYSTAL WHITE PEARL MICA*

- *LUNAR SILVER METALLIC*

- *DEEPER SKY MICA*

- *COPPER RED MICA*

- *BRILLIANT BLACK CLEARCOAT*


### Peace of mind also comes standard.

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 2010 Mazda sold in the U.S. is protected at the following:

- A 5-year/60,000-mile "bumper-to-bumper" limited warranty
- A 3-year/36,000-mile "bumper-to-bumper" limited warranty
- A 3-year/36,000-mile "bumper-to-bumper" limited warranty
- A 5-year/100,000-mile "bumper-to-bumper" limited warranty
- A 5-year/60,000-mile "bumper-to-bumper" limited warranty
- A 12-year/120,000-mile "bumper-to-bumper" limited warranty

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

### Financing your Mazda made simple.

Whether you're buying or leasing a new Mazda, Certified Pre-Owned Mazda or a used vehicle, Chase Auto Finance can help make the financing process a more convenient and satisfying experience. As one of the largest auto lenders in America, Chase is known for its first-class customer service, wide range of financing options and highly competitive rates. To find out which Chase product or lease plan meets your needs, talk to your Mazda Dealer or for more information, visit ChaseAuto.com.

## CX-9 PERFORMANCE

- 3.7L DOHC 24-valve V6 engine
- Front-wheel drive
- Active Torque Split All-Wheel Drive
- Remote engine start
- SIRIUS Satellite Radio reception requires SIRIUS Satellite Radio receiver kit with 6-month subscription
- Stainless steel rear bumper guard
- Active front headrests
- Antitheft perimeter alarm
- Engine immobilizer antitheft system
- Dual body-color heated power remote outside mirrors
- Power sliding-glass moonroof
- Dual illuminated vanity mirrors with covers and extensions
- Dark-silver-and-wood-pattern interior trim
- 8-way power driver’s seat with power lumbar (3-memory setting)
- 8-way power driver’s seat with manual lumbar; heated front seats
- Leather-trimmed seats (front and second row)
- Leather-wrapped center console armrest with storage tray
- Tilt/telescopic steering wheel
- Cruise control with steering-wheel-mounted illuminated controls
- Multi Information Display (MID) w/Rearview Camera & 6-Disc CD Changer Package when not equipped with Navigation System
- Bose Premium Centerpoint® Surround System with 11 speakers; Bose Premium Centerpoint® Surround System with 10 speakers; Premium Centerpoint® Surround System with 11 speakers
- 9-inch rear LCD screen with 5.1 audio surround sound; Bose
- Audio/video input jack; 115V outlet
- Auxiliary-audio input jack
- Sun visor with vanity mirror; revised Engine Control Module
- 3-speed automatic transmission with Active Sequential Shift (A/3) & 3-speed automatic transmission with Active Sequential Shift

## CX-9 SPECIFICATIONS & CAPACITIES

<table>
<thead>
<tr>
<th>Capacity</th>
<th>Capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engine size and type</td>
<td>3.7L DoHC 24-valve V6</td>
</tr>
<tr>
<td>Fuel system</td>
<td>Multiport electronic fuel injection</td>
</tr>
<tr>
<td>Compression ratio</td>
<td>10.3:1</td>
</tr>
<tr>
<td>EPA estimated fuel economy</td>
<td>FWD: 16/22</td>
</tr>
<tr>
<td>Transmission</td>
<td>3-speed automatic transmission with Active Sequential Shift</td>
</tr>
</tbody>
</table>

## Interior Dimensions (Front/2nd Row/3rd Row)

- Legroom (in): 40.9/39.8/32.4

## Exterior Dimensions

- Track, front/rear (in): 65.1/64.7
- Turning circle, curb-to-curb (ft): 37.4
- Wheelbase/overall length (in): 113.2/200.2 (without license plate holder) | 200.8 (with license plate holder)

## Tires & Wheels

- 20-inch aluminum alloy wheels | P245/50R20 tires
- 18-inch aluminum alloy wheels | P245/60R18 tires

## Seating & Trim

- 8-way power driver’s seat with power lumbar (3-memory setting)
- 8-way power driver’s seat with manual lumbar; heated front seats
- Leather-trimmed seats (front and second row)
- Leather-wrapped center console armrest with storage tray
- Tilt/telescopic steering wheel
- Cruise control with steering-wheel-mounted illuminated controls
- Multi Information Display (MID) w/Rearview Camera & 6-Disc CD Changer Package when not equipped with Navigation System
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- *BRILLIANT BLACK CLEARCOAT*
We'd love for you to meet the whole family. Head-turning design and pulse-racing performance come in many shapes and sizes. From the award-winning, 7-passenger Mazda CX-9 to the envy-inspiring Mazda RX-8. And of course, the scene-stealing Mazda MX-5 Miata. Why not see for yourself? Better yet, drive for yourself. You'll find every Mazda to be brilliantly engineered and totally fun to drive. After all, Zoom-Zoom comes standard on every single one.

MAZDA CX-7  MAZDA CX-9  MAZDA TRIBUTE  MAZDA3 4-DOOR  MAZDA5
MAZDA RX-8  MAZDA MX-5 MIATA

MAZDASPEED
MAZDA6  MAZDA3 5-DOOR

* Available only at authorized MAZDASPEED Dealers.

* SIRIUS Satellite Radio®

1. 3.5-mm Audio Cable
2. Auto-Dimming Rearview Mirror
3. Auto-Dimming Rearview Mirror With Compass
4. Auto-Dimming Rearview Mirror With Compass And HomeLink®
5. Perimeter Alarm System
6. Portable Navigation Devices
7. Portable Navigation Device Travel Pack

1. Rear View Camera With Auto-Dimming Mirror Display. Get a better picture of what is behind your CX-9 when in reverse. When not in reverse, display is indistinguishable from the remainder of the mirror. Includes camera and auto-dimming mirror with display.
2. Mazda iPod® Integration system makes it a lot easier to take your Apple® iPod along for the ride. In fact, it allows you to play your iPod through your Mazda's audio system with crystal-clear sound while also providing a built-in battery charger. Works with most 30-pin, dock-connector-equipped iPods. iPod not included. iPod touch® shown. Additional components may be required for installation; contact your Mazda Dealer for details.
3. Roof Rack Ski/Snowboard Carrier. Holds up to four pairs of skis or two snowboards and holds for security. (Roof rack sold separately.)
4. 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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7. 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.

Once you have it, outfit it accordingly.

One of the most enjoyable aspects of buying a new Mazda CX-9 is being able to enhance its appearance and performance with Genuine Mazda Accessories. What's more, 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.