



2016 PRESS KIT

MAZDA CX-9



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FACT SHEET

When the Mazda CX-9 made its world debut back in 2006, it was an epiphany: A midsize three-row crossover SUV that defied the conventional design cues and cumbersome driving experience expected of vehicles in its class. Now comes the encore: the latest, grandest expression of KODO—Soul of Motion design yet and the high-end model of Mazda’s new-generation lineup. The focus for this latest addition to Mazda’s lineup was on authenticity; an experience rather than simply another commodity conveyance.

Starting MSRP: \$31,520¹

EPA - Estimated Fuel Economy (mpg)

FWD - City / Hwy / Combined	AWD - City / Hwy / Combined
22 / 28 / 25	21 / 27 / 23

Quick Specs:

- Midsize, three-row crossover SUV
- Turbocharged SKYACTIV-G 2.5T engine
 - 310 lb-ft torque at 2,000 rpm
 - 250 horsepower at 5,000 rpm (93 AKI)
 - 227 horsepower at 5,000 rpm (87 AKI)
- Standard front-wheel drive or available predictive i-ACTIV all-wheel drive

Technology Highlights:

- MAZDA CONNECT™ infotainment system with 7" or optional 8" color multi-function display with voice command, SMS text message audio delivery and replay, E911 automatic emergency notification and optional navigation system
- Multi-function commander control
- Available windshield-projected Active Driving Display**
- Dynamic stability control and traction control system with standard trailer stability assist
- Auto-dimming rearview mirror*

Key Features:

- Available in four trim levels: Sport, Touring, Grand Touring and Signature
- 18" aluminum-alloy wheels standard with option of 20" aluminum-alloy wheels**

Key Features - Continued:

- LED headlamps with auto off and auto height control
- LED taillights
- Variable intermittent windshield wipers
- Three-zone automatic climate control air conditioning
- Second-row 60/40 seat with seat recline, center armrest with cup holders and optional USB inputs
- Third-row 50/50 split seats
- Heated driver/passenger door mirrors*
- Power liftgate with adjustable height*
- Available Nappa leather seats, rosewood and genuine aluminum interior materials
- LED grille lighting accent (Signature)
- Heated front seats with three settings*
- Mazda Advanced Keyless Entry and Start System*
- Available BOSE® premium audio with 12 speakers

Safety and Security Highlights:

- Roll Stability Control (RSC)
- Blind Spot Monitoring System and Rear Cross Traffic Alert*
- Optional Distance Recognition Support System (DRSS), High Beam Control (HBC), Lane Keep Assist (LKA), Mazda Radar Cruise Control (MRCC), Rear Backup Sensor, Smart City Brake Support (SCBS) and Smart Brake Support (SBS)**

*Touring and above

** Grand Touring and above

¹Manufacturer Suggested Retail Price (MSRP) does not include \$900 for destination and handling (\$945 in Alaska) or tax, title, or license fees. Dealers set actual sale prices.



INTERIOR

1	MAZDA CONNECT™ infotainment system with optional 8-inch full color touchscreen display*
2	Multi-function commander control
3	BOSE® premium audio with 12 speakers (not shown)*
4	Nappa leather and rosewood interior trim (Signature)
5	Genuine aluminum interior trim*
6	Second-row 60/40 seat with seat recline, center armrest with cup holders and optional USB inputs
7	Third-row 50/50 split seats
8	Heated front seats with three settings
9	Windshield-projected Active Driving Display (optional)*



EXTERIOR

1	Available i-ACTIV all-wheel drive system (not shown)
2	Power liftgate with adjustable height (Touring and above)
3	20" aluminum alloy wheels*
4	LED fog lights and LED headlights with auto on-off
5	Aluminum roof rails (Touring and above)
6	Heated driver and passenger door mirrors (Touring and above)
7	LED grille lighting accent (Signature)
8	Standard rearview camera (not shown)
9	Lane Keep Assist (LKA) and Advanced Blind Spot Monitoring System (A-BSM) (not shown)*
10	Mazda Radar Cruise Control (MRCC), Smart City Brake Support (SCBS) and Smart Brake Support (SBS) (not shown)*

2016 MAZDA CX-9: INDULGENCE FOR SEVEN

When the Mazda CX-9 made its world debut back in 2006, it was an epiphany: A midsize three-row crossover SUV that defied the conventional design cues and cumbersome driving experience expected of vehicles in its class. Despite being a large vehicle, CX-9 is, after all, still a Mazda. CX-9 quickly captivated the automotive industry, winning numerous accolades, including North American Truck of the Year as voted on by media from across the U.S. and Canada.

“the latest, grandest expression of KODO-Soul of Motion design yet”

Now comes the encore: the latest, grandest expression of KODO—Soul of Motion design yet and the high-end model of Mazda’s new-generation lineup. Its cachet is elevated with a proud front fascia that cascades into crisp lines that flow to the rear. Its interior is nothing short of breathtaking, with available Auburn-colored Nappa leather, Japanese rosewood and aluminum. The focus was on authenticity; an experience rather than simply another commodity conveyance.

With the new CX-9, engineers sought to instill driving dynamics befitting of a Mazda—agile handling, tight steering and a responsive, controllable powertrain. To do this, they found smart solutions to keep CX-9’s structure light, yet rigid, with SKYACTIV Technology. They developed a new turbocharged SKYACTIV-G 2.5T engine that delivers instant throttle response, class-leading torque and best-in-class EPA-estimated combined fuel economy at 25 mpg when equipped with front-wheel drive.

Just as CX-9 did nine years ago, the second-generation redefines expectations, aiming for no other target than to be uncompromising in any aspect a family may need or an individual may desire.



CX-9 VALUES

When developing the 2016 Mazda CX-9, Mazda's marketing, design and engineering teams surveyed hundreds of previous, current and in-market drivers and their families, developing a vision of how to focus its efforts to create a vehicle around the personal values of those driving it.

The driver of CX-9 was seen to be a caring husband or wife, a high-achiever, a busy parent—and, still, an individual with his or her own needs and aspirations. CX-9 was developed to indulge personal desires while satisfying rational needs for a practical, all-weather family vehicle. Values CX-9 drivers desire were found to be:

- Personal aspiration – A gratifying self-expression that's as nice to look at and sit in as it is to drive.
- Effortless transition – Plenty of storage to reduce clutter for families and ease transition between personal, family and professional endeavors.
- Easy parenting – CX-9's features, such as its third-row access, were developed so that even children could use them. One second-row seat can even be folded forward while still accommodating a child seat so that it does not have to be removed.
- Couples retreat – With an intricate design, indulgent interior ambience and fine craftsmanship, CX-9 serves as an atmosphere parents can enjoy, whether they're ferrying kids to soccer practice or by themselves on a weekend vacation.

With those simple core principles in mind, designers, engineers and product planners collaborated in Mazda's Japanese and North American offices over the next several years to build upon the vision that would become the new CX-9.

ATTENTION TO DETAIL

From the moment one steps foot into the new CX-9, that person is greeted by an atmosphere of beauty and detail. Even the door jambs are finished with a level of precision that lends an air of sophistication.

Once seated, passengers notice a vertically stacked center console with details that wrap around from the dashboard to the rear seats, designed to envelop passengers in comfort and serenity. The fact that there is more than 53 pounds of sound deadening installed below the floor in three sections only complements the calm aesthetic.



A sweeping single piece of aluminum adorns the dashboard, emphasizing width, with a forward-angled dashboard that is flanked with Auburn accents in the new, flagship Signature trim level. Satin and polished finishes on the aluminum plinth evoke Japanese craftsmanship and are inspired by Japan's **“horse and rider as one”** famous hand-made knives.

Further heightening the elegant atmosphere is rosewood trim on the center console and front of the cabin, supplied by premium guitar-maker Fujigen. Supple Auburn Nappa leather covers seating surfaces in Signature trim with a modern design and is also evocative of bespoke horse saddles—a subtle nod to Mazda's *Jinba Ittai*—“horse and rider as one”—philosophy. *Jinba Ittai* also represents the notion that drivers should have utter confidence and control in their vehicles.

ATHLETIC STANCE

KODO's strength lies in proportion—a long hood, swept greenhouse, large wheels and short overhangs convey stability and a contained sense of energy ready to be unleashed.

At 199.4 inches (5065mm) long, CX-9 is 1.2 inch (30mm) shorter than its predecessor, but its wheelbase has been stretched 2.2 inches (55mm), benefiting passenger leg room as well as entry to and exit from the rear.

CX-9 carries shorter overhangs on both ends—2.3 inches (59mm) shorter up front and 1 inch (25mm) shorter in the rear—with its A-pillars shifted back 3.9 inches (100mm), lengthening its hood and adding a sense of strength through proportions.

Housing large wheels—18 and 20 inches—CX-9's tapered fenders are pushed to the edge of its body, giving the vehicle a wide, trapezoidal stance.

The smooth lines start up front with a bold, five-point grille with double bars. They're flanked on either side by standard low- and high-beam LED headlights. The bold grille introduces a strong lower body and sleek upper body that elevates Mazda's KODO—Soul of Motion design philosophy, introducing sleek curves that provide a premium appeal in a segment awash with convention. The overall effect is one of purity, simplicity and Japanese beauty.

“strength through proportions”

MACHINE GRAY

Designed to make CX-9 look as though it were carved from a single ingot of steel, Machine Gray is the newest signature color from Mazda, complementing CX-9's smooth, yet aggressive, surfacing.

In order to achieve its look, perfect, blemish-free panels are a necessity, which come as a result of ultra-precise stamping and assembly. Paint is applied in a black base coat primer to add depth, the Machine Gray color and, finally, a clear coat—all spaced out such that the paint has time to set in a precisely climate-controlled environment, creating its almost liquid appearance. But that does little to describe the engineering complexity behind such a breathtaking color.

Machine Gray has a depth and luster usually reserved for concept vehicles, using principles and processes adopted from lessons learned when developing signature color Soul Red.

Additionally, CX-9 is available in Soul Red Metallic, Snowflake White Pearl, Sonic Silver Metallic, Jet Black Mica, Deep Crystal Blue Mica and Titanium Flash Mica.



INTRODUCING THE TURBOCHARGED SKYACTIV-G 2.5T ENGINE

Absolute control, absolutely. This is a hallmark of *Jinba Ittai*. When a driver puts his or her foot down on the accelerator, a vehicle should do what the driver expects, harmoniously working to find the right gear at the right engine rpm to deliver the performance called upon for a given situation.

Throughout the SKYACTIV engine series, Mazda has never focused on the numbers that appear in the catalog. Rather, Mazda aims to offer customers a combination of great performance in everyday driving situations and excellent fuel economy. And Mazda's engine development philosophy is to offer these two factors by combining the right displacement with the simplest configuration of technologies, as best suits each class of vehicle.



Based on this philosophy, Mazda's SKYACTIV engine family has delivered its promise of combined performance and fuel economy, and it continues to do so with the introduction of the new SKYACTIV-G 2.5T. But how did Mazda land upon the decision to create this new engine?

When Mazda's engineers set out to design a new engine specifically for CX-9, they looked at how drivers used their vehicles. Engineers at Mazda North American Operations

tracked SUV drivers in various situations, following with vehicles set up to mimic the CX-9's torque curve.

Their conclusion was that customers want effortless acceleration through bountiful torque delivery, so engineers developed the SKYACTIV-G 2.5T with enough power and torque to provide ample acceleration from just off redline—without having to hunt through the gears.

Customers also expect top-notch fuel economy—not just on a catalog label, but in the real world, too. Mazda had a clean sheet from which to design a new powerplant. A large-displacement, naturally aspirated engine could deliver instant performance, but it would lack fuel-efficiency. A small-displacement, naturally aspirated engine could deliver fuel-efficiency, but it would sacrifice a premium performance feel. Finally, turbocharged engines often promise both effortless acceleration and high fuel-efficiency, but oftentimes, in the real world, their efficiency is not much better than a larger-displacement engine. Turbocharged engines can also “lag” before their turbocharger spools up, creating a sluggish, disappointing driving sensation when power is called upon.

**“absolute control,
absolutely”**

However, Mazda's latest engine, the SKYACTIV-G 2.5T, is a realization of excellent real-world and catalog fuel-economy as well as spry acceleration, featuring a host of technological advancements to achieve this goal.

One piece of technology is Mazda's Dynamic Pressure Turbo, the world's first turbocharger with the ability to vary the degree of exhaust pulsation depending on engine speed. The system routes engine exhaust to the turbocharger's turbine through smaller ports at low rpm. It works similarly to when one might place his or her thumb on a garden hose, creating a strong amount of pressure through a smaller outlet. This allows the turbocharger to spool up quickly, creating instant boost—up to 1.2 bar (17.4 psi) of pressure. Mazda engineers have found the Dynamic Pressure Turbo demonstrates a 20- to 25-percent quicker response than a twin-scroll turbocharger at engine speeds below 1,500 rpm, helping create a sensation of effortless power delivery not unlike a much larger, naturally aspirated engine.

INTRODUCING THE TURBOCHARGED SKYACTIV-G 2.5T ENGINE – CONTINUED

When the engine is in the heart of its rev range, it opens up secondary valves, allowing for greater amounts of exhaust gas to pass through the turbocharger. The system is complemented by the 2.5-liter engine that already benefits from more torque at atmospheric pressure than a comparable 2.0-liter by virtue of its size.

“confidence from behind the wheel” Further assisting CX-9 to maximize turbocharger efficiency is a 4-3-1 exhaust.

With this setup, the exhaust from the middle two cylinders (2 and 3) is joined into a single port, while the exhausts from the outer cylinders (1 and 4) each have their own ports. These three ports come together at the entrance to the turbocharger’s exhaust side, where there is always one exhaust pulse arriving every 180 degrees of crankshaft rotation. Not only does this very compact manifold keep the exhaust pulses separate for maximum energy extraction, it also harnesses each exhaust pulse to suck the residual exhaust from the adjacent ports.

In other measures to increase fuel-efficiency, SKYACTIV-G 2.5T employs the efficient combustion of Mazda’s SKYACTIV-G 2.5-liter engine and marries it to a cooled exhaust gas recirculation (EGR) system, which helps prevent burning excessive amounts of fuel when the engine is running at higher temperatures. In many turbocharged cars, heat is controlled through adding more fuel to the combustion chamber—called fuel enrichment. Mazda’s cooled EGR reduces the need for that, lowering exhaust temperatures by as much as 212 degrees F (100 C), with cooled air comprising as much as 15 percent of the fuel mixture. That, in turn, allows Mazda to run its 10.5:1 compression ratio—among the highest of any turbocharged vehicles on sale today. The cooler exhaust gases also help maintain catalytic converter longterm durability.

While Mazda sees no discernible benefits on regulated test cycles from this technology, it benefits the consumer through real-world gains.

But it does deliver some noticeable results: 310 lb-ft (420 N-m) of torque at a low 2,000 rpm and 250 horsepower at 5,000 rpm on 93-octane gasoline (227 horsepower on 87-octane gasoline). At 55 mph (88 km/h), a driver needs

just 18 horsepower to maintain speed on flat roads with a front-wheel-drive model—a four-horsepower reduction versus the outgoing model, illustrating reduced friction in all parts of the driveline and enhanced aerodynamics.

Additionally, as an example of CX-9’s readily available power, in the outgoing CX-9, when a driver needed 90 horsepower at highway speeds, the vehicle would have to downshift from sixth to fourth gear. However, the new CX-9 can more quickly draw upon that power with faster, better-controlled throttle response and stay in sixth gear, allowing for a smoother operation and a greater sense of confidence.

When coupled with a weight reduction of over approximately 198 lbs. (90 kg) versus the outgoing model, CX-9 boasts improvements in driver control, chassis dynamics and performance—all leading to a greater sense of confidence from behind the wheel.



LIGHTWEIGHT SKYACTIV TECHNOLOGY AND NVH REFINEMENT

All of Mazda's sixth-generation vehicles were faced with the program objective of losing weight and increasing efficiency, which would go toward delivering a more engaging driving experience as well.

With CX-9, even including safety and rigidity goals, engineers far exceeded objectives—so much that 53 lbs. of sound-deadening mats were added back into the body for reduced NVH, placing it among the quietest vehicles in its class. In all, the new CX-9 lost approximately 198 lbs. (90 kg) in front-wheel-drive configuration and approximately 287 lbs. (130 kg) when equipped with predictive i-ACTIV AWD.

The weight savings allowed Mazda engineers to increase window thickness to 4.8mm and rethink active noise-cancelling technologies, in addition to using simpler, more rigid parts, to reduce noise. At 62 mph (100 km/h), interior noise levels have been reduced by 12 percent from the previous model and road noise levels have been reduced by 2.0 dB.

SAFETY AT THE FOREFRONT

Mazda has been a leader in building safer vehicles through several methods:

- Provide an optimum driving environment with well-positioned controls, easy-to-read instruments, minimal driver distractions and good visibility.
- i-ACTIVSENSE, which provides active safety features like Mazda Radar Cruise Control (MRCC) and Blind Spot Monitoring (BSM).
- Passive safety, which is designed to make the structure and onboard features such that they protect occupants in the case of an accident.

Mazda's class-leading chassis dynamics and outstanding HMI technologies adhere to *Jinba Ittai*, advancing the notion of purposeful technology that reduces clutter and improves the driving experience.

A lighter, yet more rigid, chassis and straight load-path frame rails integrated into the unibody secure crash protection in the event of a collision and lighter weight improves braking performance with 12.6-inch (320mm) ventilated front disc brakes and 12.8-inch solid rear discs (325mm). Those brakes are unchanged in size from the previous model, but they now have approximately 198 fewer lbs. (90 kg) to halt.



CX-9's i-ACTIVSENSE suite features new and notable safety features, including:

- Advanced Blind Spot Monitoring (ABSM): Employing a 24 GHz radar on each side of CX-9, ABSM can detect vehicles closing in from as much as 164 ft. (50m) away.
- Mazda Radar Cruise Control (MRCC): Operating at speeds between 19 to 90 mph (30 km/h to 145 km/h), MRCC uses millimeter wavelength radar to judge the relative speed and distance to the vehicle ahead. In accordance with the target speed set by the driver,

SAFETY AT THE FOREFRONT – CONTINUED

the system automatically controls the engine and brakes to maintain the driver-selected vehicle speed and safer following distance, which is also adjustable by the driver. Because the driver does not need to operate the accelerator or brakes while using MRCC, the system relieves some of the burden on long drives. The radar sensor is capable of precise detection from a long distance, so its use allows the system to operate effectively in the rain, in backlit situations, and at night. It is also possible to turn off all of the system's automatic functions and revert to conventional cruise control should road conditions make this more desirable.

- Lane Keep Assist (LKA) and Lane Departure Warning (LDW): Rather than keeping CX-9 centered in a lane between two lines as some systems do, which can cause an unnatural-feeling tug on the steering wheel, LAS, which is available in a Mazda for the first time in the U.S., helps ease CX-9 into turns. Meanwhile, LDW vibrates the steering wheel to warn drivers if they begin to stray from the lane. LAS will employ a progressive approach to assisting users to drive within lanes, but the system will deactivate after warning the driver if it senses he or she has taken his or her hand off the wheel.

- High Beam Control (HBC): HBC allows users to keep high beams on at all times, dipping them when necessary when a camera built into CX-9 detects headlights from oncoming vehicles or tail lights. The system automatically switches to low beams below 19 mph (30 km/h), when they are unnecessary.
- Smart City Brake Support (SCBS): Using a near-infrared sensor mounted to the windshield, SCBS operates between 2 and 19 mph (4 and 30 km/h) to apply the brakes in order to lessen the severity of an impending and inescapable collision at up to 20 ft. (6m).
- Distance Recognition Support System (DRSS) and Forward Obstruction Warning (FOW): Uses a millimeter wavelength radar to display the distance of CX-9 to the vehicle in front of it in a five-step display, encouraging the CX-9 driver to lessen his or her speed if necessary. If distance between vehicles decreases and evasive action is necessary, audible and visual Forward Obstruction Warning signals will indicate that evasive action is needed.
- Smart Brake Support (SBS): Operates at speeds above 9 mph (15 km/h) to automatically brake in the case of an impending collision.



I-ACTIV AWD PREDICTS ROAD CONDITIONS FOR MAXIMUM STABILITY

In 2013 when Mazda introduced its first full-SKYACTIV vehicle, CX-5, it also ushered in its predictive i-ACTIV AWD system that could instantly recognize road conditions and adjust power distribution before a driver could ever notice. Mazda's all-wheel-drive system in the previous CX-9 took approximately 10 factors into account, including on-road speed, engine rpm and wheel slip, among others to allocate power delivery between front and rear axles.

i-ACTIV AWD upped the ante, implementing a host of other sensors that were already integrated into vehicles for other functions and channeling the information they presented such as ambient temperature, steering wheel angle, longitudinal grip, brake fluid pressure and even windshield wiper movement. In all, i-ACTIV AWD brings sensors calculating 27 different factors together to paint a picture of road conditions and direct torque to the rear wheel as necessary, feeding the information through two processors at more than 200 times per second to predict what the driver may face on a slick road in the winter or in heavy rain.

Because of its processing power, i-ACTIV AWD can even adjust power distribution to account for wheel slip in dry conditions. It can even route power to limit understeer during spirited driving, sending as much as 50 percent of CX-9's power to the rear wheels through Mazda's proven six-speed SKYACTIV-Drive automatic transmission.

FAMILY VEHICLE, COUPLES RETREAT

At its core, CX-9 is a family vehicle, with three rows, space for seven passengers and storage for every which item a family may need.

To maximize comfort for front-row passengers and space for those in the second row, engineers went to great lengths to redesign the front seats with thinner seatbacks, yet make them more comfortable.

For the first time in a Mazda, low-rebound high-damping urethane is used in the seat backs of the front seats as well as the seat cushions. This material transmits desirable feedback from the road surface to the driver, while filtering unpleasant vibrations from rough road surfaces, helping to realize the CX-9's excellent ride comfort. The same material is used in the cushions of the second row seats as well.

To get to the third row, Mazda's engineers sought to make access so easy that even a child could do it with a single, simple lever. There are two LATCH/ISOFIX mounting points in the second row, with the right-side of the 60/40 split-fold seat having been designed to make it possible to accommodate a child seat staying in place while still allowing passengers third-row access.

At the rearmost of CX-9, the electronic module that raises and lowers the liftgate has been made more compact and 2.4 lbs. (1.1 kg) lighter and does not intrude upon cargo space. Two handy storage bins reside underneath the cargo floor for extra storage.

CX-9 has "family" covered in spades, but it also offers an ambience of elegance and sophistication for those times when morning school runs or sports practices aren't a priority.

Front passengers are greeted with elegant white LED accent lighting throughout their cabin space, with a backlight accenting the raised console and a spotlight guiding the driver to the center instruments. When entering or exiting CX-9, the lighting gradually warms up as if it were an animal waking from a slumber or again resting when not in use. Further complementing the experience is a gauge cluster that pulsates like a heartbeat until the vehicle is started.

Coupled with its sporting driving feel, torquey, responsive engine and refined ride, CX-9 is just as good at whisking passengers away to a weekend cabin retreat as it is at kids-shuttling duties.

THE HEADS-UP COCKPIT AND INFOTAINMENT

Customers have high expectations for the technology desired in their vehicles, allowing them to connect to the outside world while in the comfort of their car. Conversely, Mazda's core philosophies center around a focused driving experience, built on what it calls the Heads-up Cockpit design and complementing *Jinba Ittai*.

The resultant point where needs and wants converge helped create MAZDA CONNECT™, an infotainment suite designed around a distraction-free experience that still allows users to stream music, make hands-free calls and use other internet-based applications. MAZDA CONNECT™ uses both Bluetooth and cable-based connections via two USB ports accessible to front passengers for functions like Pandora or Aha by Harman music streaming.



The all-new CX-9 comes with a seven-inch (Sport and Touring trims) or eight-inch MAZDA CONNECT™ (Grand Touring and Signature trims) touchscreen infotainment system standing front and center for connectivity needs with commander control knob. Using both touchscreen functions when parked and a center-mounted commander control knob when on the move, MAZDA CONNECT™ intuitively and safety controls radio, phone, navigation, diagnostic and phone functions. MAZDA CONNECT™ also enables voice controls for many functions as well as five shortcut buttons around the commander control for selecting favorite radio channels or enabling specific functions.

The driver also has an available reconfigurable 4.6-inch, full-color TFT screen in the gauges, housing fuel-level readouts, outside temperature, odometer, trip computer, instant fuel economy and compass, among other features. It replaces the monochrome **“focused driving experience”** display found in CX-9 Sport and Touring models.

Also complementing the Head-Up Cockpit philosophy is the new generation of Active Driving Display that is wider than previous displays and projects directly onto the windshield, keeping its display one to four degrees below the driver's immediate line of sight and with an 8.5-ft. focal distance—3.3 ft. farther than before. The Active Driving Display allows the driver to keep his or her focus on the road. It can display information such as navigation directions, lane guidance, street names, prevailing speed limits, the tachometer reading, Advanced Blind Spot monitoring, Mazda Radar Cruise Control and braking warnings.

In back, passengers have two 2.1-amp USB ports available for charging smartphones or tablets, each mounted in the inboard passenger armrests.

Together, the technologies allow an unfettered driving experience while still allowing for the needs and wants of today's drivers and passengers.

Last but not least is the new BOSE® Premium Sound system, which is designed to deliver outstanding clarity, image and range. The 12-speaker system has been custom-engineered for the new CX-9, having been benchmarked against stereos from ultra-premium crossover utility vehicles using several different audio formats, including radio and both full and compressed digital formats.

The BOSE® system in CX-9 was optimized to complement compressed audio formats—often the go-to for many people—and transmit it with fuller sound to better demonstrate how the artist meant for his or her music to be heard, regardless of audio format. BOSE® sound engineers worked with Mazda's development team to acoustically tune the CX-9's interior, even collaborating on the design of the speaker grilles on the instrument panel so that they optimized the audio dispersion of the BOSE® silk-domed tweeters behind them.

THE HEADS-UP COCKPIT AND INFOTAINMENT – CONTINUED

Given that CX-9 was developed with the North American market in mind, engineers in the U.S. instilled its audio system with a new “Mazda Sound,” a rich, tone and timbre suited for North American rock ‘n roll, hip hop, pop and classical music tastes, among a wide variety of other benchmarked genres.

But not forgetting Mazda’s commitment to lightweight engineering, the entire system was designed to be light, foregoing traditional, heavy magnets in some speakers for neodymium, accommodating for slim packaging while delivering passengers the best experience in all three rows with clarity.



PRICING AND PACKAGING

The 2016 Mazda CX-9 is offered in four trim levels: entry-grade Sport, volume-grade Touring, high-grade Grand Touring and the new flagship Signature trim level.

In Sport trim, CX-9 comes standard with LED headlights and taillights—similar to Mazda’s 2016 MX-5 Miata roadster—as well as black or tan fabric seating surfaces, an electronic parking brake, 18-inch wheels, rear backup camera, trailer stability assist, MAZDA CONNECT™ infotainment with Commander control and a seven-inch color display. Optionally available is the Sport Package, which adds a power driver’s seat, heated front seats and heated door mirrors.

CX-9 Touring adds an auto-dimming rearview mirror, Blind Spot Monitoring with Rear Cross-Traffic Alert, HomeLink garage door openers, black- or sand-colored leather seating surfaces, Mazda Advanced Keyless Entry System, a power liftgate, power front seats, and an eight-inch MAZDA CONNECT™ touchscreen display. Additionally, customers can opt for the Touring Premium Package, which further includes automatic on/off headlights, LED fog lights, navigation, a premium 12-speaker BOSE® audio system, rain-sensing wipers, rear backup sensors, second-row retractable sunshades, SiriusXM satellite radio, automatic Smart City Brake Support and a sunroof.

Further heightening the CX-9 lineup is the Grand Touring model, which builds upon the Sport and Touring trim levels with Adaptive Front-lighting System, 20-inch wheels, aluminum interior trim, Mazda’s first Active Driving Display that projects instrument and navigation information onto the windshield, high-beam control, lane-departure warning, lane-keep assist, Mazda Radar Cruise Control with Smart Brake Support, roof rails and memory settings on the driver’s seat.

Finally, CX-9 Signature helms the top of the lineup, coming standard with Mazda’s predictive i-ACTIV all-wheel drive. CX-9 Signature adorns its interior with Auburn-colored Nappa leather, rosewood supplied by Japanese guitar-maker Fujigen, LED signature accent grille lighting and LED accent lighting around the automatic shifter.

Manufacturer’s Suggested Retail Prices¹ for each model and its options are as follows (add \$1,800 for all-wheel drive):

CX-9 Sport	\$31,520
Sport Package	\$950
CX-9 Touring	\$35,970
Touring Premium Package	\$1,745
CX-9 Grand Touring	\$40,170
CX-9 Signature (AWD Standard)	\$44,015

Premium Paint Colors:

Snowflake White Pearl Mica	\$200
Soul Red Metallic	\$300
Machine Gray Metallic	\$300

A FUTURE OF POSSIBILITIES

CX-9 is scheduled to go on sale in late-May of 2016 in the U.S. CX-9 represents a capstone for the new generation of Mazda cars and crossovers and a high-end model indicating what is to come with innovative powertrains, engaging driving dynamics, premium quality and the evolution of the award-winning KODO—Soul of Motion design ethos. With those qualities, Mazda aims to build the most emotionally stirring, captivating vehicles in the industry, elevating its brand to new heights around the world.

“capstone for the new generation”





2016 MY CX-9 SPECIFICATION DECK

Mazda reserves the right to change product specifications
at any time without incurring obligations.

Production Timing:

Job#1: Feb 11, 2016

LINEUP:

FWD & AWD	CX-9 Sport
FWD & AWD	CX-9 Touring
FWD & AWD	CX-9 Grand Touring
AWD	CX-9 Signature

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2016 CX-9 PRODUCT CHANGES

OVERVIEW

- 7 Passenger 3-row crossover sport-utility

MODEL / SERIES / AVAILABILITY

- New - Signature model (AWD)
(GT equipment plus other items listed on product summary page)

EXTERIOR CHANGES

- **Add**
 - Adaptive front-lighting system (GT)
 - LED headlights (All)
 - LED taillights (All)
 - LED fog lamps (GT)
 - Power liftgate (Touring)
 - Roof rails, Aluminum - Satin Chrome Finish (GT)
 - 245/60R18 to 255/60R18 (Sport/Touring)
 - 245/50R20 to 255/50R20 (GT)
- **Delete**
 - Memory mirrors (GT)
 - Tilt in reverse mirrors (GT)

INTERIOR CHANGES

- **Add**
 - Commander (All)
 - Auto dimming mirror with homelink (Touring)
 - Bose® premium audio with 12 speakers (GT)
 - Electronic parking brake (All)
 - Active Driving Display (Head-up display) (GT)
 - Push button start (All)
 - 2nd-row retractable window sunshades (GT)
 - Mazda advanced keyless entry system (Touring)
 - MAZDA CONNECT™ infotainment system (All)
 - Navigation system (GT)
 - Power-sliding glass moonroof with sunshade (GT)
 - SiriusXM® satellite radio w/ 4-month subscription (GT)
 - 7-inch full-color touch-screen (Sport)
 - 8-inch full-color touch-screen (Touring, GT, Signature)
 - Genuine aluminum trim (GT)
 - USB input (Sport +1, Touring/GT +3)
- **Delete**
 - CD player

FUNCTIONAL CHANGES

- **Add**
 - SKYACTIV-G 2.5T Dynamic Pressure Turbo engine (All)
 - SKYACTIV-DRIVE 6-speed AT with Sport and manual-shift mode (All)
 - 3,500 lb towing capacity (All)

COLOR & TRIM

Exterior colors

- **Add**
 - Snowflake White Pearl Mica (25D)
 - Deep Crystal Blue Mica (42M)
 - Sonic Silver Metallic (45P)
 - Machine Gray Metallic (46G)
 - Soul Red Metallic (41V)
- **Delete**
 - Crystal White Pearl Mica (34K)
 - Blue Reflex Mica (42B)
 - Liquid Silver Metallic (38P)
 - Zeal Red (41G)
 - Meteor Gray (42A)

Packaging

- **Touring package - New equipment**
 - 12 speakers ilo 10 speakers (Bose audio)
 - LED foglamps
 - Auto On-Off headlights
 - Rain sensing wipers
 - 2nd-row retractable window sunshades
 - Smart city brake support
- **Delete**
 - GT Technology package
 - GT Rear seat entertainment system package
 - Touring/GT Recreational accessory package

SAFETY

- **Add**
 - Distance Recognition Support System (GT)
 - High Beam Control (GT)
 - Lane Departure Warning (GT)
 - Lane Keep Assist (GT)
 - Mazda Radar Cruise Control (GT)
 - Rear View Camera (Sport)
 - Smart Brake Support (GT)
 - Smart City Brake Support (GT)
 - Trailer Stability Assist (All)
- **Delete**
 - Burglar alarm (GT)
 - Rear backup sensors (Touring)

Product Changes and Features Availability

Features, options and package content subject to change.

**2016 CX-9
PRODUCT SUMMARY**

Sport	Touring <small>(changes over Sport)</small>	Grand Touring <small>(changes over Touring)</small>	Signature <small>(changes over Grand Touring)</small>
<p>Functional / Powertrain</p> <ul style="list-style-type: none"> ● 227 HP with 87 AKI, 250 HP with 93 AKI ● 310 lb-ft torque ● SKYACTIV-G 2.5T 4-cylinder Dynamic Pressure Turbo ● SKYACTIV-DRIVE 6-speed automatic transmission with Sport and manual-shift mode ● ABS with Electronic Brakeforce Distribution (EBD) ● Front Wheel Drive or i-ACTIV All-Wheel Drive ● Hill Launch Assist ● Power-assisted ventilated front & solid rear disc brakes ● Stabilizer bars - front and rear <p>Exterior</p> <ul style="list-style-type: none"> ● 18" aluminum alloy wheels ● P255/60 R18 tires ● Body-color roof spoiler ● Daytime running lamp ● Dual exhaust outlets ● LED headlamps w/auto off and auto height control ● LED taillights ● Intermittent rear wiper ● Electric body-color door mirrors w/LED turn lamp ● Privacy glass on rear side windows & rear lift gate ● Variable intermittent windshield wipers ● AWD badge on all-wheel drive equipped vehicles <p>Interior</p> <ul style="list-style-type: none"> ● Air conditioning - 3-zone automatic climate control ● AM/FM radio with 6 speakers and HD radio ● Auxiliary audio input jack and two USB inputs ● Bluetooth® hands-free phone and Bluetooth® audio ● Cargo overhead room lamp and cargo area lamp ● Cargo area storage boxes ● Cargo area under floor storage ● Cloth door trim ● Courtesy lamps for front doors ● Cruise control ● Cupholders - 1st row #2, 2nd row #2 - 3rd row #4 ● Front and rear door storage pockets with bottle holders ● Digital clock ● Glove compartment ● Illuminated entry ● Illumination - front door pocket ● Keyless entry ● Driver/passenger center console armrest with storage ● Leather wrapped shift knob and steering wheel ● Map lights ● 7 inch full-color touch-screen display ● MAZDA CONNECT™ infotainment system <ul style="list-style-type: none"> - Infotainment system voice command - Radio Broadcast Data System program information - Aha™ internet radio integration - Pandora® internet radio integration - Stitcher™ internet radio integration - SMS text message audio delivery and reply - E911 automatic emergency notification ● Overhead console with sunglass holder ● Outside temperature display ● 2nd row 60/40 seat with seat recline ● 3rd row 50/50 split seats ● Power door locks - (Speed sensing auto door locks) ● Power windows - illuminated <ul style="list-style-type: none"> - One touch auto open/close all windows w/anti-pinch ● 2nd row center armrest with cup holders ● Seats - cloth <ul style="list-style-type: none"> - 6-way manual adjustable drivers seat ● Sun visors with extension ● Tilt and telescopic steering wheel with cruise and audio controls ● Trip Computer ● 12v outlets #2 (front, cargo area) <p>Safety & Security</p> <ul style="list-style-type: none"> ● Advanced dual front air bags (SRS) ● Front side-impact air bags and side air curtains (1st to 3rd row coverage) with roll-over protection ● Dynamic Stability Control & Traction Control System & Trailer Stability Assist ● Rearview camera ● Roll Stability Control (RSC) ● 3-point safety belts for all seating positions ● Tire Pressure Monitoring System (TPMS) 	<p>Functional / Powertrain</p> <ul style="list-style-type: none"> ● <p>Exterior</p> <ul style="list-style-type: none"> ● Heated driver/passenger door mirrors ● Power lift gate with adjustable height <p>Interior</p> <ul style="list-style-type: none"> ● Auto dimming rearview mirror ● Homelink ● Heated front seats with three settings ● Leather trimmed seats (1st and 2nd row outboard seating positions) ● Mazda Advanced Keyless Entry and Start System ● Power driver seat - 8 way adjustable ● Power front passenger seat - 4 way adjustable ● Power lumbar support - Driver ● 8 inch full-color touch-screen display ● 2nd row center armrest with storage, cup holders and two USB inputs (Four total USB inputs) ● Sunvisor with illuminated vanity mirror <p>Safety & Security</p> <ul style="list-style-type: none"> ● Blind Spot Monitoring System ● Rear Cross Traffic Alert 	<p>Functional / Powertrain</p> <ul style="list-style-type: none"> ● <p>Exterior</p> <ul style="list-style-type: none"> ● 20" aluminum alloy wheels ● P255/60 R20 tires ● Adaptive Front-Lighting System (AFS) ● Chrome lower molding - front, side and rear ● LED Fog lights ● LED headlights with Auto On-Off ● Power-sliding glass moonroof w/sunshade ● Rain-sensing wipers ● Roof rails, Aluminum - Satin Chrome Finish <p>Interior</p> <ul style="list-style-type: none"> ● Active Driving Display (Head-Up Display) ● Bose® premium audio with 12 speakers ● Courtesy lamps for rear doors ● Genuine aluminum interior trim ● Navigation system ● Power driver's seat with memory ● 2nd-row retractable window sunshades ● SiriusXM® satellite radio w/ 4-month subscription ● Front and rear door pocket LED illumination ● Front door pull handle and switch illumination (LED) ● Overhead LED illumination for A/T shifter area ● LED overhead room lamps <p>Safety & Security</p> <ul style="list-style-type: none"> ● Distance Recognition Support System (DRSS) ● High Beam Control (HBC) ● Lane Keep Assist (LKA) ● Mazda Radar Cruise Control (MRCC) ● Rear Backup Sensor ● Smart City Brake Support (SCBS) ● Smart Brake Support (SBS) 	<p>Functional / Powertrain</p> <ul style="list-style-type: none"> ● i-ACTIV AWD only <p>Exterior</p> <ul style="list-style-type: none"> ● LED grille lighting accent <p>Interior</p> <ul style="list-style-type: none"> ● Nappa leather ● Steering wheel with unique stitch ● Rosewood interior trim ● A/T shifter area LED accent lighting

Product Changes and Features Availability
Features, options and package content subject to change.

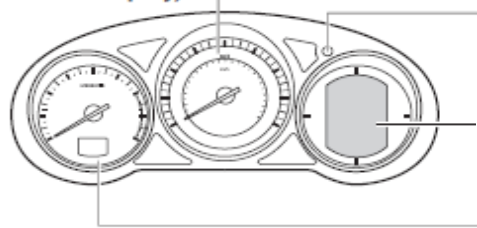
2016 CX-9

EQUIPMENT & FEATURES	Sport	Touring	Grand Touring	Signature
ENGINE & TRANSMISSION				
2.5L I4 Dynamic Pressure Turbo	Std	Std	Std	Std
Transmission, SKYACTIV®-Drive 6-Speed AT with manual-shift mode and Sport mode	Std	Std	Std	Std
Front wheel drive	Std	Std	Std	-
i-ACTIV all-wheel-drive system	Available	Available	Available	Std
SUSPENSION & CHASSIS				
Anti-lock Brake System (ABS) w/ Electronic Brakeforce Distribution (EBD)	Std	Std	Std	Std
Independent front MacPherson strut suspension with stabilizer bar	Std	Std	Std	Std
Independent rear multi-link suspension with stabilizer bar	Std	Std	Std	Std
Power-assisted rack-and-pinion steering with engine-speed-sensing variable assist	Std	Std	Std	Std
Power-assisted ventilated front disc brakes with two-piston calipers	Std	Std	Std	Std
Power-assisted ventilated rear disc brakes	Std	Std	Std	Std
Dynamic Stability Control (DSC) , Traction Control (TCS) and Trailer Stability Assist (TSA)	Std	Std	Std	Std
Roll Stability Control (RSC)	Std	Std	Std	Std
Hill Launch Assist	Std	Std	Std	Std
TIRES & WHEELS				
18 x 8 J aluminum alloy wheels	Std	Std	-	-
20 x 8.5J aluminum alloy wheels	-	-	Std	Std
P255/60 R18 tires	Std	Std	-	-
P255/50 R20 tires	-	-	Std	Std
T155/90 D17 - temporary spare tire	Std	Std	Std	Std
EXTERIOR FEATURES				
Dual exhaust outlets	Std	Std	Std	Std
Headlights - LED Low and High beams	Std	Std	Std	Std
Headlights - Auto Off feature	Std	Std	-	-
Headlights - Auto On/Off feature	-	Pkg	Std	Std
Headlights - Adaptive Front-Lighting System	-	-	Std	Std
Headlights - Daytime Running Lights	Std	Std	Std	Std
Headlights - High Beam Control	-	-	Std	Std
LED Fog lights	-	Pkg	Std	Std
LED grille lighting accent	-	-	-	Std
LED Rear combination lights	Std	Std	Std	Std
Lower molding color - front, side, rear	Black	Black	Chrome	Chrome
Mirrors - electric body colored w/ LED side marker lights	Std	Std	Std	Std
Mirrors - driver and passenger heated	Pkg	Std	Std	Std
Power-sliding glass moonroof with sunshade and one-touch open/close	-	Pkg	Std	Std
Privacy glass - rear side windows and rear liftgate glass	Std	Std	Std	Std
Roof rails, Aluminum - Satin Chrome Finish	Acc	Acc	Std	Std
Roof spoiler - body color	Std	Std	Std	Std
Windshield wipers - intermittent and variable	Std	Std	-	-
Windshield wipers - intermittent, variable, rain-sensing	-	Pkg	Std	Std
Windshield wipers - rear intermittent with washer	Std	Std	Std	Std
COMFORT & CONVENIENCE				
Air conditioning - automatic climate control operation with three zones	Std	Std	Std	Std
12V outlets - #2 (front and cargo area)	Std	Std	Std	Std
Front: cup holders #2	Std	Std	Std	Std
2nd row: cup holders #2	Std	Std	Std	Std
3rd row: cup holders #4	Std	Std	Std	Std
Storage pockets/bins with bottle holders - front and rear doors	Std	Std	Std	Std
Illuminated anti-pinch power windows with one-touch auto open/close (4 doors)	Std	Std	Std	Std
Assist handles - #4	Std	Std	Std	Std
Cargo area storage boxes	Std	Std	Std	Std
2nd row Center armrest with cup holders - (plus storage and two USB inputs on Touring, GT, Sig)	Std	Std	Std	Std
Center Console armrest with storage - two USB inputs	Std	Std	Std	Std
Coat Hook - Rear #2	Std	Std	Std	Std
Courtesy Lamps - Front doors	Std	Std	Std	Std
Courtesy Lamps - Rear doors	-	-	Std	Std
Cruise Control	Std	Std	-	-
Mazda Radar Cruise Control (MRCC)	-	-	Std	Std
Door locks - (speed sensing auto door locks)	Std	Std	Std	Std
Heater/defroster with rear heater ducts	Std	Std	Std	Std
Homelink® and auto-dimming mirror	-	Std	Std	Std
Illuminated Entry	Std	Std	Std	Std
Illumination LED - A/T shifter area accent lighting	-	-	-	Std
Illumination LED - Overhead A/T shifter area	-	-	Std	Std
Illumination - Front door pocket	Std	Std	-	-
Illumination LED - front and rear door pocket	-	-	Std	Std
Illumination LED - front door pull handle and power window switch	-	-	Std	Std
Interior trim - Genuine Aluminum	-	-	Std	Std
Interior trim - Genunie Rosewood	-	-	-	Std
Remote Keyless Entry	Std	-	-	-
Remote Keyless Entry - Mazda Advanced Keyless Entry and Start System	-	Std	Std	Std
Map lights	Std	Std	Std	Std
Overhead Console with sunglasses holder	Std	Std	Std	Std
Power open / close rear liftgate with adjustable height	-	Std	Std	Std
Cargo area under floor storage	Std	Std	Std	Std
Rear window defogger with timer	Std	Std	Std	Std
Remote fuel door	Std	Std	Std	Std
Second-row retractable window sunshades	-	Pkg	Std	Std
Steering wheel - tilt, telescopic, with audio and cruise controls	Std	Std	Std	Std
Sun visors - vanity mirrors	Std	Std	Std	Std
Sun visors - vanity mirrors w/ illumination	-	Std	Std	Std

2016 CX-9

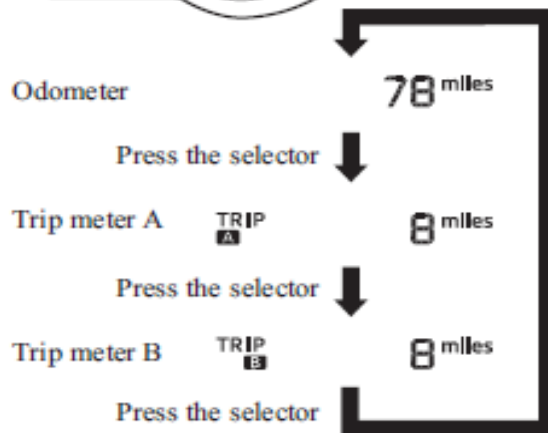
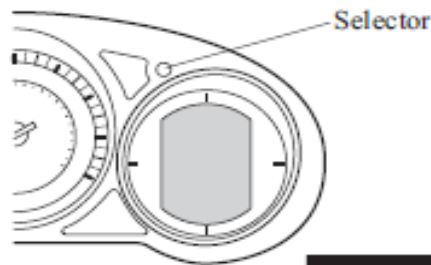
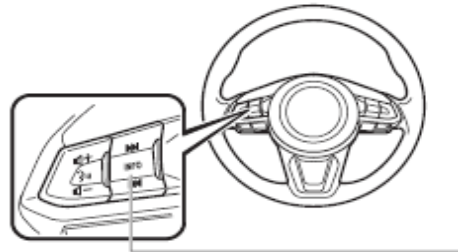
EQUIPMENT & FEATURES	Sport	Touring	Grand Touring	Signature
SEATING & TRIM				
7-passenger seating capacity	Std	Std	Std	Std
60/40 split fold-down reclining 2nd row seats with tilt and slide rear-access mechanism	Std	Std	Std	Std
50/50 split fold-down 3rd-row seats	Std	Std	Std	Std
Headrests, adjustable - front & rear (all outboard seating positions)	Std	Std	Std	Std
Floor mats - carpeted front, 2nd row, & rear	Std	Std	Std	Std
Front driver and passenger seatback pocket	One per seat	Two per seat	Two per seat	Two per seat
Heated front seats with three settings	Pkg	Std	Std	Std
Interior door handles – bright finish	Std	Std	Std	Std
Manual driver's seat - 6-way adjustable	Std	-	-	-
Power driver's seat - 8-way adjustable with power lumbar support	Pkg	Std	-	-
Power driver's seat - 8-way adjustable with power lumbar support and 2 position memory	-	-	Std	Std
Power front passenger seat - 4 way adjustable	-	Std	Std	Std
Seat material - Cloth	Std	-	-	-
Seat material - Leather-trimmed (first and second row outboard seating positions)	-	Std	Std	-
Seat material - Nappa Leather-trimmed (first and second row outboard seating positions)	-	-	-	Std
Shift knob - leather wrapped	Std	Std	Std	Std
Steering wheel – leather wrapped	Std	Std	Std	-
Steering wheel – leather wrapped w/unique stitch	-	-	-	Std
AUDIO SYSTEM				
AM/FM/HD Radio	Std	Std	Std	Std
6-speaker sound system	Std	Std	-	-
Auxiliary audio input jack	Std	Std	Std	Std
Bose audio system	-	Pkg	Std	Std
- Centerpoint 2.0 Surround technology				
- Audiopilot 2 Noise compensation technology				
- Surroundstage Signal Processing				
- 12-speaker sound system - includes one subwoofer				
Bluetooth® hands free phone & audio	Std	Std	Std	Std
7" full-color touch-screen display	Std	-	-	-
8" full-color touch-screen display	-	Std	Std	Std
Multi-Function Commander Control	Std	Std	Std	Std
MAZDA CONNECT™ Infotainment System	Std	Std	Std	Std
- Infotainment system voice command				
- Radio Broadcast Data System program information				
- Aha™ internet radio integration				
- Pandora® internet radio integration				
- Stitcher™ internet radio integration				
- SMS text message audio delivery and reply				
- E911 automatic emergency notification				
Mazda Navigation system	-	Pkg	Std	Std
SiriusXM® satellite radio w/ 4-month subscription	-	Pkg	Std	Std
USB Inputs (Two front are 1A and two rear are 2.1A)	2	4	4	4
INSTRUMENTATION				
Active Driving Display (Head-Up Display)	-	-	Std	Std
Ambient temperature	Std	Std	Std	Std
Digital clock	Std	Std	Std	Std
Fuel level gauge	Std	Std	Std	Std
Gauges, black background with white lettering and silver surround	Std	Std	Std	Std
Speedometer	Std	Std	Std	Std
Tachometer	Std	Std	Std	Std
Trip computer (Odometer, Trip meter A & B, current and average fuel economy, distance-to-empty, and compass mode)	Std	Std	Std	Std
Multi-Information Display w/trip computer includes (Engine coolant temperature gauge, Maintenance monitor, BSM display, Distance recognition support system display, MRCC display, LAS & LDW display, cruise control, compass and warning message display)	-	-	Std	Std
Warning lights: brake system, high-beam headlights, turn signals/hazard warning on, check engine, engine oil pressure, engine coolant "high" temp, engine coolant "low" temp, battery charge, defogger-on, air bag/front seat belt pretensioner system, door-ajar, low fuel, Anti-lock Brake System, cruise control on, tire pressure monitoring system	Std	Std	Std	Std
SAFETY & SECURITY				
3-point safety belts for all seating positions	Std	Std	Std	Std
Advanced dual front air bags (SRS)	Std	Std	Std	Std
Front side-impact air bags	Std	Std	Std	Std
Side air curtains (front, rear, and 3rd row) with roll-over protection	Std	Std	Std	Std
Blind Spot Monitoring System	-	Std	Std	Std
Rear Cross Traffic Alert	-	Std	Std	Std
Engine immobilizer anti-theft system	Std	Std	Std	Std
Front safety-belt pretensioners with force limiters	Std	Std	Std	Std
Lane Departure Warning (LDW)	-	-	Std	Std
Lane Keep Assist (LKA)	-	-	Std	Std
LATCH system - rear seat child safety seat lower anchors & upper tethers	Std	Std	Std	Std
Rear backup sensors	-	Pkg	Std	Std
Rearview camera	Std	Std	Std	Std
Side-impact door beams	Std	Std	Std	Std
Smart Brake Support (SBS) with Distance Recognition Support System (DRSS)	-	-	Std	Std
Smart City Brake Support (SCBS)	-	Pkg	Std	Std
Tire pressure monitoring system	Std	Std	Std	Std

Sport and Touring Instrumentation



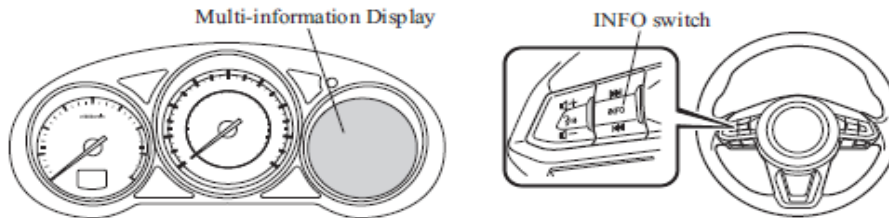
- Distance-to-empty mode
- Average fuel economy mode
- Current fuel economy mode
- Compass mode

Steering Switch



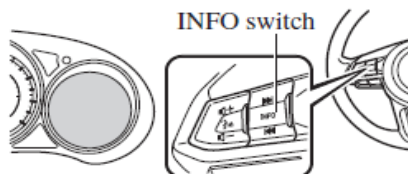
GT and Signature Instrumentation

Multi-information Display and INFO Switch*



The multi-information display indicates the following information.

- Odometer
- Trip meter
- Engine coolant temperature gauge
- Fuel gauge
- Outside temperature
- Distance-to-empty
- Average fuel economy
- Current fuel economy
- Maintenance Monitor
- Blind Spot Monitoring (BSM) Display
- Distance Recognition Support System (DRSS) Display
- Mazda Radar Cruise Control (MRCC) Display
- Lane-keep Assist System (LAS) & Lane Departure Warning System (LDWS) Display
- Cruise Control Display
- Compass Display
- Warning message



Odometer,
Trip meter A

TRIP A	
//1	8 miles
IAVG	8.0 mpg
Hold INFO to reset.	
78 mi	

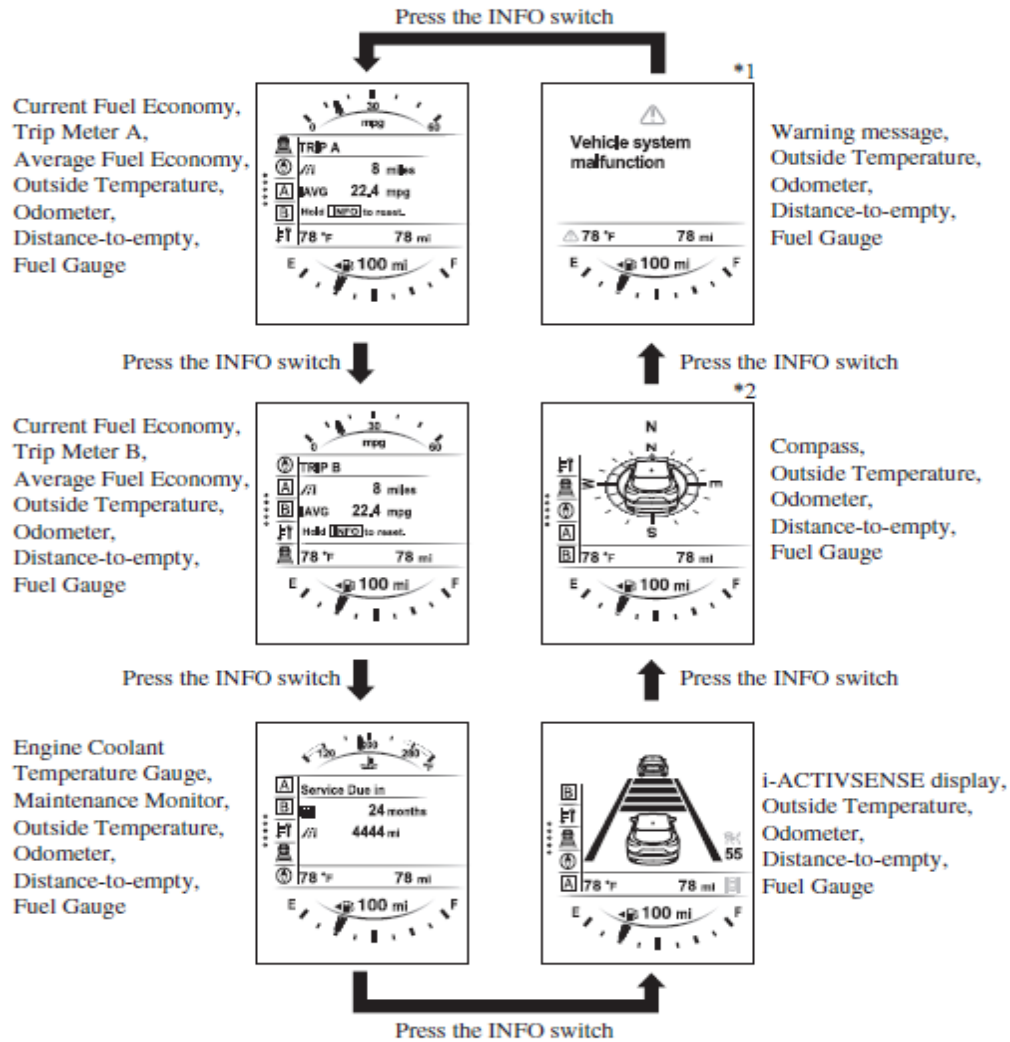
Press the INFO switch ↓

Odometer,
Trip meter B

TRIP B	
//1	8 miles
IAVG	8.0 mpg
Hold INFO to reset.	
78 mi	

GT and Signature Instrumentation

The screen content changes each time the INFO switch is pressed.



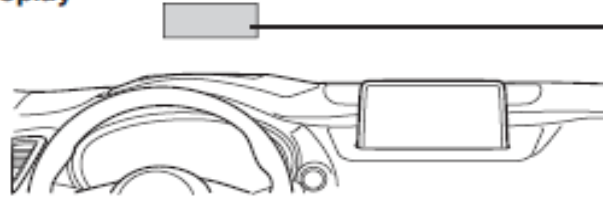
*1: Displayed only when a warning occurs.

*2: Displayed only while vehicle is being driven.

GT and Signature Instrumentation

Head-Up Display


Active Driving Display



The active driving display indicates the following information:

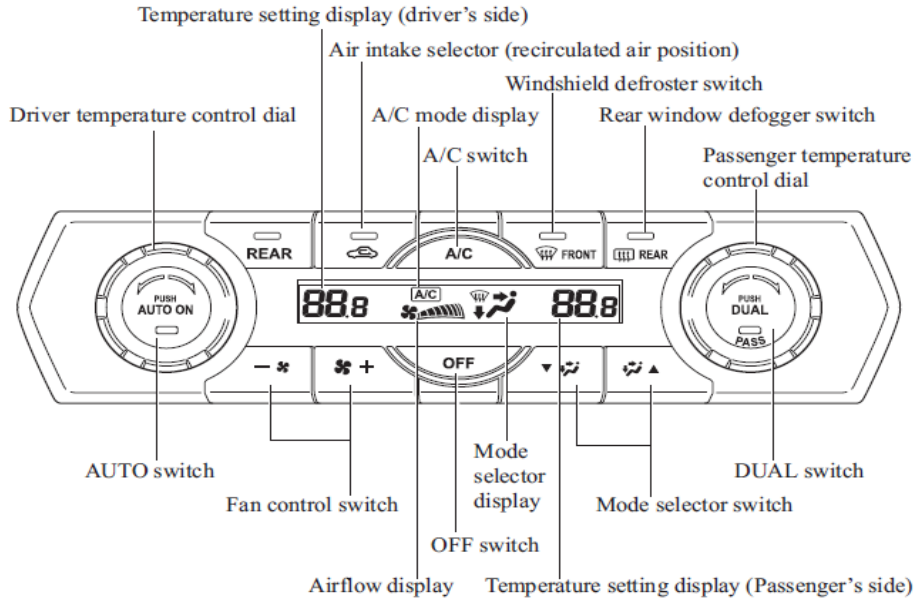
- Blind Spot Monitoring (BSM) Operation Conditions and Warnings
Refer to Blind Spot Monitoring (BSM) on page 4-92.
- Distance Recognition Support System (DRSS) Operation Conditions and Warnings
Refer to Distance Recognition Support System (DRSS) on page 4-98.
- Mazda Radar Cruise Control (MRCC) Operation Conditions and Warnings
Refer to Mazda Radar Cruise Control (MRCC) on page 4-106.
- Lane-keep Assist System (LAS) & Lane Departure Warning System (LDWS) Operation Conditions and Warnings
Refer to Lane-keep Assist System (LAS) & Lane Departure Warning System (LDWS) on page 4-117.
- Smart City Brake Support (SCBS) Warnings
Refer to Smart City Brake Support (SCBS) on page 4-129.
- Smart Brake Support (SBS) Operation Conditions and Warnings
Refer to Smart Brake Support (SBS) on page 4-134.
- Cruise Control Operation Conditions
Refer to Cruise Control on page 4-147.
- Navigation Guidance (vehicles with navigation system)
- Speed limit indicator (vehicles with navigation system)
- Tachometer
- Vehicle Speed

Each setting/adjustment for the active driving display can be performed on the center display.

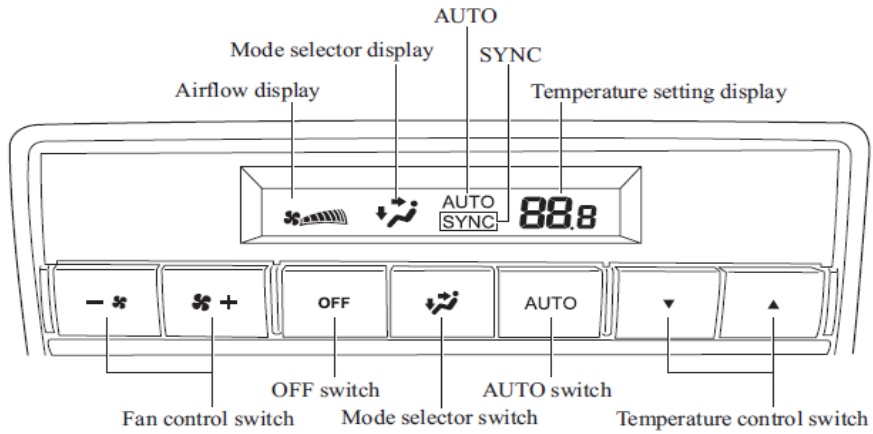
1. Select the  icon on the home screen and display the Settings screen.
2. Select the AD-Disp tab.
3. Select the desired item and perform the setting/adjustment.
 - Method for adjusting screen brightness (automatically/manually)
 - Screen brightness initial settings (automatic adjustment is selected)
 - Screen brightness adjustment (manual adjustment is selected)
 - Display position of active driving display (display height)
 - Active driving display angle adjustment (display angle correction)
 - Turn by turn (TBT) display/non-display (navigator guidance)
 - Street name display timing can be changed (navigator guidance)
 - Tachometer display/non-display
 - Active driving display ON/OFF (indication)
 - Reset settings (reset)

Air Conditioning

Front A/C



Rear A/C

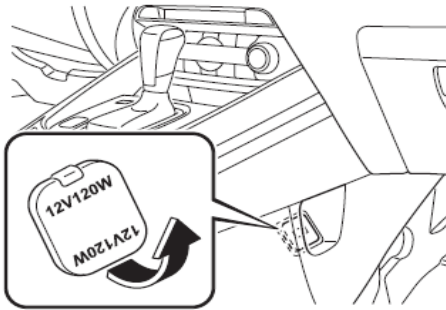


12V / USB and Aux outlet locations

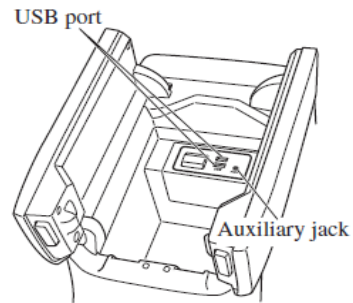
12V outlet locations (All models)

Front

The ignition must be switched to ACC or ON.

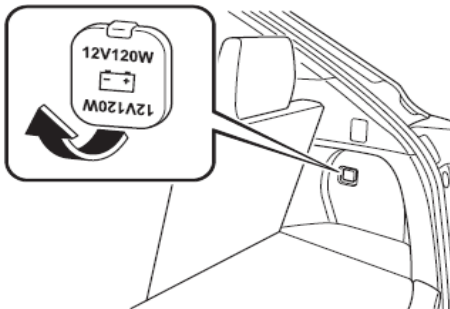


Front ports (All models)

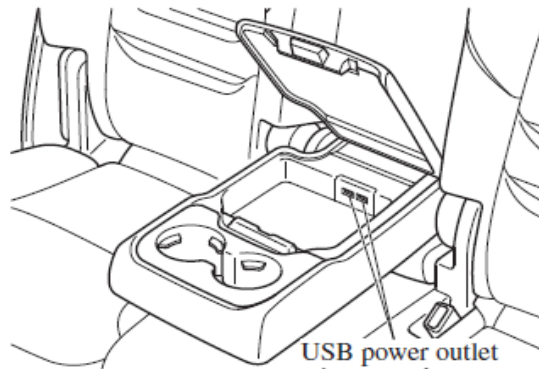


Rear

The accessory sockets can be used regardless of whether the ignition is on or off.



Rear USB ports (Touring, GT, Signature) - adds two ports in rear console



2016 CX-9

PACKAGES & OPTIONS	<i>Sport</i>	<i>Touring</i>	<i>Grand Touring</i>	<i>Signature</i>
Power Driver Seat with Heated Front Seats & Mirrors(PW6): - 8-way power adjustable driver seat with power lumbar support - Heated front cloth seats - Heated outside mirrors	Pkg	-	-	-
Touring Premium Package - Auto On-Off headlights - Bose® premium audio with 12 speakers - LED Foglamps - Navigation system - Power sliding glass moonroof with interior sunshade - Rear backup sensor - Rain sensing wipers - Second-row retractable window sunshade - Smart City Brake Support (SCBS) - SiriusXM® Satellite Radio with 4-month subscription	-	Pkg	-	-
Snowflake White Pearl Mica	Opt	Opt	Opt	Opt
Soul Red	-	Opt	Opt	-
Machine Gray	Opt*	Opt*	Opt	Opt

*May production

2016 CX-9

PORT INSTALLED ACCESSORIES	Code	Sport	Touring	Grand Touring	Signature
ELECTRONICS					
Frameless Auto-Dimming Rearview Mirror w/ Homelink®	MRH	X	N/A	N/A	N/A
Mazda Mobile Start (Smartphone Remote Engine Start)	MMS	X	X	X	X
Navigation SD Card (Fleet Only)	NVF	X	X*	N/A	N/A
Parking Sensors, Rear	PSR	X	X*	N/A	N/A
EXTERIOR					
Fog Lights, LED	FOG	X	X*	N/A	N/A
Roof Rack, Side Rails - Aluminum w/ Satin Chrome Finish	RCK	X	X	STD	STD
Splash Guards, Front & Rear	SGB	X	X	X	X
Towing Receiver Hitch w/Wiring Harness (3,500 Pound Tow Capacity)	TTH	X	X	X	X
Wheel Locks	WLK	X	X	X	X
INTERIOR					
Cargo Mat, Carpeted	CGM	X	X	X	X
Cargo Net + Side Storage Nets	1CN	X	X	X	X
Floor Mats, All-Weather	FLA	X	X	X	X
Interior Lighting Kit	ILK	X	X	X	X
Retractable Cargo Cover (Summer Availability)	RCC	X	X	X	X

* = N/A with Touring Premium Package

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DEALER INSTALLED ACCESSORIES	Sport	Touring	Grand Touring	Signature
ELECTRONICS				
3.5mm Audio Cable	X	X	X	X
Frameless Auto-Dimming Rearview Mirror w/ Homelink®	X	N/A	N/A	N/A
Garmin Nuvi 2539LMT Portable Navigation w/ Lifetime Maps & Traffic	X	X	X	X
Mazda Mobile Start (Smartphone Remote Engine Start)	X	X	X	X
Navigation System (SD Card)	X	X*	N/A	N/A
Parking Sensors, Rear	X	X*	N/A	N/A
EXTERIOR				
Fog Lights, LED	X	X*	N/A	N/A
License Plate Frame w/ CX-9 Logo (Brushed or Polished)	X	X	X	X
License Plate Frame Full Size Type (Various Logos & Finishes)	X	X	X	X
License Plate Frame Slimline Type (Various Logos & Finishes)	X	X	X	X
License Plate Frame Gift Set (includes Frame, Key Chain, & Valve Stem Caps) (Various)	X	X	X	X
Mazda Keychains (Various Logos & Finishes)	X	X	X	X
Mazda Valve Stem Caps	X	X	X	X
Moonroof Wind Deflector	N/A	X**	X	X
Roof Luggage Basket w/Stretch Net (Requires Roof Rails & Cross Bars)	X	X	X	X
Roof Rack, Bike Carrier (Requires Roof Rails & Cross Bars)	X	X	X	X
Roof Rack, Cargo Box (XL & Medium lengths) (Requires Roof Rails & Cross Bars)	X	X	X	X
Roof Rack, Cross Bars (Requires Roof Rails)	X	X	X	X
Roof Rack, Kayak Carrier (Requires Roof Rails & Cross Bars)	X	X	X	X
Roof Rack, Side Rails - Aluminum w/ Satin Chrome Finish	X	X	STD	STD
Roof Rack - Ski/Snowboard Carrier (Requires Roof Rails & Cross Bars)	X	X	X	X
Roof Rack - Surfboard/Stand-Up Paddleboard Carrier (Requires Roof Rails & Cross Bars)	X	X	X	X
Side Window Deflectors/Visors	X	X	X	X
Splash Guards, Front	X	X	X	X
Splash Guards, Rear	X	X	X	X
Touch-Up Paint	X	X	X	X
Towing Receiver Hitch (3,500 pound tow capacity)	X	X	X	X
Towing Receiver Hitch - Bike Carrier (Requires Towing Receiver Hitch)	X	X	X	X
Towing Receiver Hitch - Cargo Box (Requires Towing Receiver Hitch)	X	X	X	X
Towing Receiver Hitch - Wiring Harness	X	X	X	X
Wheel Locks (Set of Four)	X	X	X	X
INTERIOR				
Ashtray with LED Illumination	X	X	X	X
Cargo Cover, Retractable (Summer Availability)	X	X	X	X
Cargo Mat, Carpeted	X	X	X	X
Cargo Net (Horizontal Floor Type)	X	X	X	X
First Aid Kit	X	X	X	X
Floor Mats, All-Weather (Front & Rear)	X	X	X	X
Interior Lighting Kit (Footwell)	X	X	X	X
Roadside Assistance Kit	X	X	X	X
Side Storage Nets	X	X	X	X
Soft Cargo Liner (w/ bumper flap)	X	X	X	X
Soft Cargo Tote	X	X	X	X
Windshield Sunscreen (w/ CX-9 logo)	X	X	X	X

* = N/A with Touring Premium Package

** = Requires Touring Premium Package

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INTERIOR & EXTERIOR COLORS										
COLOR CODE		EXTERIOR COLOR		INTERIOR						
				<i>Sport</i>		<i>Touring</i>		<i>Grand Touring</i>		<i>Signature</i>
				CLOTH		LEATHER		LEATHER		NAPPA LEATHER
		Black TC0	Sand TC2	Black TC0	Sand TC3	Black TC1	Sand TC4	Auburn TC5		
25D	Snowflake White Pearl Mica	■	■	■	■	■	■	■		
42M	Deep Crystal Blue Mica	■	■	■	■	■	■			
45P	Sonic Silver Metallic	■		■		■		■		
46G	Machine Gray Metallic	■	■	■	■	■	■	■		
41W	Jet Black Mica	■	■	■	■	■	■	■		
41V	Soul Red Metallic			■	■	■	■			
42S	Titanium Flash Mica		■		■		■			

AWD Only

2016 CX-9 SPECIFICATIONS

ENGINE	
Type	2.5L I4 Dynamic Pressure Turbo
Horsepower, SAE net Regular unleaded 87 AKI	227 HP @ 5000 rpm
Premium unleaded 93 AKI	250 HP @ 5000 rpm
Torque, SAE net	310 lb ft @ 2000 rpm
Displacement (cc)	2488
Bore x Stroke (mm)	89 X 100
Compression Ratio	10.5
Recommended Fuel	87 AKI
Redline	6300
Engine Block Material	Aluminum
Cylinder Head Material	Aluminum
Emission Regulation	T2Bin5(16MY) T3Bin125 (17MY)
Emission Control (50 State)	3-Way Catalyst
Ignition System	Direct coil-on-plug electronic ignition
Alternator	12V - 150A
Battery	55D23L
Starter	12V;1.4kW
Top Speed (mph/kph)	130
DRIVETRAIN	
Drive Wheel:	FWD / AWD
Transmission:	6-Speed AT
Coefficient of Drag	0.35
Ratios (:1)	1st 3.487
	2nd 1.992
	3rd 1.449
	4th 1.000
	5th 0.707
	6th 0.600
	Reverse 3.990
	Final Drive 4.411
CHASSIS	
Front Suspension	Independent, MacPherson Strut type coil spring and stabilizer bar
Rear Suspension	Independent, Multi-link type coil spring and stabilizer bar
Steering Type	Column type
Power Assist	Electric Power Assist Steering (EPAS)
Steering Wheel Turns Lock-to-Lock	3.1 rev
Overall Steering Ratio	17.6:1
BRAKING / WHEELS / GVW	
Braking System	Diagonal Hydraulic
Anti-Lock Braking System	Standard with EBD
Front Brakes	2-piston caliper / 12.6" front ventilated disc
Rear Brakes	1-piston caliper/ 12.8" ventilated disc
Parking Brake	Electronic parking brake
Wheels	18 x 8J (Sport, Touring) / 20 x 8.5J (Grand Touring, Signature)
Tires	P255/60R18 (Sport, Touring) / P255/50R20 (Grand Touring, Signature)
Temporary Spare Tire	T155/90D17
Total Curb Weight w/AC (lbs)	FWD=4,054/AWD = 4,301
Total Gross Vehicle Weight (lbs)	FWD = 5,661/AWD = 5,816
ESTIMATED FUEL ECONOMY	
FWD	22/28
AWD	21/27
CAPACITIES	
Engine Oil (U.S. quarts/L)	5.1 / 4.8 (w Oil Filter)
Engine Coolant (U.S. quarts/L)	10.5 / 9.9
Washer Fluid Tank (U.S. quarts/L)	2.3/ 2.2
Fuel Tank Capacity (gallons/(L))	FWD 19 (72) / AWD 19.5 (74)
Towing Capacity (lbs.)	3,500 lbs

2016 CX-9 SPECIFICATIONS

EXTERIOR DIMENSIONS		
Overall Length	w/o License Plate Holder (in)	199.4
Overall Width	w/o and w/wheel arch molding Width (in)	77.2 / 77.5
Overall Height	w/o shark fin antenna (in)	67.6
	w/shark fin antenna (in)	69
Overhang	Front w/o License Plate Holder (in)	40.5
	Rear (in)	43.6
Wheelbase	Wheelbase (in)	115.3
Track	Front (in)	65.3
	Rear (in)	65.2
Ground clearance between the axles (Unladen) (in)		8.8
Curb-to-Curb Turning Circle (radius - ft)		19.4
INTERIOR DIMENSIONS		
Headroom	Front Row w/o Moonroof (in)	39.3
	2nd Row w/o Moonroof (in)	38.5
	3rd Row (in)	35.4
Shoulder Room	Front Row (in)	57.9
	2nd Row (in)	58.1
	3rd Row (in)	53.1
Hip Room	Front Row (in)	56.7
	2nd Row (in)	57.4
	3rd Row (in)	40.1
Leg Room	Leg Room, Front Row (in)	41.0
	Leg Room, 2nd Row (in)	39.4
	Leg Room, 3rd Row (in)	29.7
	Rear knee clearance 2nd Row (in)	4.5
Hip Point Height	from Floor, Front Row (in)	13.6
	from Ground Unladen, Front Row (in)	28.5
	from Floor, 2nd Row (in)	14.8
	from Ground Unladen, 2nd Row (in)	30.9
CARGO AREA DIMENSIONS		
Cargo Area	Tail Gate Opening Width (in)	43.2
	Tail Gate Opening Height (in)	29.6
Cargo Room	threshold Height from Ground (in)	31.7
	Length w/ 3rd seats upright (in)	21.5
	Length w/3rd Seat folded (in)	50.5
	Length to 1st row (in)	84.9
	Width at Floor (in)	58.6
	Width between Rear Tire House (in)	40.2
INTERIOR VOLUME		
Passenger	w/o Moonroof (cubic ft/L)	135.1
Cargo Volume	2nd and 3rd row seat upright (cubic ft)	14.4
	3rd row seats folded (cubic ft / L)	38.2
	2nd and 3rd row seats folded (cubic ft / L)	71.2



ABOUT MAZDA NORTH AMERICAN OPERATIONS

Mazda North American Operations is headquartered in Irvine, Calif., and oversees the sales, marketing, parts and customer service support of Mazda vehicles in the United States and Mexico through more than 700 dealers. Operations in Mexico are managed by Mazda Motor de Mexico in Mexico City.

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