

2016 MAZDA CX-9



ZOOM-ZOOM

DOES DRIVING MATTER?

Does a long, winding road or an empty freeway on Sunday morning matter if the car you're in 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 makes driving better.

Like safety technology that inspires confidence.

Engine technology that makes our cars and SUVs more fuel-efficient. Yet still responsive.

And 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 the 3-row SUV and create our most premium and innovative vehicle yet. The All-New Mazda CX-9 is designed to impress in every way. It offers athletic, yet sophisticated exterior styling and a refined interior with indulgent details. Thanks to all-new SKYACTIV®-G 2.5T turbo engine technology, the CX-9 delivers more power when you need it most—all while achieving

impressive fuel efficiency. Plus it's loaded with advanced connectivity and safety technologies that give you even more confidence on the road.

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 headlamp design make a dramatic impression.



Julien Montousse
MAZDA NORTH AMERICAN OPERATIONS DESIGN DIRECTOR

“Mazda 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.”

A stylized, handwritten signature of Julien Montousse in white ink on a dark background.



魂動

KODO : SOUL OF MOTION

2016 Mazda CX-9 Signature AWD prototype shown in Machine Gray Metallic



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 available interior LED lighting details. Even the center console brightens and the instrument cluster comes alive with lights that pulse upon ignition.



CAREFULLY CRAFTED DETAILS.

New for 2016, we present the CX-9 Signature, our most indulgent combination of premium materials and elegant design yet. Inside, you'll find rich handcrafted materials, like the Nappa leather-trimmed seats, genuine aluminum and Rosewood trim—the same wood used to create fine musical instruments.

Other premium touches include a leather-wrapped steering wheel and Signature front grille accent lighting. At night, LED lighting illuminates the seats, door pockets and door pulls, creating a soothing interior ambiance. Every detail is designed to elevate your driving experience.





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, the leather-wrapped steering wheel and shift knob and an available 8-way power-adjustable driver's seat with memory create a sense of comfort. 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 Commander control on the center console allows you to easily control the functions on your MAZDA CONNECT™ infotainment system¹—all viewable on your full-color display. Everywhere you look reflects premium driver-centric design.

¹Don't drive while distracted. Even with voice commands, only use MAZDA CONNECT™/ other devices when safe. Some features may be locked out while the vehicle is in motion. Not all features are compatible with all phones. Message and data rates may apply.



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, maneuvering 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, center arm rests, glove box, 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



An easy-to-use release lever lets you access the third row.

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 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—before they happen.



ADVANCED BLIND SPOT MONITORING¹

This available system uses radar sensors to detect objects in your left and right blind spots, then alerts you with a warning light appearing 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.



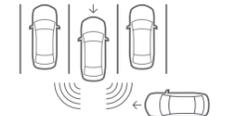
SMART CITY BRAKE SUPPORT²

City driving offers its own treacherous obstacle courses. In order to help avoid or reduce the severity of a collision, select models offer Smart City Brake Support. When traveling at speeds between about 2 and 18 mph, 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 SUPPORT³

Similar to Smart City Brake Support, this system can help avoid or reduce the severity of a collision at higher rates of speed (above 10 mph), like freeway 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 ALERT¹

When backing up, this available feature 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 center console display screen.



ADAPTIVE FRONT-LIGHTING SYSTEM

Select models offer our Adaptive Front-lighting System. 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

Available High Beam Control 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.



LANE DEPARTURE WARNING SYSTEM⁴

This available system gives audible and visual warnings when the vehicle is about to unintentionally depart from its lane at a speed of 37 mph or higher.

LANE KEEP ASSIST⁴

This available advanced safety system performs all the functions of the Lane Departure Warning System, and adds an extra level of guidance. When it senses a potential unintentional lane departure, Lane Keep Assist will aid in steering your Mazda CX-9 to guide it back to the center of the lane.



DISTANCE RECOGNITION SUPPORT SYSTEM⁴

At speeds above 19 mph, this available feature uses radar technology to measure the distance between your Mazda and the vehicle ahead, indicating a recommended following distance. If your vehicle encroaches on this recommended distance, a visual warning shows in your Mazda's information display.

MAZDA RADAR CRUISE CONTROL⁴

Simply preset the vehicle speed and distance, and available Mazda Radar Cruise Control will work within a set speed range to help you maintain a safe distance between you and the preceding vehicle, down to 19 mph.

Always check your mirrors. Be aware of the traffic around you. ¹Smart City Brake Support operates under certain low-speed conditions between about 2 and 18 mph. It is not a substitute for safe and attentive driving. Factors including movement and shape of the object in front of the vehicle, weather and road conditions can all impact automatic stopping. ²Smart Brake Support operates under certain conditions above 10 mph. It is not a substitute for safe and attentive driving. Factors including movement and shape of the object in front of the vehicle, weather and road conditions can all impact automatic brake control and collision warning. ³Not a substitute for safe and attentive driving. There are limitations to the range and detection of the system. Please see your owner's manual for further details.

BY REDUCING NOISE, WE ENHANCED THE SOUND.

To elevate your driving experience, we subdued unwelcomed sounds, diminished the noise of engine vibrations and added 53 pounds 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

53 lbs of sound-deadening materials in the floorboard

INFOTAINMENT AT YOUR LEISURE.

MAZDA CONNECT™¹ makes staying informed and entertained effortless. Explore the possibilities, including audio, hands-free telephone, the available navigation system, and so much more. Everything is easily controlled using the convenient multifunction Commander control, and viewable on the full-color display. You can even do the impossible: please the whole family, because passengers in the second row can charge and enjoy their own electronic devices using the available dual USB charging 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. Or enjoy integrated internet-radio apps such as Pandora® and 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. Thanks to Bluetooth® hands-free phone and audio streaming, you stay entertained with 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. On Android phones, it offers the ability to 'reply' by choosing from a number of preset, standardized return messages.



NAVIGATE

Our convenient available factory-integrated Mazda Navigation System, standard on Grand Touring and Signature models, 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.



COMMANDER CONTROL



PANDORA



¹Don't drive while distracted. Even with voice commands, only use MAZDA CONNECT™ / other devices when safe. Some features may be locked out while the vehicle is in motion. Not all features are compatible with all phones. Message and data rates may apply.



BOSE

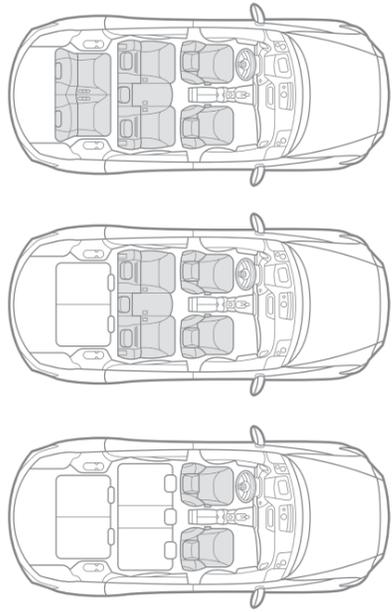
PREMIUM SOUND. CUSTOM DESIGNED FOR THE CX-9.

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 sound 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.



THERE'S ALWAYS ROOM FOR AN ADVENTUROUS SPIRIT.

Abundant space provides limitless cargo flexibility. Fold down the third-row seatbacks and take advantage of up to a generous 38.2 cubic feet of space¹—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 71.2 cubic feet¹—room for spontaneous adventures. With the push of a button, the available Power Rear Liftgate provides effortless access to your cargo.



¹Please remember to properly secure all cargo.



AMAZING THINGS ARE POSSIBLE WHEN DRIVING MATTERS.

Performance innovations are everywhere. Starting with the CX-9's groundbreaking Dynamic Pressure Turbo engine—offering a higher level of power at lower levels of rpm. Impressive, considering the CX-9 offers 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 enjoying the CX-9's recreational and practical towing options, take advantage of 3,500 lbs of towing capacity!

BEST-IN-CLASS COMBINED EPA EST. FUEL ECONOMY RATING³

UP TO
22 CITY / **28** HWY / **25** COMBINED
MPG²



CONSPICUOUS UNCONSUMPTION.

Every aspect of the Mazda CX-9, from its body construction and engine technology to its chassis and transmission, 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 250 lbs, yet improve performance and achieve a best-in-class combined EPA fuel economy rating³ with up to an impressive EPA-estimated 22 city/28 highway/25 combined MPG².

PERFORMANCE + EFFICIENCY

SKYACTIV[®] TECHNOLOGY

¹Up to 3,500 pounds of towing capacities shown are maximums and must be reduced by the weight of any passenger, cargo hitch or optional equipment in the towing vehicle. Please refer to vehicle Owner's Manual for details regarding towing capacities and other valuable information. Towing a trailer will have an effect on vehicle's handling, braking, durability, performance and driving economy. For specific information on recommended or required equipment, see your Mazda Dealer. Hitches are available through manufacturers other than Mazda. ²Based on EPA estimates for 2016 Mazda CX-9 FWD 22 city/28 highway/25 combined MPG. Signature model with standard AWD shown, 21 city/27 highway/23 combined MPG. Actual results will vary. ³Based on comparison of 2016 model year non-hybrid, 2WD/4WD, 3-row mid-size crossover SUVs. Source: Model Year 2016 Fuel Economy Guide, dated February 24, 2016 (www.fueleconomy.gov).





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 actively monitor and forecast your vehicle's operating condition. Everything from the outside temperature and windshield wiper use, to accelerating and braking patterns and other factors, are 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.



"MAZDA UNDERSTANDS THAT JUST BECAUSE YOU NEED A LARGER VEHICLE DOESN'T MEAN YOU HAVE TO MISS OUT ON A REWARDING DRIVING EXPERIENCE OR HIGH STYLE."

- Kelley Blue Book's KBB.com¹

¹From "2016 Mazda CX-9 Bows" on Kelley Blue Book's www.kbb.com. Kelley Blue Book is a registered trademark of Kelley Blue Book Co., Inc.

CX-9 COLORS



Soul Red Metallic*



Jet Black Mica



Deep Crystal Blue Mica



Titanium Flash Mica



Sonic Silver Metallic

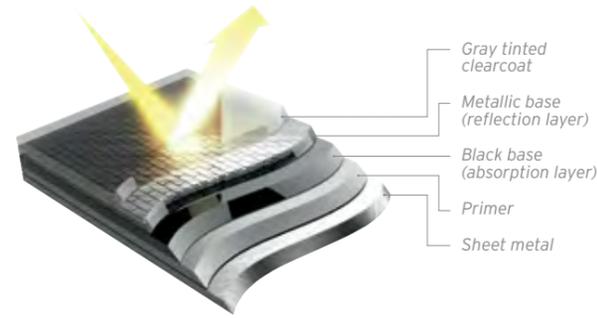


Snowflake White Pearl Mica*

*Extra cost option.



Machine Gray Metallic*



EVEN THE PAINT IS INNOVATIVE.

Machine Gray Metallic: a new signature paint from Mazda offering the luster and depth reserved for concept vehicles. Conceived by the creative minds of our designers, this rich hue is the result of a myriad of 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.

CX-9 SPECIFICATIONS & CAPACITIES

ENGINE

Engine size and type	SKYACTIV®-G 2.5T DOHC 4-cylinder Dynamic Pressure Turbo
Horsepower, SAE net	250 @ 5,000 rpm (with 93 octane fuel) 227 @ 5,000 rpm (with 87 octane fuel)
Torque, SAE net (lb-ft)	310 @ 2,000 rpm
Redline	6,300 rpm
Compression ratio	10.5:1
Body type	SKYACTV-Body with Ring Structure
Turning circle, curb-to-curb (ft)	38.8
Total curb weight (lb)	FWD: 4,054 AWD: 4,301

CAPACITIES

Passenger volume (cu ft)	135.1 (without moonroof)
Cargo volume (cu ft)	14.4 (2nd- and 3rd-row seatbacks up) 38.2 (3rd-row seatback folded) 71.2 (2nd- and 3rd-row seatbacks folded)
Towing capacity (lb)	3,500

EXTERIOR DIMENSIONS

Wheelbase (in)	115.3
Overall length (in)	199.4
Overall width (in)	77.5 (with wheel arch molding)
Overall height (in)	69.0 (with shark fin antenna)
Track, front/rear (in)	65.3 / 65.2
Ground clearance (in)	8.8

INTERIOR DIMENSIONS FRONT / 2ND ROW / 3RD ROW

Headroom without moonroof (in)	39.3 / 38.5 / 35.4
Legroom (in)	41.0 / 39.4 / 29.7
Shoulder room (in)	57.9 / 58.1 / 53.1
Hip room (in)	56.7 / 57.4 / 40.1

TRANSMISSION & DRIVETRAIN

Automatic transmission	SKYACTIV-Drive 6-speed with manual shift and Sport modes
Front-wheel drive	Standard
All-wheel drive	Available i-ACTIV AWD® (Standard on Signature)

STEERING & SUSPENSION

Steering type	Electric power assist steering
Front suspension	Independent MacPherson strut with stabilizer bar
Rear suspension	Independent multi-link with stabilizer bar

BRAKES

Front	12.6-inch power-assisted ventilated disc
Rear	12.8-inch power-assisted solid disc
ABS	4-wheel, 4-channel with Electronic Brakeforce Distribution and Brake Assist

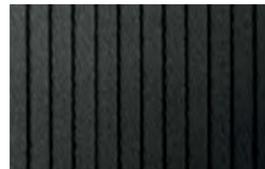
FUEL ECONOMY

EPA-estimated fuel economy ¹ (city/highway/combined)	FWD: 22 / 28 / 25 AWD: 21 / 27 / 23
Fuel capacity (U.S. gallons)	FWD: 19.0 AWD: 19.5
Recommended fuel	Regular unleaded gasoline

CX-9 UPHOLSTERY

SPORT

Black Cloth



Sand Cloth



TOURING AND GRAND TOURING

Black Leather



Sand Leather



SIGNATURE

Auburn Leather



CX-9 WHEELS



18-inch Alloy



20-inch Alloy with Dark Silver finish

SPORT



18-inch Alloy

TOURING



18-inch Alloy

GRAND TOURING



20-inch Alloy with Dark Silver finish

SIGNATURE



20-inch Alloy with Dark Silver finish

BLACK CLOTH



SAND CLOTH



BLACK LEATHER



SAND LEATHER



BLACK LEATHER



SAND LEATHER



AUBURN LEATHER



MAZDA CX-9 SPORT

Includes the following features:

EXTERIOR
LED headlights with auto off
LED daytime running lights
LED taillights
18-inch alloy wheels with P255/60 R18 tires
Body-colored rear roofline spoiler
Power side mirrors with integrated turn signal indicators
Rear privacy glass
Dual exhaust outlets

SAFETY & SECURITY

3-point seatbelts at all seating positions
Advanced dual front air bags ¹ with driver's seat-position and passenger-weight sensors
Engine Immobilizer
Front side-impact air bags ¹ and side-impact air curtains with rollover protection
Dynamic Stability Control ² and Traction Control System
Roll Stability Control
Trailer Stability Assist
Tire Pressure Monitoring System
E911 automatic emergency notification

INTERIOR

Three-zone automatic climate control
Power windows with one-touch auto open/close on all windows
Power door locks with speed-sensing auto lock
Remote keyless entry
Cloth-trimmed seats
Leather-wrapped steering wheel and shift knob
6-way manually-adjustable driver's seat
Trip computer
Outside temperature display
Cruise control
Tilt and telescoping steering column
Steering-wheel-mounted audio, phone and cruise controls
Rearview Camera ³
Audio system with 6 speakers
Auxiliary audio input jack and 2 USB audio input ports
Bluetooth [®] hands-free phone and audio streaming
MAZDA CONNECT™ infotainment system ⁴ with:
- 7-inch full-color touch-screen display
- Multifunction Commander control
- HD Radio™
- Infotainment system voice command
- Aha™ internet radio integration
- Pandora [®] internet radio integration
- Stitcher™ internet radio integration
- Radio Broadcast Data System program information
- SMS text message audio delivery and reply
Dual 12-volt power outlets (front and cargo area)
LED interior illumination
- Front door pockets
2nd-row 60/40 split seatbacks with center armrest and cupholders
3rd-row 50/50 split seatbacks
Rear cargo area storage boxes and under-floor storage

PACKAGES

Power Driver's Seat Package includes 8-way power-adjustable driver's seat with 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 Sport:

EXTERIOR
Power liftgate with programmable height adjustment
Heated side mirrors
Satin-finish front grille surround

SAFETY

Advanced Blind Spot Monitoring ⁵
Rear Cross Traffic Alert ⁵

INTERIOR

8-inch full-color touch-screen display
Mazda Advanced Keyless Entry System
Heated front seats
Leather-trimmed seats (1st- and 2nd-row outboard seating positions)
8-way power-adjustable driver's seat with power-adjustable lumbar support
4-way power-adjustable front passenger seat
2nd-row center folding armrest with integrated storage, cup holders and 2 USB charging ports
Auto-dimming rearview mirror with HomeLink [®]
Dual illuminated visor vanity mirrors

PACKAGES

Touring Convenience Package includes Smart City Brake Support⁶, Rear backup sensors⁷, Mazda Navigation System, Bose[®] Centerpoint[®] Surround Sound System with 12 speakers, SiriusXM Satellite Radio[®] with 4-month trial subscription to the Sirius All Access Package, Auto on/off headlights, LED fog lights, Power sliding-glass moonroof, Rain-sensing windshield wipers, and 2nd-row retractable window sunshades

MAZDA CX-9 GRAND TOURING

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

EXTERIOR
Power sliding-glass moonroof with sunshade
20-inch alloy wheels with P255/50 R20 tires
Auto on/off headlights
Adaptive Front-lighting System
LED fog lights
Bright-finish lower body trim
Rain-sensing windshield wipers
Aluminum roof rails with Satin Chrome finish

SAFETY

Distance Recognition Support System ⁹
High Beam Control
Lane Departure Warning ⁹
Lane Keep Assist ⁹
Mazda Radar Cruise Control ⁹
Smart Brake Support ¹⁰
Smart City Brake Support ⁶
Rear backup sensors ⁷

INTERIOR

Windshield-projected Active Driving Display
Bose [®] Centerpoint [®] 2.0 Surround Sound System with 12 speakers
SiriusXM Satellite Radio [®] with 4-month trial subscription to the Sirius All Access Package
Mazda Navigation System
LED interior illumination
- Front and rear door pockets
- Front door handles and power window switches
- Center console
Genuine aluminum interior trim
Driver's power seat memory
2nd-row retractable window sunshades
Rear door courtesy lights
Multi-information Display

MAZDA CX-9 SIGNATURE

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

DRIVETRAIN
i-ACTIV AWD [®]

EXTERIOR

LED signature grille accent lighting

INTERIOR

Nappa leather-trimmed seats
Auburn-colored interior accents
Leather-wrapped steering wheel with unique stitching
Genuine Rosewood interior trim
LED overhead accent lighting

WE'RE COMMITTED TO OUR DRIVERS.

Every new 2016 Mazda CX-9 is protected by a:

- 3-year/36,000-mile¹ New Vehicle Limited Warranty
- 3-year/36,000-mile¹ 24/7 Emergency Roadside Assistance Program
- 5-year/60,000-mile¹ Limited Powertrain Warranty
- 5-year/unlimited-mileage Warranty Against Body Rust-Through (Anti-Perforation Limited Warranty)

¹Whichever comes first. See dealer for details.



MAZDA EXTENDED CONFIDENCE

Even after your vehicle warranty has expired, Mazda Extended Confidence provides nearly all the same parts and components covered under your New-Vehicle Limited Warranty. Accepted nationwide and utilizing only Mazda Genuine Parts (where available), Mazda Extended Confidence gives you peace of mind for miles beyond your expectations.

FINANCING WITHOUT THE FUSS.



MAZDA CAPITAL SERVICES

Whether you're buying or leasing a new Mazda, Certified Pre-Owned Mazda or a used vehicle, Mazda Capital Services² can help make the financing process more convenient and satisfying. One of the largest auto lenders in America, Mazda Capital 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 MazdaUSA.com.

²The tradename "Mazda Capital Services," as well as the Mazda and Mazda Capital Services logos, are owned by Mazda Motor Corporation or its affiliates and are licensed to JPMorgan Chase Bank, N.A. ("Chase"). Retail/loan and lease accounts are owned by Chase.

¹Always wear your seat belt and secure children in the rear seats in appropriate child restraints. ²Dynamic 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. Factors including speed, road conditions and driver steering input can all affect whether DSC will be effective in preventing loss of control. Please see your owner's manual for further details. ³Rearview Camera does not provide a comprehensive view of the entire rear area of this vehicle. Always check your surroundings. ⁴Don't drive while distracted. Even with voice commands, only use MAZDA CONNECT™/other devices when safe. Some features may be locked out while the vehicle is in motion. Not all features are compatible with all phones. Message and data rates may apply. ⁵Always check your mirrors. Be aware of the traffic around you. ⁶Smart City Brake Support operates under certain low-speed conditions between about 2 and 18 mph. It is not a substitute for safe and attentive driving. Factors including movement and shape of the object in front of the vehicle, weather and road conditions can all impact automatic stopping. ⁷Always check your mirrors and surroundings. ⁸SiriusXM Satellite Radio reception requires a subscription and Mazda satellite radio. Subscriptions to SiriusXM services are sold by SiriusXM after a 4-month trial subscription to the SiriusXM All Access package expires and are continuous until you call SiriusXM at 1-866-635-2349 to cancel. See SiriusXM Customer Agreement for complete terms at www.siriusxm.com. Sirius satellite service available only to those at least 18 and older in the 48 contiguous USA, DC, and P.R. (with coverage limitations). Sirius, XM and all related marks and logos are trademarks of Sirius XM Radio Inc. ⁹Not a substitute for safe and attentive driving. There are limitations to the range and detection of the system. Please see your owner's manual for further details. ¹⁰Smart Brake Support operates under certain conditions above 10 mph. It is not a substitute for safe and attentive driving. Factors including movement and shape of the object in front of the vehicle, weather and road conditions can all impact automatic brake control and collision warning. ¹¹EPA-estimated mileage. Actual results will vary.

i-ACTIV AWD, SKYACTIV and i-ACTIVSENSE are registered trademarks of Mazda Motor Corporation. Driving Matters and Mazda Drive for Good are registered trademarks of Mazda Motor of America, Inc. iPhone is a registered trademark of Apple Inc. Android is a registered trademark of Google Inc. Bluetooth is a registered trademark of Bluetooth SIG, Inc. Thule is a registered trademark of the Thule Group. HomeLink is a registered trademark of Gentex Corporation. All other marks, logos, and product names are the property of Mazda Motor Corporation, its affiliates, or are the property of their respective owners.

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, they carry the same New Vehicle Limited Warranty as your new Mazda. Ask your dealer for details.

01 ROOF RAILS¹

Add finesse to your CX-9 with aluminum satin chrome finish Roof Rails. For added functionality, pair with Crossbars for a Roof Rack that accommodates a range of specific attachments to carry bikes, skis, snowboards and more.

02 FOG LIGHTS-LED BULB

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.

03 COLLAPSIBLE CARGO CARRIER¹

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.

04 FRAMELESS AUTO-DIMMING REARVIEW MIRROR WITH HOMELINK[®]

You can program your garage door, entry gates and security lights to operate at the touch of a button. And the smart mirror system with frameless design automatically adjusts to reduce glare from headlights behind you.

05 MAZDA MOBILE START²

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.

06 THULE[®] FORCE M CARGO BOX¹

If you've managed to keep your stuff to a manageable amount, this compact Cargo Box with 13 cubic feet of space can help keep your car's interior free of clutter. L 65" x W 34.5" x H 16".

07 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.

¹Please remember to properly secure all cargo. ²One-year subscription included. Continuation is \$65 per year. App available on iPhone[®] and Android[™] phones for specified Mazda vehicles with automatic transmission. Check www.MazdaMobileStart.com for compatibility. Not compatible with all phones and carriers. Message and data rates may apply.

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





DRIVING MATTERS MOST WHEN YOU'RE DRIVING FOR GOOD.

To Mazda, there's only one thing that means as much as driving: giving back.

The Mazda Drive for Good® event is our annual charitable program that allows us to give back to those in need. But we don't do this alone. For every purchase of a Mazda, drivers like you have helped us raise millions of dollars for both national and local charities. But what's even more significant is that for every test drive taken during the event, we pledge one hour of community service to local worthy causes across the country. And to date, we've pledged more than 72,000 hours of volunteer time to those who need it most. All thanks to people like you who simply took a test drive.

Our Mazda Dealers have a long history of giving back both time and money to their 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 to worthy causes across the United States since 1992.

Because we believe giving back matters.



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 because to us, Driving Matters.





DRIVING MATTERS®

MazdaUSA.com



© 2016 Mazda Motor of America, Inc. • 7755 Irvine Center Drive, Irvine, CA 92618 • (800) 639-1000 • MazdaUSA.com • Printed in U.S.A. 4/16 (75k)
Part No. 9999-92-CX9-16

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 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.