IT TAKES CONVINCION 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.
THIS IS THE ONLY WAY TO CHANGE THE GAME.
THAT’S WHY AT MAZDA WE USE INNOVATIVE THINKING AND TECHNOLOGIES
TO ENGINEER VEHICLES THAT NEVER COMPROMISE PERFORMANCE OR STYLE.
MAKING EVERY MAZDA MORE EXHILARATING.
THESE ARE ACTIONS, NOT WORDS. PROOF, NOT THEORIES.

THIS IS THE MAZDA WAY.
When it came to thinking about things in a vehicle such as g-force, Mazda engineers looked outside the box. Or, in this case, the bowl. Because in order to deliver an exceptional and dynamic driving experience, we looked at the relationship between our friend and its glass bowl.

Our underwater experiment taught us that g-force and stability can affect the water by making it either slosh around or swirl in fluid motion. Whether we were accelerating, turning or braking, the goal was to never upset the balance while in motion.

Not only can you witness g-force in action, you can feel it in your body, all the way through your neck. With smooth, proper g-force behavior, like that in the Mazda CX-9, you'll never feel like you're driving a big, lumbering SUV. Even all the way back in the third-row seat, it's a smooth, fluid ride. But don't take our word for it. Take a ride in a Mazda CX-9 for yourself and you'll never feel like you're a fish out of water.

ABOUT G-FORCE.

WHAT A FISH BOWL CAN TEACH US
“More style. More space. More amenities. I’m all about more.”

Janice, Mazda CX-9 driver
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 convenience features, including Pandora® integration and an available navigation system.

One drive and you’ll see the improbable is now possible in the Mazda CX-9.

“The words ‘agile’ and ‘sporty’ aren’t usually tip-of-the-tongue when describing a large crossover—unless it’s the CX-9.”  

Cars.com
WHERE THE FINER POINTS ARE GRAND.

Welcome to an interior designed to astonish with the smallest details. The Mazda CX-9 is a testament 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 its leather-wrapped steering wheel and shift knob. 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 difference. The Mazda CX-9 has more volume behind its first and second rows, and more second- and third-row legroom, than Honda Pilot and Toyota Highlander. 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.
MORE THAN ACCENTS. A WHOLE NEW LANGUAGE OF SOPHISTICATION.

For drivers 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 in absolute harmony.
IT’S YOUR WAY ON THE HIGHWAY.

Even the most passionate drivers enjoy being pampered. So our engineers outfitted the CX-9’s cockpit with the ultimate in comfort and convenience. The long list of standard features includes steering-wheel-mounted audio and cruise controls, Bluetooth® hands-free phone and audio streaming, and three-zone automatic climate control. And integrated Pandora® controls let your personal taste in music be the soundtrack for any road trip. Plus there’s the standard 6-speaker MP3 player-compatible audio system with HD Radio that’s SiriusXM Satellite Radio* ready. Or hook up your portable music device to the standard USB audio input port. To help make finding your destination quick and easy, a navigation system with a 5.8-inch full-color touch-screen display is also available, as are rain-sensing wipers. Everywhere you look, intelligence abounds.

/ BLUETOOTH® HANDS-FREE PHONE AND AUDIO STREAMING /
With voice commands, making and receiving calls is as easy as pushing a button and saying “Hello.” And the Bluetooth wireless capability helps you stay entertained with streaming audio from your compatible mobile device.

/ MAZDA NAVIGATION SYSTEM /
Available on select CX-9 models, our convenient factory-integrated navigation system offers the advanced features of TomTom® navigation devices, including voice recognition, advanced lane-guidance and route recommendation tools.

/ PANDORA® INTERNET RADIO /
Experience music on your terms with up to 100 unique “stations” through Pandora, or listen to your favorite station through your wireless Bluetooth®-enabled and Internet-connected device.

/ 8-WAY POWER-ADJUSTABLE DRIVER’S SEAT WITH MEMORY /
A driver’s seat with position memory is standard on the Grand Touring. At the touch of a button, it automatically adjusts up to three driver’s seat settings to the exact preset position you desire.

/ DVD REAR-SEAT ENTERTAINMENT SYSTEM /
Available on the Grand Touring, the DVD Rear-Seat Entertainment System features a ceiling-mounted DVD player, 9-inch fold-down LCD screen, audio/video/game console inputs, wireless, two wireless headsets and a 115-volt outlet for game consoles.

/ SMS TEXT MESSAGE AUDIO DELIVERY AND REPLY /
Now, when a text comes in while you’re driving, you can stay focused on the road ahead. Enjoy fully integrated text display and audible readout, and the ability to reply by choosing from a number of preset, standardized return messages.

/ REARVIEW CAMERA‡ /
This helpful system on Touring and Grand Touring models offers increased visibility of objects behind you, and it’s automatically activated whenever the CX-9 is shifted into reverse.

/ BOSE® CENTERPOINT® SURROUND SOUND SYSTEM /
Custom-engineered for the CX-9, this available system features its patented Centerpoint signal-processing circuitry, enabling this impressive 277-watt 10-speaker system to produce stunning multichannel Bose Surround Sound performances.

*SiriusXM Satellite Radio reception requires a subscription to SiriusXM Satellite Radio. Set all speakers in “Speakers” to “Auto” on the Touchscreen to provide a comprehensive view of the system’s rear view camera.

†Bluetooth is a registered trademark of Bluetooth SIG, Inc.

‡Rearview camera does not provide a comprehensive view of the entire rear area of this vehicle. Always check your surroundings.

Mazda CX-9 Grand Touring interior shown in black leather with Technology Package
A SOLID RIDE FOR ADVENTUOUS SPIRITS.

The 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 allows 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 of its own.
EASY COME. EASY GO. EASY EVERYTHING.

Power 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 cubic feet 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 48.3 cubic feet. Folding down the second row’s 60/40 split fold-flat seatback expands the CX-9’s cargo room to a full 100.7 cubic feet.

*Please remember to properly secure all cargo.

Mazda CX-9 Grand Touring AWD shown in Meteor Gray Mica
THE RIGHT WAY TO THINK ABOUT PERFORMANCE.

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-horsepower 3.7-liter V6, featuring variable valve timing, electronic throttle control and a forceful 270 pound-feet of torque—more than Honda Pilot or Toyota Highlander. It also provides up to an available 3,500-pound 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.

*Detailed specifications shown are maximums and must be reduced by the weight of any passengers, cargo, hitch or optional equipment in the towing vehicle. The towing equipment may also be required. Please contact your dealer for details.

†Based on EPA estimates for 2015 Mazda CX-9 models with 3.7L engine and automatic transmission. Actual results will vary.

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.

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 highway MPG.†
“The Mazda CX-9 combines a spacious interior that can be lavishly appointed along with the sporty handling characteristics that Mazdas are known for.”
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 were painstakingly crafted to give you and your family one feeling: peace of mind. Three-point seatbelts for all seven positions, side-impact door beams, front and rear crumple zones, dual LATCH child-safety seat anchors and latches 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 in your CX-9.

/SIX STANDARD AIR BAGS*/
Advanced dual front air bags that utilize inflators with crash-zone, driver’s seat-position and passenger-weight sensors are standard on all CX-9 models—as are 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 wheelspin, 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, Roll Stability Control uses onboard roll-rate sensors to monitor vehicle movement and automatically applies the brakes to help keep the CX-9 stable.

/CLEANER VISION /
Standard on Grand Touring models, the auto on/off Bi-Xenon HID headlights and LED daytime running lights automatically provide you with enhanced nighttime illumination.

/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 signal a lane change while an object is there, the light blinks and a cabin warning chime sounds. Backing out of parking spaces is tricky if you can’t see, so Rear Cross Traffic Alert warns you when cars are coming. Both are technologies you won’t find on the Honda Pilot.

/ADVANCED BRAKING TECHNOLOGIES /
A comprehensive set of advanced braking technologies comes standard on the CX-9. An Anti-lock Brake System pulses the brakes hundreds of times per second, preventing wheel lockup to help you maintain steering control in emergency braking situations. 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 if you need it, thereby reducing stopping distance.

*Always wear your seat belt and secure children in the rear seats in appropriate child restraints. ‡Dynamic Stability 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. ‡Always check your mirrors. Be aware of the traffic around you. / Six Standard Air Bags / / Enhanced Stability and Control / / Cleaner Vision / / Blind Spot Monitoring System with Rear Cross Traffic Alert / / Advanced Braking Technologies /
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.
MAZDA CX-9 SPORT

Includes the following features in addition to or in place of CX-9 Sport:

- 18-inch alloy wheels
- Black cloth exterior color
- Mazda CX-9 Sport Packages

SAFETY & SECURITY
- 3-point seatbelts at all seating positions
- Advanced front airbags with driver’s seat position and passenger weight sensors
- Front fog lights
- Front curtain airbags
- Dynamic Stability Control and Traction Control System
- Daytime running lights

INTERIOR
- Three-zone automatic climate control
- Power windows and door locks
- Remote keyless entry
- Cloth trimmed seats
- 6-way manually adjustable driver’s seat
- Cruise control
- Steering wheel mounted audio and cruise controls

PACKAGES
- Power Driver’s Seat Package includes key-power adjustable driver’s seat with manual power lumbar support, heated front cloth seats and heated side mirrors

MAZDA CX-9 TOURING

Includes the following features in addition to or in place of CX-9 Touring:

- 18-inch alloy wheels
- Black leather exterior color
- Mazda CX-9 Touring Packages

SAFETY & SECURITY
- Power sliding-glass moonroof
- Power open/close rear liftgate
- Advanced Keyless Entry & Start System
- Mazda navigation system
- SiriusXM All Access Package
- Recreational Accessory Package (standard on CX-9 Grand Touring)

INTERIOR
- 4-way power-adjustable front passenger seat with power-adjustable lumbar support
- Power side mirrors with integrated turn signals

PACKAGES
- Touring Technology Package includes Bose Centerpoint Surround Sound System with 15 speakers, Bluetooth hands-free phone and audio streaming capability, USB audio input port, steering-wheel-mounted audio and cruise controls, power windows and door locks with rollover protection, advanced dual front airbags with driver’s seat position and passenger weight sensors, 3-point seatbelts at all seating positions, power side mirrors, body-colored door handles, Backup camera* included in addition to or in place of CX-9 Touring:

MAZDA CX-9 GRAND TOURING

Includes the following features in addition to or in place of CX-9 Grand Touring:

- 20-inch alloy wheels
- Sand leather exterior color
- Mazda CX-9 Grand Touring Packages

SAFETY & SECURITY
- Power sliding-glass moonroof
- Power open/close rear liftgate
- Advanced Keyless Entry & Start System
- Mazda navigation system
- Bose Centerpoint Surround Sound System with 10 speakers
- Automatic headlights
- Rear backup sensors

INTERIOR
- Bordeaux accent interior trim
- Auto-dimming rearview mirror with HomeLink
- Mirror memory function

PACKAGES
- Grand Touring Technology Package includes Bose Centerpoint Surround Sound System with 15 speakers, Mazda navigation system, power sliding-glass moonroof, Bose Centerpoint Surround Sound System with 10 speakers, Mazda navigation system, 4-way power-adjustable front passenger seat, power open/close rear liftgate, power sliding-glass moonroof, Advance Keyless Entry & Start System, Recreational Accessory Package and available with Bose Centerpoint Surround Sound System with 10 speakers

WE’RE COMMITTED TO OUR DRIVERS.

Every new 2015 Mazda CX-9 is protected by:

- 3-year/36,000 mile bumper-to-bumper limited warranty
- 5-year/100,000 mile* SIRIUS® Emergency Service/Assistance Program
- 5-year/100,000 mile* limited powertrain warranty
- 6-year/100,000 mile* corrosion warranty (customer-paid labor)

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 than ever. With competitive rates, regular customer service, a range of financing options and highly competitive competitive rates. To find out which purchase or lease plan is right for you, talk to your Mazda Dealer or visit MazdaUSA.com.

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FOR DETAILS, PLEASE SEE YOUR MAZDA DEALER, VISIT MAZDAUSA.COM OR CALL TOLL-FREE (800) 639-1000.
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, Genuine Mazda Accessories carry the same New-Vehicle Limited Warranty as your new Mazda. Ask your dealer for details.

01 // SOFT CARGO LINER® / Keep your CX-9 clean with our durable Soft Cargo Liner, designed to work with the rear seats folded, up, or split. Covers both the 2nd and 3rd rows, and also folds out to protect the rear bumper. Allows for multiple configurations. Removes easily for quick cleanup.

02 // CARGO COVER / Keep your valuables out of sight from prying eyes. Our Cargo Cover is easy to install, remove or retract when full cargo access is needed.

03 // CARGO MAT® / Don’t let your gear damage your Mazda’s original carpet. Protect it from harm with a custom-fitted carpet Cargo Mat. Also includes Cargo Locks.

04 // ALL-WEATHER FLOOR MATS / Help keep the great outdoors in its place. Custom-fitted for your CX-9, these All-Weather Floor Mats guard against snow, mud, sand and whatever else comes through the door.

05 // NAVIGATION / Get where you need to go with our in-dash, fully integrated Navigation System. Easily installed by your dealer, it uses the CX-9’s large in-dash full-color touchscreen display to give you voice-guided turn-by-turn directions, real-time traffic updates, intuitive voice recognition and much more.

06 // TRAILER HITCH† / With a towing capacity up to 3,500 lb, it’s easy to come out and play. Bring your toys to your favorite destination with this Class II-rated receiver designed especially for your Mazda CX-9. Four-pin trailer lighting connector sold separately. See your Mazda Dealer for details.

07 // ROOF RACK ATTACHMENTS® / The CX-9’s generous storage options don’t end with its spacious interior. You can also add Roof Rack Attachments to haul skis, a kayak or whatever items you need to make your outdoor adventures possible. Roof rack attachments require roof rails and cross bars.

* Please remember to properly secure all cargo.

For a full list of Genuine Mazda Accessories for your CX-9, please visit: accessories.MazdaUSA.com

† Towing capacities shown are maximums. See full disclaimer on page 20.
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. It extends beyond just helping you find the right vehicle. It’s what happens after you leave our dealership. This is our way of changing the game in customer service. One customer experience at a time.

THIS IS THE MAZDA WAY.

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.