It takes conviction to stand up to the naysayers.
A creative fire that’s unafraid of the blank page.
And courage to flip conventional wisdom on its head.
Because this is the only way to change the game.
And the only way to build cars worth driving.

Today, Mazda is changing the game.

With innovative thinking and technologies;
Head-turning designs. And performance that never compromises.
Making every Mazda more exhilarating to drive.

These are actions, not words. Proof, not theories.
Making the impossible possible. This is the Mazda Way.

WHAT DO YOU DRIVE?

2012 EDITORS’ CHOICE AWARD—
MID-SIZE SUVs

Defying Convention One Seat at a Time.
Starting with the Driver’s Seat.

In building the 7-passenger Mazda CX-9, we saw no reason why something spacious and luxurious couldn’t also feel incredibly nimble. We’re Mazda, we refuse to accept what’s considered impossible. It’s that courageous engineering that allows the CX-9 to achieve what few other SUVs dare—the combination of opposing forces into one harmonious package. Elegant styling with utilitarian design. Both flexible and focused, the CX-9 empowers you with an uncompromising array of advanced technology and comfort features, including integrated Pandora® Internet radio compatibility and an available navigation system. One drive and you’ll see the improbable is now possible in the reimagined Mazda CX-9.

Defying convention one seat at a time.
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WHERE THE FINER POINTS ARE GRAND.

Welcome to an interior designed to astonish with the smallest details. The Mazda CX-9 is testaments to craftsmanship, from its available leather-trimmed seats—including an available 8-way power-adjustable driver’s seat—with available 3-setting memory system to the leather-wrapped steering wheel and shift knob. No matter where you’re headed, you’ll never notice the lack of refinement.
In keeping up with life's daily challenges, little things make a difference. The Mazda CX-9 has more volume behind its first and second rows, and third row rear seat backrests. It also has more legroom. These features are designed to make every day easier, whether it’s hauling kids and electronic games or running errands. The Mazda CX-9 has eight cup holders and four one-liter bottle holders. With such a thoughtfully designed interior, it’s easy to make it easy on everyone.
MORE THAN ACCENTS. A WHOLE NEW LANGUAGE OF SOPHISTICATION.

For driver and passengers alike, the smallest details are designed to make a grand statement about craftsmanship. Surround yourself with rich trim and experience high-class contrasting stitching on the available leather-trimmed seats. Meticulous attention to detail is apparent everywhere as sport and splendor merge with absolute harmony.
Bluetooth hands-free Phone
and audio streaming
HD Radio
Pandora internet radio
Bose CenterPoint surround sound system with audioPilot
rearView Camera
mazda naVigation system
8-way Power-adjustable driver’s seat with memory
SMS text message audio delivery and reply

IT'S YOUR WAY IN EVERY WAY.

On your way, the CX-9 gets you what you need - whether it's entertainment, comfort or convenience. The way to your favorite song and the latest news. Hands-free calling and access to your complete audio system with HD Radio’s iHeartRadio Internet Radio. Home your Pandora internet radio. Bose CenterPoint surround sound system with audioPilot. rearView Camera. mazda naVigation system. 8-way Power-adjustable driver’s seat with memory. SMS text message audio delivery and reply.
“THE MAZDA CX-9 COMBINES A SPACIOUS INTERIOR THAT CAN BE LAVISHLY APPOINTED ALONG WITH THE SPORTY HANDLING CHARACTERISTICS THAT MAZDAS ARE KNOWN FOR.”
EASY COME, EASY GO. EASY EVERYTHING.

POWERリアルゲート

この車にはリアゲートがついています。後部をスムーズに開け、荷物を出し入れすることが容易です。これにより、運転者は荷物をスムーズに取り出したり、入れたりすることが可能です。リアゲートは、後部をスムーズに開け、運転者は荷物をスムーズに取り出したり、入れたりすることが可能です。
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 delivers up to an EPA-estimated 24 MPG highway.†

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.
LINEBACKER SIZE. BALLERINA POISE.

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 features 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.
PLAYING IT SAFE BY ENGINEERING TO THE NEXT LEVEL.

Our obsessive engineers go the distance to help keep you safe. 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. Three-point seat belts for all seven positions, side impact door beams, front and rear crumple zones, dual LATCH child-safety seat anchors and bolsters in the second row— and we're only just beginning. A standard collapsible steering column helps to absorb energy in the event of a heavy frontal impact, while a foldaway brake assembly helps reduce 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 airbags that utilize inflators with crash sensors, driver’s head position and passenger weight sensors are standard on all CX-9 models. Two dual side airbags and dual side-impact air curtains with coverage for both front and rear passengers.

/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.

/ENHANCED STABILITY AND 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® monitors 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, Hill Stability Control uses onboard incline sensors to monitor vehicle movement and automatically apply the brakes to help keep the CX-9 stable.

/CLEVERER VISION/
Standard on Grand Touring models, the auto-illuminating LED headlights and LED daytime running lights automatically provide you with enhanced nighttime illumination.

/ADVANCED BRAKING TECHNOLOGIES/
A comprehensive set of advanced braking technologies comes standard on the CX-9. An Antilock Brake System monitors the brakes hundreds of times per second, preventing wheel lockup to help you maintain steering control in emergency braking situations. Electronic Brakeforce Distribution automatically adjusts braking pressure to individual brakes based on changing road conditions, helping to keep you in control. And in emergency situations, Brake Assist automatically increases braking pressure if you need it, thereby reducing stopping distance.

/BLIND SPOT MONITORING SYSTEM WITH REAR CROSS TRAFFIC ALERT/
The 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 signaled a lane change while an object is there, the light blinks and a chime warning sounds. Driving out of a parking space is tricky if you can’t see, so the Rear Cross Traffic Alert warns you when cars are coming. And it’s technology you won’t find on the Honda Pilot or Toyota Highlander.

*Some colors are subject to change and availability. Please consult your Mazda dealer or visit mazdausa.com for details. Sales, offers, and freight rates are subject to change and availability. Mazda is an equal opportunity employer. Please consult your Mazda dealer or visit mazdausa.com for details. Please visit your Mazda dealer or visit mazdausa.com for details.
MAZDA CX-9 COLORS

MAZDA CX-9 SPORT

MAZDA CX-9 TOURING

MAZDA CX-9 GRAND TOURING

MAZDA CX-9 SPECIFICATIONS

**SEAT & ACCOMMODATIONS**

- AWD: Available Active Torque Split AWD
- Front/rear: 4-door, 5-passenger, 3-row (2nd- and 3rd-row seatback up)
- Total passenger volume (cu ft): 139.4 (without moonroof)
- Overall width/overall height (in): 76.2/68.0
- Headroom with moonroof (in): 38.4/39.0/35.4
- Wheelbase/overall length (in): 113.2/200.6 (without license plate holder)
- Cargo volume (cu ft): 17.2 (2nd- and 3rd-row seatbacks up)
- Total curb weight (lb): FWD: 4,323, AWD: 4,559
- Track, front/rear (in): 65.1/64.7
- Towing capacity (lb): FWD: 2,000/3,500 with Towing Prep Package

**COMPRESSION RATIO**: 10.3:1

**FUEL SYSTEM**: Multiport electronic fuel injection

**TRANSMISSION & DRIVETRAIN**: Standard 6-speed automatic

**EXTERIOR & INTERIOR**: Includes BOSE® Centerpoint® Surround Sound System with 10 speakers

**STEERING & SUSPENSION**: All-wheel drive Available Active Torque Split AWD

**FUEL/ECONOMY**:

- EPA-estimated fuel economy FWD: 17/24 ‡‡
- EPA-estimated fuel economy AWD: 16/22***

**WE'RE COMMITTED TO OUR DRIVERS.**

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 highly competitive rates.

**FINANCING WITHOUT THE FUS.**

To find out which purchase or lease plan is right for you, talk with your Mazda dealer or visit mazdausa.com.

For details, please see your Mazda dealer, visit mazdausa.com or call toll-free (800) 639-1000.

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

**For details, please see your Mazda dealer, visit mazdausa.com or call toll-free (800) 639-1000.**

**WE'LL BE THERE FOR YOU.**

Even after your vehicle warranty has expired, Mazda Extended Confidence provides an additional level of protection on your new Mazda. Accepted nationwide and utilizing only Mazda Genuine Parts (where available), Mazda Extended Confidence protects against unforeseeable repair costs and provides peace of mind for drivers who demand the utmost in reliability and performance.

TOWING CAPACITY (lb):

- FWD: 2,000/3,500 with Towing Prep Package

EW**

Mazda includes BOSE® Centerpoint® Surround Sound System with 10 speakers in addition to.*

Includes Front Ventilation Package on add-on.

Includes Rear Homelink® Transmitter on add-on.

For details, please see your Mazda dealer or visit mazdausa.com.

**According to a recent survey conducted online by Mazda North American Operations. ©2010 Mazda North American Operations. All Rights Reserved. All tests were conducted on a standard 2011 Mazda3. Actual results will vary. Actual fuel consumption will depend on driving conditions, habits, vehicle maintenance, and vehicle features. As of the date of this publication, the federal government has not yet established new Corporate Average Fuel Economy standards and CAFE credits. Reliability based on a survey of 2010 model-year vehicle owners conducted by Mazda North American Operations. Mazda is committed to safety, and all-new Mazda3 models are equipped with the latest safety systems as a standard feature. To find out which purchase or lease plan is right for you, talk with your Mazda dealer or visit mazdausa.com. Mazda Extended Confidence programs provide coverage beyond your original warranty. **5-year/60,000-mile* limited warranty against paint defects.†Mazda Capital Services. †‡Based on EPA estimates for 2014 Mazda CX-9 FWD models with 3.7L engine and automatic transmission.‡‡Based on EPA estimates for 2014 Mazda CX-9 FWD models with 3.7L engine and automatic transmission and are continuous until you call SiriusXM at 1-866-635-2349 to cancel. See SiriusXM Customer Agreement for complete terms at www.siriusxm.com. Sirius satellite service available only to those at least 18 and older in the 48 contiguous USA, DC, and P.R. (with coverage limitations). Sirius, XM and all related marks and logos are trademarks of Sirius XM Radio Inc. †Based on EPA estimates for 2014 Mazda CX-9 AWD models with 3.7L engine and automatic transmission. Actual results will vary. ***Based on EPA estimates for 2014 Mazda CX-9 AWD models with 3.7L engine and automatic transmission. Actual results will vary. **Based on EPA estimates for 2014 Mazda CX-9 FWD models with 3.7L engine and automatic transmission. Actual results will vary. ***Based on EPA estimates for 2014 Mazda CX-9 FWD models with 3.7L engine and automatic transmission. Actual results will vary.
MAZDA CX-9 WHEELS

MAZDA CX-9 ACCESSORIES. IT'S YOUR MAZDA—MAKE IT YOUR OWN.

Customize your new Mazda CX-9 with Genuine Mazda Accessories. When installed by your Mazda Dealer prior to or at initial vehicle retail delivery, Genuine Mazda Accessories carry the same new-vehicle limited warranty as your new Mazda. Ask your dealer for details.

ADDITIONAL ACCESSORIES:

- 3.5 mm Audio Cable
- Auto-Dimming Rearview Mirror with Compass
- Auto-Dimming Rearview Mirror with Compass and HomeLink®
- Bike Carrier, Trailer Hitch Mount
- Car Cover
- Car Cover Cable Lock
- Cargo Mat, Carpet
- First Aid Kit
- Floor Mats, Carpet
- Fog Lights
- Hood Deflector
- License Plate Frame
- Moonroof Wind Deflector
- Navigation System
- Paint Protection Film:
  - Door Edge
  - Front Kit
- Perimeter Alarm System
- Rear Bumper Guard
- Remote Engine Start
- Retractable Cargo Cover
- Roadside Assistance Kit
- Roof-Rack Attachments:
  - Bike Carrier
  - Cargo Box, Medium
  - Cargo Box, Short
  - Kayak Carrier
  - Luggage Basket with Stretch Net
  - Ski/Snowboard Carrier
  - Surfboard Carrier
- SiriusXM Satellite Radio‡
- Soft Cargo Liner
- Touch-Up Paint
- Wheel Locks
- Windshield Sunscreen

*Please remember to properly secure all cargo.

† Towing capacities shown are maximums and must be reduced by the weight of any passenger, cargo hitch or optional equipment in the towing vehicle. The following equipment may also be required: load-carrying hitch for trailers under 2,000 lb and load-equalizing hitch for trailers over 2,000 lb. Towing a trailer will have an effect on vehicle’s handling, braking, durability, performance and driving economy. For specific information on recommended or required equipment, see your Mazda Dealer. Hitches are available through manufacturers other than Mazda. ‡ Not equipped for XM Radio reception. SiriusXM Satellite Radio reception requires a subscription and Mazda satellite radio. Subscriptions to SiriusXM services are sold by SiriusXM after a 4-month trial subscription to the Sirius Select package expires and are continuous until you call SiriusXM at 1-866-635-2349 to cancel. See SiriusXM Customer Agreement for complete terms at www.siriusxm.com. Sirius satellite service available only to those at least 18 and older in the 48 contiguous USA, DC, and P.R. (with coverage limitations). Sirius, XM and all related marks and logos are trademarks of Sirius XM Radio Inc.

Our Promise.

At Mazda, we’re passionate about what we do. We pay attention to the details, and we take an unconventional approach. You can tell it in our designs, feel it in how our cars drive, and experience it in the way we treat you as a customer. Our dealerships are here to help you make the right choices, so everything we do is focused on ensuring that you get exactly what you want—surpassing your expectations. Mazda doesn’t settle, and neither should you. Let our Mazda Dealers:

/ Provide you with a comfortable environment
/ Care for your vehicle
/ Respect and value your time
/ Offer useful information and advice
/ Help you make the best decision

Getting the personalized experience you deserve at your Mazda Dealership

This is the Mazda Way.
THIS IS THE 2014 MAZDA CX-9. WHAT DO YOU DRIVE?

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