

2016 MAZDA CX-5



CAREFULLY CRAFTED

Light and versatile, yet incredibly strong. Rare qualities that make bamboo one of the most amazing plants on Earth. The same unique attributes that make the newly restyled and refined 2016 Mazda CX-5 unlike any other crossover SUV. Without sacrificing exceptional driving dynamics, the carefully crafted and refreshed CX-5 achieves the impossible: the perfect marriage of versatility, spaciousness, innovation and up to a class-leading EPA-estimated 35 highway MPG! It's all possible thanks to the conviction, creativity and courage of our Mazda engineers who created a whole new engineering philosophy: SKYACTIV® TECHNOLOGY. Created over the course of ten years, all of the components of SKYACTIV TECHNOLOGY were engineered at the same time so they work together seamlessly and efficiently. Exceeding expectations. What else would you expect from a Mazda?

TO ACHIEVE THE IMPOSSIBLE.



Information Provided by:

DEALER
E-PROC

*Based on EPA estimates for 2016 Mazda CX-5 Sport FWD with 2.0L engine and manual transmission 26 city/35 highway MPG. Actual results will vary. SOURCE: Model Year 2015 Fuel Economy Guide, January 22, 2015 (www.fueleconomy.gov).



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

In the past, if you wanted a vehicle that could adapt to your changing lifestyle, you had to give up on driving excitement. If you wanted more versatility and fuel efficiency, performance was going to get left behind. Not anymore. Thanks to the Mazda CX-5, you've got it all. The CX-5 is our declaration that a stylish five-seater with generous space, smart technologies and class-leading highway MPG¹ doesn't have to come at the expense of driving feel. More than a crossover SUV, the CX-5 is a call to drivers to experience all the capability you need, without sacrificing the control you want.

¹Based on EPA estimates for 2016 Mazda CX-5 Sport FWD with 2.0L engine and manual transmission 26 city/35 highway MPG. 2016 Mazda CX-5 Grand Touring FWD model shown with 2.5L engine and automatic transmission, EPA-estimated 26 city/33 highway MPG. Actual results will vary. SOURCE: Model Year 2015 Fuel Economy Guide, January 22, 2015 (www.fueleconomy.gov).

UP TO AN EPA-EST HWY MPG¹

35



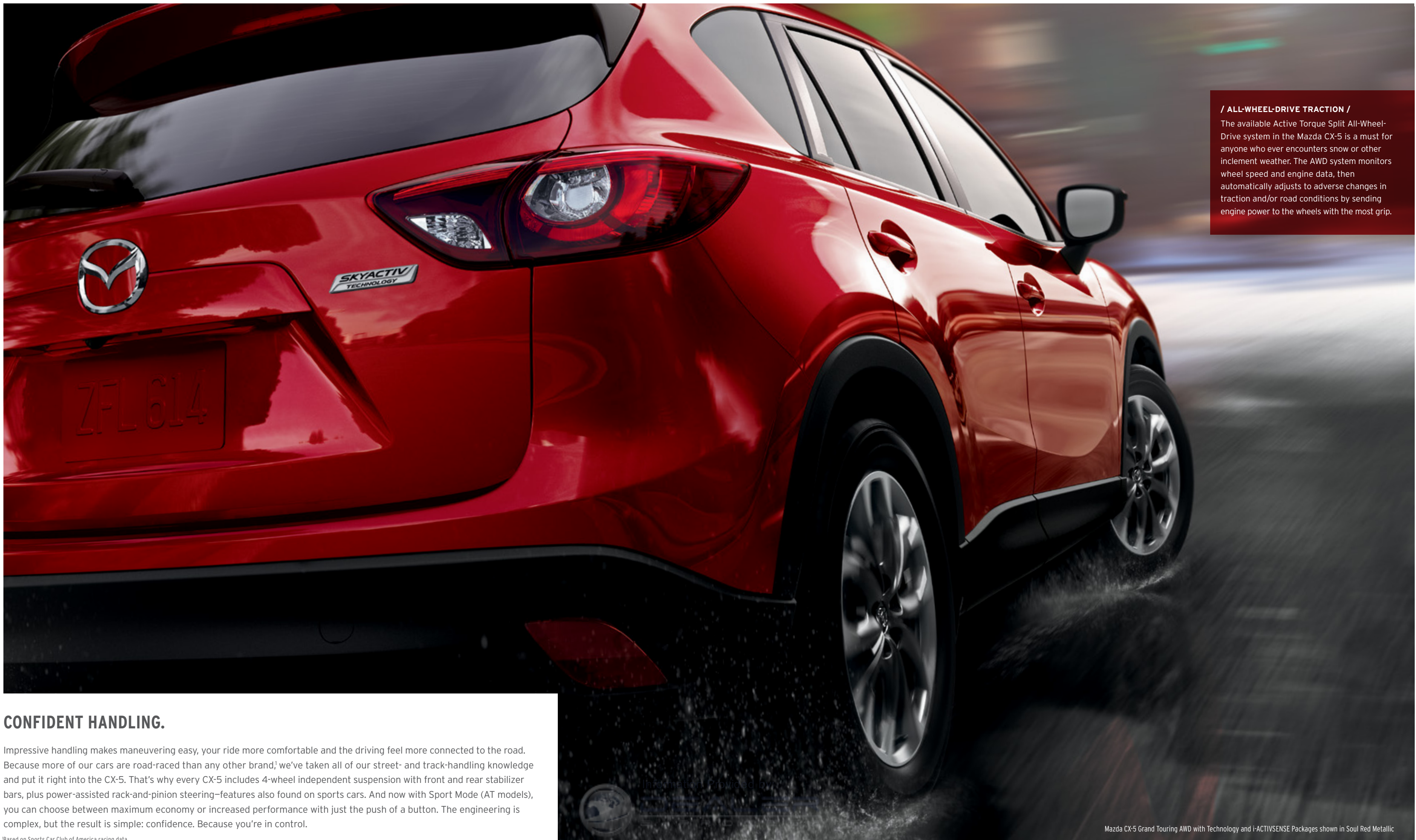
CLASS-LEADING HIGHWAY MPG.¹

When we created the CX-5, we knew it had to deliver superb utility and top-notch fuel economy. But there was no way we would sacrifice Mazda's signature driving pedigree. That's why we crafted systems to work together toward those two goals. Thanks to our engineers' painstaking efforts, the 2.5L engine in most CX-5 models boasts a commanding 184 hp and 185 lb-ft of torque—better than comparably equipped Toyota RAV4 and Ford Escape models—and the FWD model still retains up to a healthy, EPA-estimated 33 highway MPG.² It's all based on a belief that the handling in every CX-5 creates a connection with the driver that is unmatched in its class.

¹Based on EPA estimates for 2016 Mazda CX-5 Sport FWD with 2.0L engine and manual transmission 26 city/35 highway MPG. 2016 Mazda CX-5 Grand Touring FWD model shown with 2.5L engine and automatic transmission, EPA-estimated 26 city/33 highway MPG. Actual results will vary. SOURCE: Model Year 2015 Fuel Economy Guide, January 22, 2015 (www.fueleconomy.gov). ²Based on EPA estimates for 2016 Mazda CX-5 FWD models with 2.5L engine and automatic transmission, EPA-estimated 26 city/33 highway MPG. Actual results will vary.



Mazda CX-5 Grand Touring FWD with Technology Package shown in Soul Red Metallic



/ ALL-WHEEL-DRIVE TRACTION /

The available Active Torque Split All-Wheel-Drive system in the Mazda CX-5 is a must for anyone who ever encounters snow or other inclement weather. The AWD system monitors wheel speed and engine data, then automatically adjusts to adverse changes in traction and/or road conditions by sending engine power to the wheels with the most grip.

CONFIDENT HANDLING.

Impressive handling makes maneuvering easy, your ride more comfortable and the driving feel more connected to the road. Because more of our cars are road-raced than any other brand,¹ we've taken all of our street- and track-handling knowledge and put it right into the CX-5. That's why every CX-5 includes 4-wheel independent suspension with front and rear stabilizer bars, plus power-assisted rack-and-pinion steering—features also found on sports cars. And now with Sport Mode (AT models), you can choose between maximum economy or increased performance with just the push of a button. The engineering is complex, but the result is simple: confidence. Because you're in control.

¹Based on Sports Car Club of America racing data.

Mazda CX-5 Grand Touring AWD with Technology and i-ACTIVSENSE Packages shown in Soul Red Metallic



SKYACTIV TECHNOLOGY

MAGICIANS NEVER TELL THEIR SECRETS. BUT WE'RE CAR FANATICS, SO HERE YOU GO.

How did we achieve the elusive feat of fuel efficiency, low emissions and outstanding driving performance together in the same vehicle? By refusing to compromise. And that meant starting from scratch and reimagining what's possible. The CX-5 has gracefully incorporated the entire suite of SKYACTIV TECHNOLOGY into its repertoire. It's a holistic system developed from the ground up to ensure each component is not only pushed to its full potential, but also works together seamlessly to create incredible fuel efficiency without sacrificing driving enjoyment. Here's a look behind the curtain to see how we did it.

MazdaUSA.com/skyactiv

01 // SKYACTIV-G /

By 2020, 90% of the world will still be using gasoline or diesel combustion engines. So 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 this as an enormous opportunity: create an engine that works better, uses less fuel and emits less CO₂. Our SKYACTIV-G 2.0-liter engine produces 10% to 15% more low/mid-range torque, yet 15% lower fuel consumption and emissions than our previous 2.0-liter engine. And the SKYACTIV-G 2.5L engine used in all automatic transmission and AWD models promises more power with ultra-low emissions and low fuel consumption as well.

02A // SKYACTIV-DRIVE / (Shown)

Our engineers created a new kind of precise, high-performance automatic transmission that combines the direct, responsive feel of a manual transmission with the silky smoothness of an automatic. It's instantly responsive, yet delivers 7% more efficiency than our previous-generation automatic transmission.

02B // SKYACTIV-MT /

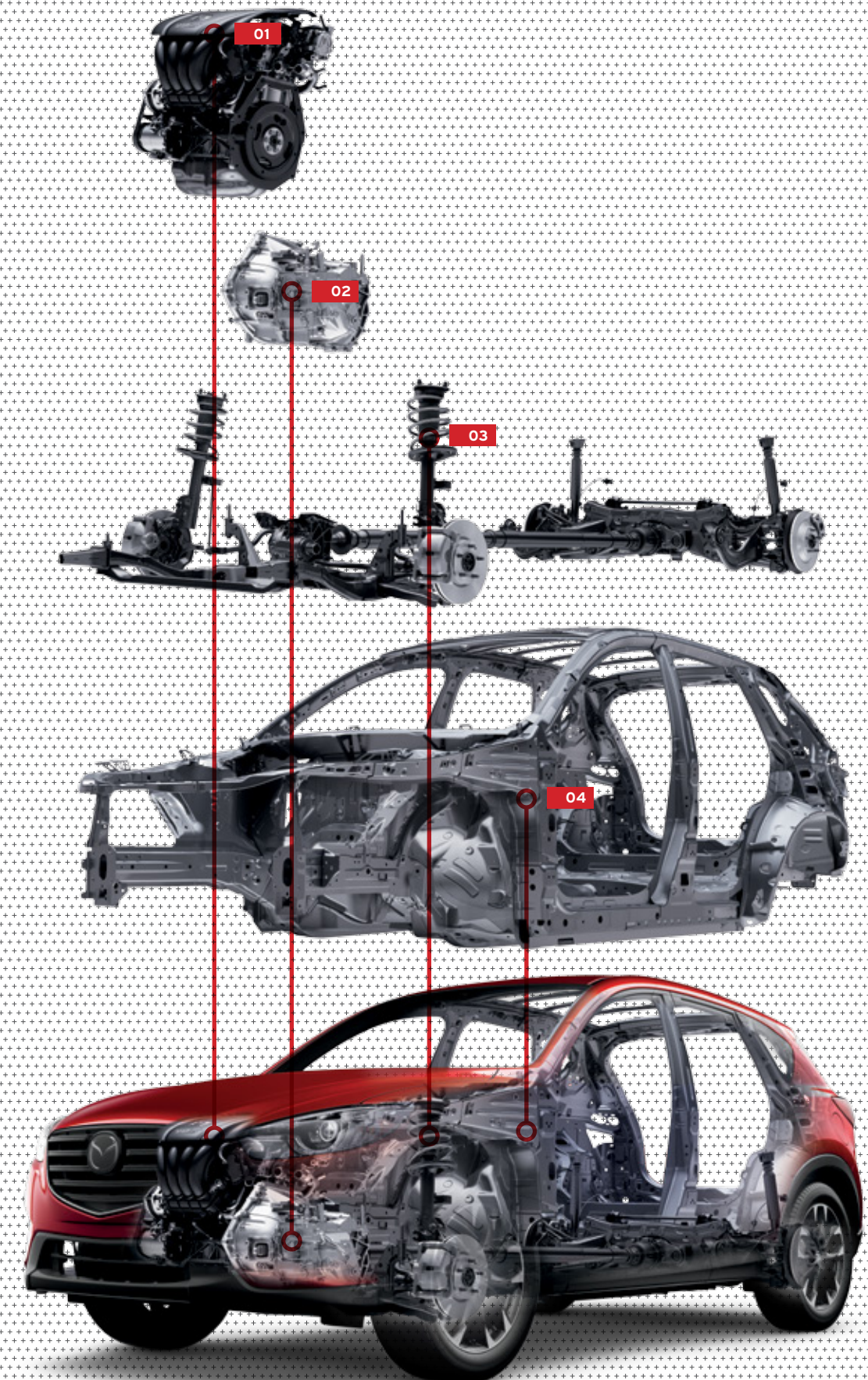
This 6-speed manual transmission has a short throw, inspired by the legendary Mazda MX-5 Miata. It's also smaller, lighter and stronger than any we've built before.

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 help make you safer behind the wheel. That's why Mazda was the first auto manufacturer to use ultra-high tensile-strength steel in the body. Because we crafted an efficient structural design and used ultra-high tensile and high tensile steel in critical areas, the CX-5's body is lighter than normal, yet stiffer and stronger.



*Based on EPA estimates for 2016 CX-5 Sport FWD with 2.0L engine and manual transmission 26 city/35 highway MPG. 2016 CX-5 Grand Touring FWD model shown with 2.5L engine and automatic transmission, EPA-estimated 26 city/33 highway MPG. Actual results will vary.



魂動

KODO : SOUL of MOTION

INSPIRED DESIGN. TO BRING OUT THE SOUL.

The CX-5 embodies the latest generation of Mazda vehicle design, called "KODO: Soul of Motion." Inspired by the stance of a cheetah the moment before it pounces, it represents the exact moment motion begins, releasing tremendous force and accumulated energy. Every curve was sculpted with this in mind, and every detail reveals the designer's purpose: a bold, powerful new look down to the last detail. Going forward, every Mazda will adopt this new look pioneered by the CX-5.

Illustrations by Iwao Koizumi



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

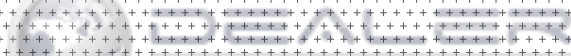


Mazda CX-5 Grand Touring AWD with Technology and i-ACTIVSENSE Packages shown in Soul Red Metallic

AVAILABLE FEATURES INCLUDE:

17- and 19-inch alloy wheels / Side mirrors with integrated turn signals / Available heated side mirrors / Rear roofline spoiler "Shark fin" antenna / Available LED fog lights / Available LED headlights / Available LED signature daytime running lights

Information Provided by:





/ BENDING LIGHT /

Part of the Technology Package on Touring and Grand Touring models, the Adaptive Front-lighting System automatically adjusts the angle of the vehicle's headlights according to the steering angle and vehicle speed. When cornering or approaching intersections at night, the headlights' beam illuminates the path the car will actually follow, enhancing driver safety.



A CLEAR VISION OF THE ROAD AHEAD.

The Mazda CX-5's KODO-design headlamps are not only striking, but also provide sharper vision of the road. Available LED headlights incorporate a dynamic light-guiding ring and feature LED Daytime Running Lights for more effective illumination. And with the Technology Package on Touring and Grand Touring models, Mazda's Adaptive Front-lighting System helps you better see the curves of the road. Available High Beam Control works automatically to maximize your opportunity to use your high beams and, on the flip side, dims your lights when it detects approaching vehicles or vehicles in front of you in your lane. Beautifully designed and technologically advanced, there's no better way to illuminate your journey.





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

Custom-engineered for the CX-5, this system features patented Centerpoint® signal-processing circuitry, enabling this impressive 9-speaker setup to produce stunning multichannel Bose® Surround Sound performance.



COMFORT AND CONTROL. ALL CLOSE AT HAND.

Putting our focus on you, the driver, meant we had to design a refined cockpit that was welcoming, intuitive and meticulously crafted. We sculpted the available 8-way power-adjustable driver's seat with power lumbar support for premium comfort and sophistication. We specifically designed and placed the instruments and gauges so that they're easily accessible and easy to use. Soft materials and thoughtful accents add to the CX-5's secure and refined atmosphere. Convenient standard features include Bluetooth® hands-free phone and audio streaming, steering-wheel-mounted controls for audio, cruise control and trip computer, remote keyless entry, Push Button Start, Electronic Parking Brake, a tilt/telescoping steering wheel, and power side mirrors with integrated turn signal indicators. But that's just the beginning of the many thoughtful features and smart systems available in the CX-5.

Mazda CX-5 Grand Touring interior shown in black leather with Technology and i-ACTIVSENSE Packages

COMPLETELY CONNECTED. EFFORTLESSLY ENGAGING.

Equipped with our most technologically advanced cockpit, the CX-5's capabilities reach even further than ever before. With available MAZDA CONNECT™, our next-generation infotainment¹ system, you get a host of social media access, entertainment and information options. All you have to do is pair your smartphone with the CX-5 via Bluetooth® wireless connectivity to stream popular social media, music and infotainment apps such as Pandora®, Aha™ and Stitcher™. Control the system and view information on the 7-inch full-color touch-screen display. Also enjoy access to standard USB audio input ports and an available factory-integrated navigation system with cutting-edge features such as voice command, real-time traffic alerts and advanced lane guidance. And even with all these options, we still help you keep your eyes on the road. All the functions displayed on your touch screen can also be operated with the multi-function Commander control, conveniently located at your fingertips on the center console.

/ TAKE COMMAND /

As part of the MAZDA CONNECT™ infotainment¹ system, the multifunction Commander control positioned on the center console offers a seamless way to control the functions displayed on the full-color touch-screen monitor—such as audio, available navigation and hands-free telephone.



/ 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, enjoy HD Radio®, listen to your own playlist or choose something from the integrated Internet-radio apps such as Pandora®, 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 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 factory-integrated Mazda Navigation System offers the advanced features of today's navigation devices, including voice command 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.



PANDORA®

HD Radio®



aha.

STITCHER™
RADIO ON DEMAND



Information Provided by:

DEALER
ACCESS

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 gear. Not all features are compatible with all phones. Message and data rates may apply.

“It simply stood above the competition with its graceful exterior, superb performance, and well-planned interior.”

- Motor Trend, August 2013



Mazda CX-5 Grand Touring interior shown in black leather with Technology and i-ACTIVSENSE Packages



Information Provided by:

MORE REAR HEADROOM THAN HONDA CR-V & SEATING FOR FIVE.



Mazda CX-5 Grand Touring FWD with Technology Package shown in Jet Black Mica

BAGS. BIKES. BOXES. BALLOONS. BUDDIES. BOARDS. BALLS. BASKETS. BRING IT ON.

Whatever your busy day brings, the CX-5 is ready to take it all. On the Touring and Grand Touring models, the easy-release 40/20/40 split fold-down rear seatback lets you customize seating for five with up to 65.4 cubic feet of cargo space.¹ Taking a trip to the mountains? There's seating for four with room down the middle for your skis, too. Remote releases make configuring the seats even easier. The CX-5 Sport offers a convenient 60/40 split fold-down rear seatback and up to 64.8 cubic feet of cargo space. While the world around you constantly changes, the CX-5 helps you make it your own.



Information

¹Please remember to properly secure all cargo.



EXTRAORDINARY PROTECTION, WITHOUT SACRIFICING CONTROL.

The SKYACTIV-Body uses ultra-high tensile steel in critical areas to make the body ultra-strong to help protect you in a collision. At the same time, it's ultra-light, so your CX-5 is nimble and easy to maneuver in order to help you avoid an accident in the first place. The SKYACTIV-Chassis enhances this control by giving you agility at low speeds and stability at higher ones. And the available advanced Active Torque Split All-Wheel-Drive system automatically adjusts to changing road conditions. From side-impact door beams to available Blind Spot Monitoring,¹ you can be confident the CX-5 has got your back, both inside and out.



/ SIX STANDARD AIR BAGS² /

Advanced dual front air bags that utilize inflators with both crash-zone and driver's-seat/passenger-weight sensors are standard on all CX-5 models—as are dual side airbags and dual side-impact air curtains with coverage for front and rear passengers.

/ ENHANCED STABILITY AND CONTROL /

The Traction Control System detects wheelspin and then reduces engine power to help improve traction when accelerating in slippery conditions. Dynamic Stability Control³ modulates the engine and brakes to help keep you on your intended path while you're driving around corners.

/ ADVANCED BRAKING TECHNOLOGIES /

A comprehensive set of advanced braking technologies comes standard on the CX-5. Large 4-wheel disc brakes promote linear, fade-resistant stopping power. **Electronic Brakeforce Distribution** automatically applies braking force to individual wheels based on changing road conditions, helping keep you in control. In emergency situations, an **Anti-lock Brake System** pulses the brakes hundreds of times per second, preventing wheel lockup so you can make controlled stops. At the same time, **Brake Assist** automatically increases braking pressure, helping to reduce stopping distance. To aid in avoiding collisions in the first place, our latest available i-ACTIVSENSE braking technologies, Smart City Brake Support⁴ and Smart Brake Support⁵, help keep you on your way.

/ LATCH CHILD-RESTRAINT SEAT SYSTEM /

LATCH child-restraint seat anchors and tethers in the second row make it easy to get your little ones in and out of your CX-5, while helping to keep them safe on your journey.

Information Provided by:



DEALER

Mazda CX-5 Grand Touring AWD with Technology and i-ACTIVSENSE Packages shown in Soul Red Metallic

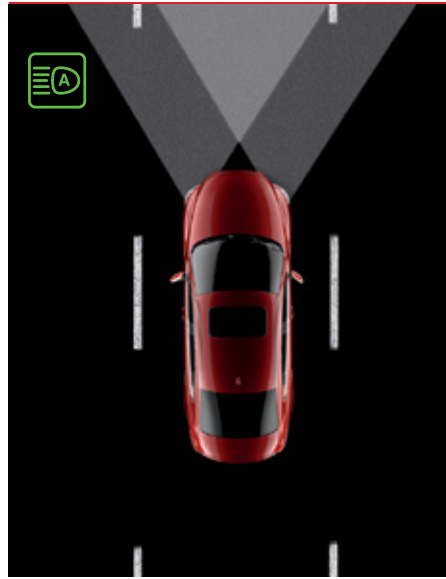
¹Always check your mirrors. Be aware of the traffic around you. ²Always wear your seat belt and secure children in the rear seats in appropriate child restraints. ³Dynamic Stability Control (DSC) is an electronic system designed to help the driver maintain control under adverse conditions. It is not 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. ⁴Smart 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. ⁵Smart 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.

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

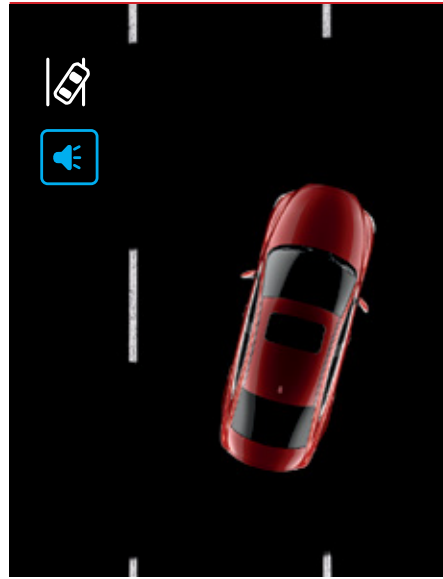


/ LED HEADLIGHTS WITH ADAPTIVE FRONT-LIGHTING SYSTEM /

The CX-5 offers available LED headlights with Mazda's Adaptive Front-lighting System. These headlights are 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.

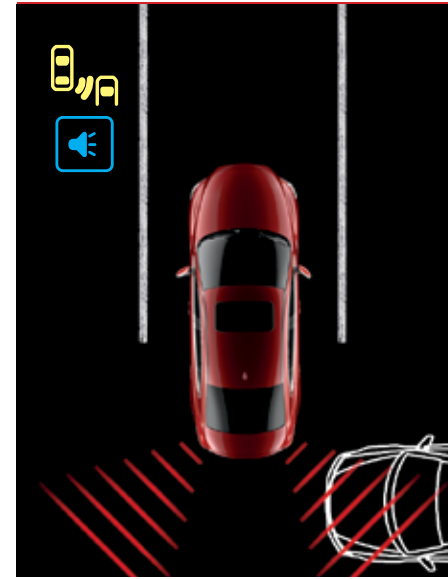
/ HIGH BEAM CONTROL /

High Beam Control helps the driver 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 SYSTEM¹ /

This system gives audible and visual warnings when the vehicle is about to unintentionally depart from its lane at a speed of 41 mph or higher.



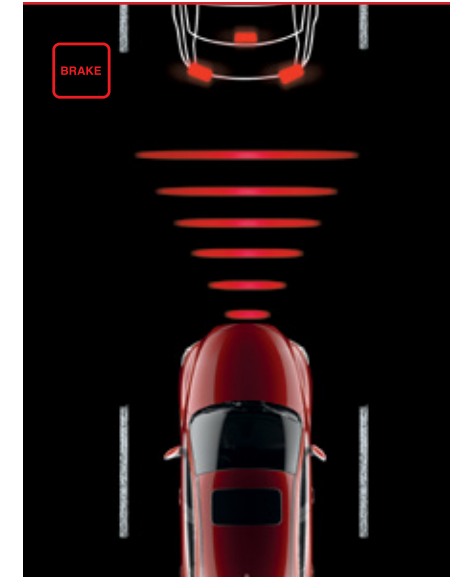
/ REAR CROSS TRAFFIC ALERT² /

When backing up, this system 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 MONITORING² /

The available system uses radar sensors to detect objects in your left or right blind spots and then alerts you with a warning light that appears in the corresponding side mirror. If you signal a lane change while an object is there, the light blinks and a cabin warning chime sounds. It's technology you won't find in the Honda CR-V.

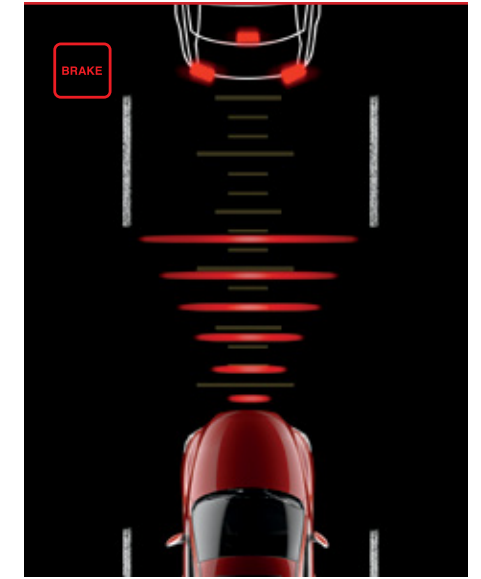


/ SMART CITY BRAKE SUPPORT³ /

City driving offers its own treacherous obstacle courses. In order to help avoid or reduce the severity of a collision, the CX-5 offers an available Smart City Brake Support system. When travelling 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 SUPPORT⁴ /

Similar to Smart City Brake Support, this system is intended to help avoid or reduce the severity of a collision, but operates 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.



/ MAZDA RADAR CRUISE CONTROL⁵ /

This system judges the relative speed and distance to the car ahead, working within a set speed range to maintain a safe following distance, making highway drives less strenuous. The system's Close Proximity Warning provides audible and visual warnings when it senses your vehicle fast approaching the one ahead.

/ DISTANCE RECOGNITION SUPPORT SYSTEM⁶ /

Monitoring the distance between you and traffic ahead just got easier. At speeds above 19 mph, our available Distance Recognition Support System uses radar technology to measure the distance between your CX-5 and the vehicle ahead and recommends a comfortable following distance. If your vehicle encroaches on this recommended distance, a visual warning shows in the CX-5's information display.

¹Lane Departure Warning System is not 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. ²Always check your mirrors. Be aware of the traffic around you. ³Smart 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 automotive stopping. ⁴Smart 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. ⁵Mazda Radar Cruise Control is not 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. ⁶Distance Recognition Support System is not 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.

Information Provided by:
DEALER
 E-PROCESS

Mazda is 2014's lowest 5-year Cost-to-Own brand according to Kelley Blue Book's KBB.com.¹



Information Provided by:
DEALER

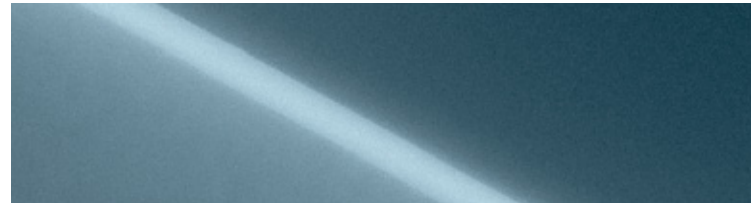
¹2014 model-year vehicles' projected cost to own for the initial five-year ownership period is based on the average Kelley Blue Book 5-Year Cost to Own data which considers depreciation and costs such as fuel and insurance. For more information, visit www.KBB.com.

Mazda CX-5 Grand Touring FWD with Technology and i-ACTIVSENSE Packages shown in Soul Red Metallic

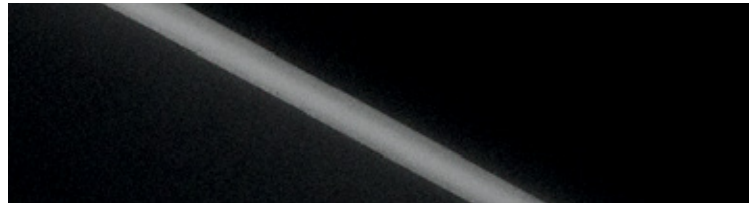
MAZDA CX-5 COLORS



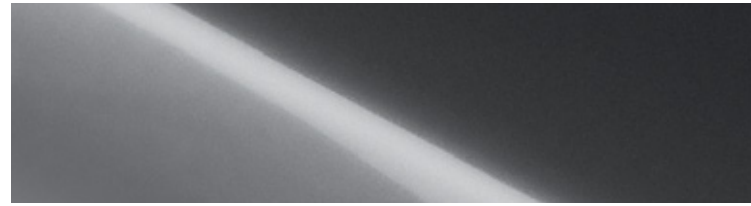
Soul Red Metallic*



Blue Reflex Mica



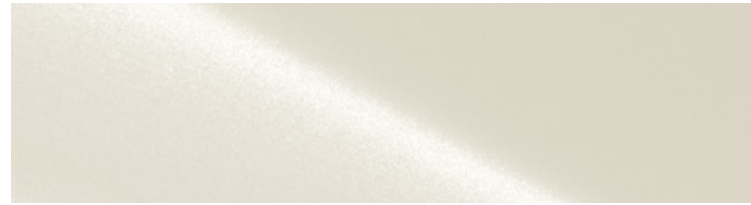
Jet Black Mica



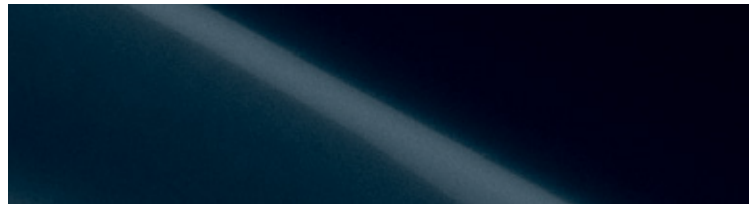
Meteor Gray Mica



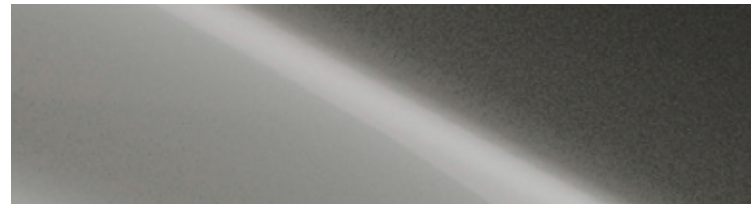
Sonic Silver Metallic



Crystal White Pearl Mica*



Deep Crystal Blue Mica



Titanium Flash Mica

*Extra cost option.

MAZDA CX-5 UPHOLSTERY



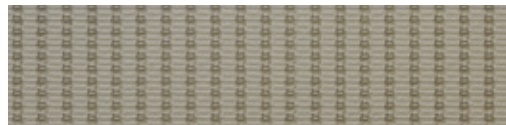
Black Cloth (Sport)



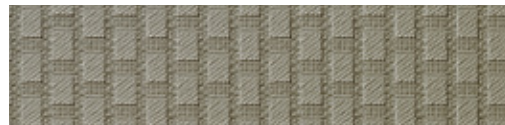
Black Premium Cloth (Touring)



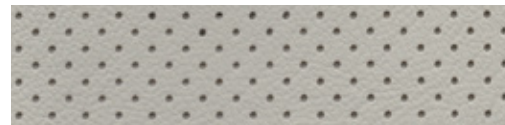
Black Leather (Grand Touring)



Sand Cloth (Sport)



Sand Premium Cloth (Touring)



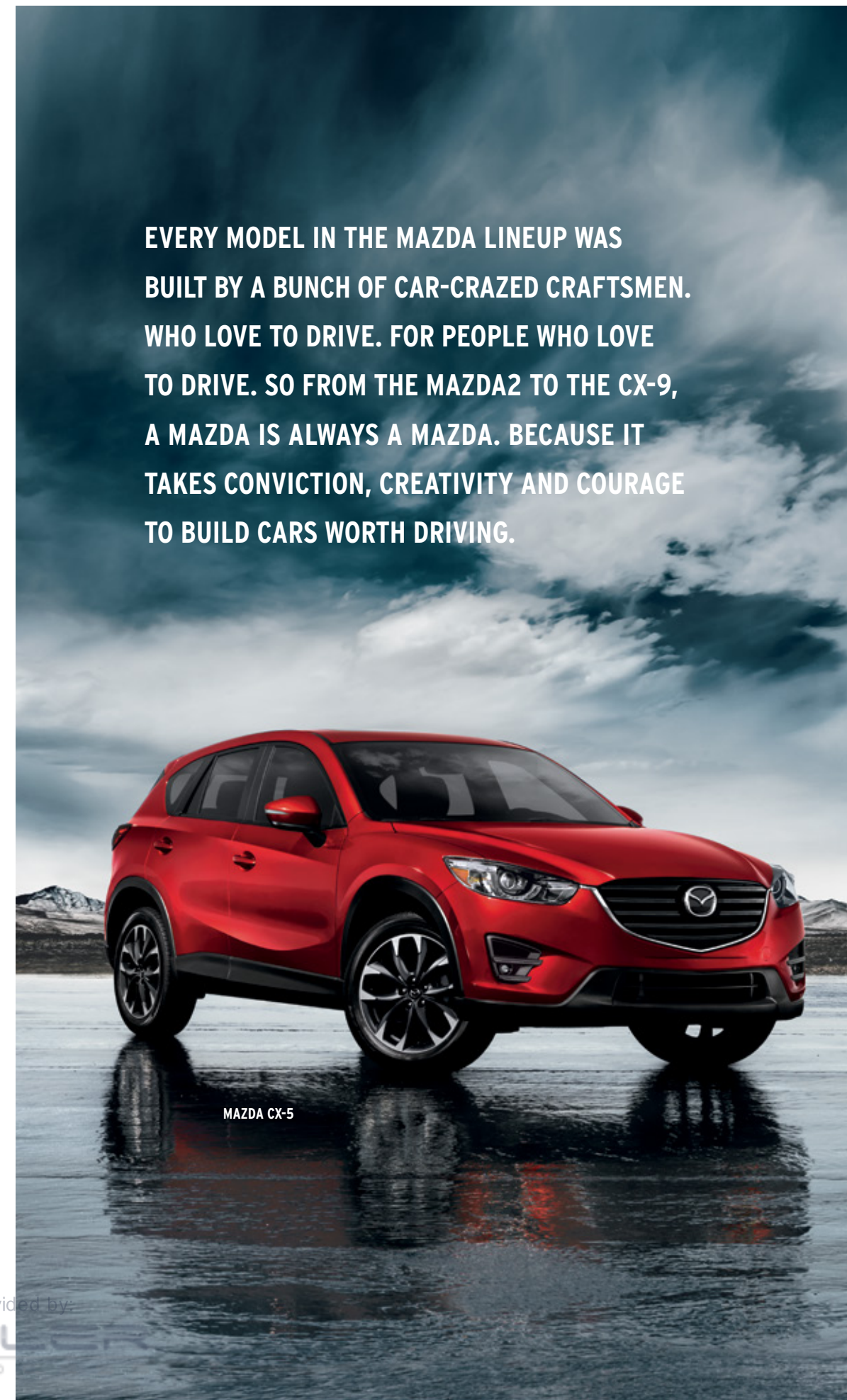
Parchment Leather (Grand Touring)

MAZDA CX-5 WHEELS

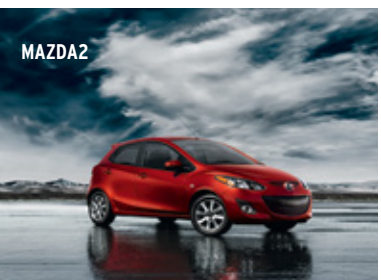
17-inch Alloy



19-inch Alloy



MAZDA CX-5



MAZDA2



MAZDA MX-5 MIATA



MAZDA3 4-DOOR



MAZDA3 5-DOOR



MAZDA6



MAZDA5



MAZDA CX-9

Information Provided by: DEALER PRO

MAZDA CX-5 SPORT



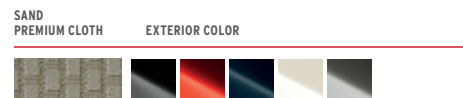
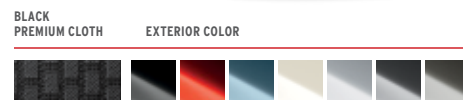
Includes the following features:

- SKYACTIV-G 2.0L 4-cylinder engine with VVT (MT models)
- SKYACTIV-G 2.5L 4-cylinder engine with VVT (AT models)
- Standard SKYACTIV-MT 6-speed manual or available SKYACTIV-Drive 6-speed automatic transmission with manual-shift and Sport modes
- Halogen headlights with auto off and daytime running lights
- 17-inch alloy wheels
- Variable-intermittent windshield wipers
- Dual body-colored side mirrors with integrated turn signals
- Rear roofline spoiler
- Air conditioning with pollen filter
- Push Button Start
- Power windows with driver's one-touch down/up feature
- Steering-wheel-mounted audio and cruise controls
- Power door locks with remote keyless entry
- 60/40 split fold-down rear seatback
- AM/FM/CD/MP3-compatible audio system with automatic level control and 4 speakers
- Bluetooth® hands-free phone and audio streaming
- Auxiliary audio input jack and USB audio input port
- Dual 12-volt power outlets (front and cargo area)
- Advanced front air bags, front side-impact air bags and side-impact air curtains¹
- Dynamic Stability Control² and Traction Control System
- Multi Information Display with trip computer

PACKAGES

Rearview Camera Package includes Rearview Camera³ and MAZDA CONNECT™ infotainment system⁴ with 7-inch full-color touch-screen display, Multifunction Commander control, HD Radio®, Aha™, Stitcher™ and Pandora® integration, SMS text message audio delivery and reply, E911 automatic emergency notification and infotainment system voice command

MAZDA CX-5 TOURING



Includes the following features in addition to or in place of CX-5 Sport AT:

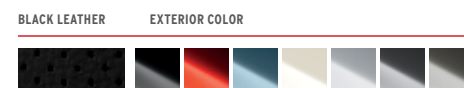
- Standard SKYACTIV-Drive 6-speed automatic transmission with manual-shift and Sport modes
- Halogen fog lights
- 6-way power-adjustable driver's seat with manual lumbar support
- Blind Spot Monitoring⁵
- Rear Cross Traffic Alert⁵
- Mazda Advanced Keyless Entry System
- Rearview Camera³
- AM/FM/CD/MP3-compatible audio system with automatic level control and 6 speakers
- MAZDA CONNECT™ Infotainment system⁴ with:
 - 7-inch full-color touch-screen display
 - Multifunction Commander control
 - Infotainment system voice command
 - HD Radio®
 - 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
 - E911 automatic emergency notification
- Upgraded premium cloth upholstery
- Leather-wrapped steering wheel and shift knob
- Dual illuminated visor vanity mirrors
- 40/20/40 dual split fold-down rear seatback with fold-down center armrest
- Rear privacy glass

PACKAGES

Moonroof and Bose® Audio Package includes power sliding-glass moonroof and Bose® Centerpoint® 2 Surround Sound System with AudioPilot® 2 and 9 speakers

Touring Technology Package includes Navigation System, Smart City Brake Support⁶, LED headlights with auto leveling, auto on/off headlights, Adaptive Front-lighting System, LED fog lights, LED daytime running lights, LED combination tail lights, rain-sensing windshield wipers and auto-dimming mirror with HomeLink® (requires Moonroof and Bose® Audio Package)

MAZDA CX-5 GRAND TOURING



Includes the following features in addition to or in place of CX-5 Touring:

- 19-inch alloy wheels
- Auto on/off headlights
- Power sliding-glass moonroof
- Heated side mirrors
- Rain-sensing windshield wipers
- Dual-zone automatic climate control
- Leather-trimmed sport seats
- 8-way power-adjustable driver's seat with power-adjustable lumbar support
- Heated front seats with 3-level adjustment
- Bose® Centerpoint® 2 Surround Sound System with AudioPilot® 2 and 9 speakers
- SiriusXM Satellite Radio with 4-month trial subscription to the SiriusXM All-Access package⁷

PACKAGES

Grand Touring Technology Package includes Navigation System, Smart City Brake Support⁶, LED headlights with auto leveling, Adaptive Front-lighting System, LED fog lights, LED daytime running lights, LED combination tail lights and auto-dimming mirror with HomeLink®

i-ACTIVSENSE Package includes Mazda Radar Cruise Control⁸ with Close Proximity Warning, Distance Recognition Support System⁹, Smart Brake Support¹⁰ with Collision Warning, Lane Departure Warning System¹¹ and High Beam Control (requires Technology Package)

MAZDA CX-5 SPECIFICATIONS

ENGINE	SPORT FWD WITH MT	SPORT WITH AT, TOURING & GRAND TOURING
Engine size and type	SKYACTIV-G 2.0L DOHC 4-cylinder	SKYACTIV-G 2.5L DOHC 4-cylinder
Horsepower, SAE net	155 @ 6,000 rpm	184 @ 5,700 rpm
Torque, SAE net (lb-ft)	150 @ 4,000 rpm	185 @ 3,250 rpm
Redline	6,800 rpm	6,500 rpm
Compression ratio	13.0:1	13.0:1
Fuel System	Advanced Direct Injection	Advanced Direct Injection
Body type	SKYACTIV-Body with Ring Structure	SKYACTIV-Body with Ring Structure
Turning circle, curb-to-curb (ft)	36.7	36.7
Total curb weight (lb)	3,212 (FWD)	3,433 (FWD) - 3,589 (AWD)
Towing capacity (lb)	2,000	2,000

FUEL ECONOMY	SPORT FWD WITH MT	SPORT WITH AT, TOURING & GRAND TOURING
EPA-estimated MPG (city/hwy)	26 / 35 (FWD) ¹²	26/33 (FWD) ¹³ - 24/30 (AWD) ¹⁴
Fuel capacity (U.S. gallons)	14.8	14.8 (FWD) - 15.3 (AWD)
Recommended fuel	Regular unleaded gasoline	Regular unleaded gasoline

EXTERIOR DIMENSIONS	
Wheelbase/overall length (in)	106.3 / 178.7 (without license plate holder)
Overall width/overall height (in)	72.4 / 67.3 (including antenna)
Track, front/rear (in)	62.4 / 62.5
Ground clearance (in)	8.5

INTERIOR DIMENSIONS	Front/Rear
Headroom (in)	40.1 / 39.0
Headroom with moonroof (in)	39.0 / 39.0
Legroom (in)	41.0 / 39.3
Shoulder room (in)	57.5 / 55.5
Hip room (in)	55.2 / 53.7
Passenger volume (cu ft)	103.8 (without moonroof) 102.3 (with moonroof)
Cargo volume (cu ft)	34.1 (2nd-row seatback up) 64.8 (60/40 seatback folded) 65.4 (40/20/40 seatback folded)

WE'RE COMMITTED TO OUR DRIVERS.

Every new 2016 Mazda CX-5 is protected by:

- 3-year/36,000-mile¹⁵ New-Vehicle Limited Warranty
 - 3-year/36,000-mile¹⁶ 24/7 Emergency Roadside Assistance program
 - 5-year/60,000-mile¹⁷ Powertrain Limited Warranty
 - 5-year/unlimited-mileage warranty against body rust-through (Anti-perforation Limited Warranty).
- ¹⁵Whichever comes first.



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.

FOR DETAILS, PLEASE SEE YOUR MAZDA DEALER, VISIT MAZDAUSA.COM OR CALL TOLL-FREE (800) 639-1000.

MAZDA CX-5 ENGINE & MECHANICAL

- ENGINE & TRANSMISSION**
- SKYACTIV-G 2.0L DOHC 4-cylinder engine with VVT
 - Available SKYACTIV-G 2.5L DOHC 4-cylinder engine with VVT
 - SKYACTIV-MT 6-speed manual transmission
 - Available SKYACTIV-Drive 6-speed automatic transmission with manual-shift and Sport modes
 - Front-wheel drive
 - Available Active Torque Split All-Wheel Drive (NA on Sport with MT)
 - Hill Launch Assist

- SUSPENSION & BRAKES**
- Power variable-assist rack-and-pinion steering
 - Independent MacPherson strut front suspension
 - Independent multi-link rear suspension
 - Front and rear stabilizer bars
 - Power-assisted ventilated front/solid rear disc brakes
 - Anti-lock Brake System with Electronic Brakeforce Distribution and Brake Assist

- TIRES & WHEELS**
- 17-inch aluminum alloy wheels with P225/65 R17 tires (Sport & Touring)
 - 19-inch aluminum alloy wheels with P225/55 R19 tires (Grand Touring)

FINANCING WITHOUT THE FUSS.



Whether you're buying or leasing a new Mazda, Certified Pre-Owned Mazda or a used vehicle, Mazda Capital Services¹⁸ 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.

¹⁸The 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 gear. 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. ⁷SiriusXM 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, D.C., and P.R. (with coverage limitations). Sirius, XM and all related marks and logos are trademarks of Sirius XM Radio Inc. ⁸Mazda Radar Cruise Control is not 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. ⁹Distance Recognition Support System is not 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. ¹¹Lane Departure Warning System is not 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. ¹²Based on EPA estimates for 2016 CX-5 Sport FWD with 2.0L engine and manual transmission 26 city/35 highway MPG. Actual results will vary. ¹³Based on EPA estimates for 2016 CX-5 Sport FWD with 2.5L engine and automatic transmission 26 city/33 highway MPG. Actual results will vary. ¹⁴Based on EPA estimates for 2016 CX-5 AWD with 2.5L engine and automatic transmission 24 city/30 highway MPG. Actual results will vary. SKYACTIV is a registered trademark of Mazda Motor Corporation. Bluetooth is a registered trademark of Bluetooth SIG, Inc.



02 // ROOF RACK¹ /

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.



03 // RETRACTABLE CARGO COVER¹ /

Keep your valuables out of view from prying eyes. Our Cargo Cover is easy to install and remove, and it stays attached to the hatch door while it's being opened for hassle-free loading.



04 // NAVIGATION SYSTEM /

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



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.



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.



07 // 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 the rear defroster on or use the CarFinder function from just about anywhere. One-year subscription included. Visit MazdaMobileStart.com.



¹Please remember to properly secure all cargo.

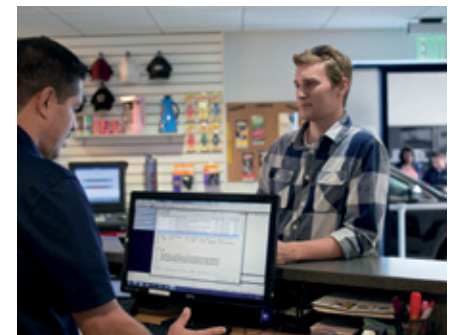
²One-year subscription included. Continuation is \$65 per year. Message and data rates apply. App available on iPhone® with iOS 4.3 or later and Android™ phones with Android 2.1 or later. iPhone is a registered trademark of Apple Inc. Android is a trademark of Google Inc.

For a full list of Genuine Mazda Accessories for your CX-5, please visit: Accessories.MazdaUSA.com.

Since the launch of our annual Mazda Drive for Good® Event in 2013, our Mazda Dealers and partners have raised millions of dollars for a number of national and local charities. But what's even more significant is that collectively, we pledged more than 100,000 hours of volunteer time to local and national organizations across the country. Our Mazda Dealers have a long history of giving back both time and money to their own communities. And their efforts truly define our Mazda values.

Mazda Drive for Good® is just one of the many charitable programs that has allowed Mazda to donate millions to worthy causes across the United States since 1992.

Because giving back is the Mazda Way.



WE KNOW YOUR FIRST IMPRESSION OF MAZDA STARTS WITH US, YOUR MAZDA DEALER.

It's a responsibility we don't take lightly.

It's why we work hard every day to make sure your customer service experience exceeds your expectations, in every way.

It extends beyond just helping you find the right vehicle.

It's what happens after you leave our dealership.

This is our way of changing the game in customer service.

One customer experience at a time.

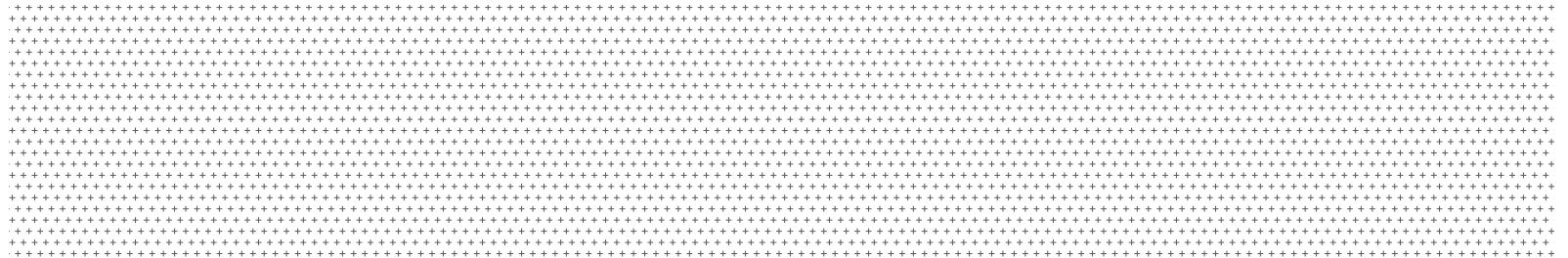
THIS IS THE MAZDA WAY.



Information Provided by:

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.



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