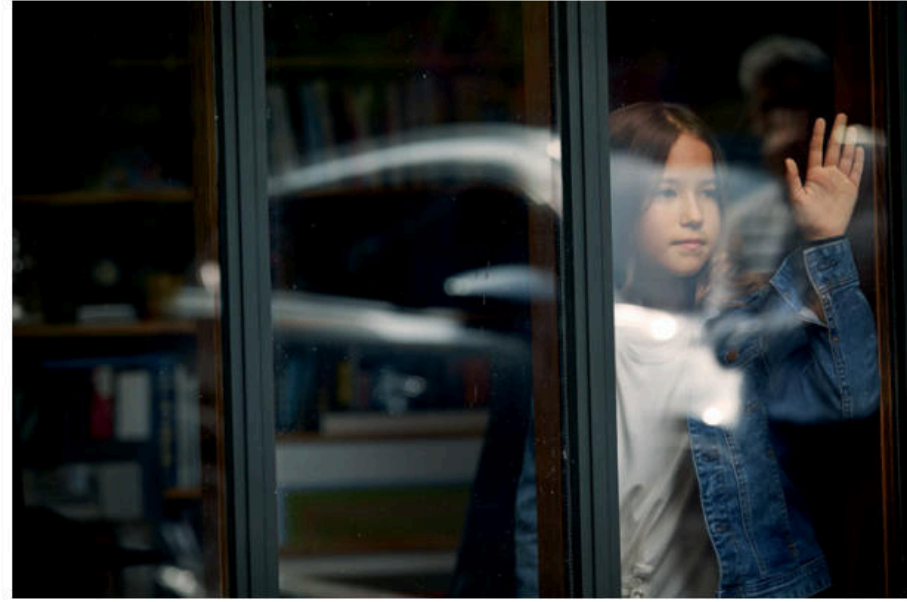




FEEL ALIVE®







Can the soul of a car company touch the heart of its drivers?

We believe so.

And have made it our pursuit.

Our passion.

Each day it inspires us.

To be inventive.

To push the limits.

To perpetually improve.

And guides us.

To breathe life into metal.

Transform light into art.

Tune engines to a feeling.

And form a bond between human and machine.

Over the last 100 years, we've been putting ingenuity before conventional thinking.

Expressed on the road.

And on the track.

Using technology to enhance our touch. Not replace it.

To not just build a car.

But create a connection.

One that begins the moment you see it.

And grows stronger every time you get behind the wheel.

Until you no longer feel like you're driving.

You feel alive.





Mazda CX-9 Signature shown with Parchment Interior and available Machine Gray Metallic (top right) | 1 Available on Signature trim



## MAZDA CX-9

Representing a bold translation of our Kodo: "Soul of Motion" design language, the Mazda CX-9 is a sophisticated three-row SUV that invigorates every journey. With its extended hood, elegant profile and a bold new grille, the CX-9 commands your attention. The new Carbon Edition adds stunning exterior accents such as Polymetal Gray paint, a gloss black front grille, black side mirrors and metallic black 20-inch alloy wheels.

Step inside, and you'll find an abundance of premium touches, including natural materials<sup>1</sup> 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.

## 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.





Machine Gray Metallic shown. Extra cost option available with select trims. Visit [MazdaUSA.com](http://MazdaUSA.com) to see all the vibrant color choices available.

## A VIBRANT EXPRESSION

Every detail of our design process is intentional. Including the paint. Before a single drop of color is applied, master painters first perfect their technique by hand. Ensuring the surface of the Mazda CX-9 has depth and saturation. They apply color with precision, illuminating the curves and characteristics of our Kodo design. The machines used to paint the CX-9 are calibrated to replicate the exact movement of this human technique.

Our daring array of lustrous finishes—including the new Polymetal Gray Metallic offered on Carbon Edition models—may be the final touch on the CX-9, but it is the first thing that will catch your eye. And it will continue to draw your gaze, time and time again.



Polymetal Gray Metallic

## 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 maneuver 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.





<sup>1</sup> Based on EPA estimates for 2021 Mazda CX-9 FWD models, 22 city/28 highway MPG, Mazda CX-9 AWD model shown, 20 city/26 highway MPG. Actual results will vary. <sup>2</sup> 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 approach 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 Turbo engine that delivers up to 250 hp,<sup>2</sup> along with an impressive 320 lb-ft of torque.<sup>2</sup> So you'll enjoy immediate acceleration every time you merge onto the freeway or pass other vehicles.

## 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! 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 where you're driving, G-Vectoring Control Plus actively works behind the scenes to heighten the natural sense of confidence you feel on the road. By seamlessly adjusting engine torque and applying subtle braking pressure to the outside front wheel, this advanced system imperceptibly shifts the vehicle's weight to help stabilize it through each turn in real time. The end result is a more intimate connection between car and driver.



† Available Off-road Traction Assist helps free tires that are stuck when the vehicle tires become embedded in mud, sand or deep snow.



## 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-Activsense®—an intelligent suite of safety features that alert you to hazards and help you avoid collisions, or lessen their impact. i-Activsense® includes a host of advanced safety innovations, such as Blind Spot Monitoring,<sup>1</sup> an available Driver Attention Alert<sup>2</sup> that can help reduce accidents caused by driver fatigue, plus standard and available automatic braking systems that can help reduce damage in the event of a collision while driving forward or in reverse.<sup>3</sup> Together, these sophisticated adjustments and alerts create a more confident and inspiring experience behind the wheel.

<sup>1</sup> 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. <sup>2</sup> Driver Attention Alert operates under certain driving conditions above 40 mph. It is 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. <sup>3</sup> Advanced Smart City Brake Support with Day and Night-time Pedestrian Detection, Smart Brake Support with Collision Warning and available Smart City Brake Support-Reverse 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 operation and detection of these systems. Please see your Owner's Manual for further details.



## MAKE A SMARTER CONNECTION

The road less traveled is no place to lose touch. Mazda Connected Services<sup>1</sup>, now standard across all CX-9 models, enables you to access your vehicle's health status report, start the engine, lock and unlock the doors remotely and more, all through the MyMazda App on your mobile device. Your CX-9 can also be equipped with in-car Wi-Fi<sup>2</sup> capabilities and provide access to emergency services like automatic 911<sup>3</sup> dialing and roadside assistance. It's technology that stays with you, where and when you need it most. Best of all, it's complimentary for the first three years of ownership!

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 now features a larger 10.25-inch center display, and includes standard Apple CarPlay™ integration<sup>4</sup> for your iPhone® (shown) plus Android Auto™ integration<sup>5</sup>.



<sup>1</sup> Connected services are subject to change at any time without notice. Mazda Connected Services, available Fall 2020, is provided during a 3-year trial period; annual subscription fees apply thereafter. Use of MyMazda App and compatible phone are required. Data fees may apply. <sup>2</sup> 3-month/2GB wireless data trial, available Fall 2020, provides access to AT&T's wireless data services. Eligible vehicle, compatible SIM card and trial activation by customer required. 3-month period begins at time of trial activation; wireless data service expires when 2GB of data is used or when 3-month period ends, whichever comes first. Hotspot connects up to 5 Wi-Fi capable devices, which use data from your plan. Wi-Fi hotspot functionality not available outside of U.S. & Canada. Service in Canada subject to unaffiliated carrier coverage. Offer, terms and pricing subject to change. Coverage and service not available everywhere. Visit [www.at.com/USTermsandconditions](http://www.at.com/USTermsandconditions) for more. <sup>3</sup> Mobile 911 automatically calls 911 from a paired hands-free device when a moderate to severe collision is detected. Specific phone settings are required. There are limitations to the system. <sup>4</sup> Apple CarPlay shown while using iOS 13. Android and Android Auto are trademarks of Google LLC. Apple CarPlay, iPhone and Siri are trademarks of Apple Inc. **IMPORTANT SAFETY AND PRIVACY INFORMATION:** Never drive while distracted or while using a hand-held device. Driving while distracted can result in the loss of vehicle control, resulting in a collision causing property damage, serious injury or death. Please see your Owner's Manual for important feature details and related privacy information.



## 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 clamor. 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® 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.

## 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 Rear Power Liftgate<sup>1</sup> 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.



<sup>1</sup> Always check the area around the Rear Power Liftgate before opening and closing it. Hands-free capability requires the vehicle's key fob to be in proximity of the liftgate. Please remember to properly secure all cargo. See your Owner's Manual for further details.



## 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 is passed onto the sheet metal, breathing life into the vehicle. From designer to driver, this connection ultimately creates an enriching emotional bond between you and your Mazda.



### 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 ventilation, helping to keep you at the ideal temperature year-round. For the second row, available captain's chairs<sup>1</sup> feature a convenient center console or walk-through option, while the standard 60/40 split second-row bench seats get an available Easy Slide-and-Tilt feature that eases access for third-row passengers. Plus, everyone on board can enjoy their devices longer, thanks to USB chargers throughout the second and third rows.<sup>2</sup>



<sup>1</sup> Captain's chairs with center walk-through available with select CX-9 Touring, Grand Touring and Carbon Edition trims; captain's chairs with center console standard on CX-9 Signature. <sup>2</sup> Second- and third-row USB charging ports are available features.



## 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. Newly updated interior accents. Second-row captain's chairs with a convenient center console. A uniquely stitched leather-wrapped steering wheel. And quilted Nappa leather seats with accent stitching finished in two gorgeous shades—Deep Chestnut and Parchment (shown). Making every inch of the cabin a highly refined space that will truly enhance your driving experience.





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.

MAZDA. FEEL ALIVE.®

## ENGINE

SKYACTIV®-G 2.5 Dynamic Pressure Turbo engine

250 hp @ 5,000 rpm (with 93 octane fuel)

227 hp @ 5,000 rpm (with 87 octane fuel)

320 lb-ft of torque @ 2,500 rpm (with 93 octane fuel)

310 lb-ft of torque @ 2,000 rpm (with 87 octane fuel)

## TRANSMISSION & DRIVETRAIN

SKYACTIV®-Drive 6-speed automatic with manual shift and Sport modes

Front-wheel drive

Available i-ACTIV AWD® with Off-road Traction Assist<sup>a</sup> (standard on Signature)

Hill Launch Assist<sup>b</sup>

## FUEL ECONOMY

EPA-estimated MPG (city/highway)<sup>c</sup>

FWD

22/28

AWD

20/26

## FUEL TANK CAPACITY

FWD

19.0 U.S. gallons

AWD

19.5 U.S. gallons

## DIMENSIONS

Overall length: 199.4"

Wheelbase: 115.3"

Width: 77.5" (with wheel arch molding)

Height: 69.0" (with shark fin antenna)

## CARGO CAPACITY

14.4 cu ft with 2nd- and 3rd-row seatbacks up

38.2 cu ft with 3rd-row seatback folded down

71.2 cu ft with 2nd- and 3rd-row seatbacks folded down

## TOWING CAPACITY

Up to 3,500 pounds<sup>d</sup>

<sup>a</sup> Available Off-road Traction Assist helps free tires that are stuck when the vehicle tires become embedded in mud, sand or deep snow. <sup>b</sup> Hill Launch Assist is an auxiliary device that assists the driver in accelerating from a stop while on a slope. It is not a substitute for safe and attentive driving. There are limitations to the system. Please see your Owner's Manual for further details. <sup>c</sup> EPA-estimated mileage. Actual results will vary. <sup>d</sup> Towing capacity shown is maximum and must be reduced by the weight of any passenger, cargo hitch or optional equipment in the towing vehicle. Please refer to vehicle Owner's Manual for details regarding towing capacities and other valuable information. Towing a trailer will have an effect on the vehicle's handling, braking, durability, performance and driving economy. For specific information on recommended or required equipment, see your Mazda Dealer. Hitches are available through manufacturers other than Mazda.



## CX-9 SPORT



AVAILABLE EXTERIOR COLORS<sup>2,3</sup>

### STANDARD FEATURES INCLUDE:

SKYACTIV-VEHICLE DYNAMICS with G-Vectoring Control Plus  
LED headlights with auto on/off  
LED daytime running lights  
LED taillights  
Front grille with Bright finish  
18-inch alloy wheels with Gray Metallic finish and P255/60 R18 tires  
Body-color rear roofline spoiler  
Heated power side mirrors with integrated turn signal indicators  
Rain-sensing windshield wipers  
Rear privacy glass  
Dual exhaust outlets  
Chrome grille insert  
Three-zone automatic climate control  
Power windows with one-touch auto open/close on all windows  
Power door locks with speed-sensing auto lock  
Remote keyless entry  
Cloth-trimmed seats  
Leather-wrapped steering wheel and shift knob

6-way power-adjustable driver's seat with power-adjustable lumbar support  
Heated front seats  
Trip computer  
Cruise control  
Tilt and telescopic steering column  
Steering-wheel-mounted audio, phone and cruise controls  
Rearview camera<sup>11</sup>  
Audio system with 6 speakers  
Auxiliary audio input jack and 2 USB audio input ports  
Bluetooth<sup>®</sup> hands-free phone and audio streaming  
Apple CarPlay<sup>™</sup> integration<sup>6</sup>  
Android Auto<sup>™</sup> integration<sup>6</sup>  
MAZDA CONNECT<sup>™</sup> Infotainment System<sup>12</sup> with:  
10.25-inch full-color display, Multifunction Commander control, HD Radio<sup>™</sup>, Infotainment system voice command, Pandora<sup>®</sup> integration, Radio Broadcast Data System program information, E911 automatic emergency notification,<sup>13</sup> and SMS text message audio delivery and reply  
Mazda Connected Services (3-year trial)<sup>14</sup>  
Dual 12-volt power outlets (front and cargo area)  
Front door pocket illumination

2nd-row bench seat with 60/40 split seatbacks, center armrest and cupholders  
3rd-row 50/50 split seatbacks  
Rear cargo area storage boxes and under-floor storage  
3-point seatbelts at all seating positions  
Advanced dual front air bags<sup>15</sup> with driver's seat position and passenger-weight sensors  
Front side-impact air bags<sup>15</sup> and side-impact air curtains with rollover protection  
Blind Spot Monitoring<sup>4</sup>  
Rear Cross Traffic Alert<sup>4</sup>  
Advanced Smart City Brake Support<sup>9</sup> with Day and Night-time Pedestrian Detection  
Smart Brake Support with Collision Warning<sup>10</sup>  
High Beam Control  
Lane Departure Warning System<sup>7</sup>  
Lane-keep Assist<sup>7</sup>  
Mazda Radar Cruise Control with Stop & Go<sup>8</sup>  
Hill Launch Assist<sup>15</sup>  
Dynamic Stability Control<sup>16</sup> and Traction Control System  
Trailer Stability Control<sup>17</sup>  
Tire Pressure Monitoring System

<sup>1</sup> SiriusXM audio and data services each require a subscription sold separately, or as a package, by Sirius XM Radio Inc. If you decide to continue service after your trial, the subscription plan you choose will automatically renew thereafter and you will be charged according to your chosen payment method at then-current rates. Fees and taxes apply. To cancel, you must call SiriusXM at 1-866-635-2349. See SiriusXM Customer Agreement for complete terms at [www.siriusxm.com](http://www.siriusxm.com). All fees and programming subject to change. Current information and features may not be available in all locations. Sirius, XM and all related marks and logos are trademarks of Sirius XM Radio Inc. <sup>2</sup> Traffic Sign Recognition System is not a substitute for safe and attentive driving. Factors including weather and condition of the traffic sign can impact recognition or display of the sign. Always check traffic signs visually while driving. Please see your Owner's Manual for further details. <sup>3</sup> 360° View Monitor may not provide a comprehensive view of the entire surrounding area of this vehicle. Always check your surroundings visually. Please see your Owner's Manual for further details. <sup>4</sup> 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. <sup>5</sup> Always check the area around the Rear Power Liftgate before opening and closing it. Available hands-free capability requires the vehicle's key fob to be in proximity of the liftgate. Please see your Owner's Manual for further details. <sup>6</sup> Requires compatible phone and standard text and data rates apply. Third-party interface providers are solely responsible for their product functionality and third-party terms and privacy statements apply. Don't drive while distracted or while using a hand-held device. Android Auto is a trademark of Google LLC. Apple CarPlay is a trademark of Apple Inc. <sup>7</sup> Lane Departure Warning System and Lane-keep Assist operate under certain driving conditions above 37 mph. Neither system is a substitute for safe and attentive driving. There are limitations to the range and detection of the systems. Please see your Owner's Manual for further details. <sup>8</sup> Mazda Radar Cruise Control (MRCC) with Stop & Go is not a substitute for safe and attentive driving. There are limitations to the range and detection of the system. Driver action is required to resume MRCC with Stop & Go after a complete stop. Please see your Owner's Manual for further details. <sup>9</sup> Advanced Smart City Brake Support with Day and Night-time Pedestrian Detection operates under certain conditions between about 2 and 50 mph when object is a vehicle and between about 6.2 to 50 mph when the object is a pedestrian. It is not a substitute for safe and attentive driving and is only designed to reduce damage in the event of a collision. There are limitations to the operation and detection of the system. Please see your Owner's Manual for further details. <sup>10</sup> Smart Brake Support with Collision Warning operates under certain conditions above 10 mph. It is not a substitute for safe and attentive driving and is only designed to reduce damage in the event of a collision. There are limitations to the range and detection of the system. Please see your Owner's Manual for further details. <sup>11</sup> Rearview camera does not provide a comprehensive view of the entire rear area of this vehicle. Always check your surroundings. <sup>12</sup> Don't drive while distracted. Even with voice commands, only use Mazda Connect<sup>™</sup> /other devices when safe. Some features may require cellular or Wi-Fi service; some features may be locked out while the vehicle is in motion. Not all features are compatible with all phones. Message and data rates may apply. <sup>13</sup> Always wear your seat belt and secure children in the rear seats in appropriate child restraints. <sup>14</sup> Mobile 911 automatically calls 911 from a paired hands-free device when a moderate to severe collision is detected. Specific phone settings are required. There are limitations to the system. Please see your Owner's Manual for further details.



### CX-9 TOURING



AVAILABLE EXTERIOR COLORS<sup>23</sup>

#### FEATURES IN ADDITION TO OR IN PLACE OF SPORT:

Mazda Advanced Keyless Entry System  
Leather-trimmed seats (1st- and 2nd-row outboard seating positions)  
6-way power-adjustable front passenger seat  
2nd-row Easy Slide-and-Tilt bench seat  
2nd-row center folding armrest with integrated storage, cup holders and 2 USB charging ports (not available with optional captain's chairs)  
Auto-dimming rearview mirror with HomeLink®  
Rear Power Liftgate with programmable height adjustment<sup>5</sup>  
Dual illuminated vanity mirrors

#### AVAILABLE OPTION AND PACKAGE

##### TOURING PREMIUM PACKAGE

Power sliding-glass moonroof with sunshade  
12-speaker Bose® premium audio system  
SiriusXM Satellite Radio<sup>1</sup> with 3-month trial subscription  
LED fog lights  
Front and rear parking sensors<sup>4</sup>  
2nd-row retractable window shades  
Wireless phone charger<sup>19</sup> and dual 3rd-row USB charging ports  
2nd-row captain's chairs with armrest and center walk-through (requires Premium Package)



### CX-9 CARBON EDITION



AVAILABLE EXTERIOR COLOR<sup>23</sup>

#### FEATURES IN ADDITION TO OR IN PLACE OF TOURING:

Exclusive Polymetal Gray Metallic paint  
20-inch alloy wheels with Black Metallic finish and P255/50 R20 tires  
Black automatic power folding side mirrors  
Gloss Black front grille  
Power sliding-glass moonroof with sunshade  
Aluminum roof rails with Satin Chrome finish  
Bright finish lower body trim  
Windshield wiper de-icer  
Paddle shifters  
Adaptive Front-lighting System  
LED fog lights  
Hands-free Rear Power Liftgate<sup>5</sup>  
Exclusive Red leather-trimmed seats  
8-way power driver's seat with lumbar support and memory  
Heated steering wheel  
Frameless rearview mirror  
2nd-row captain's chairs with armrest and center walk-through  
2nd-row retractable window shades  
12-speaker Bose® premium audio system  
SiriusXM Satellite Radio<sup>1</sup> with 3-month trial subscription  
Gloss Black interior trim  
Ventilated front seats  
Wireless phone charger<sup>19</sup> and dual 3rd-row USB charging ports  
Driver Attention Alert<sup>20</sup>  
Smart City Brake Support-Reverse<sup>21</sup>  
Front and rear parking sensors<sup>4</sup>



### CX-9 GRAND TOURING



AVAILABLE EXTERIOR COLORS<sup>23</sup>

#### FEATURES IN ADDITION TO OR IN PLACE OF TOURING:

Power sliding-glass moonroof with sunshade  
20-inch alloy wheels with Silver Metallic finish and P255/50 R20 tires  
Paddle shifters  
Hands-free Rear Power Liftgate<sup>5</sup>  
Adaptive Front-lighting System  
LED fog lights  
Automatic power folding side mirrors  
Aluminum roof rails with Satin Chrome finish  
Windshield wiper de-icer  
7-inch LCD Meter Display  
12-speaker Bose® premium audio system  
SiriusXM Satellite Radio<sup>1</sup> with 3-month trial subscription  
SiriusXM Traffic and Travel Link services 3-year subscription<sup>1</sup>  
Wireless phone charger<sup>19</sup> and dual 3rd-row USB charging ports  
LED overhead room lamp  
Windshield-projected Active Driving Display  
Navigation System  
Frameless auto-dimming rearview mirror with HomeLink®  
Heated steering wheel  
8-way power driver's seat with lumbar support and memory  
Ventilated front seats  
2nd-row heated seats  
2nd-row retractable window shades  
Traffic Sign Recognition System<sup>2</sup>  
360° View Monitor<sup>3</sup> with front and rear parking sensors<sup>4</sup>  
Driver Attention Alert<sup>20</sup>  
Smart City Brake Support-Reverse<sup>21</sup>

#### AVAILABLE OPTION

Heated 2nd-row captain's chairs with armrest and center walk-through



### CX-9 SIGNATURE



AVAILABLE EXTERIOR COLORS<sup>23</sup>

#### FEATURES IN ADDITION TO OR IN PLACE OF GRAND TOURING:

i-Activ AWD® with Off-road Traction Assist<sup>22</sup>  
20-inch alloy wheels with Brilliant Silver finish  
Front grille with Titanium Gray Metallic finish  
Larger dual exhaust pipes  
LED signature grille accent lighting  
Nappa leather-trimmed seats in Deep Chestnut or Parchment  
Quilting and piping on 1st- and 2nd-row seats  
Color-matched interior accents  
2nd-row captain's chairs with center console  
Leather-wrapped steering wheel with unique stitching  
Genuine Santos Rosewood interior inlays  
Genuine Aluminum trim with unique design  
Signature AWD badge

<sup>15</sup> Hill Launch Assist is an auxiliary device that assists the driver in accelerating from a stop while on a slope. It is not a substitute for safe and attentive driving. There are limitations to the system. Please see your Owner's Manual for details. <sup>16</sup> Dynamic Stability Control (DSC) is an electronic system designed to help the driver maintain control under adverse conditions. It is not a substitute for safe driving practices. Factors including speed, road conditions and driver steering input can all affect whether DSC will be effective in preventing loss of control. Please see your Owner's Manual for further details. <sup>17</sup> Not a substitute for safe and attentive driving. There are limitations to the system. Please see your Owner's Manual for further details. <sup>18</sup> Connected services are subject to change at any time without notice. Mazda Connected Services, available Fall 2020, is provided during a 3-year trial period; annual subscription fees apply thereafter. Use of MyMazda App and compatible phone are required. Data fees may apply. Never drive while distracted or while using a hand-held device. Please see your Owner's Manual for important feature details and related privacy information. <sup>19</sup> Requires Qi-enabled smartphone. Please see your Owner's Manual for further details. <sup>20</sup> Driver Attention Alert operates under certain driving conditions above 40 mph. It is 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. <sup>21</sup> Smart City Brake Support-Reverse operates under certain conditions between about 2 and 4 mph when an obstruction is detected at the rear of the vehicle. It is not a substitute for safe and attentive driving and is only designed to reduce damage in the event of a collision. There are limitations to the operation and detection of the system. Please see your Owner's Manual for further details. <sup>22</sup> Available Off-road Traction Assist helps free tires that are stuck when the vehicle tires become embedded in mud, sand or deep snow. <sup>23</sup> Available exterior colors, some available at extra cost, vary based on vehicle and trim combinations. Visit MazdaUSA.com to see all the vibrant color choices available. **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.



## ACCESSORIES THAT EXPRESS YOUR INDIVIDUALITY

Each aspect of driving should benefit from beautiful design. From the available Roof Rack (shown) to the Thule® Canyon Roof Basket with Stretch Cargo Net<sup>1</sup> (shown), Mazda accessories are crafted to help make your CX-9 yours. When installed by your Mazda Dealer, Genuine Mazda Accessories carry the same New Vehicle Limited Warranty<sup>2</sup> as your new Mazda.

To learn more about Genuine Mazda Accessories, visit [Accessories.MazdaUSA.com](https://www.mazdausa.com/accessories).

3.5mm Audio Cable  
All-Weather Floor Mats  
Cargo Mat  
Cargo Net  
Cargo Tray  
Collapsible Cargo Carrier  
First Aid Kit  
Frameless Auto-Dimming Rearview Mirror with Homelink®  
Interior Lighting Kit  
LED Ashtray  
LED Fog Lights  
License Plate Frames  
Illuminated Doorsill Trim Plates  
Mazda Key Chains  
Mazda Valve Stem Caps  
Moonroof Wind Deflector  
Rear Parking Sensors  
Retractable Cargo Cover  
Roadside Assistance Kit  
Roof Rack-Cross Bars  
Roof Rack-Side Rails  
Side Storage Nets  
Side Window Deflectors  
Soft Cargo Liner  
Splash Guards (Front & Rear)  
Thule® Board Shuttle  
Thule Canyon Roof Basket with Stretch Cargo Net  
Thule Force Cargo Boxes  
Thule Glide and Set Kayak Carrier  
Thule Hull-A-Port-Pro  
Thule Platform Bike Carrier  
Thule Transporter  
Thule Universal Flat Top  
Thule Upright Bike Carrier  
Thule Vertex 2 & 4 Hitch-Mount Bike Carrier  
Touch-up Paint  
Trailer Hitch (Class II)  
Wheel Locks (Chrome & Black)  
Windshield Sunscreen

<sup>1</sup> All roof attachments require Roof Rack (Roof Rails and Crossbars). Roof Rails, Crossbars and attachments sold separately. Please remember to properly secure all cargo. <sup>2</sup> Genuine Mazda Accessories sold and installed by a Mazda Dealer are covered for the duration of the New Vehicle 36-month/36,000-mile Limited Warranty, or if vehicle is outside of the New Vehicle Limited Warranty, then 12-months/12,000-miles from the installation date. Please refer to your Warranty Information booklet or check with your Mazda Dealer for details. **IMPORTANT ACCESSORY INFORMATION:** Items are subject to availability. With all accessories, please check with your Mazda Dealer for applicable models. In some cases, parts in addition to those shown will be required for proper installation. In all cases, professional installation by your Mazda Dealer is recommended. Please see your Mazda Dealer for product details and availability.



## THE ESSENCE COLLECTION

Inspired by the precision of Japanese tailoring. Brought to life with a balance of exceptional materials, finishes and graphics that nod to the energy, intuition and ability of the human spirit. This is the Essence line. A collection of inspired clothing and lifestyle accessories, Essence pays tribute to Mazda's deeply held philosophy that drives the development of our cars forward.

Visit [MazdaCollection.com](https://www.mazdacollection.com) to view the entire line of apparel and lifestyle accessories.





