



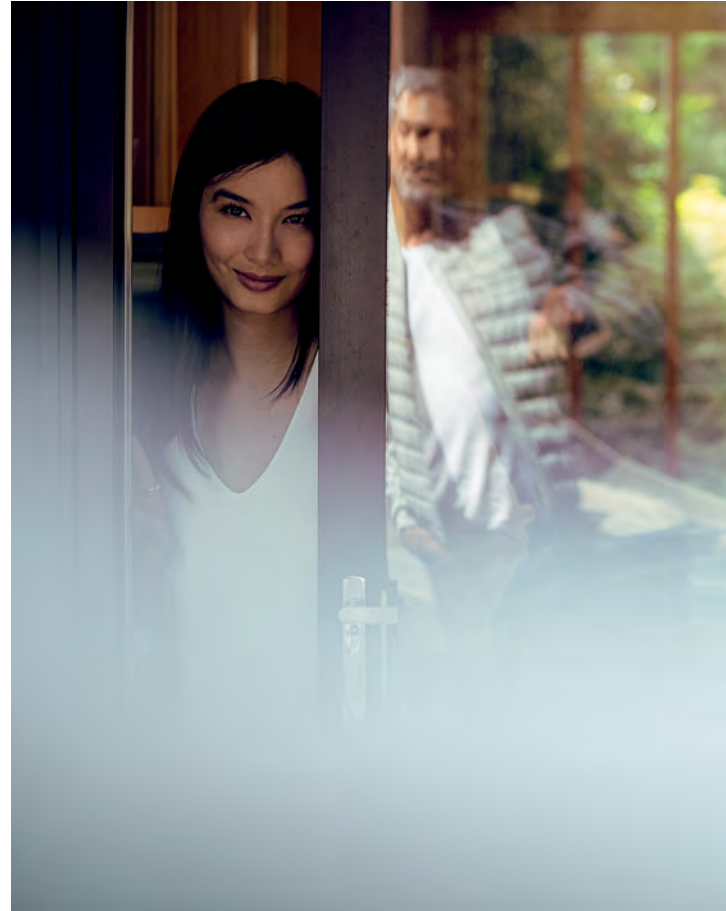
FEEL ALIVE®



















I believe in the power of human potential;
creativity, imagination and the amazing things
we're all capable of when we're inspired.

I believe in taking the unconventional road
and going the extra mile to do work that inspires,
because I believe the highest purpose of being human
is to uplift other humans.

I believe in artisans, designers, engineers and ambassadors
who pour human energy into their work,
because I believe there are things the human hand can do
that can't be replicated by a machine or a computer.

I believe in the power of cars to move human emotions.
To awaken senses, heighten reflexes, make pulses race.
To be more than a cold machine designed to take
you from here to there.

I believe the joy of being alive comes from
what we discover on our journey,
and the inspiration we find in every mile.

MAZDA. FEEL ALIVE.®

KODO: "SOUL OF MOTION"

Our design philosophy is simple yet highly challenging to accomplish: capture energy in motion, even at a standstill. With curves and angles so striking, they command your attention through a mere glance. Eliciting this kind of instant emotional response requires a human touch. Hands on clay, shaping form with warmth and precision. Eliminating all that is unnecessary, leaving only what is beautiful. Transferring the energy of the maker into every nuance. We call this Kodo: "Soul of Motion" design. A dynamic sense of motion created for humans, by humans. This is the inspiration behind the Mazda CX-9.





Mazda CX-9 Signature shown in Machine Gray Metallic



MAZDA CX-9

Representing a bold translation of our Kodo design language, the Mazda CX-9 is a sophisticated three-row SUV that invigorates every journey. With its extended hood, confident grille and elegant profile, the CX-9 immediately commands your attention. As you gaze across its sculpted lines, you'll notice a pronounced cabin that elegantly tapers to the rear, accentuating its athletic stance.

Step inside to find an abundance of premium touches, including natural materials and elegant finishes hand-selected by our master Takumi craftsmen. With its exquisite attention to detail, the CX-9 elevates your drive every time you get behind the wheel.

THE ART OF SEDUCTION

Every detail of our design process is intentional. Including the paint. Before a single drop of color is applied, master painters first perfect their technique by hand. Ensuring the surface of the Mazda CX-9 has depth and saturation. They apply color with precision, illuminating the curves and characteristics of our Kodo design. The machines used to paint the CX-9 are calibrated to replicate the exact movement of this human technique. Our daring array of lustrous finishes may be the final touch on the CX-9, but it is the first thing that will catch your eye—and continue to draw your gaze, time and time again.



Visit [MazdaUSA.com](https://www.mazdausa.com) to see all the vibrant color choices available.

THE HUMAN TOUCH



The Mazda Takumi are the artisans and craftsmen who hone their skills for years, even decades, to achieve mastery. From their first sketch to the final stitch, their passion, patience and persistence are poured into every design. The Takumi masters are so highly skilled, they can carve a block of clay into a work of art. Instinctually, they use their sight, as well as their touch, to ensure that every curve is perfectly proportioned to their final vision. A process that continues until this human energy breathes life into the vehicle. From designer to driver, this connection ultimately creates an enriching emotional bond between you and your Mazda.



THREE ROWS OF SOPHISTICATION

In the redesigned interior of the Mazda CX-9, sophisticated details indulge you and your passengers throughout all three rows. Up front, select trims feature ventilated seats that help keep you cool and comfortable. For the second row, available captain's chairs¹ offer more spacious and relaxed seating, while the standard 60/40 split second-row bench seats get an available Power Slide and Tilt feature that eases access for third-row passengers. Plus, everyone on board can enjoy their devices for longer, thanks to additional USB chargers in the second and third rows.²



¹ Captain's chairs with center walk-through available with select Touring and Grand Touring trims; captain's chairs with center console standard on Signature trim. ² Available feature.



A TRULY ELEVATED EXPERIENCE

For an even more enriching driving experience, the Mazda CX-9 Signature offers a truly upscale interior that will redefine your sense of premium. Including elegant Santos Rosewood inlays. Genuine aluminum accents. Second-row captain's chairs with a convenient center console. And rich supple Nappa leather finished in two gorgeous shades—Deep Chestnut and Parchment (shown). Making every inch of the cabin a highly refined space that elevates your driving experience.



DESIGN WITH A SINGLE FOCUS: YOU.

For decades, we've studied the human body: how it moves, sensations of touch, sound and sight, muscle and skeletal structure. Every consideration has been made so the Mazda CX-9 feels as if it were built just for you. Effortlessly responding to your direction. This is the human-centric design philosophy known as Jinba Ittai—horse and rider as one. You feel as though your Mazda is an extension of your body. To leave you feeling energized. Rejuvenated. You, at one with your Mazda.





A TRULY IMMERSIVE EXPERIENCE

Enhance every drive with an incredibly lifelike surround sound experience. The available 12-speaker Bose® premium audio system is designed and engineered specifically for the unique cabin acoustics of the Mazda CX-9. Mazda and Bose engineers applied their combined expertise in cabin analysis, listening evaluation and custom-tuned equalization to deliver a rich and immersive listening experience—like having your very own private concert.

BALANCING SILENCE AND SOUND

Is it possible for driving to be an energizing and awakening experience? At Mazda, we believe it is. The Mazda CX-9 is engineered to insulate you from distracting outside noise, while still allowing for sounds from the road and engine to be heard so your connection to the drive is heightened. Your levels of stress and fatigue are lowered. It's all about shielding you from all that is unnecessary, so you can focus on what will bring you joy: exceptional driving.





AS INTUITIVE AS IT IS INTERACTIVE

Your inspiration. Your space. Your command station. This is the driver-centric cabin in the Mazda CX-9, where every control is situated within your reach, so you can stay focused on the road ahead. To minimize distraction, the available Active Driving Display projects important vehicle information and safety system warnings on the windshield, directly in your line of sight. The Mazda Connect™1 Infotainment System—which now features a larger 9-inch center screen—is available with Apple CarPlay™ integration for your iPhone® (shown) and Android Auto™ integration! It also features a center console and Commander control, which are positioned for optimal comfort of the wrist and forearm.



1 The 9-inch screen is not available on CX-9 Sport. Apple CarPlay interface shown when operating iOS 13. Requires compatible phone and standard text and data rates apply. Don't drive while distracted or while using a hand-held device. Android and Android Auto are trademarks of Google LLC. Apple CarPlay and iPhone are trademarks of Apple Inc.

A GREATER SENSE OF AWARENESS WHEREVER YOU GO

To heighten your senses, we created a few of our own. Sophisticated safety innovations that alert you to hazards and help you avoid collisions—or lessen their impact—is the ingenious thinking behind i-Activsense®. This suite of intelligent safety features, many of which are standard on the Mazda CX-9, includes Advanced Smart City Brake Support with Day and Night-time Pedestrian Detection¹, as well as other advanced features such as Blind Spot Monitoring² and Lane-keep Assist³. With these safety technologies on your side, i-Activsense® helps improve your visibility and awareness of the road.



¹ Simulated Screen. Operates under certain conditions between about 2 and 50 mph. Pedestrian detection operates at speeds above approximately 6 mph. Not a substitute for safe and attentive driving. There are limitations to the range and detection of the system. 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. Please see your Owner's Manual for further details. ² Always check your mirrors. Be aware of the traffic around you. There are limitations to the range and detection of the system. Please see your Owner's Manual for further details. ³ Lane-keep Assist operates under certain driving conditions above 37 mph. 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.



MAKING EVERY DAY A LITTLE MORE EFFORTLESS

Life is all about discovery. So we designed the Mazda CX-9 to help you bring all those discoveries home with you. With ample cargo room that easily expands—thanks to fold-down 2nd- and 3rd-row seats—and an available hands-free Rear Power Liftgate¹ that can be opened and closed just by waving your foot beneath the rear bumper, the CX-9 makes it easier to bring everything from gear to groceries along for the ride.

¹ Always check the area around the Rear Power Liftgate before opening and closing it. Hands-free capability requires the vehicle's key fob to be in proximity of the liftgate. Please see your Owner's Manual for further details.

POWERFULLY REFINED

Only a company committed to creating the ideal driving experience could engineer Skyactiv® Technology. With this philosophy in mind, we designed every single aspect of our cars to be powerful, yet efficient. In the Mazda CX-9, that means a potent Skyactiv®-G 2.5T Dynamic Pressure Turbo engine that delivers up to 250 hp¹ along with an increase in torque—up to 320 lb-ft! So you'll enjoy immediate acceleration when and where you need it most.



1 250 hp and 320 lb-ft of torque with 93 octane fuel. 227 hp and 310 lb-ft of torque with 87 octane fuel.



CONFIDENCE WHEN YOU NEED IT MOST

With available i-Activ AWD[®], the Mazda CX-9 helps you drive confidently on any road. Including dry ones. This advanced technology helps detect the potential loss of traction by sensing everything from outside temperature to windshield wiper usage and the driver's steering inputs, then redistributing torque as needed to the tires that can use it best. Helping to maintain road grip—and your sense of confidence. When your destination takes you off the beaten path, simply press the Off-road Traction Assist¹ control button. Engaging this feature will help optimize torque distribution and traction control to help you traverse uneven terrain.

No matter what kind of road you're traveling, G-Vectoring Control Plus is always working in the background, subtly adjusting engine torque and braking pressure to make steering response feel more natural, consistent and intuitive. The end result is more confidence behind the wheel, and a more effortless connection between car and driver.



Every Mazda is designed to inspire.

We refine, so you can focus on the essential.

Our measurements are emotions. Our stats, stories.

Each decision is made to heighten your mood, your senses and your abilities.

Because to us, the road is a source of discovery, to which there is no end.

MAZDA. FEEL ALIVE.®

SPECIFICATIONS

ENGINE

SKYACTIV®-G 2.5T DOHC 4-cylinder Dynamic Pressure Turbo

250 hp @ 5,000 rpm (with 93 octane fuel)

227 hp @ 5,000 rpm (with 87 octane fuel)

320 lb-ft of torque @ 2,500 rpm (with 93 octane fuel)

310 lb-ft of torque @ 2,000 rpm (with 87 octane fuel)

TRANSMISSION & DRIVETRAIN

SKYACTIV®-Drive 6-speed automatic with manual shift and Sport modes

Front-wheel drive

Available i-ACTIV AWD® with Off-road Traction Assist (standard on Signature)

Hill Launch Assist¹

FUEL ECONOMY

FWD

AWD

EPA-estimated MPG (city/highway)²

22/28

20/26

FUEL TANK CAPACITY

FWD

AWD

19.0 U.S. gallons

19.5 U.S. gallons

DIMENSIONS

Overall length: 199.4"

Wheelbase: 115.3"

Width: 77.5" (with wheel arch molding)

Height: 69.0" (with shark fin antenna)

CARGO CAPACITY

14.4 cubic feet with 2nd- and 3rd-row seatbacks up

38.2 cubic feet with 3rd-row seatback folded down

71.2 cubic feet with 2nd- and 3rd-row seatbacks folded down

TOWING CAPACITY

Up to 3,500 pounds³

¹ Hill Launch Assist is an auxiliary device that assists the driver in accelerating from a stop while on a slope. It is not a substitute for safe and attentive driving. There are limitations to the system. Please see your Owner's Manual for further details. ² EPA-estimated mileage. Actual results will vary. ³ Up to 3,500 pounds of towing capacity. Towing capacities shown are maximums and must be reduced by the weight of any passenger, cargo hitch or optional equipment in the towing vehicle. Please refer to vehicle Owner's Manual for details regarding towing capacities and other valuable information. Towing a trailer will have an effect on vehicle's handling, braking, durability, performance and driving economy. For specific information on recommended or required equipment, see your Mazda Dealer. Hitches are available through manufacturers other than Mazda.

	INTERIOR	EXTERIOR AND MECHANICAL	SAFETY AND SECURITY	PACKAGES AND OPTIONS
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MAZDA CX-9 SPORT

Includes the following features:

Three-zone automatic climate control
Power windows with one-touch auto open/close on all windows
Power door locks with speed-sensing auto lock
Remote keyless entry
Cloth-trimmed seats
Leather-wrapped steering wheel and shift knob
Power-adjustable driver's seat with power-adjustable lumbar support
Heated front seats
Trip computer
Cruise control
Tilt and telescopic steering column
Steering-wheel-mounted audio, phone and cruise controls
Rearview camera¹¹
Audio system with 6 speakers

Auxiliary audio input jack and 2 USB audio input ports
Bluetooth® hands-free phone and audio streaming
MAZDA CONNECT™ Infotainment System¹² with:
7-inch full-color touch-screen display,
Multifunction Commander control, HD Radio™
Infotainment system voice command, Aha™
Pandora® and Stitcher™ internet radio integration
Radio Broadcast Data System program information and SMS text message audio delivery and reply
Dual 12-volt power outlets (front and cargo area)
Front door pockets illumination
2nd-row bench seat with 60/40 split seatbacks, center armrest and cupholders
3rd-row 50/50 split seatbacks
Rear cargo area storage boxes and under-floor storage

SKYACTIV-VEHICLE DYNAMICS with G-Vectoring Control Plus
LED headlights with auto on/off
LED daytime running lights
LED taillights
18-inch alloy wheels with Gray Metallic finish and P255/60 R18 tires
Body-color rear roofline spoiler
Heated power side mirrors with integrated turn signal indicators
Rain-sensing windshield wipers
Rear privacy glass
Dual exhaust outlets
Chrome grille insert

3-point seatbelts at all seating positions
Advanced dual front air bags¹³ with driver's seat position and passenger-weight sensors
Front side-impact air bags¹³ and side-impact air curtains with rollover protection
Blind Spot Monitoring⁴
Rear Cross Traffic Alert⁴
Advanced Smart City Brake Support⁹ with Day and Night-time Pedestrian Detection
Smart Brake Support with Collision Warning¹⁰
High Beam Control
Lane Departure Warning System⁷ and Lane-keep Assist⁷
Mazda Radar Cruise Control with Stop & Go⁸
Hill Launch Assist¹⁵
Dynamic Stability Control¹⁶ and Traction Control System
Trailer Stability Control¹⁷
Tire Pressure Monitoring System
E911 automatic emergency notification

MAZDA CX-9 TOURING

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

Apple CarPlay™ integration⁶
Android Auto™ integration⁶
9-inch full-color touch-screen display
Mazda Advanced Keyless Entry System
Leather-trimmed seats (1st- and 2nd-row outboard seating positions)
Power-adjustable front passenger seat

2nd-row bench seat with power slide-and-tilt feature
2nd-row center folding armrest with integrated storage, cup holders and 2 USB charging ports (not available with optional captain's chairs)
Auto-dimming rearview mirror with HomeLink®
Dual illuminated visor vanity mirrors

Rear Power Liftgate with programmable height adjustment⁵

AVAILABLE TOURING PREMIUM PACKAGE includes power sliding-glass moonroof with sunshade, front and rear parking sensors⁴12-speaker Bose® premium audio system, SiriusXM Satellite Radio¹ with 3-month trial subscription, LED fog lights, 2nd-row retractable window sunshades, dual 3rd-row USB charging ports.
2nd-row captain's chairs with armrest and center walk-through (requires Premium Package)

MAZDA CX-9 GRAND TOURING

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

7-inch LCD Meter Display
12-speaker Bose® premium audio system
SiriusXM Satellite Radio¹ with 3-month trial subscription to the All Access package
SiriusXM Traffic and Travel Link® Services!
3-year service includes:
Traffic, Weather, Sports scores, Fuel prices and Nearby or destination parking
Windshield-projected Active Driving Display
Navigation system
Frameless auto-dimming rearview mirror with Homelink

LED interior illumination
Front and rear door pockets, front door handles and power window switches, center console
Aluminum interior trim
Heated steering wheel
Power driver's seat with memory
Ventilated front seats
2nd-row heated seats
2nd-row retractable window sunshades
3rd-row dual USB charging ports

Power sliding-glass moonroof with sunshade
20-inch alloy wheels with Brilliant Silver finish and P255/50 R20 tires
Hands-free Rear Power Liftgate⁵
Adaptive Front-lighting System
LED fog lights
Automatic power folding side mirrors
Bright finish lower body trim
Windshield wiper de-icer
Aluminum roof rails with Satin Chrome finish

Traffic Sign Recognition System²
360° View Monitor³
Front and rear parking sensors⁴

Heated 2nd-row captain's chairs with armrest and center walk-through

MAZDA CX-9 SIGNATURE

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

Nappa leather-trimmed seats in Deep Chestnut or Parchment
Color-matched interior accents
2nd-row captain's chairs with center console
Leather-wrapped steering wheel with unique stitching
Genuine Santos Rosewood interior trim
LED shifter accent lighting

i-ACTIV AWD® with Off-road Traction Assist
20-inch alloy wheels with Dark Silver finish
LED signature grille accent lighting
Signature AWD badge

¹ SiriusXM audio and data services each require a subscription sold separately, or as a package, by Sirius XM Radio Inc. If you decide to continue service after your trial, the subscription plan you choose will automatically renew thereafter and you will be charged according to your chosen payment method at then-current rates. Fees and taxes apply. To cancel, you must call SiriusXM at 1-866-635-2349. See SiriusXM Customer Agreement for complete terms at www.siriusxm.com. All fees and programming subject to change. Current information and features may not be available in all locations. Sirius, XM and all related marks and logos are trademarks of Sirius XM Radio Inc. ² Traffic Sign Recognition System is not a substitute for safe and attentive driving. Factors including weather and condition of the traffic sign can impact recognition or display of the sign. Always check traffic signs visually while driving. Please see your Owner's Manual for further details. ³ 360° View Monitor may not provide a comprehensive view of the entire surrounding area of this vehicle. Always check your surroundings visually. Please see your Owner's Manual for further details. ⁴ Always check your mirrors. Be aware of the traffic around you. There are limitations to the range and detection of the system. Please see your Owner's Manual for further details. ⁵ Always check the area around the Rear Power Liftgate before opening and closing it. Available hands-free capability requires the vehicle's key fob to be in proximity of the liftgate. Please see your Owner's Manual for further details. ⁶ Requires compatible phone, and standard text and data rates apply. Third-party interface providers are solely responsible for their product functionality, and third-party terms and privacy statements apply. Don't drive while distracted or while using a hand-held device. Android Auto is a trademark of Google LLC. Apple CarPlay is a trademark of Apple Inc. ⁷ Lane Departure Warning and Lane-keep Assist operate under certain driving conditions above 37 mph. Neither system is a substitute for safe and attentive driving. There are limitations to the range and detection of the systems. Please see your Owner's Manual for further details. ⁸ Mazda Radar Cruise Control (MRCC) with Stop & Go is not a substitute for safe and attentive driving. There are limitations to the range and detection of the system. Driver action is required to resume MRCC with Stop & Go after a complete stop. Please see your Owner's Manual for further details. ⁹ Advanced Smart City Brake Support with Pedestrian Detection

operates under certain conditions between about 2 and 50 mph. Pedestrian detection operates at speeds above approximately 6 mph. Not a substitute for safe and attentive driving. There are limitations to the range and detection of the system. 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. Please see your Owner's Manual for further details. ¹⁰ Smart Brake Support with Collision Warning operates under certain conditions above 10 mph. It is not a substitute for safe and attentive driving. There are limitations to the range and detection of the system. 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. Please see your Owner's Manual for details. ¹¹ Rearview camera does not provide a comprehensive view of the entire rear area of this vehicle. Always check your surroundings. ¹² Don't drive while distracted. Even with voice commands, only use Mazda Connect™/other devices when safe. Some features may be locked out while the vehicle is in motion. Not all features are compatible with all phones. Message and data rates may apply. ¹³ Always wear your seat belt and secure children in the rear seats in appropriate child restraints. ¹⁴ Reserved. ¹⁵ Hill Launch Assist is an auxiliary device that assists the driver in accelerating from a stop while on a slope. It is not a substitute for safe and attentive driving. There are limitations to the system. Please see your Owner's Manual for details. ¹⁶ 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. ¹⁷ Not a substitute for safe and attentive driving. There are limitations to the system. Please see your Owner's Manual for further details. **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.



ACCESSORIES THAT EXPRESS YOUR INDIVIDUALITY

Each aspect of driving should benefit from beautiful design. From Splash Guards that offer protection from the elements to Fog Lights (shown) that provide extra illumination when you need it most, Mazda accessories are crafted to help make your CX-9 yours. When installed by your Mazda Dealer, Genuine Mazda Accessories carry the same New Vehicle Limited Warranty¹ as your new Mazda.

To learn more about Genuine Mazda Accessories, visit [Accessories.MazdaUSA.com](https://www.mazdausa.com/accessories).

- 3.5mm Audio Cable
- All-Weather Floor Mats
- Cargo Mat
- Cargo Net
- Cargo Tray
- Collapsible Cargo Carrier
- First Aid Kit
- Frameless Auto-Dimming Rearview Mirror with HomeLink®
- Interior Lighting Kit
- LED Ashtray
- LED Fog Lights
- License Plate Frames
- Illuminated Doorsill Trim Plates
- Mazda Key Chains
- Mazda Valve Stem Caps
- Moonroof Wind Deflector
- Rear Parking Sensors
- Retractable Cargo Cover
- Roadside Assistance Kit
- Roof Rack—Cross Bars
- Roof Rack—Side Rails
- Side Storage Nets
- Side Window Deflectors
- Soft Cargo Liner
- Splash Guards (Front & Rear)
- Thule® Board Shuttle
- Thule Canyon Roof Basket with Stretch Cargo Net
- Thule Force Cargo Boxes
- Thule Glide and Set Kayak Carrier
- Thule Hull-A-Port-Pro
- Thule Platform Bike Carrier
- Thule Transporter
- Thule Universal Flat Top
- Thule Upright Bike Carrier
- Thule Vertex 2 & 4 Hitch-Mount Bike Carrier
- Touch-up Paint
- Trailer Hitch (Class II)
- Wheel Locks (Chrome & Black)
- Windshield Sunscreen

¹ Genuine Mazda Accessories sold and installed by a Mazda Dealer are covered for the duration of the New Vehicle 36-month/36,000-mile Limited Warranty, or if vehicle is outside of the New Vehicle Limited Warranty, then 12-months/12,000-miles from the installation date. Please refer to your Warranty Information booklet or check with your Mazda Dealer for details. **IMPORTANT ACCESSORY INFORMATION:** Items are subject to availability. With all accessories, please check with your Mazda Dealer for applicable models. In some cases, parts in addition to those shown will be required for proper installation. In all cases, professional installation by your Mazda Dealer is recommended. Please see your Mazda Dealer for product details and availability.



THE ESSENCE COLLECTION

Inspired by the precision of Japanese tailoring. Brought to life with a balance of exceptional materials, finishes and graphics that nod to the energy, intuition and ability of the human spirit. This is the Essence line. A collection of inspired clothing and lifestyle accessories, Essence pays tribute to Mazda's deeply held philosophy that drives the development of our cars forward.

Visit MazdaCollection.com to view the entire line of apparel and lifestyle accessories.



