

2018 MAZDA CX-5



DRIVING MATTERS®

zoom-zoom

We do not simply exist to make cars.
We strive to achieve something more.
To ignite moments
and improve each day through experiences
that awaken you,
move you,
stir your soul.

This is what drives us to push boundaries
and defy convention, every day.
It's why we refined the rotary engine in 1967,
resurrected the roadster in 1989,
and reimagined how an automobile is developed,
piece by piece, in 2006.
Instead of simply redesigning a car,
we started from a blank sheet of paper
and built the ideal vehicle around
how it would make you feel.

Today, we stand more determined than ever,
with breathtaking designs
and revolutionary technologies like SKYACTIV® TECHNOLOGY and i-ACTIV AWD®.
Built to create an even deeper connection
between you and your Mazda.
An emotional bond, formed at first glance
and reinforced every time you get behind the wheel.
To us, this bond is everything.
And it inspires us every day,
to design better,
innovate more
and make each Mazda
smarter and safer than what came before.
**Because we'll never stop
making driving matter for you.**




HIROSHIMA SPIRIT | Since 1920, Hiroshima, Japan has been our source of unwavering courage, commitment and perseverance. We have consistently found inspiration through this community, a shared spirit that pushes us to rise above any challenge. Together, we have achieved more than anyone could have imagined. We have built a global company from the ground up. And we have defied convention to develop innovations that others deemed impossible, from the rotary engine to SKYACTIV® TECHNOLOGY and beyond. Most of all, we have never strayed from our commitment to humanity. Giving all of ourselves, using our hands to craft and make things that matter, that have soul. You'll feel this commitment every time you get behind the wheel of a Mazda. It's why our cars evoke emotion and create a feeling unlike anything else.





DRIVING PERFECTION | Every Mazda we create begins with a single intention. The desire to build a vehicle that performs like an extension of you, the driver. To this end, we are never satisfied with the status quo. So while the Mazda CX-5 has been honored all over the world, receiving an astounding 90 awards since its debut in 2013, there's always room for refinement. Now in its second generation, the CX-5 represents years of this tireless obsession with driving perfection. In every detail. From its exceptional driving dynamics to its ideal unity of versatility, spaciousness and advanced technologies, the CX-5 connects you to the road to make every drive exhilarating.



THE HUMAN TOUCH | Capturing the feeling of motion, even at a standstill. This is the essence of Mazda's KODO: "Soul of Motion" design language. To realize this vision, our designers and clay-modeling artists adopt a harmonious creative process using human touch to shape and develop the look of a vehicle during the clay modeling stages. While computers are invaluable tools, we at Mazda believe that exceptional design is achieved through touch. And feeling. Allowing us to change the smallest crease or curve to express the unique yet elegant surfaces and lines of the Mazda CX-5. This devotion to the feel of handcrafted quality is how we strive to create cars that are not only works of art, but through design, make driving better.

ONENESS | A vehicle transports you beyond your physical capabilities. In its best form, it serves as a natural extension of you, anticipating your needs and responding accordingly. Like a horse to its rider. The Japanese call this feeling of oneness Jinba Ittai. And it's a concept that is deeply ingrained within Mazda's culture. You can see it expressed in every detail of our vehicles; from the position of the steering wheel to the placement of the gas pedal, the car becomes an extension of you, acting precisely as it should. The throttle delivers a satisfying response in any situation. The steering answers even the most subtle nudge with purpose. Every dial, button and knob throughout the cockpit is intuitively placed, allowing you to focus on the road in every moment. Everything working in harmony. This is what oneness means to us.





CX-5
AWD



PURE BY DESIGN | The meticulous nature of the Japanese tea ceremony is an art in performance. In its purest form, the ritual awakens the soul, both physically and spiritually. At the same time, it brings a deep inner peace and tranquility by uniting mind and body. Through all five senses. The aroma of the tea, the feel of the pottery's glaze, the tea itself, the sound of the water as it boils in the teapot, and the beauty of the room. You'll find this level of purposeful elegance in the design of the Mazda CX-5 interior. Every gauge and knob is intuitively placed within comfortable reach. The available leather seats are soft and breathable. The color palettes are visually pleasing. Cabin noises are subdued. Every detail is simple yet refined.



A PEACEFUL ESCAPE | The quiet serenity of the Japanese Tea Room inspires the idea of your car as a sanctuary. With this in mind, extraordinary effort was made to reduce cabin noise in the current-generation Mazda CX-5. Sound-deadening materials were incorporated to the floorboard, parts were redesigned to reduce vibration, gaps were narrowed and sound-insulating glass was used to prevent exterior noise from entering the cabin.





REFINEMENT IN EVERY ROW | The Mazda CX-5 transcends the predictable CUV with unexpected passenger amenities. The second row offers ample room to enter and exit. Once inside, available heated rear seats, rear air conditioning vents and USB charging ports in the center armrest add further refinement. The rear seatbacks even offer two-position recline adjustability for added comfort. Everything your rear passengers need to enjoy every drive, long or short.




RICH IN DETAIL | Our Metal Wood¹ trim exudes the warm look of natural wood with the strength and toughness of a metallic finish.

An intricate twelve-layer process is used to create the decorative inlay, with the finished coating expressing a greater depth of elegance.

¹ Available on the Mazda CX-5 Grand Touring only

DESIGNED AROUND YOU, THE DRIVER | For us, a close connection between car and driver is essential. By putting our focus on you, the driver, we created a welcoming cockpit where controls and gauges are intuitively placed. And through relentless exploration, we discovered more ways to make a difference in everyday driving. Such as developing an available Active Driving Display that projects vital information such as current speed and route guidance onto the windshield and in your line of sight. So you can focus on the road ahead.





MAZDA CONNECT™ | A deeper connection to your car and the road can come in unexpected ways. Like intuitively connecting to the outside world without losing your focus on the road ahead. Through the MAZDA CONNECT™ infotainment system, you can access music, entertainment and information with ease via your Bluetooth®-enabled and Internet-connected device. It's all at your fingertips via the Commander control on the center console. Make hands-free calls, access social media feeds, listen to audible navigation guidance commands and text message readouts and more. It's human-centric technology that makes you feel close in touch no matter how far you travel.

BLUETOOTH® | **PANDORA®** | **HD RADIO™** | **TWITTER** | **SiriusXM²**

¹ 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. ² Available feature. SiriusXM Satellite Radio reception requires a subscription and Mazda satellite radio. See full disclaimer in Specifications.



SIGNATURE SOUND | Mazda collaborated with the musical minds and engineers at Bose® to produce a premium audio system, custom-engineered for the Mazda CX-5. The available 10-speaker system features patented AudioPilot® 2 noise compensation technology plus Centerpoint® 2 surround sound technology set up to produce stunning multichannel Bose® surround sound performance while the powerful subwoofer delivers impressive bass.





i-ACTIV AWD® | Control. That's the crux of everything that goes into engineering our available all-wheel drive system. When weather or road conditions change, i-ACTIV AWD® helps predict the possible loss of traction by actively monitoring everything from outside temperature and windshield wiper usage to the driver's steering and braking patterns. If, for example, the outside temperature is cold enough for snow and your windshield wipers are on, the AWD system recognizes that the roads might be slippery, and prepares for possible front-wheel slip. If the wheels do in fact slip, the system can quickly transfer engine power to the rear axle. It's a simple yet advanced way to help deliver ideal traction in a variety of road conditions.



i-ACTIVSENSE® | Avoiding an accident in the first place is always the safest route. With the available i-ACTIVSENSE® suite of safety features, sophisticated safety innovations help alert you to hazards so you can better avoid collisions—or lessen their impact. The result is a more connected driving experience. Which means you can feel more confident when focusing on the road ahead.

ADVANCED BLIND SPOT MONITORING¹

Radar sensors detect and alert when objects are in your left and right blind spots. It also warns when fast-traveling vehicles are about to enter a blind spot from further behind.

LANE DEPARTURE WARNING SYSTEM²

Alerts you when you're unintentionally about to depart from your lane at a speed of approximately 37 mph or higher.

ADAPTIVE FRONT-LIGHTING SYSTEM

These headlights are specifically designed to help you see around corners at night. As you turn into a corner, the headlights pivot up to 15 degrees in the direction of your turn, improving visibility and allowing you to spot potential hazards and dangers ahead.

SMART CITY BRAKE SUPPORT³

When traveling at low speeds, this system detects objects ahead. If an impact is predicted, the system adjusts the brake pads closer to the disc for faster braking, or applies the brakes if you cannot.

MAZDA RADAR CRUISE CONTROL WITH STOP & GO⁵

This system maintains your set speed and minimum following distance from the traffic ahead. If the vehicle you're following reduces speed, even down to a stop, your vehicle is able to slow or stop as needed.

REAR CROSS TRAFFIC ALERT¹

As you reverse, this system promptly alerts you on the back-up monitor, as well as on the side view mirrors, when it detects a vehicle approaching from either side.

LANE-KEEP ASSIST²

Adds to the warnings of the Lane Departure Warning System by performing minor steering corrections to re-center the vehicle in its lane upon sensing an unintentional lane departure.

HIGH BEAM CONTROL

For better vision at night, this system auto-adjusts the headlight beams from low to high as traffic and road conditions allow.

SMART BRAKE SUPPORT⁴

At higher speeds, this system senses slow or stopped traffic ahead and alerts when braking is immediately necessary. If the sensor determines that a collision is unavoidable, the automatic brake control will engage.

TRAFFIC SIGN RECOGNITION SYSTEM⁶

Based on front camera identification in conjunction with navigation data, this system recognizes and displays traffic signs such as Stop, Do Not Enter and Speed Limit. Alerts are easily viewable at driver's eye level within the Active Driving Display.

¹ 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. ² 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. ³ Smart City Brake Support operates under certain low-speed conditions between about 2 to 18 mph. It is not a substitute for safe and attentive driving. 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. ⁴ Smart Brake Support operates under certain conditions above 10 mph. It is not a substitute for safe and attentive driving. 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. ⁵ 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. ⁶ 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.



SKYACTIV® TECHNOLOGY | When it comes to engineering the ultimate in driving dynamics, to Mazda, the sky is the limit. This is what SKYACTIV® TECHNOLOGY represents. And it begins with the notion of lightness. After all, lighter responds better and consumes less fuel. It's why we engineered our chassis and suspension to be rigid yet compliant with minimal weight. And, why our pistons are uniquely designed to be strong yet light, again contributing to more overall performance and efficiency. Not surprisingly, for 2018, the CX-5 delivers up to 25 city / 31 highway MPG on FWD models and 24 city / 30 highway MPG on AWD models! All with the spirited performance of the Mazda CX-5's precisely tuned SKYACTIV®-G 2.5L gasoline engine with Cylinder Deactivation.



THE SUBTLETIES OF BETTER DRIVING DYNAMICS |

Our quest to make driving better inspired a unique innovation. SKYACTIV-VEHICLE DYNAMICS with G-Vectoring Control helps achieve a smoother, less fatiguing drive. When cornering, on initial turn-in and throughout, the system subtly adjusts engine torque to slightly shift vehicle weight. The result is steering that is more precise and a ride that is smoother for drivers and passengers alike. It's subtle adjustment that makes longer drives more relaxing.



SPECIFICATIONS

ENGINES

SKYACTIV®-G 2.5L with Cylinder Deactivation

187 hp @ 6,000 rpm

186 lb-ft of torque @ 4,000 rpm

TRANSMISSIONS

SKYACTIV-Drive 6-speed automatic with manual-shift
and Sport Mode

SKYACTIV-VEHICLE DYNAMICS with G-Vectoring Control

Front-wheel drive

Available i-ACTIV AWD®

Hill Launch Assist¹

FUEL ECONOMY

(EPA-estimated MPG, city/highway)²

25 / 31 (FWD)

24 / 30 (AWD)

FUEL CAPACITY (U.S. gallons)

14.8 (FWD)

15.3 (AWD)

DIMENSIONS (in)

Overall length: 179.1

Wheelbase: 106.2

Width: 72.5

Height: 66.2 (without roof rails up to shark fin antenna)

CARGO VOLUME (cu ft)

30.9 with 2nd-row seatback up

59.6 with 2nd-row seatback folded down

TOWING CAPACITY (lb)³

Up to 2,000

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 2,000 lbs 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.

CX-5 GRAND TOURING

Includes the following features in addition to or in place of CX-5 Touring:

EXTERIOR

Adaptive Front-lighting System

LED fog lights

LED combination taillights

LED signature daytime running lights

Power sliding-glass moonroof with one-touch open feature and interior sunshade

Power Rear Liftgate¹

Heated side mirrors

INTERIOR

Leather-trimmed seats

8-way power-adjustable driver's seat with power-adjustable lumbar support and 2-position memory

6-way power adjustable front passenger seat

Auto-dimming rearview mirror with HomeLink[®]

Bose[®] Centerpoint[®] 2 Surround Sound System

with AudioPilot[®] 2 and 10 speakers

SiriusXM Satellite Radio with 4-month trial subscription

to the Sirius All Access package²

AVAILABLE PREMIUM EQUIPMENT PACKAGE

Includes Active Driving Display with Traffic Sign Recognition³

heated rear seats, heated steering wheel and windshield wiper de-icer.

CX-5 TOURING

Includes the following features in addition to or in place of CX-5 Sport:

EXTERIOR

Automatic on/off headlights

Auto-leveling headlights

Rain-sensing windshield wipers

Rear privacy glass

19-inch alloy wheels

P225/55 R19 all-season tires

INTERIOR

Mazda Advanced Keyless Entry System

Leatherette seats with Lux Suede[®] inserts

Heated front seats with 3-level adjustment

6-way power-adjustable driver's seat with manual lumbar support

6-way manual front passenger seat

with seat height adjuster

Dual illuminated visor vanity mirrors

Dual-zone automatic climate control with pollen filter

40/20/40 split one-touch fold-down and reclining rear seatback with fold-down center armrest

Rear USB ports (2)

Rear air conditioning vents

AM/FM/MP3-compatible audio system

with automatic level control and 6 speakers

SAFETY AND SECURITY

Mazda Radar Cruise Control with Stop and Go⁴

Lane Departure Warning with Lane-keep Assist⁵

Smart Brake Support⁶

High Beam Control

AVAILABLE PREFERRED EQUIPMENT PACKAGE

Includes auto-dimming rearview mirror with HomeLink[®] Bose[®]

10-Speaker surround sound system with Centerpoint[®] 2 and

AudioPilot[®] 2, Mazda Navigation System, Power sliding-glass

moonroof with one-touch open feature and interior sunshade

and Power Rear Liftgate¹

CX-5 SPORT

Includes the following features:

EXTERIOR

LED headlights with auto off and daytime running lights

Body-colored side mirrors with integrated turn signals

Variable-intermittent windshield wipers

Rear intermittent window wiper

Rearview Camera⁷

Rear roofline spoiler

17-inch alloy wheels

P225/16 R17 all-season tires

INTERIOR

Air conditioning with pollen filter

Push Button Start

Leather-wrapped steering wheel and shift knob

Power door locks with remote keyless entry

Power windows with driver's one-touch down/up feature

4-speaker audio system with automatic level control

Bluetooth[®] hands-free phone and audio streaming

Auxiliary audio input jack and 2 front USB audio input ports

MAZDA CONNECT™ Infotainment system⁸ with:

7-inch full-color touch-screen display

Multifunction Commander control

Infotainment system voice command

HD Radio™

Aha™ Internet radio integration

Pandora[®] Internet radio integration

Stitcher™ Internet radio integration

Radio Broadcast Data System program information

SMS text message audio delivery and reply

E911 automatic emergency notification

Steering wheel-mounted audio and cruise controls

40/20/40 split one-touch fold-down and reclining rear seatback

Carpeted floor mats

Overhead console with sunglasses holder

Dual 12-volt power outlets (front and cargo area)

Multi-Information Display with trip computer

Tilt and telescoping steering column

¹ Always check the area around the Power Liftgate before opening and closing it. Please see your Owner's Manual for further details. ² SiriusXM Satellite Radio reception requires a subscription and Mazda satellite radio. Subscriptions to SiriusXM services are sold by SiriusXM after a 4-month trial subscription to the SiriusXM All Access package expires and are continuous until you call SiriusXM at 1-866-635-2349 to cancel. See SiriusXM Customer Agreement for complete terms at www.siriusxm.com. Sirius satellite service available only to those at least 18 and older in the 48 contiguous USA, D.C., and P.R. (with coverage limitations). Sirius, XM and all related marks and logos are trademarks of Sirius XM Radio Inc. ³ 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 and display of the sign. Always check the traffic signs visually while driving. Please see your Owner's Manual for further details. ⁴ 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. ⁵ 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. ⁶ Smart Brake Support operates under certain conditions above 10 mph. It is not a substitute for safe and attentive driving. 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. ⁷ Rearview Camera does not provide a comprehensive view of the entire rear area of this vehicle. Always check your surroundings. ⁸ 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. ⁹ Always wear your seat belt and secure children in the rear seats in appropriate child restraints. ¹⁰ 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. ¹¹ Smart City Brake Support operates under certain low-speed conditions between about 2 and 18 mph. It is not a substitute for safe and attentive driving. 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. ¹² 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.



19-inch Alloy
Grand Touring and Touring



17-inch Alloy
Sport

DESIGN IN MOTION | Even the Mazda CX-5's wheels are designed with a three-dimensional look that expresses motion. The 19-inch alloy wheels on Grand Touring and Touring models accentuate the Mazda CX-5's dynamic stance, while the 17-inch alloy wheels on Sport offer a simple sleek multi-spoke design.



HEIGHT-ADJUSTABLE POWER LIFTGATE |

Access cargo on command using the Power Liftgate! You can pre-set the height level at which the available liftgate opens, so there's less strain to reach it. Operate the liftgate with ease using the switches inside the cabin or via the Mazda Advanced Keyless Entry feature. Inside, use the 40/20/40 split one-touch fold-down rear seatback to customize your seating and cargo options. The flexible rear space accommodates up to three passengers or 59.6 cubic feet of cargo space.²

¹ Always check the area around the Power Liftgate before opening and closing it. Please see your Owner's Manual for further details. ² Please remember to properly secure all cargo.

COLOR THAT MOVES YOU | Soul Red Crystal Metallic evolved

from a desire to achieve a greater level of energy and vividness.

It complements every curve and angle with richness and luster,

thanks to its innovative 3-layer paint process.



Soul Red Crystal
Metallic¹

¹ Extra cost option

Jet Black
Mica

Machine Gray
Metallic¹

¹ Touring and
Grand Touring only


Deep Crystal
Blue Mica

¹ Touring and
Grand Touring only


Sonic Silver
Metallic

Eternal Blue
Mica


Snowflake White
Pearl Mica¹



ELEGANT DETAILS | In the Mazda CX-5, every option exudes refinement. Whether you prefer cloth, leatherette or leather, the ergonomically designed seats in the Mazda CX-5 offer clean modern design and comfort. The leather seats feature a detailed perforated design for greater softness and breathability.




Black Leather
Grand Touring



Silk Beige Leatherette with Lux Suede® inserts
Touring



Parchment Leather
Grand Touring



Black Leatherette with Lux Suede® inserts
Touring

Black Cloth
Sport

GENUINE MAZDA ACCESSORIES | Everything Mazda creates is engineered to perfection with the sole intent to make driving better. From how your car looks to how it performs. This exacting standard applies to our Genuine Mazda Accessories. Designed by the same craftsmen who built your Mazda, there's simply no substitute. When installed by your Mazda Dealer, they carry the same New Vehicle Limited Warranty as your new Mazda. For a full list of Genuine Mazda Accessories for your Mazda CX-5, please visit Accessories.MazdaUSA.com.



Front Bumper Trim



Retractable Cargo Cover²



Cargo Tray²



All-Weather Floor Mats³



Frameless Auto-Dimming Rearview Mirror with HomeLink[®]



Roof Rails and Cross Bars²



Trailer Hitch (Class I)¹

¹ Towing capacities are maximums and towing a trailer will affect driving performance and economy. See full disclaimer in Specifications. ² Please remember to properly secure all cargo. Roof Rails and Cross Bars sold separately. ³ Please make sure floor mats are secured properly and do not install two floor mats, one on top of the other, on the driver's side. Please see your Owner's Manual for further details.

Every new 2018 Mazda CX-5 is protected by a:

- 3-year/36,000-mile¹ New Vehicle Limited Warranty
- 3-year/36,000-mile¹ 24/7 Emergency Roadside Assistance Program
- 5-year/60,000-mile¹ Limited Powertrain Warranty
- 5-year/unlimited-mileage Warranty Against Body Rust-Through
(Anti-Perforation Limited Warranty)

Even after your vehicle warranty has expired, Mazda Extended Confidence provides nearly all the same parts and components covered under your New Vehicle Limited Warranty. Accepted nationwide and utilizing only Genuine Mazda Parts (where available), Mazda Extended Confidence gives you peace of mind for miles beyond your expectations.



MAZDA EXTENDED CONFIDENCE

Whether you're buying or leasing a new, Certified Pre-Owned Mazda or used Mazda, Mazda Capital Services² can help make the financing process more convenient and satisfying. One of the largest auto lenders in America, Mazda Capital Services is known for first-class customer service, a wide range of financing options and highly competitive rates. To find out which purchase or lease plan is right for you, talk with your Mazda Dealer, visit www.MazdaUSA.com or call us toll-free at (800) 639-1000.



MAZDA CAPITAL SERVICES

¹ Whichever comes first. ² The tradename "Mazda Capital Services," as well as the Mazda and Mazda Capital Services logos, are owned by Mazda Motor Corporation or its affiliates and are licensed to JPMorgan Chase Bank, N.A. ("Chase"). Retail/loan and lease accounts are owned by Chase.







MAZDA DRIVE FOR GOOD® | One of our many charitable programs, Mazda Drive For Good® has allowed Mazda to donate to worthy causes across the United States since 1992. Mazda Dealers have a long history of giving back both time and money to their communities. And their efforts truly define our Mazda values. To Mazda, there's only one thing that means as much as driving: giving back.

MazdaUSA.com/why-mazda/drive4good

Thank you for considering a Mazda. As you can see from the stories in this brochure, everyone at Mazda, including our Mazda Dealer partners, is deeply passionate about creating cars that provide a memorable driving experience. This passion all starts with you. Before the first sketch of a Mazda, before any new idea is conceived, we consider you, the driver, first. All with the hope that you will feel our passion for driving once you're behind the wheel.

If you haven't already experienced the excitement of driving a Mazda for yourself, schedule a test drive at your local Mazda Dealer. Together, we will ensure that a great test drive is just the first step in the joy of owning a Mazda.

Sincerely,



MASAHIRO MORO
President and CEO
Mazda North American Operations

