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?

Zoom-Zoom

Seating for 7 in the lap of luxury. And 1 lucky seat behind the wheel.

We’re Mazda. We craft, we obsess, we defy convention. So when we built the 7-passenger CX-9, its exterior had to be elegantly sculpted, its interior luxuriously appointed, and it needed to drive nothing like a vehicle that seats seven. Being an SUV raised by a pack of sports cars has its advantages, and none of them is more obvious than the CX-9’s exceptional performance and handling. It may look like a stylish and roomy people-mover, but once you take the wheel, you’ll be reminded of just how much of a Mazda it is.
The Mazda CX-9 achieves what no other SUV dares to do by combining incredibly nimble road manners with the spacious interior of a 7-passenger vehicle. Meticulously crafted inside and out, it immerses you in roomy comfort and thoughtful accommodation. Versatile and smart, the CX-9 empowers you with an uncompromising array of advanced technology and convenience features, including the available Blind Spot Monitoring System*, Bose® Centerpoint® Surround Sound System and rearview camera†. Its sporty styling is backed up by a fuel-efficient 273-hp 3.7-liter V6 engine. One drive and you just might wonder how Mazda makes breaking the rules feel so right.

*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.

2011 Editors’ Choice Award — Mid-Size SUVs
caranddriver.com, August 2011

Not available in conformist.

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Luxurious reward rests in the details.

Just because a vehicle sets a standard for versatility and drivability doesn’t mean it can’t have a world-class interior. The Mazda CX-9 is a testament to our dedication to craftsmanship, from its available leather-trimmed seats—including an 8-way power-adjustable driver’s seat with available 3-setting memory system—to its leather-wrapped steering wheel and shift knob. And on the outside, carefully sculpted body lines flow from the stylish headlights all the way to the jewel-like taillights. So no matter where you’re headed, you’re surrounded by the touch of refinement.
In keeping up with life's daily challenges, little things make a big difference. The Mazda CX-9 has more volume behind its first and second rows and more second- and third-row legroom than Honda Pilot, Toyota Highlander and Acura MDX. We added two third-row storage bins that are big enough to hold electronic games and controllers for the kids (and adults). And we also left room for eight cup holders and four one-liter bottle holders. With such a thoughtfully designed interior, it’s easy to make it easy on everyone.

Big on amenities.
Bigger on convenience.
Entry and Exit
The CX-9 has large rear doors that open up to 72° to create an extra-wide opening, making entry and exit quick and easy. And to eliminate the danger of tripping over high side sills, the CX-9’s cabin floor and side sills are flush with each other—unlike some SUVs with sills that are up to three inches higher than their floors.

Power Rear Liftgate
Open and close the rear liftgate with the touch of a button. The CX-9’s available power rear liftgate opens and closes by remote control, making loading easier and more convenient.

Versatile Cargo Space*
Besides deftly handling up to seven adults, the CX-9 also provides a generous 17.2 cu ft of cargo space behind the third-row seat. A quick tug on the convenient release straps quickly folds down the third-row’s 50/50 split fold-flat seatback to give you 48.5 cu ft. Folding down the second row’s 60/40 split fold-flat seatbacks expands the CX-9’s cargo room to a full 100.7 cu ft.

Third-Row Access
A single hand is all it takes to operate the CX-9’s ingenious “tilt-and-slide” mechanism on the 60/40 split fold-down second-row seats. It automatically moves the seat forward nearly nine inches to give passengers easy access to third-row seating.

*Accessory Retractable Cargo Cover shown. Please remember to properly secure all cargo. Easy come. Easy go. Easy everything.
Where daily adventure starts. And worry ends.

Because our engineers are passionate drivers themselves, they made sure the cockpit of the CX-9 is outfitted for the driver’s ultimate comfort and convenience. The long list of standard features includes steering-wheel-mounted audio controls and cruise control, Bluetooth® hands-free phone and Three-Zone Automatic Climate Control. You can also customize your CX-9 to fit your everyday needs with a host of available amenities, including heated seats and mirrors, an auto-dimming rearview mirror—even a Bose® Centerpoint® Surround Sound System.
The brains beneath the brawn.

Of course the CX-9 will get you to your destination swiftly and safely, but it also keeps you entertained, connected and comfortable along the way thanks to some smart features. There’s a standard, 6-speaker MP3 player-compatible audio system that’s SiriusXM™ Satellite Radio ready. Or hook up your portable music device to the standard auxiliary input jack. To help make finding your destination quick and easy, a navigation system with a 7-inch touch-screen display is also available, as are rain-sensing wipers. Intelligence abounds.

Rearview Camera
This helpful system offers increased visibility of objects behind you, and it’s automatically activated whenever the CX-9 is shifted into reverse.

DVD Rear-Seat Entertainment System
Available on the Grand Touring model, the DVD Rear-Seat Entertainment System features an integral DVD player, a 1-inch fold-down LCD screen, audio/video/game console inputs, wireless remotes, two wireless headsets and a 110-volt outlet for game consoles, all of which make it ideal for DVDs, video games and audio CDs.

Bose® Centerpoint® Surround Sound System with AudioPilot®
Custom-engineered for the CX-9, the system features its patented Centerpoint® signal processing circuitry, enabling this impressive 277-watt 10-speaker system to produce stunning multichannel Bose® Surround Sound performances from regular CDs, MP3s and DVDs. Its patented AudioPilot® technology automatically adjusts multiple frequencies to compensate for distracting road, wind and cabin noises.

Mazda Advanced Keyless Entry & Start System
Even before you enter your CX-9 it’s already anticipating your arrival. As you approach, the Advanced Keyless Entry recognizes you, and your CX-9 comes to life. It seamlessly unlocks the doors—and on Grand Touring models it automatically adjusts the 8-way power driver’s seat to your personal settings—all without you having to take your keyless entry fob out of your pocket. And the rear liftgate is ready to open at the touch of a button.

8-Way Power Driver’s Seat with Memory
A driver’s seat with position memory is also standard on the Grand Touring. It allows you to create and store up to three unique driver’s seat positions. At the touch of a button, it automatically adjusts the driver’s seat settings to the exact preset position you desire.

Bluetooth Hands-free Phone and Audio
Make and take calls via the standard Bluetooth hands-free phone system. Touring and Grand Touring models also offer available wireless audio capability, so you can enjoy your music from your Bluetooth-compatible audio device.

*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. ‡Available on Touring and Grand Touring models.
Right-brained passion. Right-foot thinking.

Before choosing your new vehicle, consult your right foot. After all, it has an intimate relationship with everything under the hood. And in the Mazda CX-9, that means a powerful 273-hp, 3.7-liter V6, featuring variable valve timing, electronic throttle control and a forceful 270 lb-ft of torque, which is more than Honda Pilot or Toyota Highlander. It also provides an available 3,500-lb towing capacity when properly equipped. Mazda engineering is certainly left-brained and precise, but it’s equally dedicated to keeping you and your right foot very happy together.

Variable Valve Timing
Normally, “acceleration” and “fuel efficiency” would seem to work against each other. But the CX-9’s 3.7-liter V6 engine bucks the trend with intelligent variable valve timing that maximizes high-rpm power and low-end torque, yet it delivers up to 24 mpg highway.*

Manual-Shift Mode
A 6-speed Sport automatic transmission, standard on all CX-9 models, combines the extra control—and fun—of a manual-shift mode with the smooth-shifting convenience of an advanced automatic transmission.

*EPA-estimated mileage for FWD models. Actual results may vary. See Specifications for details.
Passion for all roads.

The incredibly versatile CX-9 is engineered to help you and your family get to your next adventure—no matter where it may be. Beyond delivering a stable, solid ride, the CX-9 includes systems such as the available Active Torque Split All-Wheel-Drive system that allow you to drive with confidence on a variety of roads in a variety of weather conditions. And with a larger available wheel size than either the Toyota Highlander or Honda Pilot—and the control that comes from having more rubber on the road—the CX-9 truly belongs in a confidence-inspiring category all its own.

Active Torque Split All-Wheel-Drive System

The available Active Torque Split All-Wheel-Drive system 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 adverse changes in road and weather conditions.

Advanced Handling and Steering

In designing the CX-9, instead of looking at what the rest of the lumbering, bloated SUVs were doing, Mazda engineers used our own sports cars as benchmarks for handling. The CX-9’s sophisticated, fully independent suspension system includes MacPherson struts up front and an advanced multilink system in the rear that work in tandem to promote accurate and surefooted wheel-to-road contact. Plus, hefty stabilizer bars at both ends help minimize body roll. The CX-9’s precise, power-assisted rack-and-pinion steering system also boosts engine speed-sensing variable assist.
Our engineers went crazy to give you peace of mind.

To what lengths should a car go to help keep you safe? Insane lengths, thanks to our obsessive engineers. The numerous active and passive safety features in the CX-9 are painstakingly crafted to give you and your family one feeling: peace of mind. Active whiplash-reducing front-seat headrests, three-point seatbelts for all seven positions, side-impact door beams, front and rear crumple zones, dual LATCH child-safety seat anchors and tethers in the second-row—and we’re only just beginning.

A standard collapsible steering column absorbs energy in the event of a heavy frontal impact, while a foldaway brake assembly reduces the risk of serious injuries to the ankle and leg. These are just a few of the specialized anticipatory safety features you’ll find on your CX-9.

**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-9 models—as are dual side airbags and dual side-impact air curtains with coverage for front and rear passengers.

**Blind Spot Monitoring System**

The system uses radar sensors to detect objects in your left or right blind spot, then alerts you with a warning light in the appropriate side mirror. If you signal a lane change while an object is there, the light blinks and a cabin warning chime sounds. And it’s technology you won’t find on the Honda Pilot or Toyota Highlander.

**Tire Pressure Monitoring System**

Designed to monitor air pressure in real time, the Tire Pressure Monitoring System automatically alerts you before one or more tires become critically low.

**“Triple H” Body Construction**

By adding extra steel reinforcements to critical areas of the body, Mazda’s “Triple H” body construction system enhances structural integrity, impact protection and rigidity for superior handling. In key areas, the CX-9 also uses high-tensile steel, which is stronger and more rigid than conventional steel.

**Clearer Nighttime Vision**

Standard on Grand Touring models, the auto on/off Xenon High-Intensity-Discharge low-beam headlights automatically provide you with enhanced low-beam nighttime illumination. No need to even take your hands off the wheel.

**Six Standard Air Bags**

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**Enhanced Stability & Control**

- The Traction Control System detects wheelspin, then reduces engine power to help improve traction when accelerating in slippery conditions. Dynamic Stability Control modulates the engine and brakes when over- or understeer is detected, helping to keep you on your intended path while cornering. And during accident-avoidance maneuvers, Roll Stability Control uses on-board rollover sensors to monitor vehicle movement and automatically apply the brakes to help keep the CX-9 stable.

**Advanced Braking Technologies**

A comprehensive set of advanced braking technologies comes standard on the CX-9: Large 4-wheel disc brakes promote linear, fade-resistant stopping power. An Anti-lock Brake System pulses the brakes hundreds of times per second, preventing wheel lockup so you can control your stop. Electronic Brakeforce Distribution automatically applies force to individual brakes based on changing road conditions, helping to keep you in control. And in emergency situations, Brake Assist automatically increases braking pressure, thereby reducing stopping distance.

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“The scrappy, fantastic-driving Mazda CX-9 is still the best seven-passenger SUV you can buy.”

Motor Trend, March 2011
**CX-9 Specifications & Capacities**

<table>
<thead>
<tr>
<th>SPECIFICATIONS</th>
<th>Sport Touring</th>
<th>Grand Touring</th>
</tr>
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<tbody>
<tr>
<td>Engine size and type</td>
<td>3.7L DOHC 24-valve V6</td>
<td>3.7L DOHC 24-valve V6</td>
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<tr>
<td>Horsepower, SAE net (hp)</td>
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<tr>
<td>Fuel system</td>
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<td>Multiport electronic fuel injection</td>
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<tr>
<td>EPA estimated fuel economy (city/hwy)</td>
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<td>16/22 (with manual transmission); 18/24 (with 6-speed automatic transmission)</td>
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<td>Body type</td>
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<td>Unibody with “Triple H” construction</td>
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<tr>
<td>Cargo volume (cu ft)</td>
<td>2nd row seat up: 38.6</td>
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<tr>
<td>Total curb weight (lb)</td>
<td>4328</td>
<td>5057</td>
</tr>
</tbody>
</table>

**Power Seat Option Package**

- 8-way power-adjustable driver's seat with manually adjustable headrests, heated leather seating surfaces, and in-cabin airbag deployment
- Driver's seat memory with 3-position memory

**Moonroof and Bose® Audio Package**

- Glass moonroof with power sunshade and BOSE® premium sound system
- Intuitive BOSE® audio display

**Rear Seat Entertainment System with Bose® Audio Package**

- Rear seat entertainment system with BOSE® premium sound system and BOSE® MyLink™ integration
- SiriusXM® Satellite Radio with 4-month trial subscription

**Power Liftgate Package**

- Power liftgate with auto-dimming rearview mirror

**Grand Power Liftgate Package**

- Power open/close rear liftgate

**Navigation System**

- Satellite nav system

**Multi Information Display (MID) and 6-Disc CD Changer Package**

- 4.3” LCD full-color audio display

**Towing Changer Package**

- 4-way power front passenger seat
- Power liftgate with auto-dimming rearview mirror

**CX-9 Safety & Security**

- Side-impact air curtains††† (coverage for all three rows)
- Traction Control System (TCS)
- Roll Stability Control (RSC)
- Auto-dimming rearview mirror
- Three-Zone Automatic Climate Control
- Trip computer

**CX-9 Interior**

- Power windows with front one-touch auto up/down feature
- Heated power mirrors with integrated turn signals

**CX-9 Options & Package Options**

- Sand Cloth (Sport)
- Black Cloth (Grand Touring)
- Sand Leather (Sport)
- Black Leather (Grand Touring)

**Paint Color Combinations**

- Copper Red Mica	| Black
- Liquid Silver Metallic	| Sand
- Brilliant Black Crystal Pearl Mica	| Black Sand
- Metalic Silver	| Brilliant Black Crystal Pearl Mica
- Shadow Brown	| Brilliant Black Crystal Pearl Mica
- Deep Crystal Blue	| Brilliant Black Crystal Pearl Mica
- Brilliant Black Crystal Pearl Mica	| Black Sand
- Brilliant Black Crystal Pearl Mica	| Black Sand

**CX-9 Upholstery & Wheel Options**

- Crystal White Pearl Mica paint
- 4.3" LCD full-color audio display
- Rearview camera does not display license plates

**CX-9 Exterior**

- Primary headrests on seats
- Matte black 18” alloy wheels
- Front air dam
- Rear window defogger
- Heated windshield wiper blades
- Heated windshield wipers
- 4-way power adjustable driver’s seat
- Driver’s seat memory
- Power sunroof
- Intuitive BOSE® audio display
- BOSE® premium sound system
- Intuitive BOSE® audio display
- SiriusXM® Satellite Radio with 4-month trial subscription

**Tires & Wheels**

- 4season tires
- 225/60R18 tires
- 235/55R18 tires

**PRODUCT CHANGES AND OPTIONS AVAILABLE**

- Following changes could apply:
  - Changes in standard equipment, options, prices, and features:
  - Product delays may have occurred which would not be included in these pages:
  - Changes in standard equipment, options, prices, and features:

**KEY**

- Standard
- Opt
tional
- Package
- Dealer-available accessory

**NOTES**

- Changes in standard equipment, options, prices, and features:
- Product delays may have occurred which would not be included in these pages:

**PACKAGE DETAILS**

- Changes in standard equipment, options, prices, and features:
- Product delays may have occurred which would not be included in these pages:

**AUTHORIZED ALTERNATE RENTAL VEHICLE**

- Changes in standard equipment, options, prices, and features:
- Product delays may have occurred which would not be included in these pages:

**FLOOR MATS**

- Changes in standard equipment, options, prices, and features:
- Product delays may have occurred which would not be included in these pages:

**ADD-ON FEATURES**

- Changes in standard equipment, options, prices, and features:
- Product delays may have occurred which would not be included in these pages: 
"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.

*The tradename “Mazda Capital Services,” as well as the Mazda and Mazda Capital Services logos, are owned by Mazda Motor Corporation or its affiliates and are licensed to JPMorgan Chase Bank, N.A. (“Chase”). Retail/loan and lease accounts are owned by Chase.

We’re committed to our drivers.

Every new 2012 Mazda CX-9 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

†Whichever comes first.

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?