



2020 MAZDA CX-9



Shown with available roof rail accessory.



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WELCOME TO THE CLUB.

A Mazda is never just a Mazda.
It's a feeling.

It's a shot of anticipation just
before you press start.

It's that urge to take one last
look as you walk away.

It's the notion that a vehicle
should move your body
as well as your soul.

It's a love affair with the road.
Any road.

It's a knowing glance that
passes between Mazda drivers.

It's the feeling that you don't just
own a Mazda, you have a lifelong,
irrevocable membership in
The Clubhouse of Driving Passion.

FEEL ALIVE™

Shown with available roof rail accessory.



KODO: "SOUL OF MOTION"

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

THE HUMAN TOUCH

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





MAZDA CX-9

Representing a bold translation of our Kodo design language, the Mazda CX-9 is a sophisticated three-row SUV that invigorates every journey. With its extended hood, confident grille and elegant profile, the CX-9 immediately commands your attention. As you gaze across its sculpted lines, you'll notice a pronounced cabin that elegantly tapers to the rear, accentuating its athletic stance. Step inside to find an abundance of premium touches, including natural materials and elegant finishes hand selected by our master Takumi craftsmen. With its exquisite attention to detail, the CX-9 elevates your drive every time you get behind the wheel.

DESIGN WITH A SINGLE FOCUS: YOU

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





BALANCING SILENCE AND SOUND

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

A TRULY IMMERSIVE EXPERIENCE

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





AS INTUITIVE AS IT IS INTERACTIVE

Your inspiration. Your space. Your command station. This is the driver-centric cabin in the Mazda CX-9, where every control is situated within your reach, so you can stay focused on the road ahead. To minimize distraction, the available colour Active Driving Display[†] projects important vehicle information and safety system warnings on the windshield, directly in your line of sight. The Mazda Connect^{*} infotainment system – now with an available, larger 9-inch centre screen – offers Apple CarPlay[™] integration for your iPhone (shown). Plus, Android Auto[™] integration also comes standard. The system also features a centre console and HMI Commander control, which are positioned for optimal comfort of the wrist and forearm.

^{*}The GS comes with a 7-inch touchscreen and the GS-L, GT and Signature models come with a 9-inch touchscreen.
[†]Standard on GT and Signature models.

A TRULY ELEVATED EXPERIENCE

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





Shown with available roof rail accessory.
*250 hp and 320 lb-ft of torque with 93 octane fuel. 227 hp and 310 lb-ft of torque with 87 octane fuel.

POWERFULLY REFINED

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

CONFIDENCE WHEN YOU NEED IT MOST

Now with standard i-Activ AWD, the Mazda CX-9 helps you drive confidently on any road. Including dry ones. This advanced technology helps detect the potential loss of traction by sensing everything from outside temperature to windshield wiper usage and the driver's steering inputs, then redistributing torque as needed to the tires that can use it best. Helping to maintain road grip – and your sense of confidence. When your destination takes you off the beaten path and you encounter uneven, muddy, sandy or snowy roads, simply engage the Off-Road Traction Assist* button to optimize torque distribution and maximize available traction.

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



Shown with available roof rail accessory.

*Standard on all CX-9 models. This feature is designed to operate at low speeds and assists in preventing wheel spin if the vehicle becomes impeded or stuck on uneven, muddy, sandy or snowy roads. Please consult the Owner's Manual prior to use.



Active Driving Display (ADD) not exactly as shown.

A GREATER SENSE OF AWARENESS WHEREVER YOU GO

To heighten your senses, we created a few of our own. Sophisticated safety innovations that alert you to hazards and help you avoid collisions – or lessen their impact – is the ingenious thinking behind i-Activsense.* This intelligent suite of safety features includes Smart City Brake Support (SCBS) with Day- and Night-time Forward-sensing Pedestrian Detection,[†] as well as other advanced features such as Blind Spot Monitoring[‡] and Lane-keep Assist System.[▲] With these safety technologies on your side, i-Activsense helps improve your visibility and awareness of the road.

*i-Activsense safety features are not a substitute for safe and attentive driving. There are limitations to the range and detection of each safety feature. See Specifications and Features for availability. Please see your Owner's Manual for further details.

[†]Operates under certain conditions while the vehicle is driven at a speed between about 4 and 80 km/h if the object is a vehicle ahead and about 10 to 80 km/h if the object is a pedestrian. Not a substitute for safe and attentive driving. There are limitations to the range and detection of the system. Factors including movement and shape of the object in front of the vehicle, weather and road conditions can all impact automatic brake control and collision warning. Please see your Owner's Manual for further details.

[‡]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.

[▲]Lane-keep Assist operates under certain driving conditions above approximately 60 km/h. 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.

[▼]Standard on all models.



THREE ROWS OF SOPHISTICATION

In the redesigned interior of the Mazda CX-9, sophisticated details indulge you and your passengers throughout all three rows. Up front, select models feature ventilated seats* that help keep you cool and comfortable. For the second row, available captain's chairs† offer more spacious and relaxed seating, while the 60/40 split second-row seats‡ get an available power switch that slides and tilts the seats forward to help third-row passengers embark and disembark safely and smoothly. Plus, everyone on board can enjoy their devices for longer, thanks to additional USB chargers** in the second and third rows.



*Standard on the GT and Signature models.
**2 USB chargers in the second row on the GS-L model, and an additional 2 USB chargers in the third row on the GT and Signature models.
†Captain's chairs with centre walk-through available on the GS-L and GT models, and captain's chairs with centre console standard on the Signature model.
‡Standard on the GS-L and GT models with captain's chairs option.



Shown with available roof rail accessory.

Every Mazda is designed to inspire.

We refine, so you can focus on the essential.

Our measurements are emotions. Our stats, stories.

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

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

FEEL ALIVE™



*Standard on the GT and Signature models.

MAKING EVERY DAY A LITTLE MORE EFFORTLESS

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

SPECIFICATIONS

ENGINE

Skyactiv-G 2.5 T with Dynamic Pressure Turbo (DPT)
DOHC 16-valve 4-cylinder
250 hp @ 5,000 rpm (with 93 octane fuel)
227 hp @ 5,000 rpm (with 87 octane fuel)
320 lb-ft of torque @ 2,000 rpm (with 93 octane fuel)
310 lb-ft of torque @ 2,000 rpm (with 87 octane fuel)

TRANSMISSION & DRIVETRAIN

Skyactiv-Drive 6-speed automatic transmission with manual-shift mode and Drive Selection switch
Skyactiv-Vehicle Dynamics with G-Vectoring Control Plus (GVC Plus)
i-Activ AWD

FUEL ECONOMY*

L/100 km (city/highway)
11.6/9.1 (Skyactiv-G 2.5 T with Dynamic Pressure Turbo)

FUEL CAPACITY

74 L

DIMENSIONS

Overall length (mm): 5,065
Wheelbase (mm): 2,930
Overall width (mm): 1,969/2,207 (mirror to mirror)
Overall height (mm): 1,753 (with shark fin antenna)/1,716 (without shark fin antenna)

CARGO VOLUME

Behind front seats (L): 2,017
Behind middle seats (L): 1,082
Behind rear seats (L): 407

*Estimated fuel economy based on Government of Canada's approved, revised 5-cycle testing method. Your actual fuel consumption may vary depending on how, where and when you drive. For comparison purposes only. For more information on revised 5-cycle testing, visit mazda.ca/5cycle.

FEATURES

MAZDA CX-9 GS

Includes the following features:

Skyactiv-G 2.5 T with Dynamic Pressure Turbo 4-cylinder/in-line engine
Skyactiv-Drive 6-speed automatic transmission with manual-shift mode and Drive Selection switch
Skyactiv-Vehicle Dynamics with G-Vectoring Control Plus i-Activ AWD (all-wheel drive)
Off-Road Traction Assist
18" dark grey, high-lustre alloy wheels with P255/60R18 tires
LED headlights and daytime running lights
LED rear combination tail lights
Automatic on/off headlights
Automatic headlight levelling
Rain-sensing intermittent windshield wipers
Electronic Parking Brake (EPB) with auto-hold function
Cruise control with steering-wheel-mounted controls
Rearview camera (wide angle)

7" colour touchscreen display with Mazda Connect
AM/FM/HD radio with 6 speakers
2 USB front ports and auxiliary audio input
Android Auto™
Apple CarPlay™
Navigation-ready (requires navigation SD card accessory)
3-zone automatic climate control
Rear A/C display
Premium cloth upholstery
8-way power driver's seat (includes power driver's lumbar support)
Leather-wrapped steering wheel and shift knob
7-seat capacity
Heated front seats with 3 settings
Trailer Stability Assist (TSA)
Roll-over Stability Control (RSC)
Select i-Activsense safety features

MAZDA CX-9 GS-L

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

20" alloy wheels (silver metallic) with P255/50R20 tires
Power liftgate with programmable adjustable height
Power glass moonroof
LED fog lights
Front wiper de-icer
Leather-trimmed upholstery
10-way power driver's seat (includes power driver's lumbar support)
4-way power passenger's seat

Heated rear seats (outboard seats only; adjustable)
Heated steering wheel
One-touch switch for power-operated 3rd-row ingress/egress
9" colour touchscreen display with Mazda Connect
2 additional USB ports in rear armrest
Advanced keyless entry (proximity entry and ignition)
Auto-dimming rearview mirror
Select i-Activsense safety features

GS-L option

Captain's Chairs Package*:

*Deletes one-touch switch for power-operated 3rd-row ingress/egress

Second-row captain's chairs
Heated second-row seats (3-position adjustable)

6-seat capacity

MAZDA CX-9 GT

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

Hands-free, height-adjustable power rear liftgate
Power folding door mirrors (automatic operation)
Bose sound system with 12 speakers
SiriusXM® Satellite Radio (includes complimentary 3-month subscription)
SiriusXM Traffic Plus and Travel Link services (includes complimentary 5-year trial subscription)
Windshield-projected colour Active Driving Display (ADD)
Navigation system
2 additional USB ports in the 3rd row

360° View Monitor
Front and rear parking sensors
Ventilated front seats with 3 settings
8-way power passenger's seat (includes power passenger's lumbar support)
Driver's seat memory position (2 memory settings)
Black interior roof lining
Aluminum upper door panel trim
Aluminum dash strip trim
Rear door sunshades (retractable)
Includes i-Activsense safety features

GT option

Captain's Chairs Package*:

*Deletes one-touch switch for power-operated 3rd-row ingress/egress

Second-row captain's chairs
Heated second-row seats (3-position adjustable)

6-seat capacity

FEATURES

MAZDA CX-9 SIGNATURE

Includes the following features in

addition to or in place of CX-9 GT:

20" alloy wheels (gunmetal finish)
Signature grille illumination
Nappa leather-trimmed upholstery with premium stitching detail
Second-row captain's chairs with premium centre console armrest and storage compartment
6-seat capacity

Premium cross-stitching detail on steering wheel
Santos Rosewood-trimmed centre console panel
Santos Rosewood-trimmed door switch panel
LED illumination for A/T shifter area accent lighting
Frameless auto-dimming rearview mirror

i-ACTIVSENSE SAFETY FEATURES:

Advanced Blind Spot Monitoring (ABSM)*, Rear Cross Traffic Alert (RCTA)*, Smart City Brake Support (SCBS)*, Mazda Radar Cruise Control with Stop & Go function (MRCC with Stop & Go function)*, Smart Brake Support (SBS)*, Pedestrian Detection (forward sensing)*, Distance Recognition Support System (DRSS)*, Forward Obstruction Warning (FOW)*, Lane Departure Warning System (LDWS)*, Lane-keep Assist System (LAS)*, High Beam Control system (HBC)*, Traffic Sign Recognition System (TSR)**, and Adaptive Front-lighting System (AFS)‡.

*Standard on all models.

†TSR functionality may not be compatible with all regional road signs in Canada.

‡Standard on the GT and Signature models.

AVAILABLE ACCESSORIES:

Alloy Wheels (18" to 20" Dark Hyper Silver/Matte Gunmetal/Gloss Gunmetal/Gloss Black), Navigation (SD Card), Remote Engine Start, All-Weather Floor Mats, Premium Floor Liners, First Aid Kit, Roadside Assistance Kit, Cargo Tray, Cargo Net, Retractable Cargo Cover, Soft Cargo Liner, Roof Rack and Accessories: Cargo Box/Bike/Kayak/Ski/Snowboard/Standup Paddleboard/Surf Carriers, Trailer Hitch, Hitch Bike Carrier: Platform Style, Door Visors, Engine Block Heater, Fog Lights, Moonroof Wind Deflector, Hood Deflector, Mud Guards, Premium Touch-up Paint Pen, Wheel Locks.

MAZDA UNLIMITED MILEAGE WARRANTY

STANDARD ON ALL NEW MODELS

At Mazda, we pride ourselves on our commitment to quality, which is why every new vehicle includes our unlimited mileage warranty.

3-YEAR NEW VEHICLE UNLIMITED MILEAGE WARRANTY	3-YEAR ROADSIDE ASSISTANCE UNLIMITED MILEAGE	5-YEAR POWERTRAIN UNLIMITED MILEAGE WARRANTY	7-YEAR ANTI-PERFORATION UNLIMITED MILEAGE WARRANTY
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FINANCING WITHOUT THE FUSS

Whether you're buying or leasing a new Mazda, or a used vehicle, Mazda Financial Services can help make the financing process more convenient and satisfying. Mazda Financial Services is known for first-class customer service, a wide range of financing options and highly competitive rates. To find out which purchase or lease plan is right for you, talk with your Mazda Dealer or visit mazda.ca.

MAZDA MOBILITY ASSISTANCE PROGRAM

Mazda Canada believes that vehicle access is vital for everyone. Under this program, physically challenged customers who purchase or lease a new, unused Mazda vehicle may be eligible to receive assistance from Mazda Canada Inc. to aid with the cost of acquiring and installing adaptive driving aids on their vehicle. For complete details on this program, see your Mazda Dealer.

READY TO ROLL

Our pre-delivery commitment means every new Mazda is inspected and fitted with floor mats and comes with a full tank of gas.

ADDED PROTECTION

For peace-of-mind motoring, we've created Mazda Added Protection Plan (M.A.P.) extended warranty plans. M.A.P. plans complement your Mazda Limited Warranty and protect you from unexpected repair expenses and the rising cost of repairs. All M.A.P. plans include Personal Budget and Repair Inflation Protection. In addition, all M.A.P. plans include Roadside Assistance, Tire Road Hazard coverage and OEM Collision Part Coverage. Roadside Assistance extends the roadside assistance coverage offered during the new-vehicle limited-warranty period throughout the M.A.P. term. The Roadside Assistance offers Towing, Winching, Battery Boost, Out-of-Fuel Coverage, Tire Service, Lockout Service, Emergency Travel Expense Reimbursement and Travel Planning and Dealer Locator. Should you ever decide to sell your Mazda vehicle, M.A.P. is transferable to future owners and will enhance the resale value of your vehicle. The Mazda Added Protection Plan is fully backed and administered by Mazda Canada Inc. For more information, please contact your Mazda Dealer.

MAZDA ROADSIDE ASSISTANCE PROGRAM

As part of our commitment to your total satisfaction, 2020 CX-9 owners are automatically enrolled in our Roadside Assistance Program. Roadside Assistance protects your CX-9 for the duration of the 3-year basic limited warranty. Should you require assistance during this period, our service will help to get your vehicle back on the road and minimize any inconvenience. For complete details on this program, see your Mazda Dealer or visit mazda.ca.

MAZDA TEST-DRIVE EXPERIENCE

Exhilaration begins with the Mazda Test-Drive Experience – a uniquely designed road trip engineered to take you miles beyond the ordinary test-drive. Down local streets, on-ramps, highways and off-ramps. Through straightaways, S-curves and corners. It's all about putting a Mazda to the test under real-world conditions. It's about discovering the superb acceleration, braking, steering, handling and ride quality that every Mazda offers.

GRADUATE PROGRAM

Ask your dealer about Mazda's competitive program for recent university and college graduates.

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Thank you for considering a Mazda.

As you can see from the stories in this brochure, everyone at Mazda 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.

Because we believe that vehicles should move your body as well as your soul, we love sharing the beautiful machines we make and building relationships with the people who drive them. When you drive a Mazda, you're a part of The Clubhouse of Driving Passion, where driving is celebrated in its purest form.

I look forward to seeing you at the Clubhouse.

Sincerely,

David Klan
President and CEO
Mazda Canada Inc.

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For full details on the 2020 CX-9 model line-up, please visit mazda.ca or your local Mazda dealer.

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FEEL ALIVE™



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