

2013 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



Refinement for seven. Driving exhilaration for one.

We're Mazda. We refuse to accept what's considered impossible. So in building the 7-passenger CX-9, we saw no reason why something spacious and luxurious couldn't also feel incredibly nimble. 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 high-class people-mover, but once you take the wheel, you'll realize just how much of a Mazda it is.


2012 Editors' Choice Award – Mid-Size SUVs

caranddriver.com, October 2012



At the improbable intersection of **performance and luxury.**

The Mazda CX-9 achieves what few other SUVs dare by combining opposing forces into one harmonious package. Agile handling converges with the voluminous interior of a 7-passenger vehicle. Elegant styling finds common ground with utilitarian design. Both flexible and focused, the CX-9 empowers you with an uncompromising array of advanced technology and convenience features, including integrated Pandora® Internet radio. One drive and you'll wonder how Mazda engineers turn unlikely mergers into natural win-wins.



Where the finer points are **grand**.

Welcome to an interior designed to astonish with the smallest details. The Mazda CX-9 is a testament to craftsmanship, from its available leather seats—including an available 8-way power-adjustable driver's seat with available 3-setting memory system—to its leather-wrapped steering wheel and shift knob. No matter where you're headed, you're surrounded by the touch of refinement.



Big on amenities.



Even bigger on **convenience.**

In keeping up with life's daily challenges, little things make a 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.



More than accents. [A whole new language of luxury.](#)

For driver and passengers alike, the smallest details are designed to make a grand statement about craftsmanship. Surround yourself with rich trim and experience high-class contrasting stitching on the available leather seats. Meticulous attention to detail is apparent everywhere as sport and splendor merge with absolute harmony.



It's your way in every way.

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 with HD Radio that's SiriusXM Satellite Radio ready.* Or hook up your portable music device to the standard USB audio input port. To help make finding your destination quick and easy, a navigation system with a 5.8-inch touch-screen display is also available, as are rain-sensing wipers. Intelligence abounds.

Mazda CX-9 Grand Touring interior shown in black leather with Technology Package



Mazda Navigation System

Our convenient factory-integrated navigation system offers the advanced features of TomTom's navigation devices, including voice recognition, advanced lane guidance and route recommendations.

PANDORA®

Pandora® Internet Radio

Experience music on your terms with up to 100 unique "stations" through Pandora, all seamlessly streaming through your wireless Bluetooth-enabled and Internet-connected device.

8-Way Power Driver's Seat with Memory

A driver's seat with position memory is standard on the Grand Touring. At the touch of a button, it automatically adjusts up to three driver's seat settings to the exact preset position you desire.



HD Radio

With subscription-free HD Radio, you get cleaner, crisper sound from a digital signal that offers multiple options for some of your favorite AM and FM stations.



DVD Rear-Seat Entertainment System

Available on the Grand Touring, the DVD Rear-Seat Entertainment System features a ceiling-mounted 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.



SMS Text Message Readout

Now, when a text comes in while you're driving, you can stay focused on the road ahead. Enjoy fully integrated text display and audible readout, and the ability to reply by choosing from a number of preset, standardized return messages.



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.



Bluetooth Hands-free Phone and Audio Streaming

With voice commands, making and receiving calls is as easy as pushing a button and saying hello, and the Bluetooth wireless capability helps you stay entertained with streaming audio from your compatible mobile device.



Rearview Camera†

This helpful system on Touring and Grand Touring models offers increased visibility of objects behind you, and it's automatically activated whenever the CX-9 is shifted into reverse.

*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. ‡Rearview camera does not provide a comprehensive view of the entire rear area of this vehicle. Always check your surroundings.



It's *your way* on the highway.

Even the most passionate drivers enjoy being pampered, so our engineers outfitted the CX-9 cockpit with the ultimate in 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. And now, integrated Pandora® Internet radio controls let your personal taste in music be the soundtrack for any road trip.

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

Motor Trend, March 2011





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

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.

Mazda CX-9 Grand Touring AWD shown in Meteor Gray Mica

Stay flexible while barely moving a muscle.



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.

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.



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.

*Please remember to properly secure all cargo.



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.

Mazda CX-9 Grand Touring AWD shown in Meteor Gray Mica

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 delivers up to 24 MPG highway.†



*Towing capacities shown are maximums and must be reduced by the weight of any passenger, cargo hitch or optional equipment in the towing vehicle. The following equipment may also be required: load-carrying hitch for trailers under 2,000 lb and load-equalizing hitch for trailers over 2,000 lb. 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. †Based on EPA estimates for 2013 Mazda CX-9 FWD models with 3.7L engine and automatic transmission 17 city/24 highway MPG. Actual results may vary.



Mazda CX-9 Grand Touring FWD shown in Zeal Red Mica

Linebacker size. Ballerina poise.

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 features 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 MX-5 as a benchmark 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.



Playing it safe by engineering to the next level.

Our obsessive engineers go the distance to help keep you safe. 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. 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 helps to absorb energy in the event of a heavy frontal impact, while a foldaway brake assembly helps reduce 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.

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 both front and rear passengers.



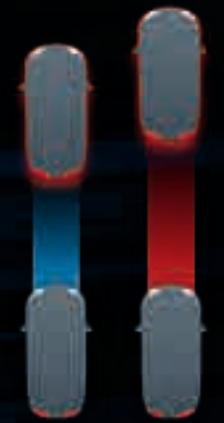
"Triple H" Body Construction

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.



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.



Advanced Braking Technologies

A comprehensive set of advanced braking technologies comes standard on the CX-9. An Anti-lock Brake System pulses the brakes hundreds of times per second, preventing wheel lockup to help you maintain steering control in emergency braking situations. 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 if you need it, thereby reducing stopping distance.



Clearer Vision

Standard on Grand Touring models, the auto on/off Bi-Xenon HID headlights and LED daytime running lights automatically provide you with enhanced nighttime illumination.



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 corresponding 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.



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.

*Always wear your seat belt and secure children in the rear seats 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. ‡Always check your mirrors. Be aware of the traffic around you.

"The Mazda CX-9 combines a spacious interior that can be lavishly appointed along with the sporty handling characteristics that Mazdas are known for."

Edmunds.com



CX-9 Specifications & Capacities

SPECIFICATIONS	
Engine size and type	3.7L DOHC 24-valve V6
Horsepower, SAE net	273 @ 6,250 rpm
Torque, SAE net (lb-ft)	270 @ 4,250 rpm
Redline	6,500 rpm
Compression ratio	10.3:1
Fuel	Multiport electronic fuel injection
Body type	Unibody with "Triple H" construction
Turning circle, curb-to-curb (ft)	37.4
Total curb weight (lb)	FWD: 4,317 AWD: 4,552

EXTERIOR DIMENSIONS	
Wheelbase/overall length (in)	113.2/200.6 (without license-plate holder)
Overall width/overall height (in)	76.2/68.0
Track, front/rear (in)	65.1/64.7
Ground clearance (in)	8.0

INTERIOR DIMENSIONS			
	Front	2nd row	3rd row
Headroom (in)	39.6	39.0	35.4
Headroom with moonroof (in)	38.4	39.0	35.4
Legroom (in)	40.9	39.8	32.4
Shoulder room (in)	59.4	58.7	56.9
Hip room (in)	56.5	56.0	43.7

CAPACITIES	
Passenger volume (cu ft)	139.4 (without moonroof) 137.7 (with moonroof)
Cargo volume (cu ft)	17.2 (2nd- and 3rd-row seatbacks up) 48.3 (3rd-row seatback folded) 100.7 (2nd- and 3rd-row seatbacks folded)
Towing capacity (lb)	FWD: 2,000/3,500 with Towing Prep Package AWD: 3,500

FUEL ECONOMY	
EPA estimated fuel economy (city/highway)	FWD: 17/24 AWD: 16/22
Fuel capacity (U.S. gallons)	20.1
Fuel system	Regular unleaded gasoline



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.

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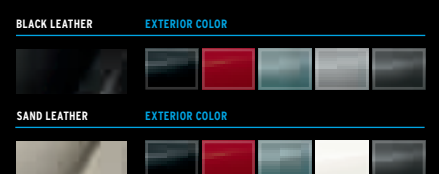
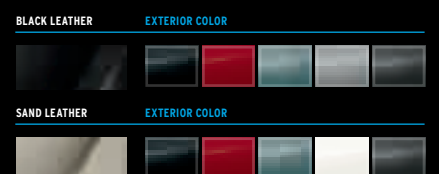
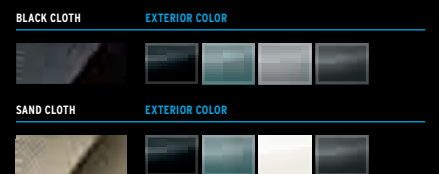
CX-9 Engine & Mechanical

	Sport	Touring	Grand Touring
ENGINE & TRANSMISSION			
3.7L DOHC 24-valve V6 engine	●	●	●
6-speed Sport automatic transmission	●	●	●
Front-wheel drive	●	●	●
Active Torque Split All-Wheel Drive	○	○	○
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/rear disc brakes	●	●	●
Anti-lock Brake System with Electronic Brakeforce Distribution	●	●	●

PRODUCT CHANGES AND OPTIONS AVAILABILITY: Following publication of this brochure, certain changes in standard equipment, options, prices and lead times 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.

*Always wear your seat belt and secure children in the rear seats 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. ‡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. ††Not equipped for XM Radio reception. SiriusXM 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 Sirius Select 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. ††Extra cost option.

MAZDA CX-9 MODELS



CX-9 Sport

Includes the following features:

- Halogen headlights
- Power side mirrors
- 18-inch aluminum alloy wheels
- Three-zone automatic climate control
- Power windows and door locks
- Remote keyless entry
- Cloth-trimmed seats
- AM/FM/CD/MP3-compatible audio system with 6 speakers
- 5.8" color touch-screen display
- USB audio input
- Bluetooth® hands-free phone and audio streaming capability

CX-9 Touring

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

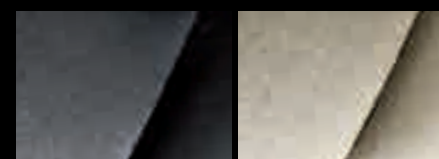
- Auto-off headlights
- Heated side mirrors
- Heated front seats
- Leather-trimmed seats (1st- and 2nd-row outboard seating positions)
- 8-way power-adjustable driver's seat with power-adjustable lumbar support
- 4-way power-adjustable front passenger seat
- Blind Spot Monitoring System†
- Rearview camera**
- Rear backup sensors

CX-9 Grand Touring

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

- Bi-Xenon HID headlights with auto on/off
- LED daytime running lights
- Halogen fog lights
- Power open/close rear liftgate
- Rain-sensing windshield wipers
- Power side mirrors with integrated turn-signals
- Mirror memory function and "tilt-in-reverse"
- 20-inch aluminum alloy wheels
- Driver's power seat memory
- Mazda Advanced Keyless Entry & Start System
- Auto-dimming rearview mirror with HomeLink®
- Bordeaux accent interior trim

CX-9 Upholstery & Wheel Options



CX-9 Exterior Colors



**See next page for disclaimers.



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.



■ **Roof Rack.** Expand your storage possibilities with roof rails and adjustable cross bars. Add any of our customized attachments to transport your kayak, bike, cargo, surfboard, luggage, snowboard and more. Cross bars required for attachments. ■ **Cargo Tray.*** In any seat configuration, help protect the third-row seatbacks as well as the cargo area. Cleans easily with soap and water. ■ **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. ■ **Splash Guards.** Equip your CX-9 with extra protection from dirt, mud, rocks and other road debris. ■ **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.† Includes four-pin trailer-lighting connector. Trailer receiver hitch cover (with Mazda logo) sold separately. See your Mazda Dealer for details. ■ **Cargo Net.*** Keep smaller items from bouncing around your cargo area. Easily installed and removed.

Additional accessories:

Windshield Sunscreen
Moonroof Wind Deflector
License-Plate Frame
Car Cover
Car Cover Cable Lock
Touch-Up Paint
Wheel Locks (Set of 4)

Roof-Rack Attachments:
- Bike Carrier
- Cargo Box, Short
- Cargo Box, Medium
- Luggage Basket
- Kayak Carrier
- Ski/Snowboard Carrier
- Surfboard Carrier

Bike Carrier, Trailer Hitch Mount
SiriusXM Satellite Radio*
3.5 mm Audio Cable
Bluetooth Car Kit by Motorola
Remote Engine Start
Floor Mats, Carpet
Cargo Mat, Carpeted

Cargo Net
Auto-Dimming Rearview Mirror with Compass and HomeLink®
Rearview Camera with Auto-Dimming Mirror Display
Portable Navigation Devices by Garmin®
Perimeter Alarm System

Retractable Cargo Cover
First Aid Kit
Roadside Assistance Kit
Navigation System

*Please remember to properly secure all cargo. †Towing capacities shown are maximums and must be reduced by the weight of any passengers, cargo hitch or optional equipment in the towing vehicle. The following equipment may also be required: load-carrying hitch for trailers under 2,000 lb and load-equalizing hitch for trailers over 2,000 lb. Towing a trailer will have an effect on vehicle's handling, breaking, 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. ††Not equipped for XM Radio reception. SiriusXM 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 Sirius Select 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.

Bluetooth is a registered trademark of Bluetooth SIG, Inc.

Dear Driver,

Years ago, my team and I set out to design a delightfully improbable sport utility vehicle. Specifically, the first three-row SUV to drive like a Mazda. After the string of accolades the CX-9 has received, I think it's safe to say we succeeded.

The new Mazda CX-9 carries over the utility and dynamic performance of the previous model while adopting both front and rear KODO styling for an even sportier presence. Enhancements in craftsmanship and interior design further the all-over feeling of quality and refinement. In addition, we adopted an even wider range of advanced technologies, including more state-of-the-art entertainment features.

As engineers, we are confident that the 2013 CX-9 is a better partner than ever for all your day-to-day needs. Enjoy an unlikely mix of fun and practicality each time you take it for a drive.

HIDEAKI TANAKA
MAZDA CX-9 PROGRAM MANAGER

***IF IT'S NOT WORTH DRIVING,
IT'S NOT WORTH BUILDING.®***

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

ZOOM-ZOOM

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