

*2012 Mazda CX-9*



**mazda**

**WHAT DO YOU DRIVE?**

*Is it inspiring?*

*What were the people who built your car thinking?*

*Are they just another behemoth carmaker following the rules?  
Or do they break them?*

*Do they push the boundaries of tradition and habit  
to achieve the unachieved?*

*Are they insightful craftsmen,  
obsessing over the details with a crazed passion?*

*Building less—building better—  
for a discerning few?*

*Are you one of the few  
who cares about what you drive,  
how it drives  
and the way it makes you feel?*

*We're with you.*

*Because we believe if it's not worth driving,  
it's not worth building.*

*We build Mazdas.*

*What do you drive?*

*ZOOM-ZOOM*

**Seating for 7 in the lap of luxury. And 1 lucky seat behind the wheel.**

We're Mazda. We craft, we obsess, we defy convention. So when we built the 7-passenger CX-9, its exterior had to be elegantly sculpted, its interior luxuriously appointed, and it needed to drive nothing like a vehicle that seats seven. Being an SUV raised by a pack of sports cars has its advantages, and none of them is more obvious than the CX-9's exceptional performance and handling. It may look like a stylish and roomy people-mover, but once you take the wheel, you'll be reminded of just how much of a Mazda it is.

## 2011 Editors' Choice Award – Mid-Size SUVs

caranddriver.com, August 2011



### Not available in **conformist**.

The Mazda CX-9 achieves what no other SUV dares to do by combining incredibly nimble road manners with the spacious interior of a 7-passenger vehicle. Meticulously crafted inside and out, it immerses you in roomy comfort and thoughtful accommodation. Versatile and smart, the CX-9 empowers you with an uncompromising array of advanced technology and convenience features, including the available Blind Spot Monitoring System\*, Bose® Centerpoint® Surround Sound System and rearview camera†. Its sporty styling is backed up by a fuel-efficient 273-hp 3.7-liter V6 engine. One drive and you just might wonder how Mazda makes breaking the rules feel so right.

\*Always check your mirrors. Be aware of the traffic around you. †Rearview camera does not provide a comprehensive view of the entire rear area of this vehicle. Always check your surroundings.



**Luxurious reward rests in the [details](#).**

Just because a vehicle sets a standard for versatility and drivability doesn't mean it can't have a world-class interior. The Mazda CX-9 is a testament to our dedication to craftsmanship, from its available leather-trimmed seats—including an 8-way power-adjustable driver's seat with available 3-setting memory system—to its leather-wrapped steering wheel and shift knob. And on the outside, carefully sculpted body lines flow from the stylish headlights all the way to the jewel-like taillights. So no matter where you're headed, you're surrounded by the touch of refinement.



**Big on amenities.**

In keeping up with life's daily challenges, little things make a big difference. The Mazda CX-9 has more volume behind its first and second rows and more second- and third-row legroom than Honda Pilot, Toyota Highlander and Acura MDX. We added two third-row storage bins that are big enough to hold electronic games and controllers for the kids (and adults). And we also left room for eight cup holders and four one-liter bottle holders. With such a thoughtfully designed interior, it's easy to make it easy on everyone.



Bigger on [convenience](#).

Easy come. Easy go. **Easy everything.**

#### Third-Row Access

A single hand is all it takes to operate the CX-9's ingenious "tilt-and-slide" mechanism on the 60/40 split fold-down second-row seats. It automatically moves the seat forward nearly nine inches to give passengers easy access to third-row seating.

#### Entry and Exit

The CX-9 has large rear doors that open up to 72° to create an extra-wide opening, making entry and exit quick and easy. And to eliminate the danger of tripping over high side sills, the CX-9's cabin floor and side sills are flush with each other—unlike some SUVs with sills that are up to three inches higher than their floors.

#### Power Rear Liftgate

Open and close the rear liftgate with the touch of a button. The CX-9's available power rear liftgate opens and closes by remote control, making loading easier and more convenient.

#### Versatile Cargo Space\*

Besides deftly handling up to seven adults, the CX-9 also provides a generous 17.2 cu ft of cargo space behind the third-row seat. A quick tug on the convenient release straps quickly folds down the third row's 50/50 split fold-flat seatback to give you 48.3 cu ft. Folding down the second row's 60/40 split fold-flat seatbacks expands the CX-9's cargo room to a full 100.7 cu ft.



\*Accessory Retractable Cargo Cover shown. Please remember to properly secure all cargo.





**Where daily adventure starts. And worry ends.**

Because our engineers are passionate drivers themselves, they made sure the cockpit of the CX-9 is outfitted for the driver's ultimate comfort and convenience. The long list of standard features includes steering-wheel-mounted audio controls and cruise control, Bluetooth® hands-free phone and Three-Zone Automatic Climate Control. You can also customize your CX-9 to fit your everyday needs with a host of available amenities, including heated seats and mirrors, an auto-dimming rearview mirror—even a Bose® Centerpoint® Surround Sound System.





**Rearview Camera\***  
 This helpful system offers increased visibility of objects behind you, and it's automatically activated whenever the CX-9 is shifted into reverse.

**The brains beneath the brawn.**

Of course the CX-9 will get you to your destination swiftly and safely, but it also keeps you entertained, connected and comfortable along the way thanks to some smart features. There's a standard, 6-speaker MP3 player-compatible audio system that's SiriusXM™ Satellite Radio† ready. Or hook up your portable music device to the standard auxiliary input jack. To help make finding your destination quick and easy, a navigation system with a 7-inch touch-screen display is also available, as are rain-sensing wipers. Intelligence abounds.

**DVD Rear-Seat Entertainment System**  
 Available on the Grand Touring model, the DVD Rear-Seat Entertainment System features an integral DVD player, 9-inch fold-down LCD screen, audio/video/game console inputs, wireless remote, two wireless headsets and a 115-volt outlet for game consoles, all of which make it ideal for DVDs, video games and audio CDs.



**Bose® Centerpoint® Surround Sound System with AudioPilot®‡**  
 Custom-engineered for the CX-9, the system features its patented Centerpoint® signal-processing circuitry, enabling this impressive 277-watt 10-speaker system to produce stunning multichannel Bose® Surround Sound performances from regular CDs, MP3s and DVDs. Its patented AudioPilot® technology automatically adjusts multiple frequencies to compensate for distracting road, wind and cabin noises.



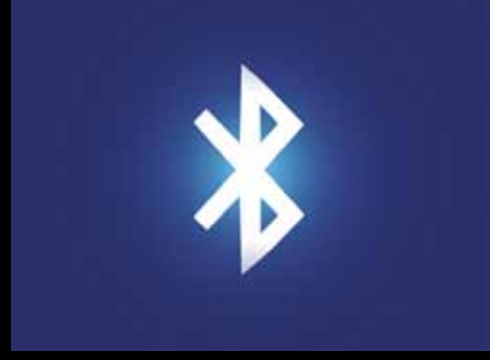
**Mazda Advanced Keyless Entry & Start System**  
 Even before you enter your CX-9, it's already anticipating your arrival. As you approach, the Advanced Keyless Entry recognizes you, and your CX-9 comes to life. It remotely unlocks the doors—and on Grand Touring models it automatically adjusts the 8-way power driver's seat to your personal settings—all without you having to take your keyless entry fob out of your pocket. And the rear liftgate is ready to open at the touch of a button.



**8-Way Power Driver's Seat with Memory**  
 A driver's seat with position memory is also standard on the Grand Touring. It allows you to create and store up to three unique driver's seat positions. At the touch of a button, it automatically adjusts the driver's seat settings to the exact preset position you desire.



**Bluetooth Hands-free Phone and Audio**  
 Make and take calls via the standard Bluetooth hands-free phone system. Touring and Grand Touring models also offer available wireless audio capability, so you can enjoy your music from your Bluetooth-compatible audio device.



\*Rearview camera does not provide a comprehensive view of the entire rear area of this vehicle. Always check your surroundings. †Not equipped for XM Radio reception. SiriusXM™ Satellite Radio reception requires a subscription and Mazda satellite radio. See full disclaimer in Specifications. ‡Available on Touring and Grand Touring models.



#### Manual-Shift Mode

A 6-speed Sport automatic transmission, standard on all CX-9 models, combines the extra control—and fun—of a manual-shift mode with the smooth-shifting convenience of an advanced automatic transmission.

#### Variable Valve Timing

Normally, “acceleration” and “fuel efficiency” would seem to work against each other. But the CX-9’s 3.7-liter V6 engine bucks the trend with intelligent variable valve timing that maximizes high-rpm power and low-end torque, yet it delivers up to 24 mpg highway\*.

### Right-brained passion. Right-foot thinking.

Before choosing your new vehicle, consult your right foot. After all, it has an intimate relationship with everything under the hood. And in the Mazda CX-9, that means a powerful 273-hp, 3.7-liter V6, featuring variable valve timing, electronic throttle control and a forceful 270 lb-ft of torque, which is more than Honda Pilot or Toyota Highlander. It also provides an available 3,500-lb towing capacity when properly equipped. Mazda engineering is certainly left-brained and precise, but it’s equally dedicated to keeping you and your right foot very happy together.



\*EPA-estimated mileage for FWD models. Actual results may vary. See Specifications for details.



## Passion for all roads.

The incredibly versatile CX-9 is engineered to help you and your family get to your next adventure—no matter where it may be. Beyond delivering a stable, solid ride, the CX-9 includes systems such as the available Active Torque Split All-Wheel-Drive system that allow you to drive with confidence on a variety of roads in a variety of weather conditions. And with a larger available wheel size than either the Toyota Highlander or Honda Pilot—and the control that comes from having more rubber on the road—the CX-9 truly belongs in a confidence-inspiring category all its own.

### Active Torque Split All-Wheel-Drive System

The available Active Torque Split All-Wheel-Drive system automatically maintains an ideal balance between front and rear axle torque (up to 50/50) by continuously monitoring wheel speed and engine data, and instantly adjusting to any adverse changes in road and weather conditions.

### Advanced Handling and Steering

In designing the CX-9, instead of looking at what the rest of the lumbering, bloated SUVs were doing, Mazda engineers used our own sports cars as benchmarks for handling. The CX-9's sophisticated, fully independent suspension system includes MacPherson struts up front and an advanced multilink system in the rear that work in tandem to promote accurate and surefooted wheel-to-road contact. Plus hefty stabilizer bars at both ends help minimize body roll. The CX-9's precise, power-assisted rack-and-pinion steering system also boasts engine speed-sensing variable assist.



## Our engineers went crazy to give you peace of mind.

To what lengths should a car go to help keep you safe? Insane lengths, thanks to our obsessive engineers. The numerous active and passive safety features in the CX-9 are painstakingly crafted to give you and your family one feeling: peace of mind.

Active whiplash-reducing front-seat headrests, three-point seatbelts for all seven positions, side-impact door beams, front and rear crumple zones, dual LATCH child-safety seat anchors and tethers in the second-row—and we're only just beginning.

A standard collapsible steering column absorbs energy in the event of a heavy frontal impact, while a foldaway brake assembly reduces the risk of serious injuries to the ankle and leg. These are just a few of the specialized anticipatory safety features you'll find on your CX-9.



### Blind Spot Monitoring System\*

The system uses radar sensors to detect objects in your left or right blind spots and then alerts you with a warning light that appears in the appropriate side mirror. If you signal a lane change while an object is there, the light blinks and a cabin warning chime sounds. And it's technology you won't find on the Honda Pilot or Toyota Highlander.

### Six Standard Air Bags†

Advanced dual front air bags that utilize inflators with both crash-zone and driver's seat/passenger weight sensors are standard on all CX-9 models—as are dual side airbags and dual side-impact air curtains with coverage for front and rear passengers.



### Advanced Braking Technologies

A comprehensive set of advanced braking technologies comes standard on the CX-9. Large 4-wheel disc brakes promote linear, fade-resistant stopping power. An Anti-lock Brake System pulses the brakes hundreds of times per second, preventing wheel lockup so you can make controlled stops. Electronic Brakeforce Distribution automatically applies force to individual brakes based on changing road conditions, helping to keep you in control. And in emergency situations, Brake Assist automatically increases braking pressure, thereby reducing stopping distance.

### Enhanced Stability & Control

The Traction Control System detects wheelspin, then reduces engine power to help improve traction when accelerating in slippery conditions. Dynamic Stability Control‡ modulates the engine and brakes when over- or understeer is detected, helping to keep you on your intended path while cornering. And during accident-avoidance maneuvers, Roll Stability Control uses on-board roll-rate sensors to monitor vehicle movement and automatically apply the brakes to help keep the CX-9 stable.



### Tire Pressure Monitoring System

Designed to monitor air pressure in real time, the Tire-Pressure Monitoring System automatically alerts you before one or more tires become critically low.

### "Triple H" Body Construction

By adding extra steel reinforcements to critical areas of the body, Mazda's "Triple H" body construction system enhances structural integrity, impact protection and rigidity for superior handling. In key areas, the CX-9 also uses high-tensile steel, which is stronger and more rigid than conventional steel.



### Clearer Nighttime Vision

Standard on Grand Touring models, the auto on/off Xenon High-Intensity-Discharge low-beam headlights automatically provide you with enhanced low-beam nighttime illumination. No need to even take your hands off the wheel.

\*Always check your mirrors. Be aware of the traffic around you. †Always wear your seat belt and secure children in the rear seat in appropriate child restraints. ‡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.

"The scrappy, fantastic-driving Mazda CX-9 is still the best seven-passenger SUV you can buy."

*Motor Trend*, March 2011





"Mazda is one of the few brands that continue to cater to people who care about driving."

caranddriver.com, January 2011



Every model in the Mazda lineup was built by a bunch of car-crazed craftsmen. Who love to drive. For people who love to drive. So from the Mazda2 to the CX-9, a Mazda is always a Mazda. Because if it's not worth driving, it's not worth building.

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



**Financing without the fuss.**

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

\*The 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.

**We're committed to our drivers.**

Every new 2012 Mazda CX-9 is protected by:

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

<sup>†</sup>Whichever comes first.

For details, please see your Mazda Dealer, visit MazdaUSA.com or call toll-free 1-800-639-1000.



**A Roof Rack.** Expand your storage possibilities by utilizing the roof rails with adjustable crossbars. Add any of our customized attachments to transport your kayak, bike, cargo, surfboard, luggage, snowboard and more. **B Cargo Tray\*.** In any seat configuration, help protect the third-row seatbacks as well as the cargo area. Cleans easily with soap and water. **C All-Weather Floor Mats.** Replace your standard carpet mats with these all-weather floor mats to provide your CX-9's carpet with heavy-duty protection. **D Splash Guards.** Equip your CX-9 with extra protection from dirt, mud, rocks and other road debris. **E Trailer Hitch (Class II).** Pull your toys to your favorite destination with this Class II-rated receiver designed especially for your CX-9. Up to 3,500-lb towing capacity. **F Rear Bumper Guard.** Tailored and sleek, our durable stainless steel Rear Bumper Guard not only looks great, but also protects the rear bumper from chips and scratches.

**Additional accessories:**

- |   |   |  |  |   |
|---|---|--|--|---|
| <ul style="list-style-type: none"> <li>Front Mask</li> <li>Hood Bug Deflector</li> <li>Fog Lights</li> <li>Windshield Sunscreen</li> <li>Moonroof Wind Deflector</li> <li>License Plate Frame</li> <li>Car Cover</li> <li>Car-Cover Cable Lock</li> </ul> | <ul style="list-style-type: none"> <li><b>Roof-Rack Attachments:</b></li> <li>- Bike Carrier</li> <li>- Cargo Box, Short</li> <li>- Cargo Box, Medium</li> <li>- Luggage Basket</li> <li>- Kayak Carrier</li> <li>- Ski/Snowboard Carrier</li> <li>- Surfboard Carrier</li> <li><b>Bike Carrier, Hitch Mounted</b></li> </ul> | <ul style="list-style-type: none"> <li><b>Wheel Locks (Set of 4)</b></li> <li>iPod® Integration<sup>†</sup></li> <li>SiriusXM™ Satellite Radio<sup>‡</sup></li> <li>3.5 mm Audio Cable</li> <li>Perimeter Alarm System</li> <li>Auto-Dimming Rearview Mirror with Compass</li> </ul> | <ul style="list-style-type: none"> <li>Auto-Dimming Rearview Mirror with Compass and HomeLink®</li> <li>Portable Navigation Devices by Garmin®</li> <li>Remote Engine Start</li> <li>Rearview Camera with Auto-Dimming Mirror Display</li> <li>Floor Mats, Carpet</li> </ul> | <ul style="list-style-type: none"> <li>Cargo Mat, Carpet</li> <li>Cargo Net</li> <li>Retractable Cargo Cover</li> <li>Cigarette Lighter</li> <li>Ashtray</li> <li>First Aid Kit</li> <li>Roadside Assistance Kit</li> <li>Touch-Up Paint</li> </ul> |
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***IF IT'S NOT WORTH DRIVING,  
IT'S NOT WORTH BUILDING.***

***WE BUILD MAZDAS.  
WHAT DO YOU DRIVE?***

*ZOOM-ZOOM*

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