

2017 MAZDA CX-9



DOES DRIVING MATTER?

Does a long, winding road or an empty highway on Sunday morning matter if the car you're driving doesn't take advantage of the moment?

Does safety, technology, efficiency or even beauty matter, if a car doesn't feel right in your hands?

If you build Mazdas, driving is what matters most.

That's why everything we do has one purpose... to make driving better.

Like creating safety technology that inspires confidence.

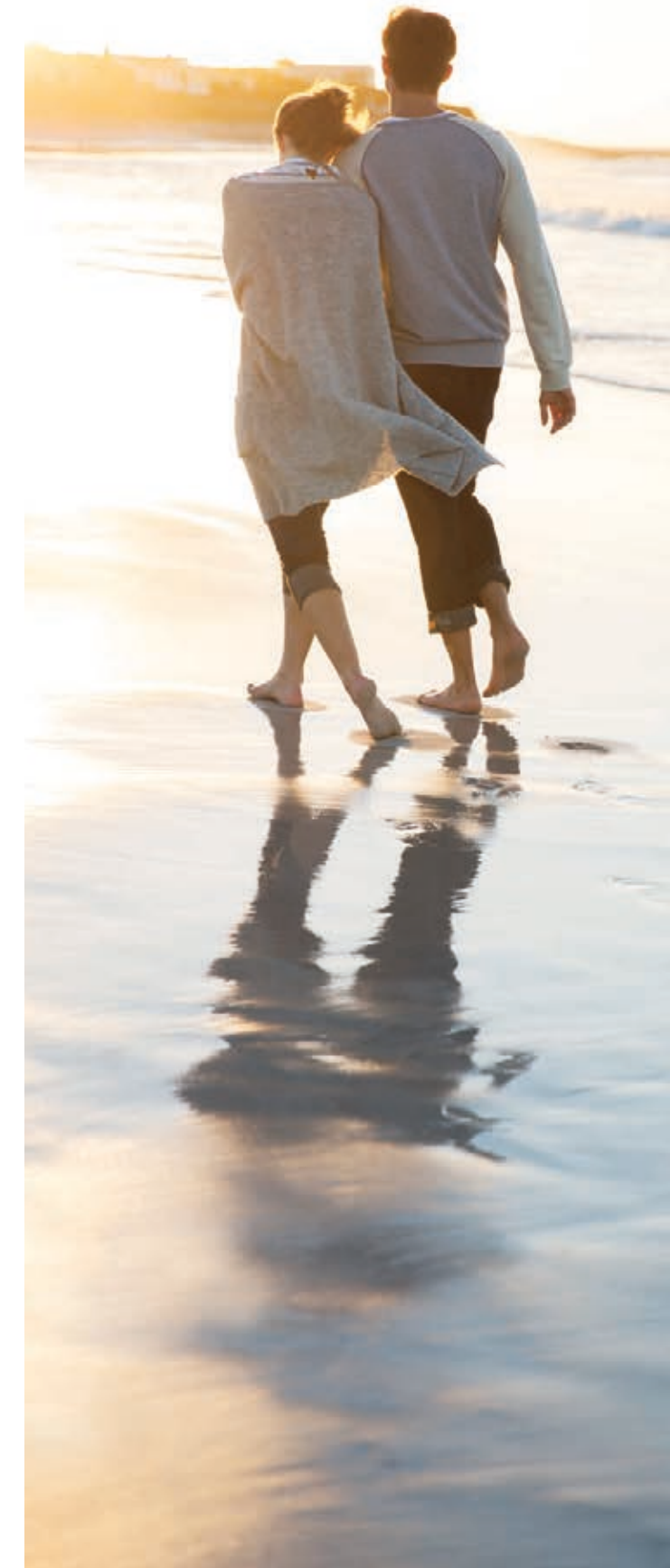
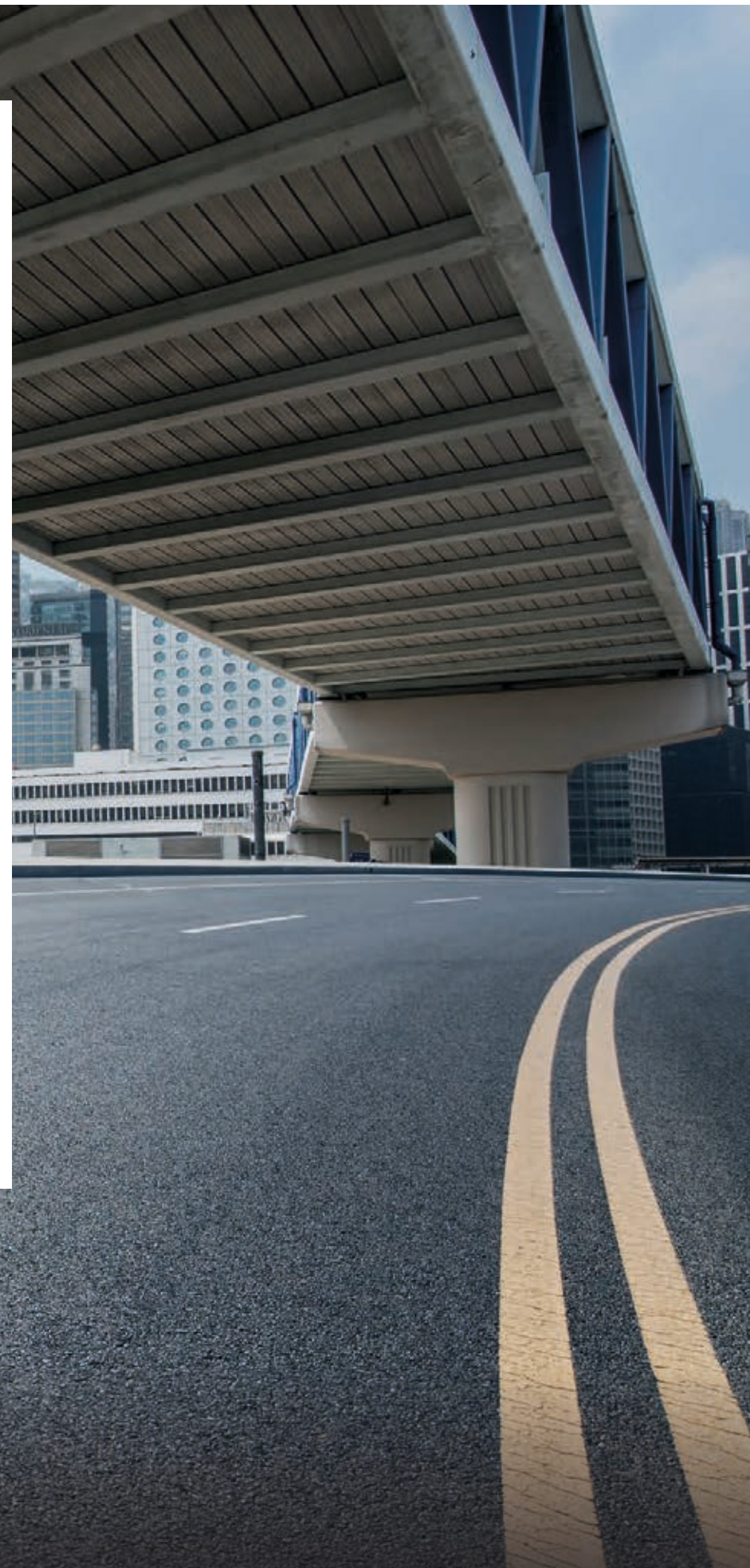
Engine technology that makes our cars and SUVs more fuel efficient, responsive. And sticky in the turns.

With designs that capture motion, even when the car isn't moving.

What's better than a great driving car?

A car company that won't build anything less.

MAZDA
DRIVING MATTERS





INTRODUCING THE DRIVER'S SUV.

To Mazda, Driving Matters. It's what inspired us to reimagine our three-row crossover SUV and create our most premium and innovative vehicle yet. The CX-9 is designed to impress in every way, offering an athletic yet sophisticated exterior, agile handling, advanced connectivity, cutting-edge safety technology and exquisite interior detailing. Plus, with the all-new SKYACTIV-G 2.5 T Dynamic Pressure Turbo engine technology, it delivers more power when you need it most - all while achieving exceptional fuel efficiency.

Why did we obsess over improving every detail of the CX-9? Because you wouldn't expect anything less from an SUV built for drivers.

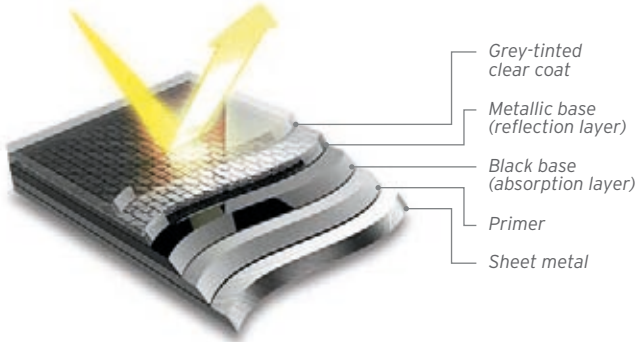
EXPERIENCE DRIVING EXHILARATION - BEFORE YOU GET BEHIND THE WHEEL.

Extraordinary design creates a powerful presence. Athletic elegance is expressed in a muscular stance, elongated hood and tapered roofline. In front, a new five-sided grille, signature wing and piercing headlight design make a dramatic impression.



Julien Montousse
MAZDA NORTH AMERICAN OPERATIONS DESIGN DIRECTOR

"Mazda's design philosophy is based on the idea of breathing life into the car's form, creating an emotional bond between driver and his or her car. Combine this belief with our passion for craftsmanship and you begin to see why we view the process of creating Mazda cars as a work of art."



EVEN THE PAINT IS INNOVATIVE

Machine Grey Metallic is a new signature paint from Mazda, offering the lustre and depth reserved for concept vehicles. Conceived by the creative minds of our designers, this rich hue is the result of myriad spray processing innovations.

Aluminum paint flakes align in a uniform pattern that parallels the surface of the CX-9's body panels for dramatic hues with intense luminosity and a reflective, liquid-like quality.



魂動

KODO : SOUL of MOTION

Shown with available accessory Roof Rails.

AMAZING THINGS ARE POSSIBLE WHEN DRIVING MATTERS.

Performance innovations are everywhere in the CX-9. Starting with the groundbreaking SKYACTIV-G 2.5 T Dynamic Pressure Turbo engine - delivering a higher level of power at lower levels of rpm. Impressive, considering the CX-9 offers best-in-class[†] 310 lb ft of torque at 2,000 rpm, substantially more than the Infiniti QX60 and Acura MDX.

The engine's innovative 4-3-1 exhaust manifold and closely controlled high-flow exhaust gas valve allow air to flow into the turbine more quickly. The result? Generous power and smooth acceleration from the moment you step on the pedal. It's a new level of fluid and immediate power that makes your everyday driving experience better.

When it comes to recreational and practical towing options, take advantage of the CX-9's 1,588 kg (3,500 lbs) of towing capacity.

BEST-IN-CLASS COMBINED FUEL ECONOMY UP TO AN ESTIMATED

L/100 KM CITY* L/100 KM HWY* L/100 KM COMBINED*
10.6 / 8.4 / 9.6

BEST-IN-CLASS STANDARD TORQUE[†]

310 LB FT

CONSPICUOUS UNCONSUMPTION

From its body construction and engine technology, to its chassis and transmission, the CX-9 is engineered with SKYACTIV TECHNOLOGY to maximize driving dynamics and minimize carbon footprint. This principle guided us to reduce the weight of the new CX-9 by over 113 kg (250 lbs), yet improve performance and achieve a best-in-class combined fuel economy rating.*

SKYACTIV TECHNOLOGY

mazda.ca/skyactiv

*The 2017 CX-9 achieves best-in-class combined fuel economy ratings as compared to 2016 and 2017 model year non-hybrid, 3 row-SUVs within the intermediate SUV segmentation in Canada at time of brochure creation. Fuel consumption values were determined using approved test methods based on EnerGuide fuel consumption ratings published by Natural Resources Canada. Your actual fuel consumption may vary depending on how, where and when you drive. For comparison purposes only.
†The 2017 CX-9 achieves best-in-class standard torque as compared to 2016 and 2017 model year vehicles at their base MSRP within the intermediate SUV segmentation in Canada at time of brochure creation.





i-ACTIV AWD

COUNTLESS SENSORS, ONE GOAL: MAKING YOU FEEL MORE SECURE ON THE ROAD.

Feeling safe and in control behind the wheel is essential. Our available predictive all-wheel-drive technology, *i-ACTIV AWD**, operates automatically to help you navigate ever-changing road conditions.

A multitude of sensors already in place in every CX-9 are put into action to monitor and forecast your vehicle's operating conditions. Everything from the outside temperature and windshield wiper use, to accelerating and braking patterns, is used to predict when AWD might be needed to help deliver ideal traction *before* the wheels slip. Electromagnetic clutch technology instantly apportions power to the front and rear wheels in accordance with the condition of the road surface and data from your vehicle. It's complex technology that simply delivers greater grip.

CONFIDENT DRIVING IS BETTER DRIVING

i-ACTIV AWD empowers you on all terrains and road conditions. One example: If you drive over a patch of snow, the *i-ACTIV AWD* system goes into action immediately. The electromagnetic active torque control coupling instantly distributes torque between front and rear axles, reducing wheel slippage and helping you stay on your intended path.

*Optional on the GS model and standard on the GS-L, GT and Signature models.



EVERYONE FEELS LIKE IT'S CUSTOM-MADE JUST FOR THEM. ESPECIALLY THE DRIVER.

Driving is more enjoyable when you feel closely connected to the road. To create the ultimate driver's cockpit, we considered every detail. From the moment you sit down, your personalized settings in your 8-way power-adjustable driver's seat - including lumbar support - help keep you comfortable on long and short commutes, while the leather-wrapped steering wheel and shift knob in your grip add a touch of luxury. A modern, uncluttered instrument panel sharpens your focus on the road ahead - with special attention paid to the finer points, like unified type styles that offer an easy-to-read, clean look.

A new available Active Driving Display* projects key driving, safety and navigation information on the windshield, directly in your line of sight. While the HMI Commander switch on the centre console allows you to easily control the functions on your MAZDA CONNECT infotainment system - all viewable on your full-colour display. Everywhere you look reflects premium, driver-centric design.

*Standard on the GT and Signature models.



SMALL DETAILS MAKE A BIG IMPRESSION.

Subtle touches of light create a premium experience with our new available luminous signature front grille accent lighting* and interior LED lighting details[†]. Even the centre console brightens and the instrument cluster comes alive with lights that pulse upon ignition.

*Standard on the Signature model.
[†]Standard on the GT and Signature models.

CAREFULLY CRAFTED DETAILS.

For 2017, we present the CX-9 Signature, our most sumptuous combination of premium materials and elegant design yet. Inside, you'll find rich handcrafted materials such as Nappa leather-trimmed seats, genuine aluminum and genuine Rosewood trim - the same wood used to create fine musical instruments. Other premium touches include signature front grille accent lighting and interior LED lighting that illuminates the seats, door pockets and door pulls, creating a soothing interior ambiance. Every detail is designed to elevate your driving experience.



SEVEN SEATS. COUNTLESS MEMORIES.

Be ready for any adventure, especially the adventures of everyday life, with generous passenger space and creative storage options that eliminate chaos. From the moment your passengers step in, manoeuvring the seats is so easy a child can do it. Simply use the release lever to tilt and slide the second-row seat forward to access the third row - without the need to remove an installed child seat.

Your family will also enjoy extra space with more second- and third-row legroom than the Toyota Highlander. When you're ready to transform the CX-9 into a sleek and elegant-looking ride for an adults' night out, a multitude of hidden storage spaces in the console, centre armrests, glove compartment, seatback pockets and bins at the bottom of the doors keep essential items close, but out of the way.



"...THE CABIN'S CLEAN DESIGN IMPARTS A RICH, PREMIUM FEEL."

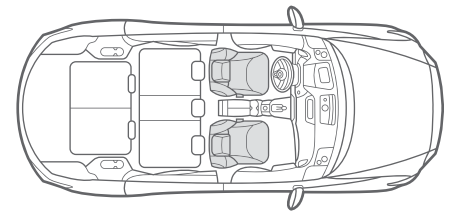
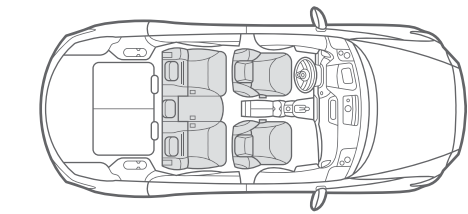
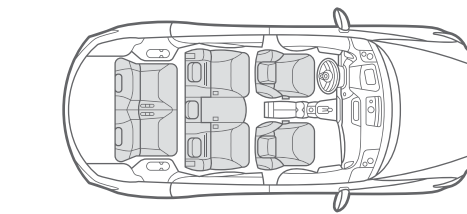
- caranddriver.com

THERE'S ALWAYS ROOM FOR AN ADVENTUROUS SPIRIT.

Abundant space provides limitless cargo flexibility. Fold down the third-row seatbacks and take advantage of a generous 1,082 L of space* - plenty of room for three large suitcases, a few shopping carts of groceries and five comfortable passengers. For even more space, fold down the second-row's 60/40-split fold-flat seatback for a total of up to 2,017 L - room for spontaneous adventures. With the push of a button, the available Height-Adjustable Power Rear Liftgate[†] provides effortless access to your cargo.



*Please remember to properly secure all cargo.
†Standard on the GS-L, GT and Signature models.





INFOTAINMENT AT YOUR LEISURE.

MAZDA CONNECT makes staying informed and entertained effortless. Explore the possibilities, including audio, hands-free phone, the available navigation system, and so much more. Everything is easily controlled using the convenient multifunction HMI Commander control and viewable full-colour display. You can even do the impossible: Please the whole family, because passengers in the second row can connect to their own electronic devices using the available dual USB ports*.



ENTERTAIN

Explore new music and infotainment options via your Bluetooth®-enabled and internet-connected device. With the Aha™ internet radio app, you can connect to your Facebook and Twitter feeds or thousands of other streaming content offerings. Plus, enjoy integrated internet-radio apps such as Stitcher™ or simply pick from your own playlist.



COMMUNICATE

With voice commands, making and receiving calls is as easy as pushing a button and saying hello. With Bluetooth® hands-free phone and audio streaming, you stay entertained while streaming audio from your compatible mobile device. And SMS text message audio delivery and reply allows you to enjoy fully integrated text display and audible readout.



NAVIGATE

Our available factory-integrated Mazda Navigation System* offers the advanced features of today's navigation devices, including voice commands and advanced lane guidance. Plus, 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.



HMI COMMANDER CONTROL



PREMIUM SOUND. CUSTOM DESIGNED FOR THE CX-9.

Every vehicle has a unique acoustic signature. To create a customized, premium sound experience for the CX-9, Mazda and Bose® collaborated closely and considered hundreds of factors, from cabin size and materials to seat positioning and the unique sound variances of today's digital devices. The result? Our custom signature Mazda Sound, which emphasizes power, clarity and imaging. Using an available Bose® Premium Sound System† featuring Centerpoint® 2 surround technology, music harmonizes perfectly within the CX-9's cabin structure. The system includes 12 Bose® high-performance speakers and patented technology that features Bose® SurroundStage® signal processing and AudioPilot® 2 noise compensation. No matter where you sit in the CX-9, Mazda Sound offers rich, stunning sound that emulates a live performance.



*Standard on GT and Signature models and available with accessory SD card on GS and GS-L models.
 †Standard on the GT and Signature models.
 ‡Standard on the GS-L, GT and Signature models.

BY REDUCING NOISE, WE ENHANCED THE SOUND.

To elevate your driving experience, we subdued unwelcomed sounds, diminished the noise of engine vibrations and added 24 kg of sound-deadening materials to the floorboard. We incorporated sound-insulating glass and narrowed gaps, and added more seal insulation to further prevent exterior wind noise from disturbing the cabin. Whether you're enjoying the peace and quiet of driving alone or trying to better hear the conversations of your passengers within the cabin, every effort was made to make driving less distracting and more relaxing.



Aerodynamic design

Reduced exterior gaps

Added seal insulation

Driver- and passenger-side sound-insulating glass



Fine-tuned engine reduces vibration sound

24 kg (53 lbs) of sound-deadening materials in the floorboard

Shown with available accessory Roof Rails.

i-ACTIVSENSE

WITH THREE ROWS OF PRECIOUS CARGO, SAFETY MUST COME FIRST.

Driving is more enjoyable when your vehicle feels like a safe haven in a hectic world. The CX-9's comprehensive suite of standard and available i-ACTIVSENSE safety features uses sophisticated technologies like lasers and radar to help you get a better sense of your surroundings, making you more aware of hazards on the road. New for 2017, Smart City Brake Support is now standard on all CX-9 models.



ADVANCED BLIND SPOT MONITORING (ABSM)

The available Advanced Blind Spot Monitoring (ABSM) system^{†▲} uses radar sensors to detect objects in your left and right blind spots, then alerts you with a warning light 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. On the CX-9, the system is even advanced enough to alert you *before* a fast-approaching vehicle enters your blind spot.



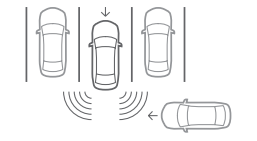
SMART CITY BRAKE SUPPORT (SCBS)

City driving offers its own treacherous obstacle courses. In order to help avoid or reduce the severity of a collision, all models offer Smart City Brake Support (SCBS). When travelling at speeds between about 4-30 km/hour, this intuitive system detects objects ahead and prepares the vehicle by adjusting brake pads closer to the disc. If no driver action is taken, the system automatically applies the brakes.



SMART BRAKE SUPPORT (SBS)

Similar to Smart City Brake Support (SCBS), Smart Brake Support (SBS)[†] can help avoid or reduce the severity of a collision at higher rates of speed (above 15 km/hour), like highway driving. 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 will engage.



REAR CROSS TRAFFIC ALERT (RCTA)

When backing up, the available Rear Cross Traffic Alert (RCTA)^{†▲} detects a vehicle approaching from the side and promptly alerts the driver with an audible warning, as well as a visual warning in either side mirror and on your centre console display screen.



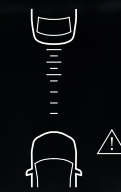
ADAPTIVE FRONT-LIGHTING SYSTEM (AFS)

Select models offer our Adaptive Front-lighting System (AFS)^{*}. These headlights are specifically designed to help you see around corners at night. As you turn into a corner, the headlights pivot 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 SYSTEM (HBC)

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



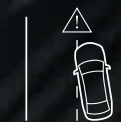
DISTANCE RECOGNITION SUPPORT SYSTEM (DRSS)

At speeds above 30 km/hr, the Distance Recognition Support System (DRSS)[†] measures the distance between your vehicle and the vehicle ahead and recommends a comfortable following distance. If your vehicle encroaches on this distance, a warning light illuminates.



MAZDA RADAR CRUISE CONTROL (MRCC)

Simply preset the vehicle speed and distance and available Mazda Radar Cruise Control (MRCC)[†] will work within a set speed range to help you maintain a safe distance between you and the preceding vehicle, down to 30 km/hour.



LANE DEPARTURE WARNING SYSTEM (LDWS)

The available Lane Departure Warning System (LDWS)[†] gives audible and visual warnings when the vehicle is about to unintentionally depart from its lane at a speed of 60 km/hour or higher.



LANE-KEEP ASSIST SYSTEM (LAS)

This available Lane-keep Assist System (LAS)[†] advanced safety system adds an extra level of guidance. When it senses a potential unintentional lane departure, Lane-keep Assist will aid in steering your CX-9 to guide it back to the centre of the lane.

^{*}Standard on the GT and Signature models.
[†]Available on the GT model with Technology Package and standard on the Signature model.
[‡]Standard on the GS-L, GT and Signature models.
[▲]Always check your mirrors. Be aware of the traffic around you.



Shown with available accessory Roof Rails.

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

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



ROOF RACK

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



LED FOG LIGHTS

Shed extra light on the road and help make your drive easier in hazardous conditions such as fog, rain, snow or dust with long-lasting, cool-running, energy-efficient LED fog lights.



COLLAPSIBLE CARGO CARRIER

You've got a lot more to do than shop for groceries. This roomy carrier* helps you pack in plenty of supplies, then lifts out and folds away flat to free up cargo space for your next errand.



MAZDA MOBILE START

Did you lock your car or not? Know for sure with the convenience of our smartphone-controlled Mazda Mobile Start App. Lock or unlock your doors, start the engine, turn on the rear defroster or use the Carfinder function from just about anywhere. 1-year subscription included. Visit MazdaMobileStart.com.



NAVIGATION SYSTEM

This convenient system integrates with your Mazda's display screen to offer advanced lane guidance and a 3D interactive map – all with the ability to be controlled with voice commands.



PREMIUM FLOOR LINERS

Combine style and function with our custom-fitted premium floor liners. Features patented anti-skid fibre technology, a striking design, and will protect your CX-9 for years to come.

VISIT MAZDA.CA FOR ACCESSORY OPTIONS.

*Please remember to properly secure all cargo.

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

MAZDA VEHICLES ARE DESIGNED TO BE DRIVEN, AND TO PROVE IT, WE'VE INTRODUCED MAZDA UNLIMITED - THE ONLY WARRANTY PROGRAM OF ITS KIND IN CANADA.

Mazda Unlimited features unlimited mileage for our 3-year New Vehicle, 3-year Roadside Assistance, 5-year Powertrain and 7-year Anti-Perforation warranties, so you can focus on every thrilling moment spent behind the wheel instead of the odometer.

Standard on all new models.

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.

A SHARED LOVE OF EXHILARATION AND PERFORMANCE.

Mazda is the proud sponsor of one of Canada's premier athletic organizations. Canada Snowboard is an organization close to our heart. Snowboarding is a uniquely Canadian sport - a sport that revels in the thrill of a good run and developing the performance chops to rise to the occasion and win.

Watch these exhilarating athletes in action at:

mazda.ca/en/sponsorships/canada-snowboard/



Photo by André-Olivier Lyra



Photo by André-Olivier Lyra



Photo by Dany Vachon

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.

From the factory to your first test drive, and to every drive you'll ever make in a Mazda, we're here to make driving better.

BECAUSE DRIVING MATTERS.

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, 2017 CX-9 owners are automatically enrolled in our Roadside Assistance Program. Roadside Assistance protects your CX-9 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.



ADDED PROTECTION

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.



GRADUATE PROGRAM

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.

ZOOM-ZOOM



Find out more on:



Get more detailed information on your CX-9. 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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DRIVING MATTERS

