

*2013 Mazda CX-9*



**mazda**

## *WHAT DO YOU DRIVE?*

*Is it inspiring?*

*What were the people who built your car thinking?*

*Are they just another behemoth car maker following the rules?  
Or do they break them?*

*Do they push the boundaries of tradition and habit  
to achieve the unachieved?*

*Are they insightful craftsmen,  
obsessing over the details with a crazed passion?*

*Building less - building better -  
for a discerning few?*

*Are you one of the few  
who cares about what you drive,  
how it drives  
and the way it makes you feel?*

*We're with you.*

*Because we believe if it's not worth driving,  
it's not worth building.*

*We build Mazdas.*

*What do you drive?*

*ZOOM-ZOOM*



### **A soulful ride without compromise.**

The re-styled 2013 CX-9 dares to achieve what no other crossover can. For starters, it's a 7-seater that drives nothing like one - and looks nothing like one. Built with Mazda's hallmark "soul of a sports car" and Mazda's new "soul of motion" KODO design, the CX-9 never compromises on power, performance or style. Luxurious good looks, a sumptuous interior with ample cargo room and nimble road manners come standard. And with its commanding 3.7 L V6 engine, navigating everything from rush hour traffic to back-country roads has never been so much fun.



#### Active Torque Split All-Wheel-Drive

The available Active Torque Split All-Wheel-Drive system\* maintains an ideal balance between front and rear axle torque (up to 50/50) by continuously monitoring wheel speed and engine data, and instantly adjusting to adverse changes in road and weather conditions.

#### Advanced Handling and Steering

The CX-9's fully independent suspension includes MacPherson struts up front and an advanced multi-link system in the rear, promoting sure-footed wheel-to-road contact. Stabilizer bars at both ends help minimize body roll. Plus, precise, power-assisted rack-and-pinion steering boasts engine speed-sensing variable power assist.



### Passion for all roads.

The intelligently versatile CX-9 is engineered for adventure. With its powerful 273-hp, 3.7 L V6 engine, Variable Valve Timing (VVT) and an impressive 270 lb. ft. of torque, no matter where adventure takes you and your family, the CX-9 delivers a stable, solid ride that is exceptionally agile. The available Active Torque Split All-Wheel-Drive system\* allows for a confident stance on a variety of roads in a variety of weather conditions. And with the standard towing package, you can haul up to 1,588 kg (3,500 lbs.) of gear, helping you take adventure to the road. Wherever those roads lead, the CX-9 puts your passion for driving first, giving a ride that belongs in a confidence-inspiring category of its own.

#### Manual-Shift Mode

A 6-speed Sport mode automatic transmission, standard on all CX-9 models, combines the extra control - and fun - of a manual-shift mode with the smooth-shifting convenience of an advanced automatic transmission.

#### Variable Valve Timing

Normally, "acceleration" and "fuel efficiency" would seem to work against each other. But the CX-9's 3.7 L V6 engine bucks the trend with intelligent Variable Valve Timing that maximizes high-rpm power and low-end torque, yet it delivers up to 8.4 L/100 km highway†.

\*Optional on the GS model and standard on the GT model.

†Estimated fuel economy on the 2WD.



**Where beauty and passion meet.**

You've seen it in the wild. The energy. The tension. The pounding pulse of a cheetah on the verge of pouncing. That's Mazda's KODO design. In the re-styled 2013 CX-9, KODO's "soul of motion" lives and breathes through emotive body design, a deeply contoured grille, and sweeping lines that flow from its stylish headlights to its jewel-like taillights. The CX-9 delivers a stunning visual presence - inside and out - characterized by sporty, yet graceful, proportions that are strikingly luxurious.



## Easy come. Easy go. **Easy everything.**

### Entry and Exit

Larger rear doors open up to 72° to create an extra-wide opening for quick and easy entry and exit. And with a cabin floor flush with the side sills, tripping over high side sills is no longer a danger – unlike some SUVs with sills up to 7.5 cm higher than their floors.

### Third-Row Access

A single hand is all it takes to operate the CX-9's ingenious "tilt-and-slide" mechanism on the 60/40-split fold-down second-row seats. The seat automatically moves forward nearly 22 cm for easy access to third-row seating.

### Versatile Cargo Space

Besides deftly handling up to seven adults, the CX-9 also provides a generous 487 L of cargo space behind the third-row seat. Quickly and conveniently fold down the second- and third-row seats, and cargo room expands to 2,851 L.\*



## An appreciation for luxury that is **purely practical.**

Just because a vehicle sets a standard for versatility and performance doesn't mean it can't have a world-class interior. The CX-9 is a testament to dedicated craftsmanship, from its available leather- and suede-trimmed seats\*, standard 8-way power-adjustable driver's seat and available 3-setting memory position†, to its leather-wrapped steering wheel and shift knob. Yet in the CX-9, luxury includes those thoughtful amenities you need. With rear- and second-row seats folded, it has a cavernous 2,851 L of cargo space‡. And we left room for eight cup holders and four bottle holders. With such an intelligently designed interior, keeping up with life's daily challenges is both comfortably luxurious and practical.

\*Available on the GS model with black interior and Luxury Package and standard on the GT model with black interior. Vehicles with sand interior come with leather-trimmed upholstery.

†Standard on the GT model.

‡Please remember to properly secure all cargo.



**It's so intuitive, it's like driving with a sixth sense.**

The cockpit of the CX-9 is outfitted for the driver's ultimate convenience and control. Mazda's Human-Machine Interface (HMI) has evolved to a level of intuitiveness that allows for remarkable ease of operation. Instrumentation is readily accessible at a glance. Features such as steering-wheel-mounted audio controls and cruise control, Bluetooth® hands-free phone system and 3-zone climate control - all standard - keep you comfortable and connected. The standard audio touchscreen display with rearview camera\*, available navigation system† and SiriusXM® Satellite Radio‡ make taking to the road entertaining and so intuitive that it's like driving with a sixth sense.

**Rear Entertainment System**

Available on the GT model, the Rear Entertainment System features an integrated DVD player, 9-inch fold-down LCD screen, audio/video/game console inputs, wireless remote, two wireless headsets and a 115V outlet for game consoles.



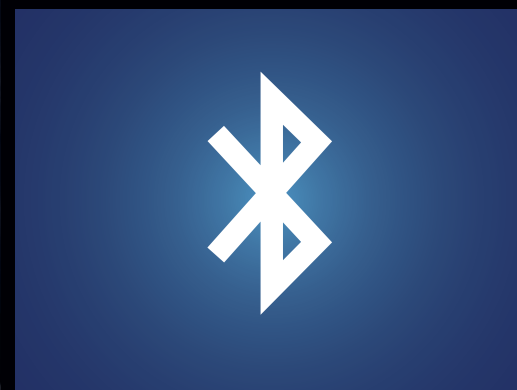
**Intelligent Key System**

As you approach your CX-9, the Intelligent Key System† (keyless entry and start) brings your CX-9 to life. Recognizing you, it remotely unlocks the doors and automatically adjusts the 8-way power driver's seat to your personal settings.



**Bose® Centerpoint® Surround System**

The premium Bose® audio system†, custom-built for the CX-9, features 10 speakers, Centerpoint® Surround Sound, and stunning multi-channel sound. AudioPilot® automatically adjusts multiple frequencies to compensate for distracting road, wind and cabin noises.



**Bluetooth® with Audio Profile**

Make and take calls via the standard Bluetooth® hands-free phone system. Audio Profile offers wireless audio capability, so you can enjoy your music from your Bluetooth®-compatible audio device.



**Driver's Seat with Memory Position**

A driver's seat with memory position is also standard on the GT model. It allows you to create and store up to three unique driver's seat positions - automatically accessible at the touch of a button.



**Rearview Camera**

This rearview camera\* comes standard on the CX-9. It offers increased visibility of objects behind you, and it's automatically activated whenever the CX-9 is shifted into reverse.

\*Rearview camera does not provide a comprehensive view of the entire rear area of the vehicle. Always check your surroundings.  
 †Available on the GT model with Navigation System package.  
 ‡Standard on the GT model.

**Our engineers went crazy to give you peace of mind.**

To what lengths should a car go to help keep you safe? Insane lengths, thanks to our obsessive engineers. The numerous active and passive safety features in the CX-9 are painstakingly crafted to give you and your family one feeling: peace of mind. Active whiplash-reducing front-seat headrests, three-point seatbelts for all seven positions, side-impact door beams, front and rear crumple zones, integrated child-safety seat anchors and tethers in the second row – and we’re only just beginning. A collapsible steering column absorbs energy in the event of a heavy frontal impact, while a foldaway brake assembly reduces the risk of serious injuries to the ankle and leg. Just a few of the anticipatory safety features you’ll find on your CX-9.

**Six Standard Air Bags**

Advanced dual front air bags\* that use inflators with both crash-zone and driver’s/passenger’s seat weight sensors are standard on all CX-9 models – as are dual side air bags and dual side-impact air curtains.



**Enhanced Stability & Control**

The Traction Control System detects wheel spin, then reduces engine power to help improve traction in slippery conditions. Dynamic Stability Control† modulates the engine and brakes when over- or under-steering is detected, helping to keep you on your intended path while cornering. Roll-Over Stability Control uses sensors to monitor vehicle movement and automatically applies brakes to help keep the CX-9 stable.



**“Triple H” Body Construction**

By adding extra steel reinforcements to critical areas of the body, Mazda’s “Triple H” body construction system enhances structural integrity, impact protection and rigidity for superior handling. In key areas, the CX-9 also uses high-tensile steel, which is stronger and more rigid than conventional steel.



**Advanced Braking Technologies**

A comprehensive set of advanced braking technologies comes standard on the CX-9. Large 4-wheel disc brakes promote linear, fade-resistant stopping power. An Anti-lock Brake System prevents wheel lockup so you can make controlled stops. Electronic Brake Force Distribution applies force to individual brakes based on changing road conditions. And in emergency situations, Brake Assist increases braking pressure.



**Clearer Nighttime Vision**

Standard on the GT model, the auto on/off Xenon High-Intensity Discharge headlights automatically provide you with enhanced low-beam nighttime illumination. No need to even take your hands off the wheel.



**Blind-Spot Monitoring System**

The Blind-Spot Monitoring System\* (standard on the GT model) uses radar sensors to detect objects in your left or right blind spots and then alerts you with a warning light that appears in the appropriate side mirror. If you signal a lane change while an object is there, the light blinks and a cabin warning chime sounds.



**Tire Pressure Monitoring System**

Designed to monitor air pressure in real time, the Tire Pressure Monitoring System automatically alerts you before one or more tires become critically low.

\*Always wear your seat belt and secure children in the rear seats in appropriate child restraints.  
 †Dynamic Stability Control (DSC) is not a substitute for safe driving practices.  
 ‡Always check your mirrors. Be aware of the traffic around you.

ZEAL RED MICA

CRYSTAL WHITE PEARL

STORMY BLUE MICA

ALUMINUM METALLIC MICA

METEOR GREY MICA

BRILLIANT BLACK

**CX-9 Colour Combinations**

PAINT COLOURS	GS	GS with Luxury Package & GT	
	BLACK CLOTH	BLACK LEATHER/SUEDE	SAND LEATHER
Zeal Red Mica	●	●	●
Crystal White Pearl	●	●	●
Stormy Blue Mica	●	●	
Aluminum Metallic Mica	●	●	
Meteor Grey Mica	●	●	●
Brilliant Black	●	●	●

● = Available

**CX-9 Specifications and Capacities**

SPECIFICATIONS	GS/GT
Engine type	3.7 L DOHC 24-valve V6
Displacement	3,726 cc
Compression ratio	10.3:1
Horsepower SAE net	273 @ 6,250 rpm
Torque SAE net lb. ft.	270 @ 4,250 rpm
Fuel system	Multi-port Electronic Fuel Injection
Recommended fuel	Regular
Fuel economy city/highway (L/100 km)*	
2WD	12.7/8.4
AWD	12.8/9.0
Curb weight (kg)	
2WD	1,927
AWD	2,062

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

EXTERIOR DIMENSIONS	
Wheelbase/overall length (mm)	2,875/5,108
Overall width (mm)	1,936
Overall height (mm)	1,728
Track (fr/rr) (mm)	1,654/1,644
Turning circle, curb-to-curb (m)	11.4
INTERIOR DIMENSIONS	
Headroom (fr/2nd/3rd) (mm)	1,005/990/899
Headroom (fr/2nd/3rd) with moonroof (mm)	975/990/899
Legroom (fr/2nd/3rd) (mm)	1,038/1,010/824
Shoulder room (fr/2nd/3rd) (mm)	1,510/1,490/1,444
Cargo length (rear seat to tailgate) (mm)	483
Cargo width (between quarter trims) (mm)	1,170
CAPACITIES	
Seating	7
Towing capacity (kg)	1,588 (3,500 lbs)
Cargo volume (L)	
behind 3rd row seat	487
with 2nd and 3rd row seats folded	2,851
Passenger volume (L)	3,947
Passenger volume with moonroof (L)	3,900
Total interior volume (L)	4,434
Total interior volume with moonroof (L)	4,386
Fuel tank (L)	76

**CX-9 Upholstery****CX-9 Wheel Options****CX-9 Features**

ENGINE & TRANSMISSION	GS	GT
3.7 L DOHC 24-valve V6	S	S
6-speed Sport mode automatic transmission	S	S
Front-wheel drive	S	-
Active Torque-Split All-Wheel Drive System (AWD)	0	S
SUSPENSION & BRAKES		
Anti-lock Brake System (ABS) with Electronic Brake Force Distribution (EBFD)	S	S
Rack-and-pinion steering with engine-rpm-sensing variable power assist	S	S
Dynamic Stability Control (DSC) and Traction Control System (TCS)	S	S
Roll-Over Stability Control (RSC)	S	S
Power-assisted front and rear ventilated 4-wheel disc brakes	S	S
Front independent strut suspension with coil springs	S	S
Rear independent multi-link suspension with coil springs	S	S
Front and rear stabilizer bars	S	S
Towing package (includes larger cooling fan and radiator)	S	S
SAFETY & SECURITY		
Dual front air bags, dual front side air bags, dual side air curtains	S	S
Roll-over sensor for air curtains	S	S
Anti-theft alarm system	S	S
Engine immobilizer theft-deterrent system	S	S
Front active head restraints	S	S
Height-adjustable front and rear seat head restraints	S	S
Height-adjustable front seatbelt anchors	S	S
3-point seatbelts for all occupants	S	S
Integrated child-seat anchors on 2nd row seats	S	S
Driver's and front passenger's seatbelt pretensioners and load limiters	S	S
EXTERIOR		
Body-coloured door handles and tailgate garnish	S	-
Bright finish on door handles and silver finish tailgate garnish	-	S
Body-coloured rear spoiler	S	S
Body-coloured power-operated heated door mirrors	S	S
Tilt-in reverse on door mirrors	-	S

**CX-9 Features (cont'd)**

EXTERIOR (cont'd)	GS	GT
Turn signal indicator on door mirrors	-	S
Privacy glass (rear door glass, quarter glass and rear gate glass)	S	S
Halogen headlights	S	-
Xenon (HID) headlights with LED daytime running lights	-	S
Manual headlight levelling	-	S
Automatic headlight control	S	S
Fog lights	-	S
Rain-sensing front wipers	S	S
Rear intermittent wiper; rear window defroster	S	S
Power tailgate	-	NAV
Dual exhaust outlets	S	S
WHEELS & TIRES		
18" alloy wheels with 245/60R18 all-season tires	S	-
20" bright finish alloy wheels with 245/50R20 all-season tires	-	S
Tire Pressure Monitoring System (TPMS)	S	S
Temporary spare tire	S	S
COMFORT & CONVENIENCE		
Front and rear air conditioning with 3-zone climate control	S	S
Rear air conditioning display	S	S
Tilt and telescopic steering wheel	S	S
Steering-wheel-mounted cruise controls	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	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
Driver's and passenger's sunvisors with illuminated covered vanity mirrors and extensions	S	S
Auto-dimming rearview mirror with HomeLink® garage door opener	S	S
2 power outlets (in front and centre console box)	S	S
Dual front cup holders, dual 2nd-row cup holders and four 3rd-row cup holders*	S	S
Blind-Spot Monitoring System (BSM)	-	S
Rear back-up sensors	-	S
Voice-activated navigation system	-	NAV
Power glass moonroof with sunshade, tilt-up ventilation and one-touch open and close feature**	LP	S
SEAT & TRIM		
8-way power-adjustable driver's seat	S	S
Driver's seat manual lumbar support	S	-
Driver's seat power lumbar support	LP	S
Driver's seat memory position (including exterior mirrors)	-	S
4-way power-adjustable front passenger's seat	LP	S
Heated front seats with high and low function	S	S
60/40-split fold-down 2nd-row seatback	S	S
50/50-split fold-down 3rd-row seatback	S	S
High-grade cloth upholstery	S	-
Leather- and suede-trimmed upholstery (black interior only)	LP	S

SEAT & TRIM (cont'd)	GS	GT
Leather-trimmed upholstery (sand interior only)	LP	S
Suede-trimmed door panel (front and rear; black interior only)	LP	S
Leather-like door panel trim (front and rear; sand interior only)	LP	S
Leather-wrapped steering wheel	S	-
Leather-wrapped steering wheel with piano black finish	-	S
Leather-wrapped shift knob	S	S
Inner door handles with bright finish	S	S
Power window switch side panel with piano black finish	S	-
Power window switch side panel with Bordeaux satin finish	-	S
Centre instrument panel trim with piano black finish	S	-
Centre instrument panel trim with Bordeaux satin finish	-	S
INSTRUMENT PANEL & STORAGE		
Electroluminescent gauges	S	S
Blue indirect lighting	-	S
Speedometer, tachometer, engine coolant temperature and fuel indicator	S	S
Exterior temperature gauge	S	S
Trip computer	S	S
Overhead console with sunglasses storage	S	S
Illuminated glove compartment	S	S
Warning lights for low fuel level, low windshield washer fluid, door ajar, check engine, oil pressure and air bags	S	S
AUDIO		
AM/FM CD player with 6 speakers	S	-
10-speaker premium Bose® audio system with AM/FM CD player	-	S
AudioPilot® noise compensation technology and Centerpoint® Surround Sound System	-	S
MP3 functionality on CD player	S	S
USB and auxiliary audio input	S	S
HD Radio	S	S
SiriusXM® Satellite Radio ( <b>free 6-month subscription</b> )	-	S
Bluetooth® hands-free phone integration with Audio Profile	S	S
Bluetooth® SMS texting function†	S	S
Steering-wheel-mounted audio controls	S	S
5.1 channel rear entertainment system with 11 speakers and 115V outlet	-	RES
5.8" audio display touchscreen with rearview camera	S	S

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

**CX-9 Packages**

**LUXURY PACKAGE (AVAILABLE ON GS WITH AWD ONLY):** Power glass moonroof with sunshade, tilt-up ventilation and one-touch open and close feature, leather-trimmed upholstery (sand interior) **or** leather- and suede-trimmed upholstery (black interior), suede-trimmed door panel (front and rear; black interior) **or** leather-like door panel trim (front and rear; sand interior), 4-way power-adjustable front passenger's seat and driver's seat power lumbar support.

**NAVIGATION SYSTEM (AVAILABLE ON GT):** Voice-activated navigation system and power tailgate.

**REAR ENTERTAINMENT SYSTEM (AVAILABLE ON GT):** 5.1 channel rear entertainment system with 11 speakers and 115V outlet. (Deletes moonroof.)

\*Vehicles equipped with the Rear Entertainment System come with two 3rd-row cup holders.

\*\*Not available with Rear Entertainment System.

†Text messaging function is not compatible with certain devices.

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SIRIUS  
SATELLITE RADIO



**IF IT'S NOT WORTH DRIVING,  
IT'S NOT WORTH BUILDING.**

**WE BUILD MAZDAs.  
WHAT DO YOU DRIVE?**

*ZOOM-ZOOM*



Visit [mazda.ca](http://mazda.ca) for Accessory Options.

**MAZDA WARRANTY** The basic warranty on 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 perforation for 8 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, 2013 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.

**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** Excitement 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.

**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](http://mazda.ca).



For peace-of-mind motoring, we've created the Mazda Added Protection Plan (M.A.P.). M.A.P. complements your Mazda Limited Warranty for up to 7 years or 160,000 km, and protects 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 Premium Roadside Assistance, Tire Road Hazard coverage and OEM Collision Part Coverage. Premium Roadside Assistance extends the roadside assistance coverage offered during the new-vehicle limited-warranty period throughout the M.A.P. term. The Premium 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.



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.

Find out more on:



 **BETTER DRIVERS  
BUCKLE UP**

Get more detailed information on your CX-9. Check out our website at [mazda.ca](http://mazda.ca) for specifications and features, option packages, pricing, financing, to get a quote and find a dealer near you.

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