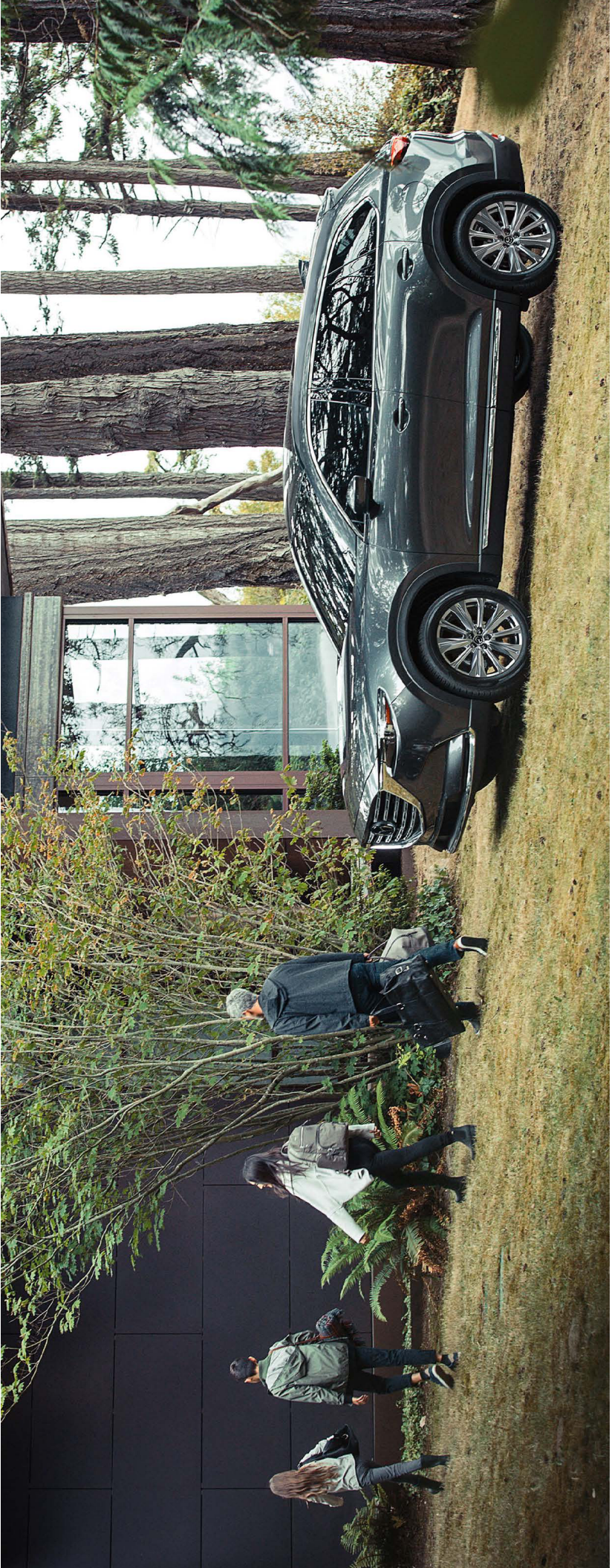




2023 MAZDA CX-9





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 instinctually 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. And the Kuro Edition model includes Garnet Red leather with black interior trim for a unique flair. With its exquisite attention to detail, the CX-9 elevates your drive every time you get behind the wheel.

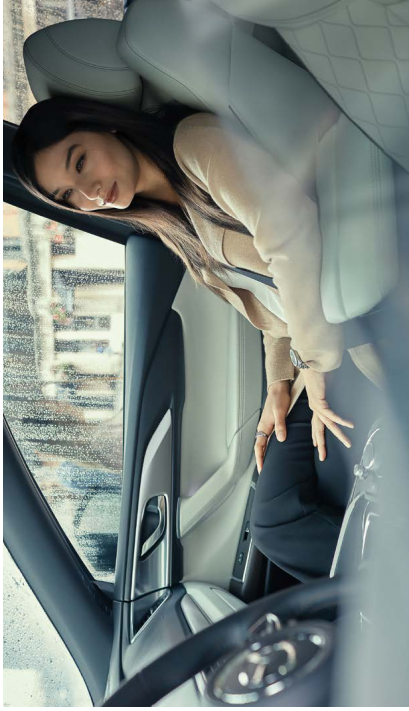




ENGINEERED WITH A SINGLE FOCUS: YOU

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's intuitive interior feels as if it were built just for you. Even the seats are shaped to help you achieve a more comfortable and relaxed posture, helping you feel steadier and more balanced as you manoeuvre through twists and turns on the road.

We took that same approach with the driving experience. The chassis and powertrain are tuned to the human body's natural sense of motion, resulting in a car that intuitively responds to your inputs to create the effortless feeling of being in control. 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

Letting the right amount of sound in and keeping distracting noises at bay. This is the very essence of Mazda's approach to sound. In the cabin of the CX-9, our engineers have taken steps to reduce vibrations, while sound insulating materials subdue outside clamour. Measures like this set the stage for a more refined listening experience.

Through extensive research, our engineers calculated the spatial effects and the delay and reflections of sound to discover the optimal speaker placement and calibrations. Bringing this all beautifully to life is an available 12-speaker premium audio system from Bose.¹ Engineered specifically for the unique cabin acoustics of the CX-9, it provides a deeper and more impactful reproduction that creates the perfect soundtrack for your journey.



¹Standard on the CX-9, AWD and Signature models.



¹ Don't drive while distracted or while using a hand-held device. Driving while distracted can cause the loss of vehicle control, leading to a collision that results in personal injury or death. Please see your Owner's Manual for important feature details and related privacy information.
² Connected Vehicle service is available for a 2-year trial period for new vehicles in service date. A paid subscription is required upon expiry of the trial period. Requires MyMazda App (on a compatible smartphone) and a working vehicle electrical system (not using battery). Wireless coverage and GPS satellite signals services, connectivity and capabilities vary by conditions and are geographically and device dependent. © 2023 Mazda.



MAKE A SMARTER CONNECTION

Always keeping you connected — it's all part of Mazda's driver-centric philosophy. And why we place every control within your reach, so you can stay focused on the road ahead. An intuitive instrument panel places gauges and displays within your line of sight to minimize distraction. And for an enhanced experience, the Mazda Connect Infotainment System features a large 10.25-inch centre display and includes standard Apple CarPlaySM integration for your iPhone (shown). Plus, Android AutoSM integration also comes standard.¹ The system also features a centre console and HMI Commander control, which are positioned for optimal comfort of the wrist and forearm, and available Wireless phone Charger (QI).²

Mazda Connected Services³ capabilities create oneness between you and your CX-9, with a two-year trial standard across all 2023 Mazda CX-9 models. This suite of services enables you to access a wide range of convenient options, even when away from your CX-9. The MyMazda app provides you with information about your vehicle, including the Owner's Manual, and vehicle status, which keeps you up to date on important information such as scheduled maintenance. The app also allows access to remote features, such as engine start and stop, remote door lock and unlock, and more. Plus, quickly and easily access Roadside Assistance and find your nearest retailer.

REDEFINING REFINEMENT

For an even more enriching driving experience, the Mazda CX-9 Signature offers a distinctively upscale interior that will elevate your mood every time you get behind the wheel. Including elegant Santos Rosewood inlays. Second-row captain's chairs with a convenient centre console. A uniquely stitched leather-wrapped steering wheel. And quilted Nappa leather seats with accent stitching finished in two gorgeous shades – Deep Chestnut and Pure White (shown). Making every inch of the cabin a highly refined space that will truly enhance your driving experience.





* 250 hp and 320 lb.-ft. of torque with 93 octane fuel. 227 hp and 310 lb.-ft. of torque with 87 octane fuel.

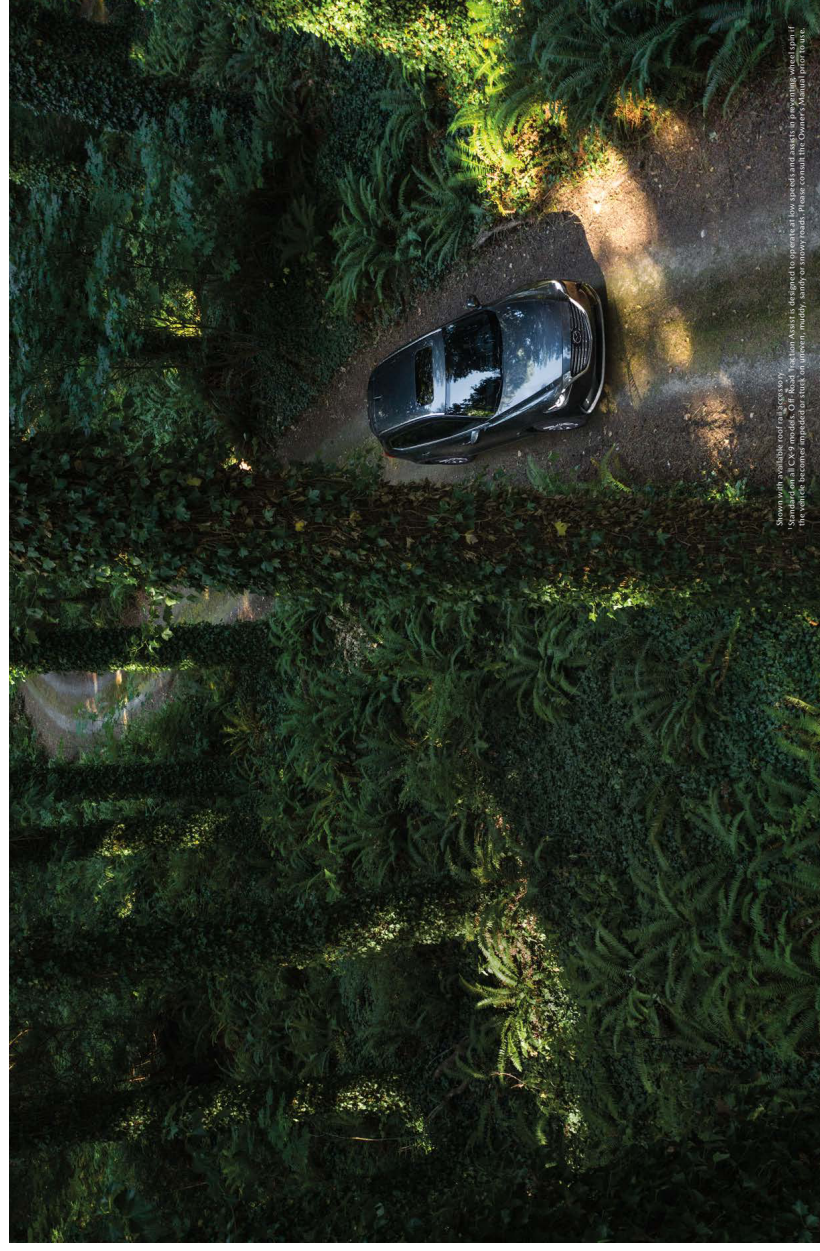
POWERFULLY REFINED

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 up to 320 lb.-ft. of torque.[†] So you'll enjoy immediate acceleration when and where you need it most.

AN INGENIOUS WAY TO PREDICT TRACTION LOSS

To extend our Jinba Ittai philosophy – car and driver as one – to almost any driving situation, we engineered an innovative and predictive all-wheel-drive system: i-Activ AWD with Off-Road Traction Assist.¹ Even as road conditions change, the system actively monitors everything from outside temperature to the driver's steering and braking inputs to predict changes in traction before they occur. i-Activ AWD proactively responds to these changes, often before you're even aware. Ingeniously helping you maintain grip, so you can travel with confidence.

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 road navigation.
Standing on a 6.5% grade. Off-Road Traction Assist is designed to correct all low speed and assist in low speed wheel slip if the vehicle is equipped for it. Actual results may vary. Always use proper driving technique. ©2014 Toyota Motor Sales, U.S.A., Inc.



MORE CONFIDENCE FOR A MORE INSPIRING DRIVE

The difference between a good drive and an inspiring one is confidence. That's why we equip every Mazda CX-9 with i-Activsense¹ – an intelligent suite of safety features that alerts you to hazards and help you avoid collisions or lessen their impact. i-Activsense includes Smart City Brake Support Front (SCBS-F)² with Day- and Night-time Forward-sensing Pedestrian Detection,^{3,4} as well as features such as Smart City Brake Support Rear (SCBS-R)^{5,6} and Driver Attention Alert (DAA),^{5,6} which can help reduce accidents caused by driver fatigue. Together, these sophisticated adjustments and alerts create a more confident and inspiring experience behind the wheel.

¹ 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.
² Automatic braking system are not substitutes for safe and attentive driving and are only designed to reduce damage in the event of a collision. There are limitations to the range and detection of each safety feature. Please see your Owner's Manual for further details.
³ Operates under certain conditions while the vehicle is driven at a speed between about 14 and 80 km/h. If the subject is a vehicle ahead and about 10 to 80 km/h, the subject is a pedestrian, not a substitute for safe and attentive driving. There are limitations to the range and detection of this system. Factors including movement and shape of the subject, weather, visibility and road conditions can all impact automatic brake control and collision warning. Please see your Owner's Manual for further details.
⁴ Standard on all models.
⁵ Standard on CX-9 Sport and Signature models.
⁶ Driver Attention Alert operates under certain driving conditions above 65 km/h. It is not a substitute for safe and attentive driving. There are limitations to the range and detection of this system. Please see your Owner's Manual for further details.

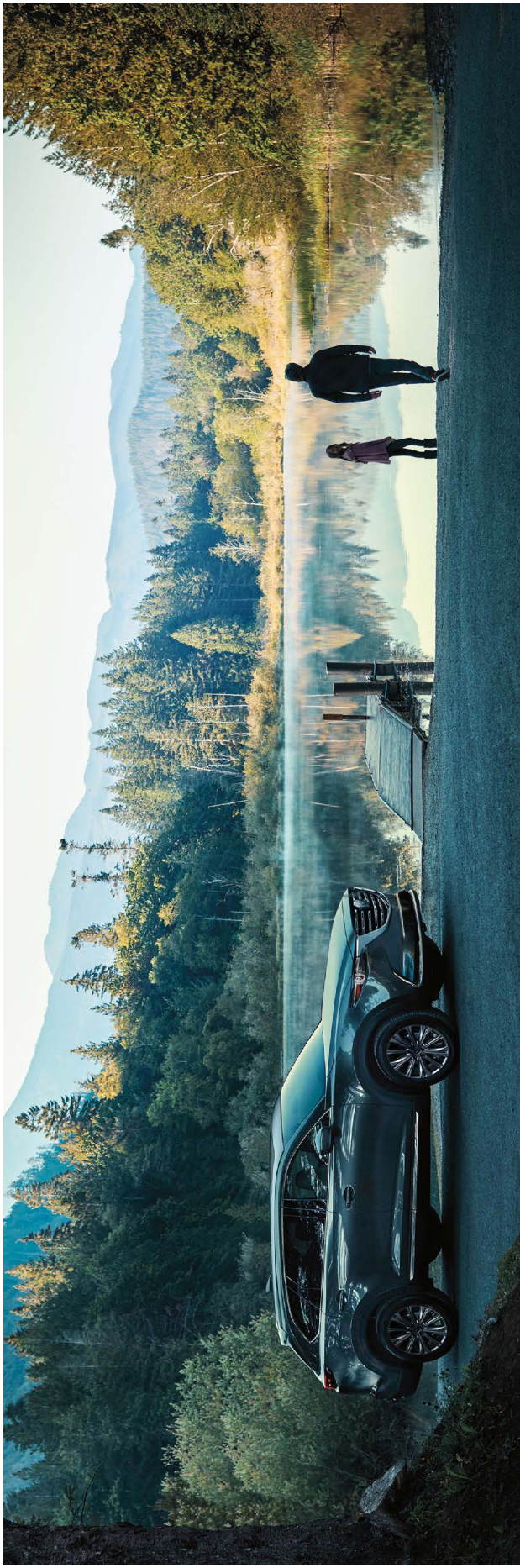


THREE ROWS OF SOPHISTICATION

The interior of the Mazda CX-9 offers sophisticated details to indulge you and your passengers throughout all three rows. Up front, both the driver and front passenger will enjoy seats with standard heating and available ventilation¹, helping to keep you at the ideal temperature year-round. For the second row, available captain's chairs² feature a convenient centre console or walk-through option, while the standard 60/40-split second-row bench seats get an available one-touch power switch that slides and tilts the seats forward and eases access for third-row passengers. Plus, everyone on board can enjoy their devices longer, thanks to USB chargers³ throughout the second and third rows.



¹Standard on the GT, Luxe and Signature models.
²Captain's chairs with centre walk-through are available on the GS, and GT models and standard on the Luxe model. Captain's chairs with centre console standard on the Signature model.
³2 USB chargers in the second row on the GS, GT models and an additional 2 USB chargers in the third row on the GT, Luxe and Signature models.



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.



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 programs, and the ability to give you assistance from Mazda Canada Inc. to add with the cost of acquiring and installing adaptive driving aids on their vehicle. For complete details on this program, see your Mazda Retailer.

MAZDA MOBILITY ASSISTANCE PROGRAM

Mazda Canada believes that vehicle access is vital for everyone. Under the program, people with disabilities can receive assistance from Mazda Canada Inc. to add with the cost of acquiring and installing adaptive driving aids on their vehicle. For complete details on this program, see your Mazda Retailer.

READY TO ROLL

Our pre-delivery inspection process 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 monitoring, we've created Mazda Added Protection Plan (MAAP) extended warranty plans. MAAP plans complement your Mazda limited warranty and protect you from unexpected repair expenses, and the rising cost of repairs. All MAAP 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 MAAP term. The Roadside Assistance coverage includes towing, battery jump-start, fuel delivery, tire inflation, and Lockout Service. Emergency Travel Expense Reimbursement and Travel Planning and Retailer locator should you ever decide to sell your Mazda vehicle. MAAP is a Mazda Canada program. Please call 1-800-387-2222 for more information. The Mazda Added Protection Plan is fully backed and administered by Mazda Canada Inc. For more information, please contact your Mazda Retailer.

© 2022 Mazda Canada Inc., 55 Vogel Road, Richmond Hill, Ontario L4B 3K5

For full details on the 2023 CX-9 model line-up, please visit mazda.ca or your local Mazda retailer. Bose is a registered trademark of Bose Corporation. Apple CarPlay is a trademark of Apple Inc. Android Auto is a trademark of Google LLC. CX and the CX logo are trademarks or registered trademarks of the Volkswagen Group of America (VWG).

MAZDA ROADSIDE ASSISTANCE PROGRAM

As part of our commitment to your total satisfaction, 2023 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 experience a breakdown or emergency, you can call for assistance or contact your Mazda Retailer for assistance. Roadside Assistance is available 24/7 and covers towing, battery jump-start, fuel delivery, tire inflation, and Lockout Service. For complete details on this program, see your Mazda Retailer or visit mazda.ca.

MAZDA TEST-DRIVE EXPERIENCE

Excitement begins with the Mazda Test-Drive Experience – a uniquely designed road test experience that allows you to experience the power windows, power locks, power mirrors, and more. 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

Admission to the Mazda Graduate Program is by invitation only. For recent university and college graduates.

Product changes and options availability. Following publication of this brochure, certain changes in equipment, options, specifications, price and other information may have occurred which would not be reflected in these pages. All information included in this brochure is believed to be correct at the time of publication, but accuracy cannot be guaranteed. Your Mazda Retailer is your best source for up-to-date information. Mazda reserves the right, at any time without providing any further notice or incurring any liability, to make changes to the information included in this brochure, as well as to make changes to any of the information included in this brochure.

Options and accessories shown or described in this brochure are available at extra cost and may be offered only in certain markets or subject to other restrictions. Information and specifications are subject to change without notice. Specifications may vary by jurisdiction. Canadian models and specifications may vary.

Thank you for considering a Mazda CX-9.

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 getting inspired design that will inspire your every moment on the road.

Sincerely,

David Klan
President and CEO
Mazda Canada Inc.