



Unique personalities... Distinctive talents...

This world is full of them.

Everybody has a light to shine.

Trust in yours. Move forward.

Then every day, you can make things brighter.

At Mazda, our calling is the pursuit of the ideal in automobiles.

So let's move down our chosen paths. Together.







Beauty finely honed, shorn of non-essentials

Our aim was to refine toughness and give it mature dignity. And so, in creating this well-planted, muscular body with its elegant style and superior fit and finish, we focused on a Japanese aesthetic in pursuit of the honed beauty that comes only when all non-essential elements are eliminated.

Form, colours and textures are all strikingly beautiful in their simplicity, and are bold yet matured, making the Mazda CX-5 a superlative demonstration of the further evolution of the KODO concept that brings pure vitality into car design.







Human-centric engineering: the key to satisfaction

At Mazda, driver satisfaction is always the driving force. So all our research and development is centred on you, the driver, to give you the confidence and peace of mind that comes with Mazda's trademark *Jinba-ittai* feeling of unity with the car. And to deliver soul-stirring driving along with superior safety and environmental performance, Mazda developed the innovative SKYACTIV TECHNOLOGY. Now SKYACTIV TECHNOLOGY is even further evolved with SKYACTIV-VEHICLE DYNAMICS to deliver outright driving pleasure for the driver alongside unparalleled comfort and serenity for all on board. Taking how you and your passengers physically experience CX-5's dynamic, unprecedented SUV performance as their base, Mazda's human-centred innovations open a new world of enjoyment of the road.

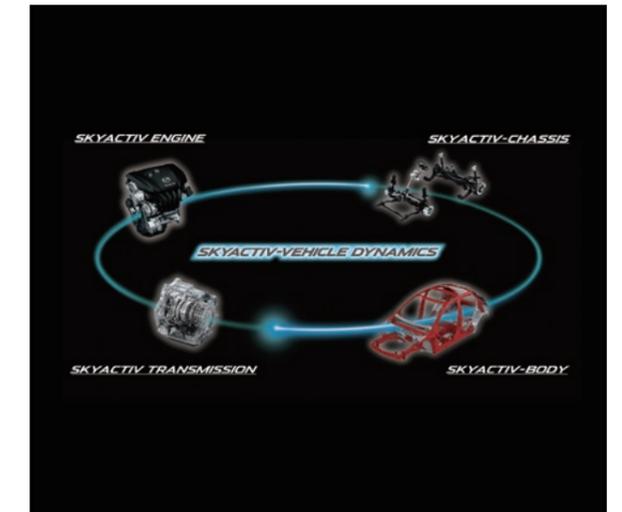
The birth and evolution of SKYACTIV TECHNOLOGY

Exhilarating, fun driving combined with unprecedented environmental and safety performance – it seems like an impossible dream. And it required tearing up the rule book of conventional ideas plus a series of quantum leaps in technology to achieve. But this is what inspired the development of SKYACTIV TECHNOLOGY, and what continues to drive its evolution along a path charted by human-centric engineering. From its very beginnings, SKYACTIV TECHNOLOGY was squarely aimed at eliminating inefficiency and waste throughout the entire vehicle to deliver unheard-of levels of fuel efficiency along with cutting-edge safety and unmatched driving pleasure, helping to realize Mazda's future vision of 'Sustainable Zoom-Zoom'.

The next step: SKYACTIV-VEHICLE DYNAMICS

Jinba-ittai is what makes every Mazda so special. The outcome of Mazda's human-centric design and development philosophy, *Jinba-ittai* lets the driver control the vehicle – whether turning,

braking or just cruising – as simply and naturally as if it were an extension of his or her body. And SKYACTIV-VEHICLE DYNAMICS takes this concept to the next level. This branch of SKYACTIV TECHNOLOGY provides integrated control of the engine, transmission, chassis and body to further enhance the *Jinba-ittai* feel of connectedness between car and driver. As opposed to conventional vehicles where these four key areas are controlled separately, SKYACTIV-VEHICLE DYNAMICS takes a holistic, human-centred approach with real-time feedback and dynamic interaction occurring between the driver and amongst these four pillars of vehicle control. The result is an involving, exhilarating drive as CX-5 responds to your every intention with crisp, confidence-inspiring linearity and predictability. This innovative, new-generation vehicle dynamics control system is the fruit of a multi-year initiative undertaken in pursuit of the ideal in rewarding sensations for both driver and passengers, as well as the ultimate in vehicle dynamics. And it sets a new benchmark for driver satisfaction.



G-VECTORING CONTROL PLUS (GVC PLUS)

Smoother response for a more satisfying drive

Smooth transitions between G-forces when braking, turning and accelerating are an essential element of *Jinba-ittai*, and have been a major development focus at Mazda for many years. This unified feel to braking, steering and acceleration, along with consistent feedback, allows the driver to control the vehicle easily and precisely. And Mazda's G-Vectoring Control (GVC) – the debut technology of SKYACTIV-VEHICLE DYNAMICS – took this dynamic, unified feel to an even higher level. Now, advanced GVC Plus offers even greater capability. It's a logical extension of Mazda's human-centric design and engineering philosophy that not only concentrates on mechanical efficiency but also considers how a vehicle should be in light of human characteristics. GVC Plus is a new approach to controlling vehicle dynamics that uses the engine and brakes to enhance handling performance, and it gives Mazda vehicles even smoother transitions between G-forces in all driving scenarios.

Enhanced chassis performance via intelligent engine control

Conventionally both lateral and fore-aft G-forces are controlled separately. In contrast, GVC Plus adjusts engine torque according to the driver's steering inputs to give unified control of G-force in all directions and dynamically optimize the vertical load on each wheel. For example, the instant the driver begins to turn the wheel to enter a curve, GVC Plus momentarily lowers engine torque to transfer weight to the front wheels and enhance the front tyres' grip. Then while a constant steering angle is maintained, GVC Plus recovers engine torque to transfer load back to the rear wheels and heighten vehicle stability. This series of load transfers not only maximizes front and rear tyre grip to enhance response and stability in accordance with the driver's intentions, GVC Plus does it so smoothly and naturally that neither the driver nor passengers feel any discomfort. Thanks to this dynamic load allocation, GVC Plus greatly reduces the necessity for steering corrections, enabling the driver to

maintain a chosen line with greater confidence and lower fatigue on long drives. What's more, by smoothing the transitions between G-forces, GVC Plus suppresses the swaying of heads and bodies to give all occupants a smoother and more enjoyable ride.

Yaw moment control at turn-out via intelligent brake control

In addition to providing a dynamic, unified feel at turn-in, GVC Plus now adopts direct yaw moment control via the brakes to enhance vehicle stability, especially at turn-out. During cornering, GVC Plus slightly applies brake force to the outer wheels as the steering wheel is returned to the centre position, providing a recovery moment to restore the vehicle to straight line running. The result is not only consistent effectiveness over a range of situations from low-speed everyday driving to high-speed sporty driving, GVC Plus now also boasts a higher capability for emergency avoidance that requires sudden lane changes, as well as more controllable, confidence-inspiring vehicle behaviour while driving on slippery surfaces such as snowy roads.

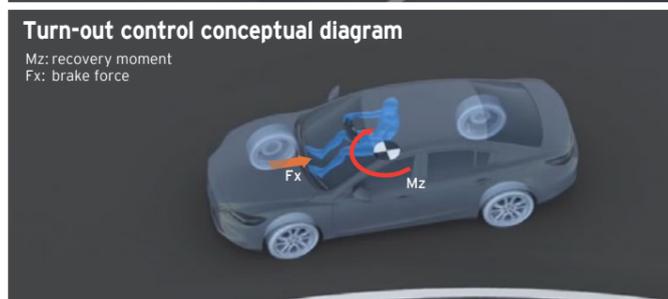
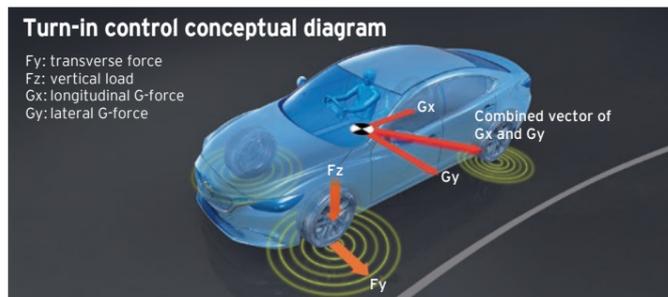
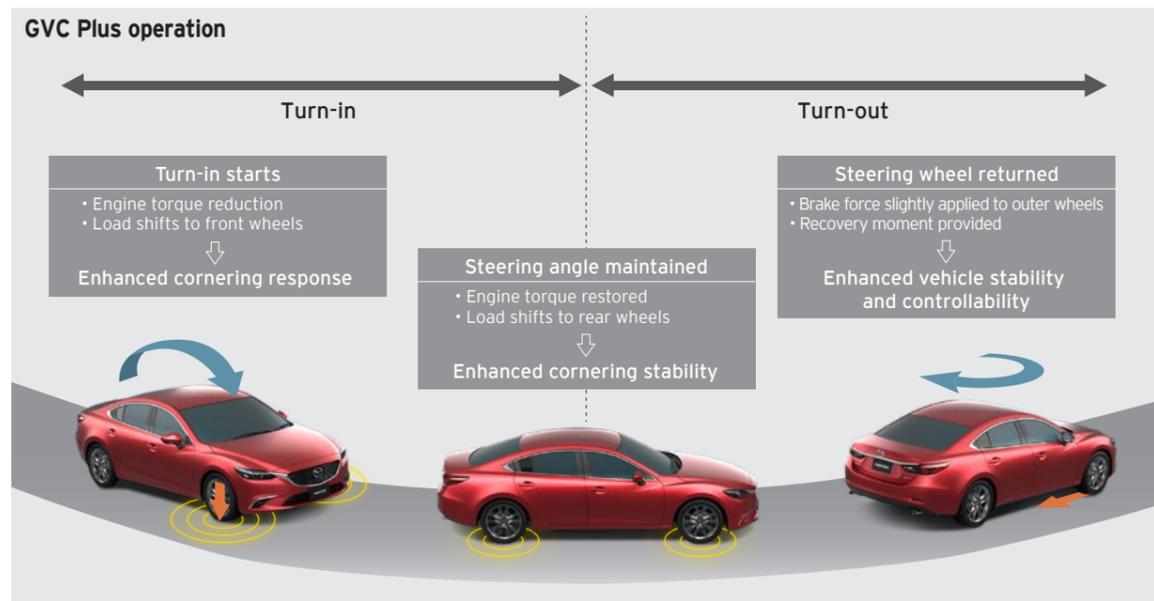
SKYACTIV-G 2.5/SKYACTIV-G 2.0

High-efficiency SKYACTIV-G direct-injection petrol engines are your passport to a world of driving that is simultaneously exciting and eco-friendly. These two engines do more than set new standards for fuel efficiency and emissions control: they also actively enhance Mazda's trademark Zoom-Zoom performance. To accomplish this, Mazda engineers achieved a whole series of technical breakthroughs including high-tumble intake ports, shape-optimized piston heads, and high-pressure multi-hole fuel injectors with three-stage split injection control. This enables an extraordinary compression ratio of 13.0:1 while suppressing the knock usually caused by such high compression. Oil rings with an asymmetric cross-section and revised piston-skirt curvature

reduce mechanical resistance, while the intelligent water-flow management system helps prevent thermal loss at start up in cold weather, contributing to enhanced real-world fuel economy. SKYACTIV-G 2.5 even features a cylinder deactivation system that shuts down two of the engine's four cylinders in light-load situations for improved fuel economy especially at city cruising speeds. Automatic switching between two- and four-cylinder operation is precisely controlled to deliver smooth, unnoticeable transitions. Together, the technical breakthroughs in SKYACTIV-G engines realize excellent fuel economy and environmental performance, as well as more satisfying everyday driving thanks to the ample torque available at low- to mid-engine speeds. Now there's no need to make a choice between fuel efficiency and driving pleasure, because SKYACTIV-G engines deliver both at the highest levels.

SKYACTIV-DRIVE

This six-speed automatic transmission combines the smooth operation of a conventional automatic with the fast shifting of a twin-clutch gearbox. An intelligent shift map predicts driver intentions based on road speed, engine speed, throttle position and other factors to achieve greater stability through bends and reduce needless shifts when accelerating out of curves, resulting in smoother vehicle behaviour.



SKYACTIV-G 2.5*

Max. power: 140kW/6,000rpm

Max. torque: 252Nm/4,000rpm

SKYACTIV-G 2.0*

Max. power: 115kW/6,000rpm

Max. torque: 200Nm/4,000rpm

*Engine specifications measured using regular petrol.



SKYACTIV-BODY

Innovations in structure, construction and materials make CX-5 lighter, safer and more rigid. Straight structural members, a continuous framework and extensive use of high-tensile steel achieve the contradictory requirements of lighter weight and greater collision-resistance, particularly in the occupants' area. In addition, thorough measures to reduce noise and vibration allow stress-free conversation while driving.

SKYACTIV-CHASSIS

To deliver satisfying *Jinba-ittai* driving, CX-5 features MacPherson struts at the front and a multi-link layout at the rear, specifically tuned for stability at high speeds and a comfortable ride at all speeds. Responsiveness is enhanced across a wider range from

relaxed city driving to high G-force situations such as during sporty driving. At the same time, response is more supple for greatly enhanced ride comfort. Electric Power Assist Steering provides natural, confidence-inspiring operation with positive feedback, as well as pinpoint control through curves and during straight-line cruising, and features rigid mounts that heighten its linearity and rigidity.

i-ACTIV AWD

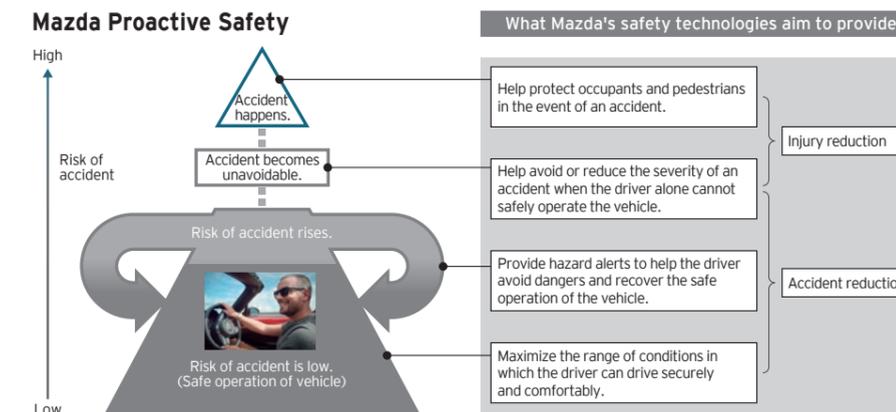
Mazda's new-generation all-wheel-drive system i-ACTIV AWD is engineered to offer confident driving on any road surface, while also contributing to environmental compatibility. The system helps prevent tyre slippage and minimize energy losses – enhancing both driveability in poor conditions and fuel economy – by instantly distributing power optimally between the front and rear

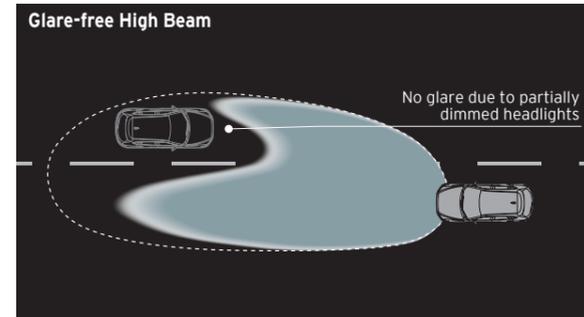
wheels. This is achieved by continuously monitoring road conditions according to various factors such as road gradient and outside temperature and weather, as well as detecting even minimal front wheel slippage. In addition, i-ACTIV AWD assesses your intentions via your driving operations to precisely adjust torque distribution. An active on-demand system automatically controls power distribution, requiring no decision-making from you and allowing you to maintain your focus on the road. And replacing tapered roller bearings with ball bearings contributes to a significant reduction in internal friction for improved real-world fuel economy.



**Human-centric innovation:
the key to safer, more secured driving**

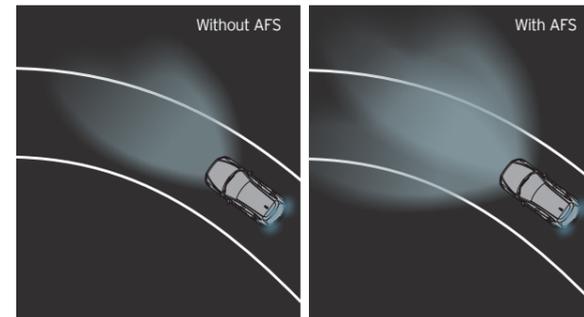
Mazda's Proactive Safety philosophy is firmly grounded in a belief in the driver's abilities, aiming to support safer driving while maintaining all the fun of the open road. Safer driving demands early recognition of potential hazards, good judgment and appropriate action, and Mazda works to support these essential functions so you can drive securely and with peace of mind despite changing driving conditions. First is an optimum driver environment with good visibility, well-positioned controls, easy-to-read instruments and minimal distractions, all enhanced by Mazda's further evolved recognition support. Next is i-ACTIVSENSE, a portfolio of active safety measures to incrementally warn you when a potentially dangerous situation is developing. In particular, the Advanced Smart City Brake Support (Advanced SCBS) system features a high-performance camera that expands operating speed range for detecting pedestrians ahead, while the Adaptive LED Headlights (ALH) system is equipped with powerful, precisely controlled LED arrays. Finally there is passive safety, designed to help protect occupants and minimize injuries if an accident should occur.





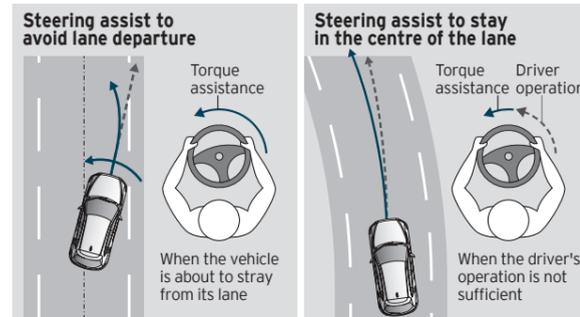
Adaptive LED Headlights (ALH)

ALH offers the driver greater support for recognizing potential hazards when driving at night. The system improves night visibility and helps the driver avoid hazardous situations by combining the use of a 12-block array Glare-free High Beam (featuring an adjustable illumination range) and Wide-range Low Beam.



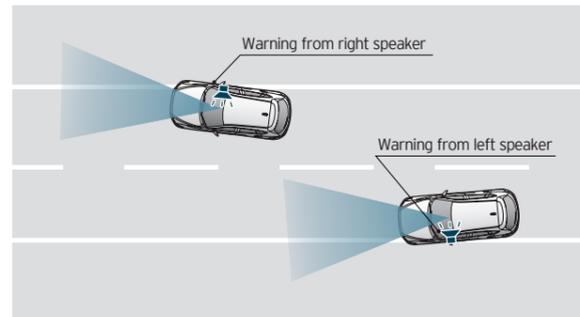
Adaptive Front-lighting System (AFS)

AFS promotes safer driving by allowing you to see further at intersections or around curves at night. Taking inputs from the steering angle and vehicle speed, AFS predicts the shape of the road and directs the headlamps' beams in the direction of travel, illuminating the path CX-5 will actually follow.



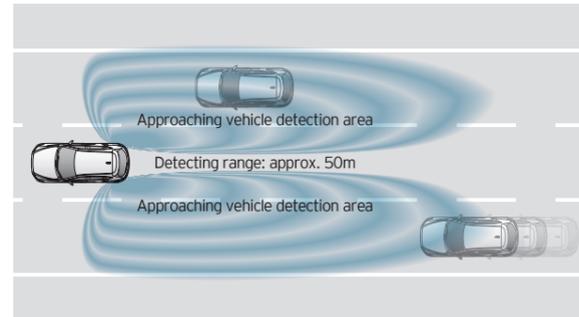
Lane-keep Assist System (LAS)

A forward sensing camera detects lane markings and assists the steering to keep you in lane. The system also alerts you when it judges an unintended lane departure is imminent by vibrating the steering wheel or with an audible alarm. When the system determines lane departure is intentional (use of turn signals, etc) steering assistance is cancelled and no warnings are given. The system operates at speeds above approximately 60km/h.



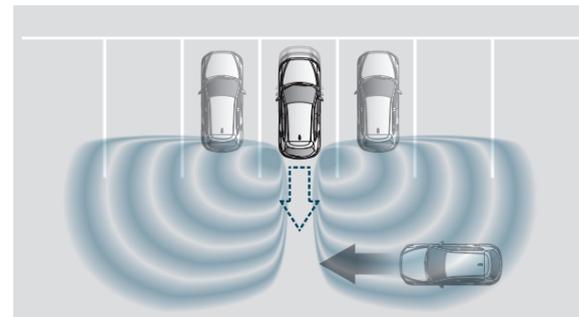
Lane Departure Warning System (LDWS)

LDWS senses lane markings on the road surface. When the system predicts departure from the lane it issues a beep or an audible warning similar to the noise a car makes when it runs onto a rumble strip to prompt timely steering corrections. The system assesses driver inputs such as use of the turn signals to weed out false alarms.



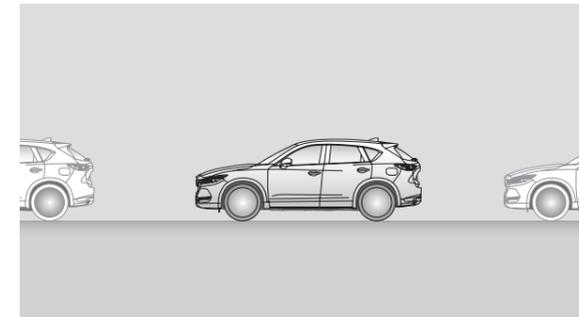
Blind Spot Monitoring (BSM)

BSM uses 24GHz quasi-milliwave radar sensors to detect vehicles in the blind spots behind and to the side, and using a turn signal while BSM detects a vehicle triggers visual and audio warnings.



Rear Cross Traffic Alert (RCTA)

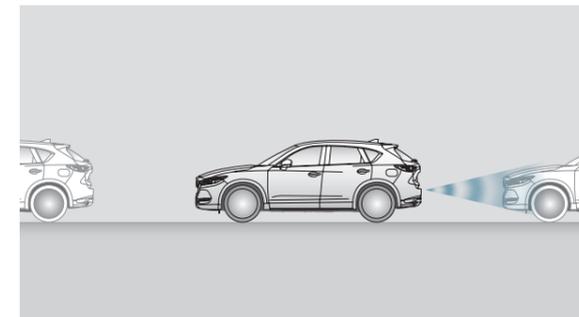
RCTA uses the same sensors as BSM to alert the driver when it detects vehicles approaching from either side during reversing operations. Warnings are given by a flashing indicator in the door mirror and a beep.



Advanced Smart City Brake Support (Advanced SCBS)

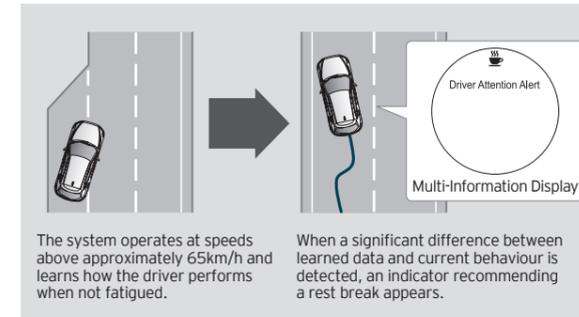
With the high-performance forward sensing camera, Advanced SCBS detects vehicles and pedestrians* in front of the vehicle and automatically applies the brakes to help avoid collisions and mitigate collision damage while driving between approximately 4 and 80km/h (sensing a vehicle ahead) or between approximately 10 and 80km/h (sensing a pedestrian).

*Detection of pedestrians and consequent automatic braking are not available in certain countries and regions.



Smart City Brake Support [Reverse] (SCBS R)

Ultrasonic sensors mounted on the rear bumper allow SCBS R to detect vehicles and obstacles behind when reversing at speeds between approximately 2 and 8km/h. If an object is detected, the system automatically applies the brakes to help mitigate collision damage.



Driver Attention Alert (DAA)

DAA uses information such as steering wheel angle, vehicle speed, and output from the forward sensing camera to assess the driver's condition and help prevent accidents caused by fatigue or lowered alertness. The system monitors and compares current behaviour with learned data on how the driver performs when fresh, and suggests a rest break when a significant difference is detected.

Other safety measures



A full complement of airbags – front, front seat side, curtain – provide another layer of protection in depth against physical shock and injury in a collision.



The body provides excellent collision safety performance. Extensive use of ultra-high-tensile steel gives strength with low weight, while the framework absorbs and channels energy away from the cabin.

Notes: i-ACTIVSENSE safety features are not a substitute for safe and attentive driving. There are limitations to the range and detection of the systems. Availability of safety equipment/features varies according to country and model grade. Please consult your local Mazda dealer for exact information.



Human-centric design: the key to communication

Human-centric design is the key to complete and intuitive communication between you and CX-5. As well as real-time communication with the world when you're on the road. It's all thanks to Mazda's latest iteration of the Human-Machine Interface (HMI) and MZD CONNECT system. HMI and its human-centric design philosophy now include even your driving position to further enhance the *Jinba-ittai* experience with a panoramic view of the road and all instruments and controls ideally placed to support you in safer, enjoyable driving.

HMI – control centred on you

Modern cars constantly present more and more information which can confuse, and even distract. So Mazda engineered its HMI entirely around you, to provide detailed information with minimal eye movements and stress. Controls, instruments, steering wheel and shift lever are all ideally placed in relation to the driver's seat. The main instrument cluster and ergonomically shaped steering wheel that optimizes grip comfort are directly centred on the driver, while the pedals are positioned symmetrically to fall naturally under the feet. Excellent visibility is assured thanks to A-pillars located rearward to offer a broader view of the road. CX-5 also features a full-colour head-up display projected on the windscreen. This Active Driving Display shows key driving and navigation system information just below your horizontal line of sight to keep you fully informed without the need to take your eyes off the road. The large, seven-inch centre display on the dash shows entertainment-related items and functions as a touchscreen when the car is stationary. In motion, the rotary commander provides control. By rotating, pressing and toggling this knob, you can operate entertainment

functions while keeping your body and your eyes in the normal driving position. Unlike a touchscreen, there's no need to look at the commander when operating it, minimizing visual distraction. The commander is surrounded by five buttons giving shortcuts to four common screens plus a back button.

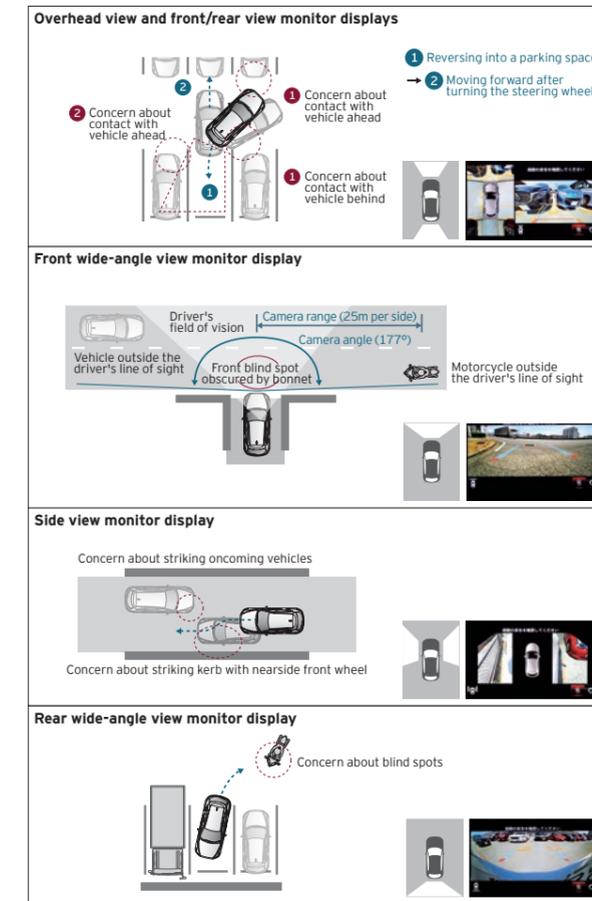
MZD CONNECT keeps you in touch

MZD CONNECT gives you versatile internet connection while on the road. It offers an extremely wide range of infotainment options through Aha™ by HARMAN when connected to your smartphone via Bluetooth®. The system's Audio feature lets you access multiple audio sources including AM/FM radio and mobile audio players, and Aha Internet Radio. The Communication feature can read SMS messages aloud as well as other internet social network services such as Twitter and Facebook available via Aha. The Navigation feature shows your current position on a map along with a route to your specified destination. System software is easily updated to give you ongoing access to the latest services without swapping out any hardware.

Note: Available functions of MZD CONNECT may vary according to the type of connected smartphone and its operating environment. Please consult your local Mazda dealer for exact information.



Equipment



Newly adopted 360° View Monitor system features four cameras on the front, sides and rear of the vehicle to show the area around the car on a central display. Combined with alarm sounds triggered by eight parking sensors at the front and rear, the system helps you to avoid danger when pulling into or out of a garage, approaching T-shaped intersections or passing an oncoming car on a narrow road.



The climate-control system with full-auto air conditioner gives excellent heating/cooling performance with low energy consumption. Its control panel layout features a horizontal orientation to match the overall interior design.



The three-meter cluster features a seven-inch TFT LCD colour display in the centre. In addition to vehicle speed, it shows diversified vehicle information in a clear, easy-to-read manner near the centre of the driver's line of sight.



Newly designed 19-inch aluminium wheels for the High Plus grade adopt a high-gloss paint, while 17-inch aluminium wheels are painted grey metallic. Both enhance CX-5's refined and elegant styling.



Newly adopted front-seat ventilation system draws hot and humid air away from areas where the occupant's body is in contact with the seat surface, providing a more comfortable driving environment. The system offers three-stage control over ventilation strength.

Exterior and interior colours

TAKUMI-NURI

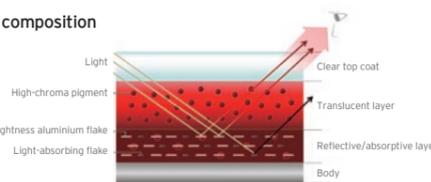


Soul Red Crystal Metallic (46V)



Machine Grey Metallic (46G)

Paint-coat composition



Mazda's unique painting technology TAKUMI-NURI (TAKUMI: master craftsman, NURI: painting), with its unprecedented combination of colour, highlights, shade and depth, further emphasizes the sheer beauty and quality of the dynamic KODO design body shape. The CX-5 lineup includes two TAKUMI-NURI body colours: Soul Red Crystal Metallic and Machine Grey Metallic. The bright highlights, pure depths and outstanding transparency of Soul Red Crystal Metallic deliver a powerful impression of emotionally charged energy, giving CX-5 a fresher, more impressive and refined appearance.



Eternal Blue Mica (45B)



Deep Crystal Blue Mica (42M)



Sonic Silver Metallic (45P)



Titanium Flash Mica (42S)



Jet Black Mica (41W)



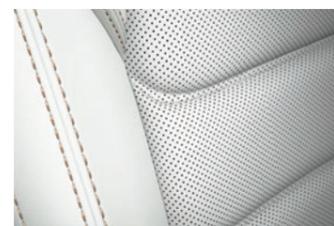
Snowflake White Pearl Mica (25D)



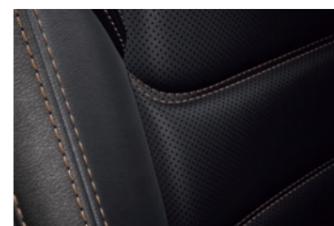
Arctic White (A4D)



Nappa leather, Deep Red



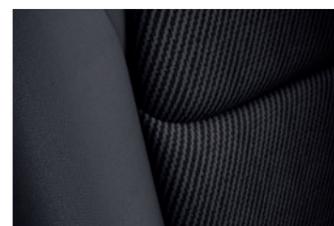
Leather, Pure White



Leather, Black



Cloth, Black



Cloth, Black



1. Mazda produced its first automobile in 1931, and steadily increased the production volume of three-wheel vehicles after World War II.

2. June 23, 1991 saw the rotary-powered Mazda 787B beat the world at motor-racing's most prestigious endurance event, the 24 Hours of Le Mans.

Celebrating challenge, celebrating driving

The history of Mazda stretches back over 90 years – a history of meeting challenge head-on and winning. In 1931 Mazda became the first manufacturer of an entirely Japanese-made three-wheel vehicle, going on to cement its position as Japan's leading maker of three-wheeled trucks, a mainstay of short-haul cargo transportation at the time. At the end of World War II Mazda's home base of Hiroshima lay in ruins, yet Mazda took on the challenge of reconstruction and through innovation and dedication resumed export of three-wheeled trucks within just four years.

In 1961 Mazda accepted another major challenge: development and commercialization of the rotary engine. This unique design for the internal combustion engine presented a host of technological hurdles including development of new materials and the improvement of processing technology precision. And again Mazda engineers rose to the challenge, bringing fresh thinking to the table and succeeding where others had failed. The result was a series of rotary-engined vehicles beginning with the stunning 1967 Cosmo Sport, now a sought-after classic.

It was also the 60s that saw lightweight sports cars hit their peak. But through the course of the 70s, increasingly stringent safety standards and emissions controls caused their numbers to plummet. Once again, Mazda saw a challenge – reinventing the lightweight sports car to meet new safety and environmental standards while maintaining uniquely fun-to-drive characteristics. In 1989 the groundbreaking Mazda MX-5 debuted to instant acclaim and has stayed in production ever since, winning a place in the Guinness Book of Records as the world's best selling two-seater sports car.

Further underlining Mazda's sporting credentials came overall victory in the 1991 Le Mans 24 hour endurance race with the rotary engine 787B. This was the first time for a Japanese manufacturer to take the laurels in this prestigious event, amply demonstrating that not only do we set out to win, we do it with our own unique technology.

At Mazda, we have always blazed our own trail in our own way. Where others see limits, we see only a challenge as we create vehicles for people who love to celebrate driving.