



MAZDA MOTOR CORPORATION

MAZDA CX-5

KF-R0C-G1
E-23XD

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MAZDA MOTOR CORPORATION
ESTD. 1920 Hiroshima, Japan

We believe in the power of human potential;
creativity, imagination and the amazing things
we're all capable of when we're inspired.

We believe in taking the unconventional road
and going the extra mile to do work that inspires.

We believe in artisans, designers, engineers and ambassadors
who pour human energy into their work.

We believe in the power of cars to move human emotions.
To awaken senses, heighten reflexes, make pulses race.

We believe the joy of being alive comes from
what we discover on our journey,
and the inspiration we find in every mile.

MAZDA MAKES YOU FEEL ALIVE.



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WHAT MAKES YOU SMILE?

The ways you choose to experience and enjoy life are a measure of who you are. And one reason to choose an SUV is to give you the broadest palette to work with in creating your life.

But when you really know what makes you smile, a conventional SUV will often come up short in what's important to you.

So now Mazda presents the CX-5 in three very distinct variations, carefully tailored to match diverse, individual lifestyles. Like yours.

Take a good look at CX-5. And see what makes you smile.





HUMAN-CENTRIC DESIGN: THE KEY TO COMMUNICATION

Human-centric design is the key to complete and intuitive communication between you and CX-5. As well as real-time communication with the world when you're on the road. It's all thanks to Mazda's latest iteration of the Human-Machine Interface (HMI) and Mazda Connect system. HMI and its human-centric design philosophy now include even your driving position to further enhance the *Jinba-ittai* experience with a panoramic view of the road and all instruments and controls ideally placed to support you in safer, enjoyable driving.

HUMAN-MACHINE INTERFACE (HMI)

Modern cars constantly present more and more information which can confuse, and even distract. So Mazda engineered its HMI entirely around you, to provide detailed information with minimal eye movements and stress. Controls, instruments, steering wheel and shift lever are all ideally placed in relation to the driver's seat. The main instrument cluster and ergonomically shaped steering wheel that optimizes grip comfort are directly centred on the driver, while the pedals are positioned symmetrically to fall naturally under the feet. Excellent visibility is assured thanks to A-pillars located rearward to offer a broader view of the road. CX-5 also features a full-colour head-up display projected on the windscreen. This Active Driving Display shows key driving information just below your horizontal line of sight to keep you fully informed without the need to take your eyes off the road. The 10.25-inch centre display on the dash shows entertainment-related items and also functions as a

touchscreen when the car is stationary. In motion, the rotary commander provides control. By rotating, pressing and toggling this knob, you can operate entertainment functions while keeping your body and your eyes in the normal driving position. Unlike a touchscreen, there's no need to look at the commander when operating it, minimizing visual distraction. The commander is surrounded by five buttons giving shortcuts to four common screens plus a back button.

MAZDA CONNECT

Mazda Connect gives you versatile internet connection while on the road, offering an extremely wide range of infotainment options when connected to your smartphone. The system's Audio feature lets you access multiple audio sources including AM/FM radio, internet radio, streaming audio services and mobile audio players, while the Communication feature provides the hands-free convenience of both making and receiving phone calls via voice commands.



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Note: Available functions of Mazda Connect may vary according to the type of connected smartphone and its operating environment. Please consult your local Mazda dealer for exact information.



MAZDA STORIES

Discover how Mazda's work with a leading psychologist ensures that touch points in its car interiors are emotionally satisfying.

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HUMAN-CENTRIC DEVELOPMENT: THE KEY TO SATISFACTION

Mazda vehicle development has always been centred on the people who drive and ride in our vehicles. It began with our renowned *Jinba-ittai*, the feeling of being at one with the car. Then came Skyactiv Technology for superior driving, safety and environmental performance, further evolving with Skyactiv-Vehicle Dynamics and G-Vectoring Control Plus (GVC Plus) to deliver outright driving pleasure for the driver alongside unparalleled comfort and serenity for all on board. The newly introduced Mazda Intelligent Drive Select (Mi-Drive) and highly reputed i-Activ AWD system deliver all-terrain driveability with intelligent controllability to give you even more places to go. Finally, Skyactiv-Vehicle Architecture is the apex of our human-centric design philosophy, maximizing your body's inherent ability to balance itself in response to driving inputs for the ultimate *Jinba-ittai* driving feel.

MAZDA INTELLIGENT DRIVE SELECT (MI-DRIVE)

To maximize the advantages of Skyactiv-Vehicle Dynamics and GVC Plus, Mazda proudly introduces Mi-Drive, offering one-touch selection of three vehicle system settings, Normal, Sport and Off-Road to suit the driving situation. A simple toggle switch on the shift gate and easy-to-read status guide in the seven-inch TFT LCD display realize positive, intuitive operation. Normal mode offers well-balanced everyday driving on paved roads; Sport mode prioritizes acceleration and handling response for winding roads and overtaking on motorways while Off-Road mode is optimized for confident *Jinba-ittai* control on rough gravel roads, steep inclines and even deep snow, making the great outdoors available to even more drivers.

i-ACTIV AWD

Mazda's new-generation all-wheel-drive system i-Activ AWD — at the heart of Off-Road Traction Assist and Mi-Drive Off-Road mode — offers confident driving on any road surface, while also contributing to environmental compatibility. The system helps prevent tyre slippage and minimize energy losses — enhancing both driveability in poor conditions and fuel economy — by instantly distributing power optimally between the front and rear wheels. This is achieved by continuously monitoring road conditions according to various factors such as road gradient and outside temperature, as well as detecting even minimal front wheel slippage. In addition, i-Activ AWD assesses your intentions via your driving operations to precisely adjust torque distribution. An active on-demand system

automatically controls power distribution, requiring no decision-making from you and allowing you to maintain your focus on the road.

Off-Road Traction Assist: The touch of a switch engages Off-Road Traction Assist to help you get free when stuck in mud, sand or deep snow. The system optimizes torque distribution, suppressing wheelspin by sending motive power only to the wheels with grip to maximize their driving force and get you smoothly back in motion.

Notes: Mi-Drive specifications (selectable modes) vary by country. Please consult your local Mazda dealer for exact information.
Models equipped with Mi-Drive Off-Road mode do not have an Off-Road Traction Assist switch as this function is integrated into Mi-Drive Off-Road mode.



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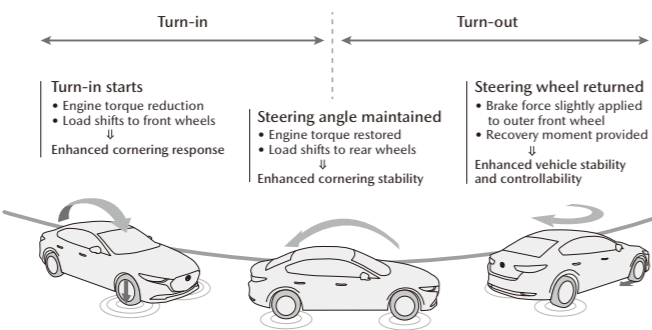


HUMAN-CENTRIC ENGINEERING: THE KEY TO EFFICIENT PERFORMANCE

G-VECTERING CONTROL PLUS (GVC PLUS)

GVC Plus is one more way Mazda's human-centric engineering makes vehicle movement more responsive, more confidence-inspiring and just more comfortable. As you enter a bend, GVC Plus momentarily lowers engine torque to transfer weight to the front wheels and enhance grip. Then as you go through the curve, engine torque is restored to shift weight rearwards for greater stability. Finally, brake force is slightly applied to the outer front wheel when you quickly return the steering wheel to the centre position to help recover straight-line running. This seamless, behind-the-scenes control greatly reduces the need for steering corrections, smoothes the effect of G forces to reduce body sway, and lowers stress and fatigue on long drives.

GVC Plus operation



SKYACTIV-VEHICLE ARCHITECTURE

The evolution and maturing of Skyactiv Technology have opened new avenues for advancing comfort and well-being while on the road, inspiring Mazda to develop Skyactiv-Vehicle Architecture, a whole-vehicle approach to helping driver and passengers comfortably and naturally maintain balance in a moving environment. For example, seats are specifically designed to hold the pelvis at the correct angle, maintain the spine's natural S-shaped curve and stabilize movement of the head. And spring and damper characteristics are finely honed to minimize fore-aft head movement when going over bumps. The result is minimized fatigue and an enhanced sense of relaxed well-being, even on long journeys.

SKYACTIV-G

Conventional internal combustion engines only harness around 30% of the potential energy in the fuel they consume: the rest is wasted. So Mazda developed Skyactiv-G, a high-efficiency engine that compresses the air-fuel mixture to a much higher degree than in conventional powerplants, squeezing far more energy from every drop of fuel. This high compression ratio, unparalleled among mass production engines, delivers both sheer driving pleasure and outstanding fuel economy. And it's further enhanced by a raft of innovative Mazda technologies including optimized intake ports and piston shape, split fuel injection and a coolant control valve.



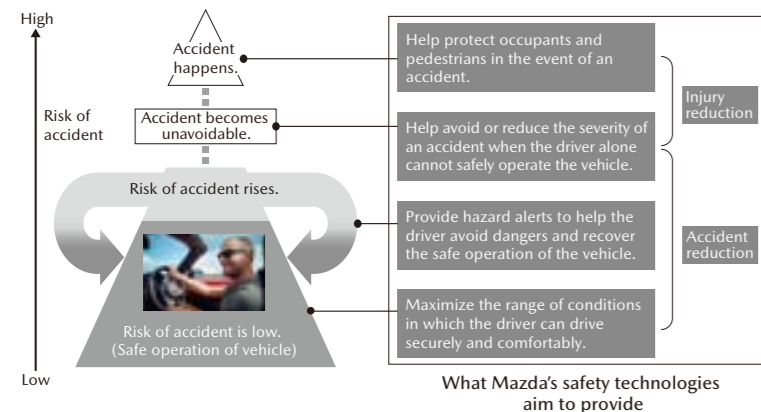


HUMAN-CENTRIC INNOVATION: THE KEY TO SAFER, MORE SECURED DRIVING

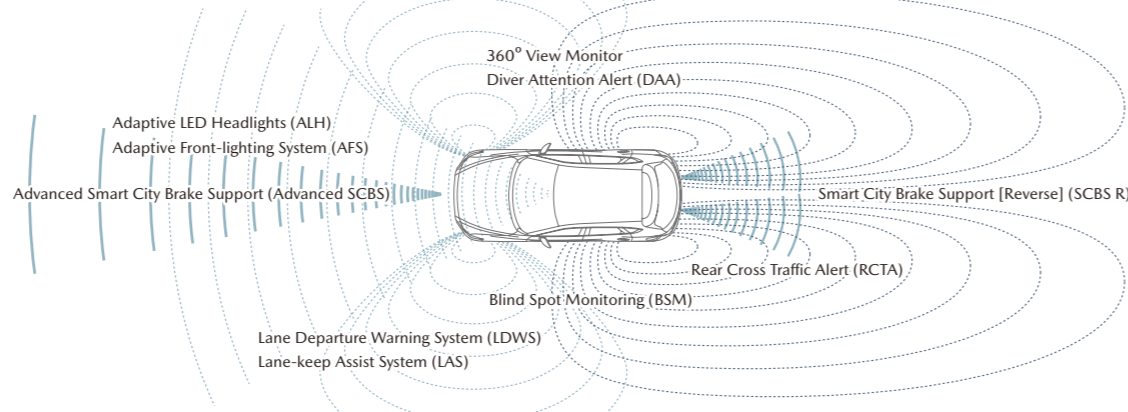
Mazda's Proactive Safety philosophy is firmly grounded in a belief in the driver's abilities, aiming to support safer driving while maintaining all the fun of the open road. Safer driving demands early recognition of potential hazards, good judgment and appropriate action, and Mazda works to support these essential functions so you can drive securely and with peace of mind despite changing driving conditions. First is an

optimum driver environment with good visibility, well-positioned controls, easy-to-read instruments and minimal distractions. Next is i-Activsense, a portfolio of active safety measures to incrementally warn you when a potentially dangerous situation is developing. Finally there is passive safety, designed to help protect occupants and minimize injuries if an accident should occur.

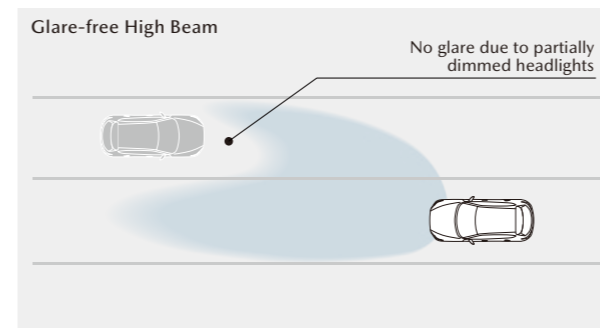
Driving with Mazda Proactive Safety



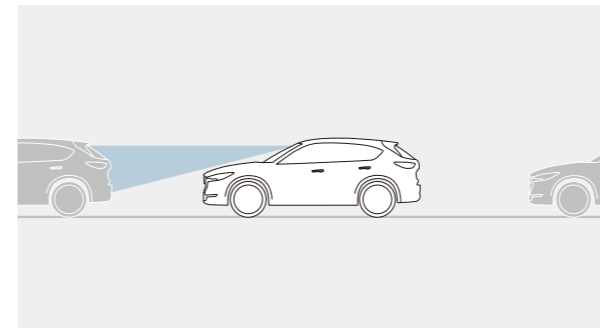
i-Activsense technologies



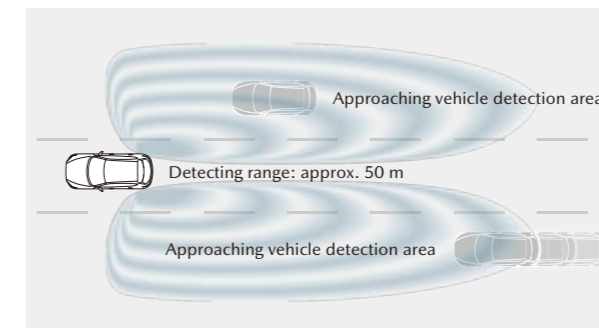
i-ACTIVSENSE



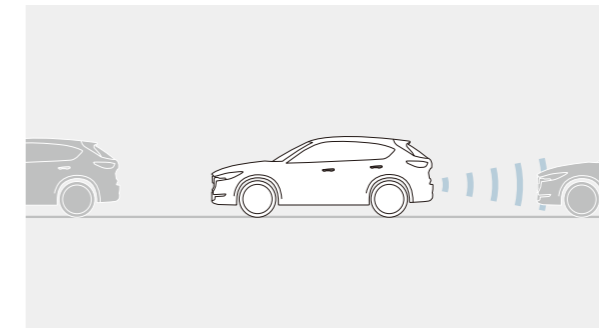
ADAPTIVE LED HEADLIGHTS (ALH)
ALH offers the driver greater support for recognizing potential hazards when driving at night. The system improves night visibility and helps the driver avoid hazardous situations by combining the use of auto-controlled Glare-free High Beam (featuring an adjustable illumination range via a 20-split LED array) and Wide-range Low Beam.



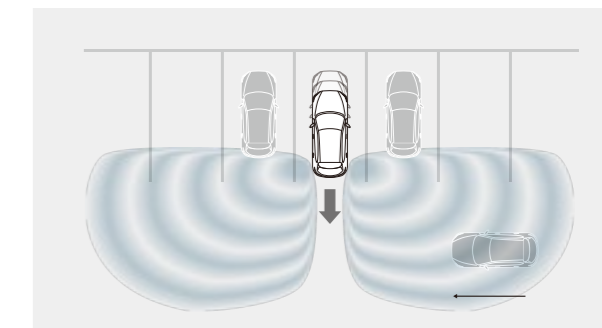
ADVANCED SMART CITY BRAKE SUPPORT (ADVANCED SCBS) WITH NIGHT-TIME PEDESTRIAN DETECTION FUNCTION
With its high-performance forward sensing camera, Advanced SCBS detects vehicles and pedestrians* in front of the vehicle and automatically applies the brakes to help avoid collisions and mitigate collision damage. The system detects vehicles at speeds between approximately 4 and 80 km/h and pedestrians at about 10 to 80 km/h, and is upgraded to detect pedestrians at night and operate effectively in a wider range of conditions.
*Detection of pedestrians and consequent automatic braking are not available in certain countries and regions.



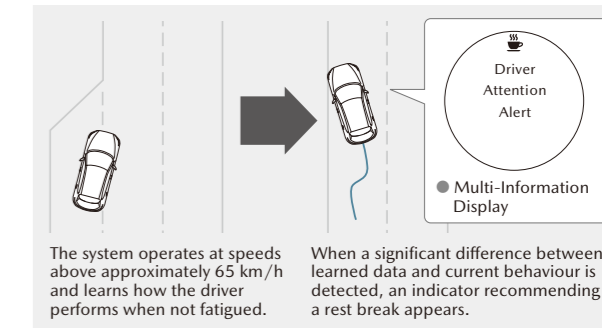
BLIND SPOT MONITORING (BSM)
BSM uses 24 GHz quasi-milliwave radar sensors to help detect vehicles in the blind spots behind and to the side, and using a turn signal while BSM detects a vehicle triggers visual and audio warnings.



SMART CITY BRAKE SUPPORT [REVERSE] (SCBS R)
Ultrasonic sensors mounted on the rear bumper allow SCBS R to detect vehicles and obstacles behind when reversing at speeds between approximately 2 and 8 km/h. If an object is detected, the system automatically applies the brakes to help mitigate collision damage.



REAR CROSS TRAFFIC ALERT (RCTA)
RCTA uses the same sensors as BSM to alert the driver when it detects vehicles approaching from either side during reversing operations. Warnings are given by a flashing indicator in the door mirror and a beep.



DRIVER ATTENTION ALERT (DAA)
DAA uses information such as steering wheel angle, vehicle speed, and output from the forward sensing camera to assess the driver's condition and help prevent accidents caused by fatigue or lowered alertness. The system monitors and compares current behaviour with learned data on how the driver performs when fresh, and suggests a rest break when a significant difference is detected.

Notes: i-Activsense safety features are not a substitute for safe and attentive driving. There are limitations to the range and detection of the systems. Availability of safety equipment/features varies according to country and model grade. Please consult your local Mazda dealer for exact information.

RETRO SPORTS

Mazda is proud to introduce a series of Retro Sports models extending across its lineup. This new series features Zircon Sand Metallic accented by gloss black exterior trim parts as the signature body colour*. Together with the exclusive interior highlighted by Terracotta upholstery and powerful black contrast elements, the Retro Sports design package adds the elegant, craftsman-built feel of classic coachwork to Mazda's hallmark refined, sporty styling.

*Availability of body colour for the Retro Sports model varies by country. Please consult your Mazda dealer for exact information.



EXTERIOR AND INTERIOR COLOURS

BODY COLOURS



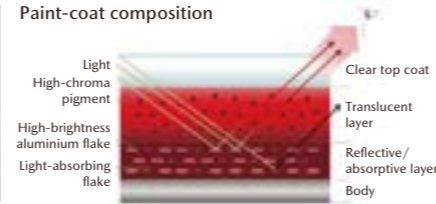
Soul Red Crystal Metallic (46V)



Machine Grey Metallic (46G)



Rhodium White Metallic (51K)



TAKUMI-NURI

Mazda's unique painting technology Takumi-Nuri (*takumi*: master craftsman, *nuri*: painting), with its unprecedented combination of colour, highlights, shade and depth, further emphasizes the sheer beauty and quality of the dynamic body shape. The lineup includes three Takumi-Nuri body colours: Soul Red Crystal Metallic, Machine Grey Metallic and Rhodium White Metallic.



Zircon Sand Metallic (48T)



Platinum Quartz Metallic (47S)



Polymetal Grey Metallic (47C)



Eternal Blue Mica (45B)



Deep Crystal Blue Mica (42M)



Jet Black Mica (41W)



Arctic White (A4D)

SEAT MATERIALS



Nappa leather, Deep Red



Leather, Black, Red Stitch



Leather, Black



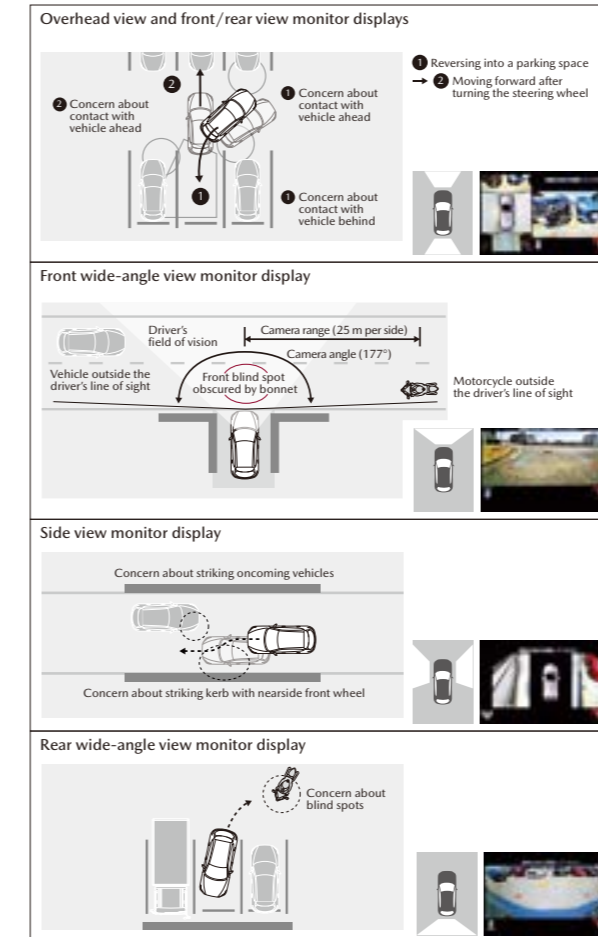
Leather, Terracotta*



Cloth B, Black

*Only for Retro Sports model

EQUIPMENT



The 360° View Monitor system features four cameras on the front, sides and rear of the vehicle to show the area around the car on a central display. Combined with alarm sounds triggered by eight parking sensors at the front and rear, the system helps you to avoid danger when pulling into or out of a garage, approaching T-shaped intersections or passing an oncoming car on a narrow road.



Photo shows another Mazda model.

A quick kick beneath the sensor located under the rear bumper lets you open and close the power liftgate when your hands are full or when you don't want to touch the car because it is wet or muddy.



The luggage space is more than just ample: it's designed for complete ease of use. The flat floor is level with the bottom of the liftgate opening allowing you to just slide heavy cargo in and out with minimal lifting and effort.



The three-meter cluster features a seven-inch TFT LCD colour display in the centre. In addition to vehicle speed, it shows diversified vehicle information in a clear, easy-to-read manner near the centre of the driver's line of sight.



The centre console tray includes a Qi wireless charger* to enable charging of compatible smartphones and other devices placed on it when the engine is running.

*Warning: Radio waves emitted by the wireless charger may affect implantable medical devices such as cardiac pacemakers and cardioverter defibrillators. Please consult your local Mazda dealer for exact information.

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