



2010 Mazda5
zoom-zoom



2010 MAZDA5



zoom-zoom.FOREVER.

AT FIRST SIGHT, YOU'LL LOVE WHAT IT'S NOT.

MAZDA5 is not another "cute ute." Or some boxy, bulky, old-school people mover that's too big for its own good. The MAZDA5 is a true original. A sleek, strikingly contemporary design that represents a savvy solution to the unique transportation needs of multitasking adults and active young families. Especially those who firmly believe that practical and versatile are best served up with a huge helping of fun on the side. To that end, MAZDA5 is accommodating, yet agile. Safety-minded, yet stylish. Fuel-efficient, yet fun to drive. Well-equipped, yet well within your budget. In fact, everything about the MAZDA5 is purposefully engineered to be a radically rewarding driving experience. From its spacious, 6-passenger interior and versatile, fold-flat cargo area to its advanced 2.3-liter MZR powerplant and sophisticated 4-wheel independent suspension, MAZDA5 is as insightful as it is original. Zoom-Zoom. Forever.



A PERFECT MATCH FOR TODAY'S PRIORITIES.

Simply put, MAZDA5 is one of the smartest, most efficient ways there is to transport up to six people. And all sorts of cargo. Because it's about as far from a conventional 6-passenger vehicle as you can get. Its compelling design delivers excitement and efficiency in equal measure—ingeniously balancing responsive performance with the best fuel economy in its class.* In fact, thanks to its advanced 2.3-liter DOHC MZR engine, the MAZDA5 delivers a pump-friendly 28 mpg highway/22 mpg city.† Its design is also trimmer, sportier and way smarter than your typical, bloated gas-guzzler. While its precise, speed-sensitive steering; tight, 34.8-ft turning circle; and agile, MAZDA3-based architecture make it one of the easiest to maneuver down the highway. Or through a crowded parking lot. Meaning if your current game plan calls for a ride that delivers the perfect balance of style, versatility, driving enjoyment and value, MAZDA5 is the right call.



1. A Sophisticated 4-Wheel Independent Suspension, including front and rear stabilizer bars, coupled with a power-assisted rack-and-pinion steering system, account for the MAZDA5's responsive and agile handling. **2. The MAZDA5's Advanced 2.3-Liter DOHC MZR Engine** features 153 hp and variable valve timing—enabling the MAZDA5 to deliver both spirited performance plus best-in-class fuel economy.* **3. A Slick-Shifting 5-Speed Manual Gearbox**, standard on the MAZDA5 Sport, promotes quick and precise gear selection. A 5-speed Sport AT automatic transmission is standard on both the MAZDA5 Touring and Grand Touring models and available on the Sport. It combines the convenience of an automatic with the shift-for-yourself control—and fun—of a manual.





PUT YOURSELF IN A BEAUTIFUL PLACE.

The true beauty of a MAZDA5 becomes apparent the moment you're firmly cradled behind the wheel. It's generously equipped with an array of driver-centric features, tailor-made for those who play as hard as they work. The well-bolstered seat features both height and lumbar support adjustments. The tilting and telescoping steering wheel features controls for both the audio and cruise-control systems. Also standard are electroluminescent gauges. Automatic climate control. A 6-speaker AM/FM/CD audio system. Power windows, door locks and outside mirrors. Even a handy auxiliary-audio input jack for your MP3 player. The MAZDA5 Touring amps up the value equation even more with a 5-speed Sport AT automatic transmission featuring a manual-shift mode. An in-dash 6-disc CD changer. Power sliding-glass moonroof. A leather-wrapped steering wheel and shift knob. Plus LED taillights. While the Grand Touring adds heated front seats and outside mirrors. Leather-trimmed seating. Bluetooth® hands-free phone connectivity. Rain-sensing automatic windshield wipers. All with the driver in mind. That's the beauty of it.



1. **Heated, Leather-Trimmed Front Bucket Seats** are standard on MAZDA5 Grand Touring. Both are warm and wonderful interior additions—especially during the fall and winter months.
2. **An Integrated Navigation System** is available on the MAZDA5 Grand Touring. Key features include a full-color, 7-inch, touch-screen display as well as touch-screen controls for the in-dash 6-disc CD changer.
3. **Bluetooth Connectivity**, standard on the MAZDA5 Grand Touring, enables you to easily make and receive calls, access voice mail messages and more—all hands-free—via your Bluetooth-enabled cell phone.
4. **An Auxiliary-Audio Input Jack**, standard on every MAZDA5, lets you listen to the music on your MP3 player through the vehicle's audio system.
5. **Mazda's Remote Keyless Illuminated Entry System** is also standard on every MAZDA5. It allows you to remotely unlock the driver's door, or all doors, while illuminating the interior. All at the touch of a button.
6. **A Steering Wheel That Tilts And Telescopes** makes it easy to find your most comfortable driving position on all MAZDA5 models.



BY THINKING OUTSIDE THE BOX, WE AVOIDED CREATING ONE.

Boxy, old-school SUVs can definitely take a lesson from the MAZDA5. Some examples: Its insightful 2 x 3 seating arrangement brings added comfort for up to six people. Both center and rear rows feature elevated "theater-style" seating for a better, all-around view. While both of the center row's reclining captain's chairs also provide: Nearly 6 inches of travel for extra comfort and legroom. Inboard and outboard armrests for further comfort. Individual under-seat storage bins. Plus a convenient foldout table with built-in storage and dual cup holders. There's even a multifunction center storage console with individually controlled cool-air vents for the second row. More versatility is delivered by way of the second row's folding bucket seats and the 50/50 split fold-down rear seatback. Helping the MAZDA5 maximize every inch of cabin space you need for your active lifestyle. Right out of the box.

2 MULTITASKING ALL-STAR.

With its surprisingly spacious, easy-to-reconfigure interior, MAZDA5 is capable of juggling work, home and recreation with remarkable skill and efficiency. All told, it serves up a generous 97.7 cu ft of passenger space. And 44.4 cu ft of cargo space with the third-row seatback folded down. Its independently folding second- and third-row seats also give you the ability to create a virtually flat cargo floor that's over five feet long. All of which make the MAZDA5 capable of accommodating everything from three couples to a pair of mountain bikes. Office supplies to antique toys. And vacation luggage to camping gear. Even its extra-wide, easy-glide rear doors are designed to make loading and unloading incredibly convenient—as is its ultralight rear liftgate, which also features dual height positions. Best of all, the MAZDA5 wraps it all in a nothing-else-like-it design that delivers fun, versatility and value in a way that's nothing short of athletic.



1. A One-Touch "Walk-In" Feature slides and tilts either second-row seat forward, providing easier access to MAZDA5's third-row seats. Another great feature, especially in tight parking spaces, is the MAZDA5's two large, sliding rear doors. Precisely weighted for ideal balance, they glide open almost effortlessly. **2. An Ample 44.4 Cu Ft Of Cargo Space** is easily created simply by folding down the third row's 50/50 split fold-down seatback. No need to remove any headrests. And you'll still have plenty of room in the MAZDA5 for four adults. **3. A Handy, Second-Row Foldout Table** is also standard. Center-mounted for maximum convenience and utility, it features dual cup holders, a removable top and a hidden storage bin. When not in use, it folds away under the seat cushion.

Please remember to properly secure all cargo.





THERE'S NO SUCH THING AS BEING OVERPROTECTIVE.

Mazda engineers equipped the MAZDA5 with a comprehensive arsenal of standard safety features that help protect all of its occupants. Some, like Mazda's "Triple H" construction and steel side-impact door beams, enhance structural integrity and impact protection. Others, like 4-wheel disc brakes with an Anti-lock Brake System (ABS) and Electronic Brakeforce Distribution (EBD), a Traction Control System and Dynamic Stability Control,* help improve driver control. And still others, including advanced dual front air bags, dual front side-impact air bags and side-impact air curtains† for all three rows, are strategically positioned throughout the cabin. Three-point seat belts and adjustable headrests at all six seating positions are also standard. As is a "crushable" brake and accelerator pedal assembly designed to fold away on impact to help minimize the chance of a serious leg or ankle injury. And an integral Tire-Pressure Monitoring System (TPMS) to warn you when air pressure in one or more tires is low. All of which help make the MAZDA5 a truly safe buy. In more ways than one.



1. **Power-Assisted 4-Wheel Disc Brakes** are standard on every MAZDA5—as are an Anti-lock Brake System (ABS), Electronic Brakeforce Distribution and Brake Assist. Working together, they help provide the MAZDA5 with linear, fade-resistant stopping power. 2. **A Traction Control System And Dynamic Stability Control*** are also standard. The Traction Control System enhances acceleration and improves traction in difficult driving conditions. Dynamic Stability Control helps provide predictable, stable handling in emergency situations. 3. **LATCH Child-Safety-Seat Anchors** are built into the MAZDA5's second-row seats to help safely secure your most precious passengers. Both third-row seats are equipped with child-safety-seat tether anchors.



The MAZDA5 earned the highest possible rating, Five Stars, in government frontal crash tests.†

* Dynamic 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. † Always wear your seat belt and secure children in the rear seats in appropriate child restraints. ‡ Government star ratings are part of NHTSA's New Car Assessment Program (NCAP). Vehicle tested with standard side-impact air bags (SABs). For complete test results, visit www.nhtsa.gov.

ONCE YOU HAVE IT, OUTFIT IT ACCORDINGLY.

One of the most enjoyable aspects of buying a new MAZDA5 is being able to enhance its appearance and performance with Genuine Mazda Accessories. What's more, all Genuine Mazda Accessories installed by your Mazda Dealer, prior to or at initial vehicle retail delivery, carry the same new-vehicle limited warranty as your new MAZDA5. Ask your dealer for details.



1 iPod® Integration system makes it a lot easier to take your Apple® iPod along for the ride. In fact, it allows you to play your iPod through your Mazda's audio system with crystal-clear sound while also providing a built-in battery charger. Works with most 30-pin, dock-connector-equipped iPods, iPod touch® shown. Additional components may be required for installation; contact your Mazda Dealer for details.

2 Mazda Logo Seat Covers. Designed to minimize interior wear and tear, they feature a premium-grade, water-resistant polyester facing and soft-foam center for added durability and comfort. **3 Auto-Dimming Mirror With Compass And HomeLink®.** Automatically reduces headlight glare from vehicles behind you. Also features a bright LED compass readout plus a HomeLink function that activates system-connected house lights, alarms, etc. May require additional components. **4 Soft Cargo-Area Liner.** Provides your precious cargo extra protection. Durable, backed-vinyl design works with the MAZDA5's rear seatback in upright, split and folded-down positions.

5 Rear-Seat DVD Entertainment System. Makes it easy to take the show on the road. A fully integrated rear-seat entertainment system, it features an 8.5-inch LCD monitor, DVD player, two sets of wireless headphones, a remote control plus a wireless game controller and has 30 available games. **6 Front Mask.** Helps protect the front end of your MAZDA5 from the chips, dings and scratches typically caused by insects and road debris. Custom-tailored for a snug fit with special cutouts that are easily removed for vehicles equipped with fog lights. **7 Roof-Rack Bike Carrier Attachment.** Easily secures most bicycles to your MAZDA5's roof rack. Each attachment holds one bicycle. Roof rack and cross bars sold separately. **8 Rear Bumper Guard.** Helps protect the top surface of your MAZDA5's rear bumper from scratches, chips and wear and tear that often occur whenever you're loading or unloading.

Fog Lights	Wheel Locks
Windshield Sunscreen	Remote Engine Start (AT Only)
Moonroof Wind Deflector	SIRIUS Satellite Radio® Receiver Kit*
Door-Edge Guards	In-Dash 6-Disc CD Changer
Splash Guards	3.5-mm Audio Cable
Roof Rack	Motorola Portable Bluetooth® Car Kit
Roof-Rack Cross Bars	Portable Navigation Devices
Roof Cargo Box (Short Or Medium)	Auto-Dimming Rearview Mirror With Compass
Roof Luggage Basket	Ashtray And Lighter Kit
Ski/Snowboard Carrier	Floor Mats, Carpet
Rear Wing Spoiler	Floor Mats, All-Weather
License-Plate Frame	Retractable Cargo Cover
Car Cover	Cargo Net
Car-Cover Cable Lock	First Aid Kit
Touch-Up Paint	Roadside Assistance Kit

SIRIUS Satellite Radio reception requires a subscription and Mazda satellite radio receiver accessory kit. Available only in the U.S., except Alaska and Hawaii.

Apple and iPod are registered trademarks of Apple Inc. iPhone™ not compatible with iPod adapter.

Bluetooth is a registered trademark of Bluetooth SIG, Inc.

Please remember to properly secure all cargo.



MAZDA5 SPECIFICATIONS & CAPACITIES

Specifications	
Engine size and type	2.3L DOHC 4-cylinder with variable valve timing
Horsepower	153 @ 6500 rpm
Torque (lb-ft)	148 @ 4500 rpm
EPA estimated fuel economy (city/highway mpg)	Manual 22/28 Automatic 21/27
Base curb weight (lb)	Manual 3422 Automatic 3479

Exterior Dimensions	
Wheelbase/overall length (in)	108.3/181.5
Overall width (in)	69.0
Overall height (in)	64.2
Track, front/rear (in)	60.2/59.6
Interior Dimensions	(Front/2 nd Row/3 rd Row)
Headroom (in)	40.7/39.4/37.1
Headroom with moonroof (in)	38.9/39.2/37.1
Legroom (in)	40.7/35.2/30.7
Shoulder room (in)	55.5/55.6/49.2

Capacities	
EPA passenger volume, 1st and 2nd rows (cu ft)	97.7
EPA cargo volume, 3rd-row seats folded (cu ft)	44.4
Fuel capacity (U.S. gallons)	15.9

MAZDA5 ENGINE & MECHANICAL

Engine & Transmission	Sport	Touring	Grand Touring
2.3L DOHC 4-cylinder with variable valve timing	S	S	S
5-speed manual overdrive transmission	S	-	-
5-speed Sport AT automatic overdrive transmission	(Available)	S	S
Front-wheel drive	S	S	S

Suspension & Brakes

Rack-and-pinion steering with electrohydraulic variable assist	S	S	S
Anti-lock Brake System (ABS) with Electronic Brakeforce Distribution (EBD) and Brake Assist	S	S	S
Dynamic Stability Control (DSC)*	S	S	S
Traction Control System (TCS)	S	S	S
Independent strut-type front suspension	S	S	S
Independent multi-link rear suspension	S	S	S
Front and rear stabilizer bars	S	S	S

MAZDA5 OPTIONS & OPTION PACKAGES

Options/Option Packages	Sport	Touring	Grand Touring
Popular Equipment Package: In-dash 6-disc CD changer; side sill extensions; rear liftgate spoiler	0 (AT only)	S	S
DVD-based navigation system†	-	-	0
Pearlescent paint (Crystal White Pearl Mica)	0 (AT only)	0	0
In-dash 6-disc CD changer	P (AT only)/A	S	S
SIRIUS Satellite Radio® receiver kit*	0/A	0/A	0/A
Auto-dimming rearview mirror with compass and HomeLink®	0/A	0/A	0/A
Fog lights	0/A	S	S
Cargo cover, interior	0/A	0/A	0/A
All-weather floor mats	0/A	0/A	0/A
Rear bumper guard	0/A	0/A	0/A
Moonroof wind deflector	-	0/A	0/A
Cargo net	0/A	0/A	0/A
Remote engine start (automatic transmission only)	0/A	0/A	0/A
Door-edge guards	0/A	0/A	0/A
Wheel locks	0/A	0/A	0/A

MAZDA5 EXTERIOR

Body	Sport	Touring	Grand Touring
Dual sliding rear doors	S	S	S
Body-color sport grille and door handles	S	S	S
Side sill extensions and rear liftgate spoiler	P (AT only)	S	S
Dual body-color remote outside mirrors (heated on Grand Touring)	S	S	S
Power sliding-glass moonroof with interior sunshade	-	S	S
Variable-intermittent windshield wipers; intermittent rear wiper/washer	S	S	S
Rain-sensing front windshield wipers	-	-	S
Xenon High-Intensity-Discharge (HID) low-beam headlights with automatic on/off	-	-	S
Fog lights	0/A	S	S
LED taillights	-	S	S
Tires & Wheels			
17-inch alloy wheels; P205/50R17 V-rated all-season radial tires	S	S	S

MAZDA5 INTERIOR

Comfort & Convenience	Sport	Touring	Grand Touring
Fully automatic climate control	S	S	S
2nd-row cool-air vents with fan speed controls	S	S	S
Bluetooth® hands-free phone capability	-	-	S
Electroluminescent gauges	S	S	S
Tilt/telescopic steering wheel with audio controls (leather-wrapped on Touring, Grand Touring)	S	S	S
Covered cargo-area storage compartment	S	S	S
Center instrument display panel for audio, clock, A/C and outside temperature	S	S	S
Center console with storage	S	S	S
Center-row foldout table with cargo storage	S	S	S
Cruise control with steering-wheel-mounted controls	S	S	S
Power windows with one-touch-down driver's window	S	S	S
Power door locks with 2-stage unlocking (driver's door only/all doors plus liftgate)	S	S	S
Remote keyless illuminated entry system	S	S	S
Dual cup holders for all 3 rows of seats	S	S	S
Front map lights with courtesy delay; ignition-keyhole light	S	S	S
Driver's and passenger's covered visor vanity mirrors	S	S	S
Front and rear 12V power outlets	S	S	S

Seating & Trim

Reclining front bucket seats; adjustable driver's lumbar support and seat height	S	S	S
Fold-down armrests for front and 2nd-row seats	S	S	S
50/50 split fold-down 3rd-row seatback	S	S	S
Cloth upholstery and carpet floor mats	S	S	-
Leather-trimmed seats; heated front seats; matching-cloth door panel inserts; carpet floor mats	-	-	S

Audio

AM/FM/CD stereo with 6 speakers and automatic level control	S	S	S
In-dash 6-disc CD changer	P (AT only)/A	S	S
Auxiliary-audio input jack	S	S	S

* Dynamic 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.

† DVD map coverage now includes the 48 contiguous states, Alaska, Hawaii, Puerto Rico and the U.S. Virgin Islands.

‡ SIRIUS Satellite Radio reception requires a subscription and Mazda satellite radio receiver accessory kit. Available only in the U.S., except Alaska and Hawaii.

§ Always wear your seat belt and secure children in the rear seats in appropriate child restraints.

MAZDA5 SAFETY & SECURITY

Safety & Security	Sport	Touring	Grand Touring
Advanced front air bags ¹ with belt-use, passenger-weight and driver's seat-position sensors	S	S	S
Front side-impact air bags and side-impact air curtains ¹ with coverage for front and rear passengers	S	S	S
3-point seat belts and adjustable headrests for all 6 seating positions	S	S	S
Front seat-belt pretensioners with force limiters	S	S	S
2nd-row LATCH child-safety-seat anchors; 3rd-row tether anchors	S	S	S
Engine-immobilizer anti-theft system	S	S	S
Anti-theft alarm system	-	-	S
Tire-Pressure Monitoring System (TPMS)	S	S	S

S: Standard O: Optional P: Package option A: Dealer-installed accessory -: Not available

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.

Peace of mind also comes standard.

We want your new MAZDA5 to be a source of pride, exhilaration and peace of mind for years to come. Which is why every new 2010 Mazda sold in the U.S. is protected by all of the following:

- A 3-year/36,000-mile* "bumper-to-bumper" limited warranty
- A 3-year/36,000-mile* 24/7 Emergency Roadside Assistance program
- A 5-year/60,000-mile* limited powertrain warranty
- A 5-year/unlimited-mileage warranty against body rust-through

For details, please see your Mazda Dealer, visit MazdaUSA.com, or call toll-free 800-639-1000.

* Whichever comes first.

Financing your Mazda made simple.

Whether you're buying or leasing a new Mazda, Certified Pre-Owned Mazda or a used vehicle, Chase Auto Finance can help make the financing process a more convenient and satisfying experience. As

CHASE one of the largest auto lenders in America, Chase is known for its first-class customer service, wide

range of financing options and highly competitive rates. To find out which Chase purchase or lease plan best meets your needs, talk to your Mazda Dealer. Or visit MazdaUSA.com.

MAZDA5 COLOR COMBINATIONS



LIQUID SILVER METALLIC

TRIM LEVEL	INTERIOR COLOR	FABRICS
MAZDA5 Sport*/Touring	Black	Cloth
MAZDA5 Grand Touring	Black	Leather



COPPER RED MICA

TRIM LEVEL	INTERIOR COLOR	FABRICS
MAZDA5 Sport*/Touring	Sand	Cloth
MAZDA5 Grand Touring	Sand	Leather



CRYSTAL WHITE PEARL MICA

TRIM LEVEL	INTERIOR COLOR	FABRICS
MAZDA5 Sport*/Touring	Sand	Cloth
MAZDA5 Grand Touring	Sand	Leather



GALAXY GRAY MICA

TRIM LEVEL	INTERIOR COLOR	FABRICS
MAZDA5 Sport*/Touring	Black	Cloth
MAZDA5 Grand Touring	Black	Leather



STORMY BLUE MICA

TRIM LEVEL	INTERIOR COLOR	FABRICS
MAZDA5 Sport*/Touring	Black/Sand	Cloth
MAZDA5 Grand Touring	Black/Sand	Leather



BRILLIANT BLACK CLEARCOAT

TRIM LEVEL	INTERIOR COLOR	FABRICS
MAZDA5 Sport*/Touring	Black	Cloth
MAZDA5 Grand Touring	Black	Leather

MAZDA5 UPHOLSTERY



BLACK CLOTH

MAZDA5 Sport*/Touring



SAND CLOTH

MAZDA5 Sport*/Touring



BLACK LEATHER

MAZDA5 Grand Touring



SAND LEATHER

MAZDA5 Grand Touring

* MAZDA5 Sport with manual transmission available in Liquid Silver Metallic, Galaxy Gray Mica and Copper Red Mica.



We'd love for you to meet the whole family. Head-turning design and pulse-racing performance come in many shapes and sizes. From the award-winning, 7-passenger Mazda CX-9 to the envy-inspiring Mazda RX-8. And of course, the scene-stealing Mazda MX-5 Miata. Why not see for yourself? Better yet, drive for yourself. You'll find every Mazda to be brilliantly engineered and totally fun to drive. After all, Zoom-Zoom comes standard on every single one.



* Available only at authorized MAZDASPEED Dealers.