

2016 MAZDA CX-5



MAZDA



CAREFULLY CRAFTED TO ACHIEVE THE IMPOSSIBLE.

Light and versatile, yet incredibly strong - unique attributes that make the 2016 CX-5 unlike any other crossover SUV. Without sacrificing an ounce of our signature connected-to-the-road performance, the newly restyled 2016 CX-5 is a perfect marriage of versatility, spaciousness, innovation, stunning design - and outstanding fuel economy. It's all possible thanks to the conviction, creativity and courage of our Mazda engineers and a whole new engineering philosophy, SKYACTIV TECHNOLOGY, that makes the impossible possible. Built by engineers who love to drive, for people who love to drive, the CX-5 delivers pure driving exhilaration. What else would you expect from a Mazda?



魂動

KODO : SOUL of MOTION

INSPIRED DESIGN FROM THE SOUL OF MOTION.

The CX-5 embodies the latest generation of Mazda design - KODO "Soul of Motion." Inspired by the powerful stance of a cheetah the moment before it pounces, KODO blends emotional dynamism with a taut, muscular appeal, evoking the release of tremendous force and accumulated energy. Every curve is sculpted with this in mind, and every detail reveals the designer's purpose: A powerful, bold new look down to the last detail.



"Through KODO design, I want to convey strength and beauty in movement that inspires the spirit." - Ikuo Maeda, Global Head of Design



KODO FEATURES INCLUDED:
Door mirrors with integrated turn signal / Rear roof spoiler / Tailpipe finisher /

UP TO AN ESTIMATED
6.8 L/100 KM HWY*

SKYACTIV TECHNOLOGY

GROUNDBREAKING INNOVATION IS IN OUR DNA.

Refusing to compromise lies at the heart of every Mazda. It's why we engineered SKYACTIV TECHNOLOGY - an innovative engineering strategy that shakes off old ideas and limitations, and pushes the boundaries of what's possible. And it's how we achieve unheard of fuel economy, low emissions and outstanding performance in the same vehicle. With engineering that seamlessly co-ordinates how component parts work together, thrifty fuel economy and nimble road manners now both come standard in one vehicle. Imagine that. Mazda does.

mazda.ca/skyactiv

01 // SKYACTIV-G /

How do we reduce emissions and increase fuel efficiency on a grand scale? By reimagining the internal combustion engine. Current engines waste upwards of 70% of their energy potential, so we saw an enormous opportunity: Create an engine that works better, uses less fuel and emits less CO₂. The SKYACTIV-G 2.0 L engine in the GX model produces 10% to 15% more low/mid-range torque, yet 15% lower fuel consumption and emissions than our previous 2.0 L engine, while the 2.5 L engine in the GS and GT models delivers more power with ultra-low emissions, and lower fuel consumption as well.

02A // SKYACTIV-DRIVE /

Our engineers created a precise, high-performance automatic transmission that combines the direct, responsive feel of a manual transmission with the silky smoothness of an automatic. It is instantly responsive, yet delivers 7% more efficiency than our non-SKYACTIV automatic transmission.

02B // SKYACTIV-MT /

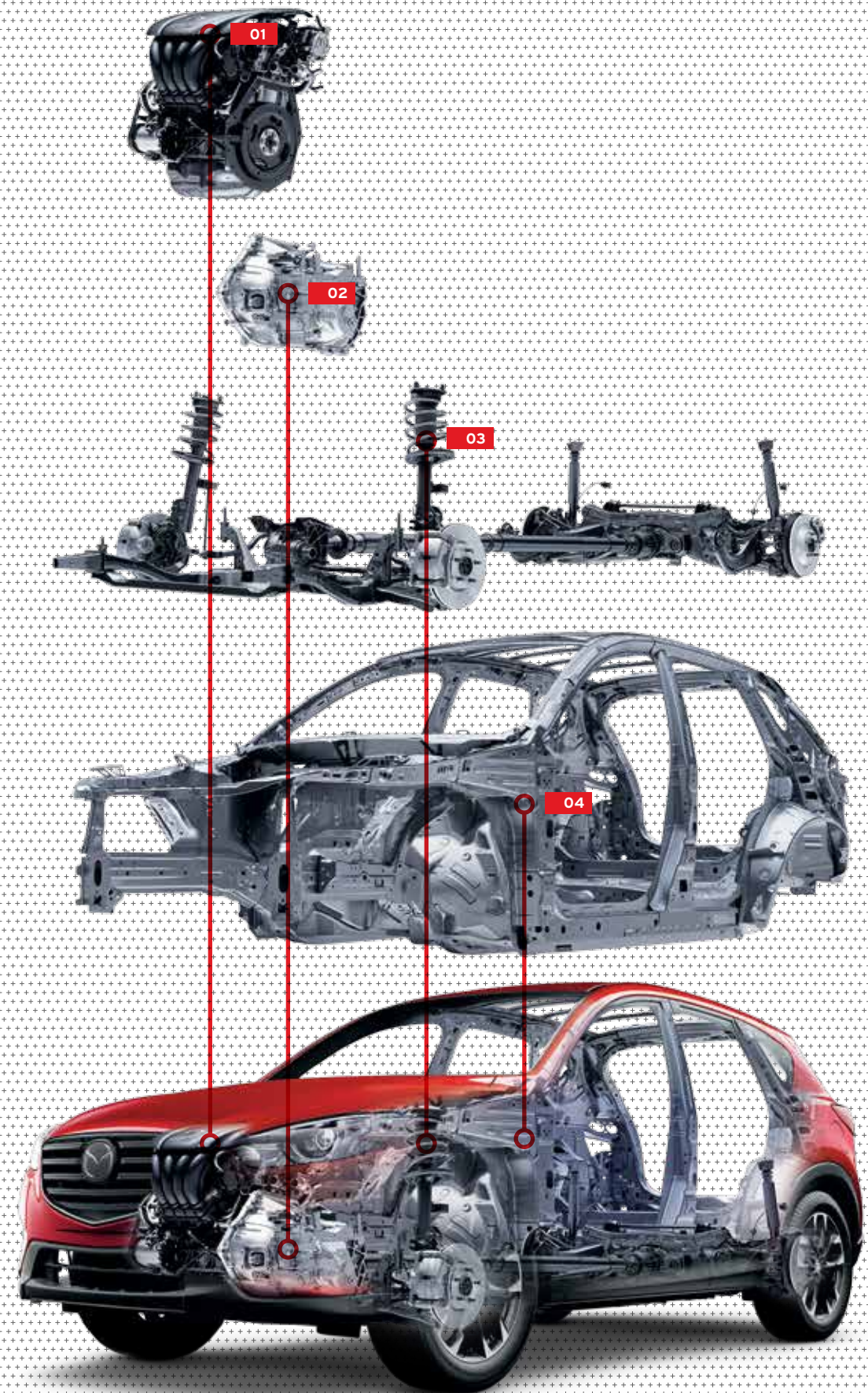
This 6-speed manual transmission has the shortest shift throw in its class. Inspired by the legendary MX-5, it's also smaller, lighter and stronger than any we've built before.

03 // SKYACTIV-CHASSIS /

Engineered together with the SKYACTIV-Body to work in perfect harmony, the steering and suspension systems achieve two seemingly contradictory goals at once: To be nimble at low speeds, yet stable at high speeds. We also engineered them to be light, allowing for a more direct and agile feel.

04 // SKYACTIV-BODY /

We are constantly searching for new ways to make you safer behind the wheel. That's why Mazda uses ultra-high-tensile steel in the body. Because we crafted an efficient structural design and used ultra-high-tensile steel in critical areas, the CX-5's body is lighter than normal, yet it's stiffer and stronger.



*Estimated fuel economy on the CX-5 2.0 L engine with manual transmission. Estimated fuel economy based on Government of Canada's approved 5-cycle testing method. Your actual fuel consumption may vary depending on how, where and when you drive. For comparison purposes only.



/ CONFIDENT HANDLING /
The CX-5 is a fun-to-drive performer that's a quick study in agile handling and exhilarating driving. In fact, it's crafted with all the elements of our most impressive sports cars - 4-wheel independent suspension with front and rear stabilizer bars, and power-assisted rack-and-pinion steering. And for even more control in adverse conditions, opt for models with our All-Wheel-Drive[†] system.

WHAT YOU WANT. WHAT YOU NEED. TOGETHER AT LAST.

Fuel efficiency or performance? It's a tough choice. Get great fuel efficiency and you lighten the load on your wallet. Opt for performance and you pay every time you hit the gas station. That's why we built the CX-5 to deliver superb utility and top-notch fuel economy. The GX with 2.0 L engine and 6-speed manual transmission achieves up to a frugal 6.8 L/100 km highway*, while our 2.5 L engine on the GS and GT models commands an exceptional 7.1 L/100 km*. But how does it handle? The CX-5 is a purebred Mazda, built with our signature sports car pedigree. But don't take our word for it. Drive one.

*Estimated fuel economy based on Government of Canada's approved 5-cycle testing method. Your actual fuel consumption may vary depending on how, where and when you drive. For comparison purposes only.
†Optional on the GX model with automatic transmission and Convenience Package, optional on the GS model and standard on the GT model.



AVAILABLE FEATURES INCLUDE:

Rearview Camera^{†▲} / Bose[®] Centerpoint[®] 2 Surround Sound System with AudioPilot[®] 2^{*} / Advanced Keyless Entry System^{*} / Colour Display Screen[▼] / SiriusXM[™] Satellite Radio[‡]

*Standard on the GT model.

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

▲Standard on the GS and GT models.

▼Available on the GX with Convenience Package and standard on the GS and GT models.

‡Available on the GT model with Technology Package.

TAKE CONTROL IN COMFORT.

Step inside the 2016 CX-5 and it's clear: This is a vehicle you want to get in and drive. Welcoming, intuitive comforts signal the driving pleasure to come for all. An abundance of standard features like steering-wheel-mounted cruise and audio controls, Push Button Start and remote keyless entry make any road trip an engaging proposition. Then there are the soft materials, thoughtful accents and Zen-like simplicity that add to a secure, refined atmosphere - like the available leather-trimmed 8-way power-adjustable driver's seat with power lumbar support^{*} specifically designed for optimal relief of joint stress on long trips. And that's just the beginning of the many thoughtful features that keep you in comfort.



COMPLETELY CONNECTED. EFFORTLESSLY ENGAGING.

Intelligent technology features abound in the CX-5. The focal point of its Human-Machine Interface (HMI) is the driver-centric instrument panel. Inspired by the legendary MX-5, it keeps vital information easily accessible and within sightlines. From available Bose® audio* to Bluetooth® hands-free capability*, your CX-5 is ready to guide you, entertain you, connect with you and respond to you. While each feature has its own function, they're all there to make driving informed, safe and fun.

/ ENTERTAIN /

Of course, AM/FM radio is always a choice, but now there are new ways to explore music and infotainment options via your Bluetooth®-enabled* and Internet-connected device. Connect to your Facebook and Twitter feeds, listen to your own playlist or choose something from the integrated Internet-radio apps such as Aha™ and Stitcher™.



/ COMMUNICATE /

With voice commands, making and receiving calls is as easy as pushing a button on your steering wheel and saying "hello." And the CX-5's available Bluetooth® hands-free phone and audio-streaming capabilities allow you to enjoy fully integrated text message display and audible readout*†. To reply, simply choose from a number of preset, standardized return messages.



/ NAVIGATE /

Our convenient available navigation system* offers the advanced features of today's navigation devices, including voice commands and advanced lane guidance. And getting around town - or out of town - has never been easier thanks to the system's 3D interactive map with step-by-step audio directions.



/ BOSE® CENTERPOINT®2 SURROUND SOUND SYSTEM WITH AUDIOPILOT®2 /

Bose®† audio features Centerpoint® 2 circuitry that produces stunning multi-channel Surround Sound CD/MP3 performances through an impressive 9 speakers, while AudioPilot® 2 compensates for ambient road, wind and cabin noises.



*Available on the GX with Convenience Package and standard on the GS and GT models.
 †Standard on the GT model.
 ▲Text messaging function is only compatible with certain devices.



NOT ONLY CAN YOU HAVE IT ALL, YOU CAN NOW BRING IT ALL WITH YOU.

Taking a trip to the mountains? Transporting gear? Or navigating errands with family in tow? With an extra-wide lift-gate, a lower load height and up to 1,835 L of cargo space, the CX-5's 60/40-split folding rear seatback (GX model) is ready to take on your day - whatever kind of day you're having. Or opt for the GS and GT models with an ingenious 40/20/40-split system. You'll get a roomy 1,852 L and handy remote access levers that make loading extra-long cargo like skis* a snap - while leaving room for up to four passengers. This is cargo space that multi-tasks right along with you. This is a cargo space for real life.

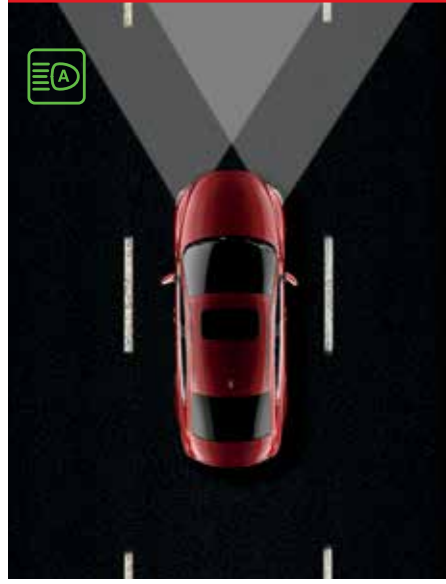


*Please remember to properly secure all cargo.
Interior not exactly as shown.

THE DARING WAY TO FEEL MORE SECURE.

Part of feeling safe and having confidence behind the wheel is being completely in tune with your vehicle and totally focused on the environment around you. Our available i-ACTIVSENSE suite of safety technologies provides the ultimate sense of awareness and connectedness – at a level usually reserved for drivers of luxury cars. Enjoy driving more than ever knowing you have eight highly advanced safety features that help alert you to hazards so you can better avoid collisions – or lessen their impact. i-ACTIVSENSE is like having a sixth sense for safety.

i-ACTIVSENSE

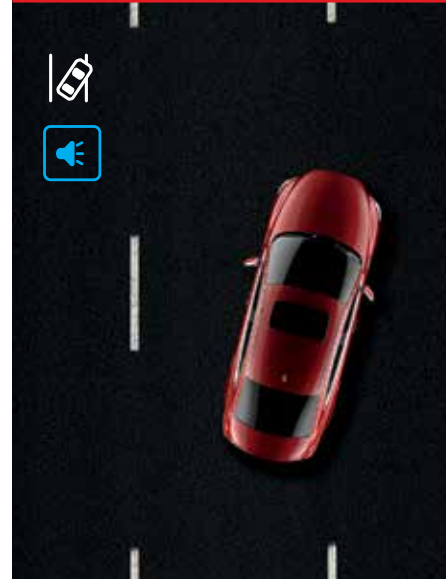


/ LED HEADLIGHTS WITH ADAPTIVE FRONT LIGHTING SYSTEM /

The CX-5 offers available LED headlights with Adaptive Front Lighting System*, specifically designed to help you see around corners at night – literally. As you turn into a corner, the headlights move up to 15 degrees in the direction of your turn, improving visibility and allowing you to spot potential hazards and dangers ahead.

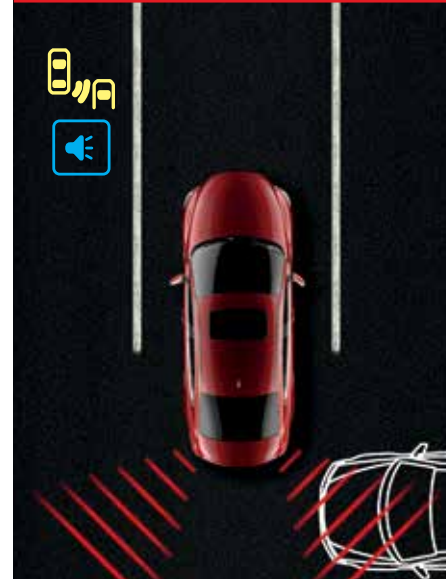
/ HIGH BEAM CONTROL /

High Beam Control† helps you see better at night by maximizing opportunities to use the high beams. The system automatically switches to the low beams when it detects oncoming traffic and/or a vehicle ahead.



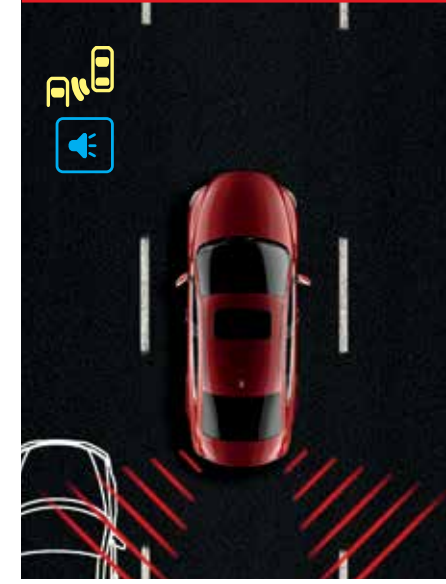
/ LANE DEPARTURE WARNING SYSTEM /

The Lane Departure Warning System gives audible and visual warnings when the vehicle is about to unintentionally depart from its lane at a speed of 64 km/hr or higher.



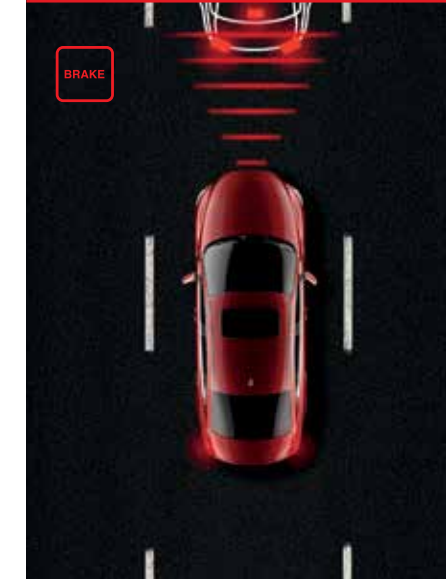
/ REAR CROSS TRAFFIC ALERT /

When backing up, the Rear Cross Traffic Alert‡ detects a vehicle approaching from the side and promptly alerts the driver with an audible warning, as well as a visual warning in the driver's-side mirror.



/ BLIND SPOT MONITORING SYSTEM /

The Blind Spot Monitoring 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 appropriate side mirror. If you signal a lane change while an object is there, the light blinks and a cabin warning chime sounds.

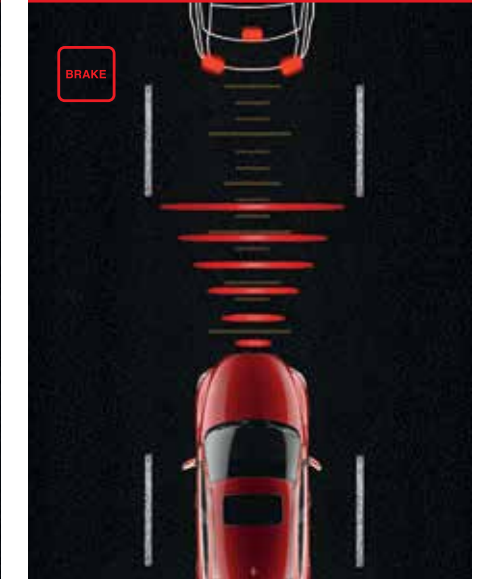


/ SMART CITY BRAKE SUPPORT /

Smart City Brake Support† uses a near infra-red laser sensor to detect any vehicle up to 6 m ahead and helps braking when there is a high risk of impact. At speeds of 4 - 30 km/h, the system moves brake pads closer to the discs so the brakes can produce stopping power more quickly if the driver presses the brake pedal.

/ SMART BRAKE SUPPORT /

Similar to Smart City Brake Support, the available Smart Brake Support† system is intended to help avoid or reduce the severity of a collision, but operates at higher rates of speed. The Collision Warning feature will alert the driver that braking is immediately necessary. If the radar sensor determines that a collision is unavoidable, the automatic brake control is performed to help reduce damage in the event of a collision.



/ MAZDA RADAR CRUISE CONTROL /

Mazda Radar Cruise Control judges the relative speed and distance to the car ahead, working within a set range to maintain a safe following distance. The system's Close Proximity Warning provides audible and visual warnings when it senses your vehicle fast approaching the one ahead.

*Standard on the GT model.

†Available on the GT model with Technology Package.

‡Always check your mirrors. Be aware of the traffic around you.

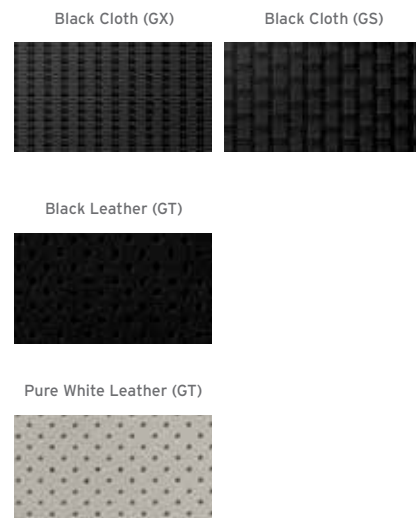
▼Standard on the GS and GT models.

CX-5 COLOUR COMBINATIONS

PAINT COLOURS	GX	GS	GT	
	BLACK CLOTH	BLACK CLOTH	BLACK LEATHER	PURE WHITE LEATHER*
Jet Black Mica	•	•	•	•
Crystal White Pearl	•	•	•	
Meteor Grey Mica	•	•	•	
Sonic Silver Metallic	•	•	•	
Deep Crystal Blue Mica		•	•	•
Soul Red Metallic		•	•	•
Titanium Flash Mica		•	•	•

• = Available *Special order only

UPHOLSTERY



WHEEL OPTIONS



CX-5 SPECIFICATIONS AND CAPACITIES

SPECIFICATIONS	GX	GS/GT
Engine type	SKYACTIV-G 2.0 L DOHC 16-valve 4-cylinder	SKYACTIV-G 2.5 L DOHC 16-valve 4-cylinder
Displacement	1,998 cc	2,488 cc
Compression ratio	13.0:1	13.0:1
Horsepower SAE net	155 @ 6,000 rpm	184 @ 5,700 rpm
Torque SAE net lb. ft.	150 @ 4,000 rpm	185 @ 3,250 rpm (FWD) 185 @ 4,000 rpm (AWD)
Fuel system	Direct Injection	Direct Injection
Recommended fuel	Regular	Regular
Fuel economy city/highway (L/100 km)*		
6MT FWD	9.0/6.8	-
6AT FWD	9.0/7.3	8.9/7.1
6AT AWD	9.3/7.6	9.8/7.9
Curb weight (kg)		
6MT FWD	1,458	-
6AT FWD	1,489	1,559
6AT AWD	1,556	1,629
*Estimated fuel economy based on Government of Canada's approved 5-cycle testing method. Your actual fuel consumption may vary depending on how, where and when you drive. For comparison purposes only.		
EXTERIOR DIMENSIONS		
Wheelbase/overall length (mm)		2,700/4,555
Overall width (mm)		1,840
Overall height (mm)		1,670/1,710 (with antenna)
Track (fr/r) (mm)		
17" wheels		1,584/1,587
19" wheels		1,584/1,588
Turning circle, curb-to-curb (m)		11.2
INTERIOR DIMENSIONS		
Headroom (fr/r) without moonroof (mm)		1,018/991
Headroom (fr/r) with moonroof (mm)		990/991
Legroom (fr/r) (mm)		1,041/997
Shoulder room (fr/r) (mm)		1,460/1,410
Cargo length (mm)		982 (rear seat to tailgate)
Cargo width (mm)		1,451/1,050 (between rear tires)
Rear lift-gate opening height (mm)		827
Rear lift-gate opening width (mm)		1,128
CAPACITIES		
Seating		5
Cargo volume behind 2nd row seats (L)		966
Cargo volume with rear seats folded (L)		1,835 (60/40-split)/1,852 (40/20/40-split)
Fuel tank (L)		56 L (FWD)/58 L (AWD)

CX-5 FEATURES

ENGINE & TRANSMISSION	GX	GS	GT
SKYACTIV-G 2.0 L DOHC 16-valve 4-cylinder engine	S	-	-
SKYACTIV-G 2.5 L DOHC 16-valve 4-cylinder engine	-	S	S
SKYACTIV-MT 6-speed manual transmission	S	-	-
SKYACTIV-Drive 6-speed SPORT mode automatic transmission with Drive Selection Switch	0	S	S
All-Wheel-Drive system (AWD)†	0	0	S
SUSPENSION & BRAKES			
4-wheel disc brakes	S	S	S
Brake assist	S	S	S
Electronic Parking Brake (EPB)	S	S	S
Anti-lock Brake System (ABS) with Electronic Brake Force Distribution (EBFD)	S	S	S
Front independent strut suspension with coil springs	S	S	S
Rear independent multi-link suspension with coil springs	S	S	S
Front and rear torsion bar stabilizers	S	S	S
Hill Launch Assist (HLA)	S	S	S
Rack-and-pinion column assist-type electric power steering	S	S	S
Dynamic Stability Control (DSC)	S	S	S
Traction Control System (TCS)	S	S	S
SAFETY & SECURITY			
Dual front air bags, front side air bags and dual side air curtains	S	S	S
Roll-over sensor for side air curtains and air bags	S	S	S
Passenger's air bag sensor	S	S	S
Anti-theft alarm system	-	S	S
Engine immobilizer theft-deterrent system	S	S	S
3-point seat belts for all occupants	S	S	S
Height-adjustable front and rear seat head restraints	S	S	S
Blind Spot Monitoring System (BSM) with Rear Cross Traffic Alert (RCTA)	-	S	S
Smart City Brake Support (SCBS)	-	-	TECH
Smart Brake Support (SBS)	-	-	TECH
Forward Obstruction Warning (FOW)	-	-	TECH
Lane Departure Warning System (LDWS)	-	-	TECH
Mazda Radar Cruise Control (MRCC)	-	-	TECH
Driver's and passenger's seat-belt pretensioners	S	S	S
Integrated child-seat anchors	S	S	S

CX-5 FEATURES (cont'd)

EXTERIOR	GX	GS	GT
Body-coloured door handles	S	S	S
Body-coloured lift-gate garnish	S	S	S
Body-coloured rear roof spoiler	S	S	S
Body-coloured power-operated heated door mirrors	S	S	S
Turn signal on door mirrors	S	S	S
LED high-mount stop lamp	S	S	S
Privacy glass	CP	S	S
Automatic headlight shut-off	S	S	S
Automatic on/off headlights with dusk sensor	-	S	S
LED headlights with signature lighting	-	-	S
Adaptive Front Lighting System (AFS) with automatic headlight levelling	-	-	S
High Beam Control system (HBC)	-	-	TECH
Fog lights	-	S	-
LED fog lights	-	-	S
LED taillights	-	-	S
Variable speed intermittent windshield wipers	S	-	-
Rain-sensing intermittent windshield wipers	-	S	S
Rear intermittent windshield wiper and washer	S	S	S
Tailpipe finisher	S	S	S
Mouldings for roof rack	S	S	S
WHEELS & TIRES			
17" styled steel wheels with 225/65R17 all-season tires	S	-	-
17" alloy wheels with 225/65R17 all-season tires	CP	S	-
19" alloy wheels with 225/55R19 all-season tires	-	-	S
Tire Pressure Monitoring System (TPMS)	S	S	S
Temporary spare tire	S	S	S
COMFORT & CONVENIENCE			
Air conditioning with pollen filter	S	S	S
Dual-zone automatic climate controls	-	-	S
Steering-wheel-mounted cruise controls	S	S	S
Tilt and telescopic steering wheel	S	S	S
Speed-sensing power door locks	S	S	S
Power windows with driver's one-touch up and down feature and timer	S	S	S
Remote keyless entry system with panic alarm	S	S	-
Push Button Start	S	S	S
Advanced Keyless Entry System (keyless entry and start) with panic alarm	-	-	S
Driver's and passenger's sunvisors with covered vanity mirrors	S	-	-
Driver's and passenger's sunvisors with illuminated covered vanity mirrors	-	S	S
Auto-dimming rearview mirror with HomeLink® garage door opener	-	-	S
Rear heater ducts	S	S	S
Illuminated entry	S	S	S
Front power outlet	S	S	S
Cargo area power outlet	S	S	S
Cargo area light	S	S	S
Navigation system	-	-	S
Rearview camera	-	S	S
HMI Commander Switch	CP	S	S
Power glass moonroof with tilt and slide	-	S	S

SEAT & TRIM	GX	GS	GT
Reclining front passenger's seat	S	S	S
6-way manually adjustable driver's seat	S	-	-
6-way power-adjustable driver's seat with manual lumbar support	-	S	-
8-way power-adjustable driver's seat with power lumbar support	-	LP	S
Manual height adjustment on front passenger's seat	-	S	S
Heated front seats	-	S	S
60/40-split fold-down rear seatback	S	-	-
40/20/40-split fold-down rear seatback with remote fold-down function	-	S	S
Cloth upholstery	S	-	-
Premium cloth upholstery	-	S	-
Leather-trimmed upholstery	-	LP	S
Leather-wrapped steering wheel	-	LP	S
Leather-wrapped shift knob	-	LP	S
INSTRUMENT PANEL & STORAGE			
Exterior temperature gauge	S	S	S
Tachometer	S	S	S
Warning lights for low fuel level, low windshield washer fluid, door ajar, check engine, oil pressure and air bags	S	S	S
Trip computer	S	S	S
Monochromatic display screen	S	-	-
7" colour touchscreen display with MAZDA CONNECT	CP	S	S
Overhead console with sunglasses holder	S	S	S
Front console with cup holders	S	S	S
Rear seat centre armrest with cup holders	-	S	S
Front and rear door storage pockets with bottle holders	S	S	S
Driver's and passenger's seatback pockets	S	S	S
AUDIO			
AM/FM CD player with 4 speakers	S	-	-
AM/FM CD player with 6 speakers	-	S	-
AM/FM CD player with 9-speaker premium Bose® audio system with Centerpoint® 2 Surround Sound System and AudioPilot® 2 noise compensation technology	-	-	S
MP3 functionality on CD player	S	S	S
SiriusXM™ Satellite Radio (free 6-month subscription)	-	-	TECH
Steering-wheel-mounted audio controls	S	S	S
Steering-wheel-mounted Bluetooth® controls with Audio Profile	CP	S	S
SMS text message function*	CP	S	S
USB port and auxiliary audio input jack	S	S	S
2nd USB port	-	S	S

S = Standard O = Optional CP = Convenience Package LP = Luxury Package
TECH = Technology Package - = Not available

CX-5 PACKAGES

CONVENIENCE PACKAGE (GX): Privacy glass, 17" alloy wheels, HMI Commander Switch, 7" colour touchscreen display, steering-wheel-mounted Bluetooth® controls with Audio Profile, and SMS text message function*.

LUXURY PACKAGE (GS WITH ALL-WHEEL DRIVE SYSTEM ONLY): 8-way power-adjustable driver's seat with power lumbar support, leather-trimmed upholstery, leather-wrapped steering wheel, and leather-wrapped shift knob.

TECHNOLOGY PACKAGE (GT): Smart City Brake Support (SCBS), Smart Brake Support (SBS), Forward Obstruction Warning (FOW), Lane Departure Warning System (LDWS), Mazda Radar Cruise Control (MRCC), High Beam Control system (HBC), and SiriusXM™ Satellite Radio.

†AWD on the GX is only available on the 6AT with Convenience Package.

*Text messaging function is only compatible with certain devices.

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™ "SiriusXM," the SiriusXM logo, channel names and logos are trademarks of SiriusXM Radio Inc. and are used under license.



CX-5 ACCESSORIES. IT'S YOUR MAZDA - MAKE IT YOUR OWN.

Customize your new CX-5 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.



01 // M008 ALLOY WHEELS /

Put a new spin on your CX-5 with your choice of stylish alloy wheels, including our hot new 19" M008s.

02 // ROOF RACK /

This versatile Roof Rail and Crossbar system is the foundation for holding all sorts of gear. It can accommodate a range of specific attachments to carry things like bikes, skis, snowboards and more.



05 // REAR BUMPER GUARD /

Our durable stainless steel Rear Bumper Guard helps protect the rear bumper from chips and scratches when you're loading or unloading your gear.



03 // RETRACTABLE CARGO COVER /

Keep your valuables out of view from prying eyes. Our Cargo Cover is easy to install and remove, for hassle-free loading.



06 // ALL-WEATHER FLOOR MATS /

Help keep the great outdoors in its place. Custom-fitted to your CX-5, these All-Weather Floor Mats guard against snow, mud, sand and whatever else comes through the door.



04 // NAVIGATION SYSTEM /

Enjoy all the advanced features of today's navigation devices, including voice commands and advanced lane guidance with our available navigation system. The system even offers a 3D interactive map with step-by-step audio directions.



07 // MAZDA MOBILE START /

Enhance your driving experience with Mazda Mobile Start - the only Smartphone Remote Engine Start system engineered specifically for your CX-5. Start, lock and unlock your Mazda, activate climate control and find your car from virtually anywhere. Ask your dealer for details.



Visit mazda.ca for Accessory options.

Mazda

UNLIMITED

3-YEAR
NEW VEHICLE
UNLIMITED MILEAGE WARRANTY

3-YEAR
ROADSIDE ASSISTANCE
UNLIMITED MILEAGE

5-YEAR
POWERTRAIN
UNLIMITED MILEAGE WARRANTY

7-YEAR
ANTI-PERFORATION
UNLIMITED MILEAGE WARRANTY

NEVER STOP IMPROVING. NEVER STOP PUSHING THE LIMITS.
THIS IS THE MAZDA WAY.
AND IT'S THE PHILOSOPHY THAT GUIDES EVERYTHING WE DO,
FROM THE ENGINEERING AND DESIGN OF OUR NEW VEHICLES
TO THE KIND OF WARRANTY WE OFFER.

**A first-of-its-kind warranty that lets you drive
as much as you want, as far as you want.**

It should come as no surprise that Mazda, a car company committed to an unrivalled driving experience, would defy convention to introduce a revolutionary new warranty program that lets you keep on driving. Introducing Mazda Unlimited, a first-of-its-kind warranty that lets you drive as much as you want, as far as you want. There are no limits on how far you can go. This is the Mazda Way.

What does Mazda Unlimited mean for you?

- Added confidence in the quality of the product you are driving
- Added protection, knowing Mazda will be there, kilometre after kilometre
- Added value, knowing that if you ever sell, trade or upgrade to a new vehicle during the warranty period, **Mazda Unlimited** will be transferable to the new owner
- Added peace of mind, knowing that there are no limits to how far you can go

To learn more about the Mazda Unlimited Warranty, visit mazdaunlimited.ca.

EVERY MODEL IN THE MAZDA LINE-UP
 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.
 THIS IS THE MAZDA WAY.



MAZDA CX-5



MAZDA 2



MX-5



MAZDA 3



MAZDA 3 SPORT



MAZDA 6



MAZDA 5



CX-9

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 see 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 choice, 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
- / Earn your trust
- / Respect and value your time
- / Give you useful information and advice
- / Help you make the best decision

Getting the personalized experience you deserve at your Mazda Dealer.

This is the Mazda Way.

FINANCING WITHOUT THE FUSS Whether you're buying or leasing a new Mazda, or a used vehicle, Mazda Financial Services can help make the financing process more convenient and satisfying. Mazda Financial 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 mazda.ca.

MAZDA ROADSIDE ASSISTANCE PROGRAM As part of our commitment to your total satisfaction, 2016 CX-5 owners are automatically enrolled in our Roadside Assistance Program. Roadside Assistance protects your CX-5 for the duration of the 3-year basic limited warranty. Should you require assistance during this period, our service will help to get your vehicle back on the road and minimize any inconvenience. For complete details on this program, see your Mazda Dealer or visit mazda.ca.

MAZDA MOBILITY ASSISTANCE PROGRAM Mazda Canada believes that vehicle access is vital for everyone. Under this program, physically challenged customers who purchase or lease a new, unused Mazda vehicle may be eligible to receive assistance from Mazda Canada Inc. to aid with the cost of acquiring and installing adaptive driving aids on their vehicle. For complete details on this program, see your Mazda Dealer.

MAZDA TEST-DRIVE EXPERIENCE Exhilaration begins with the Mazda Test-Drive Experience - a uniquely designed road trip engineered to take you miles beyond the ordinary test-drive. Down local streets, on-ramps, highways and off-ramps. Through straightaways, S-curves and corners. It's all about putting a Mazda to the test under real-world conditions. It's about discovering the superb acceleration, braking, steering, handling and ride quality that every Mazda offers. And rediscovering that fun, connected-to-the-road feeling we call Zoom-Zoom.

READY TO ROLL Our pre-delivery commitment means every new Mazda is inspected, gassed up and fitted with floor mats.



For peace-of-mind motoring, we've created Mazda Added Protection Plan (M.A.P.) extended warranty plans. M.A.P. plans complement your Mazda Limited Warranty and protect you from unexpected repair expenses and the rising cost of repairs. All M.A.P. plans include Personal Budget and Repair Inflation Protection. In addition, all M.A.P. plans include Premium Roadside Assistance, Tire Road Hazard coverage and OEM Collision Part Coverage. Premium Roadside Assistance extends the roadside assistance coverage offered during the new-vehicle limited-warranty period throughout the M.A.P. term. The Premium Roadside Assistance offers Towing, Winching, Battery Boost, Out-of-Fuel Coverage, Tire Service, Lockout Service, Emergency Travel Expense Reimbursement and Travel Planning and Dealer Locator. Should you ever decide to sell your Mazda vehicle, M.A.P. is transferable to future owners and will enhance the resale value of your vehicle. The Mazda Added Protection Plan is fully backed and administered by Mazda Canada Inc. For more information, please contact your Mazda Dealer.



Ask your dealer about Mazda's competitive program for recent university and college graduates.

Product changes and options availability: Following publication of this brochure, certain changes in standard equipment, options, prices and the like, or product delays may have occurred which would not be included in these pages. Your Mazda Dealer is your best source for up-to-date information. Mazda reserves the right to change product specifications at any time without incurring obligations. Options and accessories shown or described in this brochure are available at extra cost and may be offered only in combination with other options or subject to additional ordering requirements or limitations. E. & O. E.

IT TAKES CONVICTION TO STAND UP TO THE NAYSAYERS.
A CREATIVE FIRE THAT'S UNAFRAID OF THE BLANK PAGE.
AND THE 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, OUR SKYACTIV TECHNOLOGY IS CHANGING THE GAME.
IT'S HOW WE REINVENTED THE GASOLINE ENGINE,
DRAMATICALLY IMPROVING ITS EFFICIENCY
WITHOUT SACRIFICING HEART-POUNDED PERFORMANCE.
IT'S HOW WE ENGINEERED A LIGHTER CAR THAT'S EVEN STRONGER,
SAFER, MORE RESPONSIVE, AND MORE EXHILARATING TO DRIVE.
THESE ARE ACTIONS, NOT WORDS. PROOF, NOT THEORIES.
MAKING THE IMPOSSIBLE POSSIBLE.

THIS IS THE MAZDA WAY.



zoom-zoom

Find out more on:   



Get more detailed information on your CX-5. Check out our website at mazda.ca for specifications and features, option packages, pricing, financing, to get a quote and find a dealer near you.

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