



CX-7



CX-9



TRIBUTE



MX-5 MIATA



MAZDA3



MAZDA3 SPORT



MAZDA6



MAZDA5



RX-8



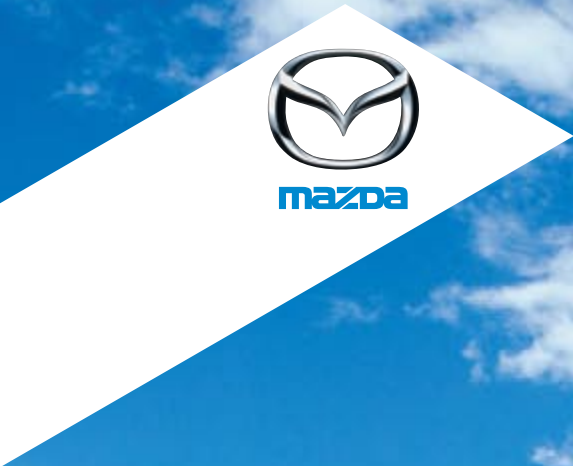
MAZDASPEED3



B-SERIES



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2009 Mazda CX-9




ALWAYS THE SOUL OF A SPORTS CAR.

Get more detailed information on your Mazda CX-9. Check out our website at www.mazda.ca for specifications and features, option packages, pricing, financing, to book a test-drive and find a dealer near you.

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Auto On/Off Xenon (HID) Headlights. Auto on/off Xenon High-Intensity Discharge (HID) low-beam headlights combine outstanding night-time illumination with extraordinary convenience. Xenon on GT model only.

Rain-Sensing Windshield Wipers. At the first sign of precipitation, CX-9's variable intermittent windshield wipers are activated automatically. Giving you a clearer, safer view. And one less thing to worry about.

Feast your eyes on Mazda CX-9. And savour a true original. With bold, athletic styling and a confident stance to ensure it doesn't look like anything else. With real seven-passenger flexibility and a host of refined interior features to ensure it doesn't feel like anything else. Plus the spirited road manners and confidence-inspiring handling of a Mazda. Ensuring, of course, that it doesn't perform like anything else. So why are so many Crossover shoppers suddenly crossing over to CX-9? Simple. Originality has its rewards.

CROSS SHOP YOUR FAMILY INTO SOMETHING MORE ORIGINAL.



20-Inch Alloy Wheels and Tires. Massive bright finish 20-inch alloy wheels and low-profile 245/50R20 tires are standard on the GT. Stunning 18-inch alloys and 245/60R18 radials are standard on the GS model.

EXPLORE A COCKPIT THAT PUTS YOU ON A WHOLE NEW PLANE.

Breakthrough styling and performance aren't the only ways Mazda CX-9 delivers an exhilarating driving experience. Its passenger environment places you at the centre of a masterpiece in electronic, multi-tasking design. CX-9's 8-way power adjustable driver's seat gives you a supportive, reassuring fit akin to a custom-tailored suit. Equally well-tailored is the list of standards - including power windows, mirrors and door locks, cruise control and a leather-wrapped steering wheel that tilts and telescopes for an optimized driving position. Three-zone automatic climate control makes everybody comfortable. And an auxiliary audio input is built right into the six-speaker AM/FM CD player with MP3 functionality. Plenty of cutting-edge options are available, too. Things like Mazda's intelligent key system (keyless entry and start). A voice-activated navigation system and backup rearview camera. Power tailgate (with Luxury Package). And 10-speaker premium Bose® audio system with AudioPilot® noise compensation technology and Centerpoint® Surround Sound System. In Mazda CX-9, you'll find a tech-savvy interior that pushes all the right buttons.



Integrated Rearview Camera. Just shift into reverse and CX-9's backup rearview camera automatically displays its view on the navigation system's screen. Enhances both your backup safety and your peace of mind. Included on the navigation-system equipped GT model.



Multilingual, Voice-Activated, DVD-Based Navigation System. Thanks to its advanced, voice-activated, multi-command memory - and large, full-colour seven-inch touchscreen display - finding your way to any destination is much quicker, easier and more convenient. Available on the GT.

Standard Bluetooth® Hands-Free Phone Capability. Make and receive calls, access voice-mail messages and more - all hands-free - using voice commands and your Bluetooth-compatible cell phone.



Bose® 10-Speaker Centerpoint® Surround Sound System. Custom-engineered for the CX-9 interior, this 277-watt system uses Bose® Centerpoint® technology to transform regular CDs into stunning, multi-channel synthesized surround sound performances. Patented AudioPilot® noise compensation technology automatically adjusts different frequencies to compensate for distracting road, wind and cabin noises. Available on the GT.

Three-Zone Automatic Climate Control System. Every family member's comfort is assured thanks to three separate temperature controls that allow you to independently - and precisely - control cooling and heating functions for the driver's, front passenger's and rear passengers' zones.





Mazda's Unique Slide & Sit™ Latch provides easy access to third row seating by automatically tilting and sliding the second row seat forward to create nearly nine inches of foot access space - all with just one hand. The second row seat also features a reclining seatback and nearly five inches of forward/backward travel.


Lap of Luxury. Luxuriate in seats that afford you a higher level of comfort. The driver's seat features an 8-way power-adjustable design, including manual lumbar support.

On the leather-trimmed GT, the driver's seat adds a memory function, while the passenger's seat adds 4-way power adjustment. Both front seats are heated on all models.



THE IMPRESS UP TO SEVEN PASSENGERS...
ZOOM-ZOOM WAY.

Your whole family is going to get more out of Mazda CX-9 because it's so easy to get more into it. It accommodates seven adults with remarkable ease and comfort. It also provides a host of other family-oriented advantages. Like lots of second and third row legroom. Easy access to third row seating. And plenty of cargo room behind the third row seat. Other insightful standard features include: A trio of LATCH child safety-seat anchors and tethers in the second row seat. Two third row storage bins designed to hold electronic games and controllers. Eight cup holders. Plus a surprisingly large under-floor cargo area storage box. All of which give CX-9 one of the most spacious, versatile and practical cabins of any Crossover SUV on the planet.



Four Air Bags and Two Side-Impact Air Curtains. Every CX-9 includes advanced dual front air bags, front side-impact air bags plus side-impact air curtains with rollover protection for all three rows of seating. All for added protection in a collision or rollover.

Heated Outside Mirrors With LED Turn Signal. These safety-minded outside mirrors are about making sure you can see - and be seen. In spite of changes in the weather or direction. LED turn signal on GT model only.

Four-Wheel Ventilated Disc Brakes with ABS and EBFD. Standard on every CX-9. Power-assisted ventilated four-wheel disc brakes with an Anti-lock Brake System (ABS) promote linear, fade-resisting stopping power. While Electronic Brake Force Distribution (EBFD) more effectively and automatically regulates braking power between front and rear axles.

PROTECT YOUR FAMILY WITH A CUTTING-EDGE ARSENAL OF SAFETY FEATURES.

Mazda CX-9 is painstakingly engineered to make your family's safety a top priority. Which is why Roll-Over Stability Control (RSC), dual front and dual front side-impact air bags and side-impact air curtains for all three rows are all standard features. In fact, CX-9 offers a cutting-edge arsenal of both passive and active safety systems, including three-point safety belts for all seven seating positions and an anti-theft alarm. Some safety features, like standard side-impact door beams and front and rear crumple zones, are less obvious and well-concealed by CX-9's shapely sheet metal. Others, like a "crushable" brake pedal that folds away in an accident to minimize the chance of a serious ankle or leg injury, are an integral part of CX-9's refined interior. Anti-lock Brake System (ABS) with Electronic Brake Force Distribution (EBFD), Traction Control System (TCS) and Dynamic Stability Control (DSC) round out CX-9.



FIRE UP A POWERTRAIN
THAT BOASTS MORE THAN MERE HORSEPOWER.



Thanks to its perfectly matched V6 engine and six-speed **Sport** mode automatic transmission, Mazda CX-9 represents a more intelligent approach to the typical SUV power trip. One that combines exhilarating performance with social responsibility. One that provides a well-balanced combination of responsive power, smooth performance and precise control. To accomplish all this, CX-9's highly advanced powertrain relies upon a 273-hp, all-aluminum, 3.7 L, DOHC V6 that boasts 24 valves, variable valve timing, electronic throttle control and a robust 270 lb. ft. of torque @ 4,250 rpm. This power translates into an impressive towing capacity of 1,588 kgs (3,500 lbs.) with the help of CX-9's heavy-duty transmission cooler and radiator fan. CX-9's sophisticated six-speed **Sport** mode automatic transmission offers the added advantages and fun of a manual shift mode, promoting optimum efficiency and driver control. Completing the picture is Mazda's available Active Torque-Split All-Wheel Drive system (AWD). Computer-controlled, it instantly reacts to changing road and weather conditions. Distributing just the right amount of power to both front and rear wheels and enhancing traction and vehicle control. Only Mazda could engineer such an ingenious way to cross over to a seven-passenger SUV that's more breathtaking, more accommodating, more exhilarating and, ultimately, more you.



Variable Valve Timing. An integral part of CX-9's 3.7 L V6, variable valve timing maximizes low-end torque and high-rpm power for more responsive, fuel-efficient performance. Standard on every CX-9.

Six-Speed Sport Mode Automatic Transmission. This advanced design combines all the convenience of a smooth-shifting automatic with the extra control - and fun - of a manual shift mode. Standard on every CX-9.

Active Torque-Split All-Wheel Drive (AWD). Mazda's computer-controlled all-wheel drive system continuously monitors wheel speed and engine data in order to respond to changes in road conditions and weather - and maintain an ideal balance of front/rear axle torque between 100:0 and 50:50. Standard on the GT, optional on GS model.



ACCESSORIES



Pictured above from left to right: DVD entertainment system with Game Boy® Advance, Door mirror garnish with LED turn signal.

- All weather floor mats
- Ashtray
- Auto dimming mirror with compass and HomeLink®
- Backup camera with auto dimming mirror display
- Cargo cover
- First Aid Kit
- Fog lights
- Front mask
- Hood deflector
- Smoke iPod® adapter2
- Moonroof wind deflector
- Mud guards
- Remote engine starter
- Roof carrier cargo box
- Sunshade
- Trailer hitch

For further information, please refer to the Mazda CX-9 Accessories Brochure. Mazda notes that all Genuine Mazda Accessories, if installed by your Mazda Dealer prior to or at an initial vehicle retail delivery, carry the same new-vehicle basic warranty as the Mazda CX-9.

EXTERIOR COLOURS



BLACK CHERRY MICA



COPPER RED MICA



CRYSTAL WHITE PEARL



STORMY BLUE MICA



SPARKLING BLACK MICA

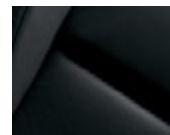


ALUMINUM METALLIC

INTERIOR COLOURS



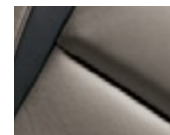
BLACK CLOTH



BLACK LEATHER



SAND CLOTH



SAND LEATHER

COLOUR COMBINATIONS

EXTERIOR	INTERIOR	
	GS (CLOTH)	GT (LEATHER)
Black Cherry Mica	Sand	Sand
Copper Red Mica	Sand	Black
Crystal White Pearl	Black	Black
Stormy Blue Mica	Sand	Sand
Sparkling Black Mica	Black	Black
Aluminum Metallic	Black	Black

MAZDA CX-9 WHEELS



18" ALLOY WHEELS (GS)



20" BRIGHT FINISH ALLOY WHEELS (GT)



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

Product changes and options availability: Following publication of this brochure, certain changes in standard equipment, options, prices and the like, or product delays may have occurred which would not be included in these pages. Your Mazda Dealer is your best source for up-to-date information. Mazda reserves the right to change product specifications at any time without incurring obligations. Options and accessories shown or described in this brochure are available at extra cost and may be offered only in combination with other options or subject to additional ordering requirements or limitations. E. & O. E.

MAZDA WARRANTY The basic warranty on the Mazda CX-9 covers all parts found to be factory defective for 3 years or 80,000 km, whichever comes first. Additional warranties cover powertrain components for a period of 5 years or 100,000 km, whichever comes first, body sheet metal performance for 5 years and unlimited mileage and specific emission control components for up to 8 years or 128,000 km. Exclusions from coverage are limited to maintenance items or adjustments (repairs not requiring parts replacement) on vehicles over 12 months old and repairs due to normal wear and tear. Ask your Mazda Dealer for additional information.

ROADSIDE ASSISTANCE PROGRAM As part of our commitment to your total satisfaction, 2009 Mazda CX-9 owners are automatically enrolled in our Roadside Assistance Program. Roadside Assistance protects your Mazda 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.

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.

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. And rediscovering that fun, connected-to-the-road feeling we call "zoom-zoom".

READY TO ROLL Our pre-delivery commitment means every new Mazda is checked out, gassed up and fitted with floor mats.



ENGINE			
Type	3.7 L DOHC 24-valve V6	Torque SAE net lb. ft.	270 @ 4,250 rpm
Displacement	3,726 cc	Fuel system	Multi-port Electronic Fuel Injection (EFI)
Compression ratio	10.3:1	Recommended fuel	Regular
Horsepower SAE net	273 @ 6,250 rpm		
DRIVETRAIN			
Type	Front-wheel drive; Optional AWD (standard on GT)		
Transmission	6-speed Sport mode automatic with overdrive		
CHASSIS			
Frame	Ladder with triple "H" construction		
Front suspension	Independent strut type, coil springs and stabilizer bar		
Rear suspension	Independent multi-link, coil springs and stabilizer bar		
Steering	Rack-and-pinion with engine-rpm-sensing variable power assist		
Minimum turning circle	11.4 m (curb-to-curb)		
Brakes	Power-assisted ventilated 4-wheel disc brakes		
	Front: 320 mm	Rear: 325 mm	
	Anti-lock Brake System (ABS) with Electronic Brake Force Distribution (EBFD)		
Curb weight (kg)	2WD: 1,959	AWD: 2,056	
CAPACITIES			
Seating	7 persons	Fuel tank	76 L

2009 MAZDA CX-9 FEATURES

ENGINEERING FEATURES	GS	GT
3.7 L DOHC 24-valve V6 engine	S	S
6-speed Sport mode automatic transmission	S	S
Power-assisted front and rear disc brakes	S	S
Anti-lock Brake System (ABS) with Electronic Brake Force Distribution (EBFD)	S	S
Active Torque-Split All-Wheel Drive system (AWD)	0	S
Dynamic Stability Control (DSC)	S	S
Traction Control System (TCS)	S	S
Roll-Over Stability Control (RSC)	S	S
Front and rear stabilizer bars	S	S
WHEELS AND TIRES		
18" alloy wheels	S	-
20" bright finish alloy wheels	-	S
245/60R18 all-season tires	S	-
245/50R20 all-season tires	-	S
Temporary spare tire	S	S
EXTERIOR FEATURES		
Body-coloured front and rear bumpers	S	S
Body-coloured door handles	S	-
Bright finish on door handles	-	S
Body-coloured lift-gate garnish	S	-
Bright finish on lift-gate garnish	-	S
Body-coloured rear spoiler	S	S
Body-coloured power-operated door mirrors	S	S
Heated door mirrors	S	S
LED turn signal on door mirrors	-	S
Privacy glass	S	S
Headlights - Halogen	S	-
Headlights - Xenon (HID) with manual levelling feature	-	S
Rain-sensing front wipers; Rear intermittent wiper	S	S
Automatic headlight control	S	S
Fog lights	-	S
Dual exhaust outlets with trapezoid garnish	S	S
Power tailgate	-	LP
AUDIO		
AM/FM CD player with 6 speakers	S	S
10-speaker premium Bose® audio system with AM/FM 6-disc in-dash CD changer	-	LP
AudioPilot® noise compensation technology and Centerpoint® Surround Sound System	-	LP
MP3 functionality on CD player	S	S
Auxiliary audio input	S	S
SIRIUS Satellite Radio	-	LP
Bluetooth® hands-free phone integration	S	S
Bluetooth® with Audio Profile	-	NAV
Steering-wheel-mounted audio controls	S	S
5.1 channel rear entertainment system with 11 speakers and 115V outlet	-	RES
COMFORT AND CONVENIENCE		
Front and rear air conditioning with 3-zone climate control	S	S
Automatic climate controls	S	S
Steering-wheel-mounted cruise controls	S	S
Tilt and telescopic steering wheel	S	S
Power door locks	S	S
Power windows with driver's/front passenger's one-touch up and down feature	S	S
Auto up/down system for front windows (keyless [down only] and key cylinder)	S	S
Remote keyless entry system with retractable key (includes two transmitters)	S	-
Intelligent key system (keyless entry and start)	-	S
Rear seat heater ducts	S	S
Cargo area lamp	S	S
Map lamps	S	S
Driver's and passenger's sunvisors with illuminated covered vanity mirrors and extensions	S	S

EXTERNAL DIMENSIONS (mm)			
Wheelbase	2,875	Overall width	1,936
Track (fr/fr)	1,654/1,644	Overall height	1,728
Overall length	5,074	Ground clearance	204
INTERNAL DIMENSIONS			
Headroom (fr/2nd r/3rd r) (mm)	975/990/899 (with moonroof)	Cargo volume (L)	487 (2nd and 3rd row upright)
	1,005/990/899 (without moonroof)		2,851 (2nd and 3rd row folded down)
Legroom (fr/2nd r/3rd r) (mm)	1,038/1,010/824	Passenger volume (L)	3,893 (with moonroof)
Shoulder room (fr/2nd r/3rd r) (mm)	1,510/1,490/1,444		3,941 (without moonroof)
Cargo length (mm)	483 (rear seat to tailgate)	Total volume (L)	4,380 (with moonroof)
Cargo width (mm)	1,170		4,428 (without moonroof)
FUEL ECONOMY RATINGS* (L/100 km)			
	2WD	AWD	
City	13.4	14.0	
Highway	9.1	9.6	

*Estimated fuel economy. Your actual fuel consumption may vary.

TOWING CAPACITY	
Towing	1,588 kg (3,500 lbs.)

COMFORT AND CONVENIENCE (cont'd)	GS	GT
Auto-dimming rearview mirror with HomeLink®	S	S
2 power outlets with cap (in front and rear console box)	S	S
Dual front, dual second row and 4 third row cup holders (8 in total)	S	S
Passenger assist grips (3)	S	S
Coat hooks (2)	S	S
Blind-Spot Monitoring System	-	LP
Voice-activated navigation system with touchscreen and rearview camera	-	NAV
Power glass moonroof with one-touch open and close	0	S

SEAT AND TRIM	GS	GT
8-way power-adjustable driver's seat	S	S
Driver's seat manual lumbar support	S	-
Driver's seat power lumbar support	-	S
Driver's seat memory position	-	S
4-way power-adjustable front passenger's seat	-	S
Heated front seats	S	S
60/40-split fold-down 2nd row seatback with centre armrest	S	S
50/50-split fold-down 3rd row seatback	S	S
Cloth upholstery	S	-
Leather-trimmed upholstery	-	S
Leather-wrapped 3-spoke steering wheel	S	-
Leather-wrapped 3-spoke steering wheel with piano black finish	-	S
Leather-wrapped shift knob	S	S
Inner door handles with silver finish	S	S
Interior luxury trim with piano black finish	S	-
Interior luxury trim with wood finish	-	S

INSTRUMENT PANEL AND STORAGE	GS	GT
Electroluminescent gauges	S	S
Blue indirect lighting	-	S
Tachometer	S	S
Exterior temperature gauge	S	S
Trip computer	S	S
Overhead console with sunglass storage	S	S
Illuminated glove compartment	S	S
Front door storage pockets with bottle holders	S	S
Driver's side seatback pocket	S	S
Warning lights for low fuel level, low windshield washer fluid, door ajar, check engine, oil pressure and air bags	S	S

SAFETY AND SECURITY	GS	GT
Dual front air bags	S	S
Dual front side air bags	S	S
Dual side air curtains	S	S
Roll-over sensor for air curtains	S	S
Brake assist	S	S
Engine immobilizer theft-deterrent system	S	S
Anti-theft alarm system	S	S
Side-door impact-protection beams	S	S
3-point safety belts for all occupants	S	S
Height-adjustable front and rear seat head restraints	S	S
Height-adjustable front safety-belt anchors	S	S
Integrated child-seat anchors on 2nd row seats	S	S
Driver's and front passenger's safety-belt pretensioners and load limiters	S	S

S = Standard 0 = Optional - = Not available LP = Luxury Package RES = Rear Entertainment System NAV = Navigation System

Luxury Package: 10-speaker premium Bose® audio system with 6-disc in-dash CD changer, AudioPilot® noise compensation technology and Centerpoint® Surround Sound System, power tailgate, Blind-Spot Monitoring System and SIRIUS Satellite Radio. (Available on Mazda CX-9 GT.)

Rear Entertainment System: 5.1 channel rear entertainment system with 11 speakers and 115V outlet. (Available on Mazda CX-9 GT.)

Navigation System: Voice-activated navigation system with touchscreen, rearview camera and Bluetooth® with Audio Profile. (Available on Mazda CX-9 GT.)

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