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2014 MAZDA CX-5

- Mazda's Compact SUV Entry Boasts New 2.5L Engine, Added Safety Features -

LOS ANGELES (November 29, 2012) – With its class-leading fuel economy, head-turning design and better-than-the-rest handling, the 2013 CX-5 has been a worldwide winner for Mazda Motor Corporation (MC) since it was unveiled in Los Angeles last year, and still continues to be. With SKYACTIV Technology, the brand's breakthrough engineering and manufacturing approach to its next generation of vehicles, the fuel efficient boost to its lineup saw the manufacturer increasing production of its SKYACTIV engines two-fold. Now, the first Mazda vehicle to introduce the full suite of SKYACTIV Technology, the CX-5 returns to Los Angeles to make its 2014 model year North American debut and features a powerful new SKYACTIV-G 2.5-litre gasoline engine as well as the all-new Smart City Brake Support (SCBS) system.

“The ongoing success of the CX-5 is something we were expecting and we have not been let down,” said Kory Koreeda, president, Mazda Canada. “Using a clean-sheet-of-paper design approach, the CX-5 entered an extremely competitive compact SUV segment and has made quite an impact. The overwhelmingly positive response from consumers and critics alike are testaments that performance and practicality can be a winning formula without compromises.”

On sale since late February, CX-5's year-to-date numbers make over 15 percent of MCI's total sales and are outpaced only by Mazda's perennial global best-seller, the Mazda3 compact car. The 2014 CX-5 will go on sale in Canada in January 2013.

Engineered for the Real World

A sports car doesn't fit the everyday needs of most consumers, but fun typically doesn't come packaged with sensibility – until SKYACTIV Technology. Developed solely by Mazda, the brand that invented Zoom-Zoom for all, SKYACTIV Technology is a deeply embedded philosophy that obtaining more power, more torque and better fuel economy can be had by creating overall vehicle

efficiency and still be offered at a dollar amount attainable by the majority of the car-buying population. What is lost in the process of improved engineering numbers? Nothing. Safety, spaciousness, style – still all there. And better than before.

Upon entering the marketplace, the CX-5 was an all-new, true-to-segment entry into the compact SUV circle. Outfitted with a SKYACTIV-G 2.0-liter gasoline engine for all three trim levels – GX, GS, and GT – the engine and its matching SKYACTIV transmissions offered consumers exceptional fuel economy on all models. With 155 horsepower at 6,000 rpm and 150 lb-ft of torque delivered at 4,000 rpm, enough get-up-and-go oomph delivered dynamics that any enthusiast could appreciate. The standard push-button start was all it took to get the revving going.

For 2014, the racecar-like 13:1 compression ratio and uniquely crafted 4-2-1 exhaust system remain but can now be paired with an all-new SKYACTIV-G 2.5-liter gasoline engine for GS and GT models. Boasting over 19 percent more horsepower and 23 percent more torque, the SKYACTIV-G 2.5L still maintains the high fuel economy standards set by the SKYACTIV-G 2.0L in its segment-leading efficiency. Redline is achieved at 6,800 rpm in the 2.0-liter and at 6,500 rpm in the 2.5-liter engine.

All CX-5 GX models will be equipped with the SKYACTIV-G 2.0L engine and continue to offer fuel economy of 7.8 city / 5.7 highway litres per 100 kilometres (L/100 km) when mated to the SKYACTIV-MT six-speed manual transmission, or 7.7 / 6.1 L/100 km (city / hwy) when optioned with the SKYACTIV-Drive six-speed automatic transmission. When equipped with Mazda's Active Torque-Split All-Wheel Drive system (AT models only), fuel economy remains a highly-efficient 8.0 / 6.4 L/100 km (city / hwy). At 5.7 L/100 km, CX-5 still remains one of the most fuel efficient SUVs sold in Canada.

Only available with an automatic transmission, GS and GT models will receive the SKYACTIV-G 2.5L engine. Touting 184 horsepower at 5,700 rpm and 185 lb-ft of torque at 3,250 rpm (FWD; AWD reaches peak torque at 4,000 rpm), the CX-5 becomes one of the more powerful non-turbocharged compact SUVs in its class. The official Transport Canada numbers are expected to reflect minimal sacrifice in efficiency with 8.3 city/ 6.2 highway L/100 km for front-wheel-drive (FWD) vehicles and 8.5 city / 6.6 highway L/100 km for AWD vehicles.

As with the 2.0L engine, fuel tank capacity in FWD models is 56 litres while AWD vehicles feature a slightly larger 58 litre tank. This difference is to ensure that regardless of a consumer's choice of vehicle, the CX-5's driving range will remain similar across the model line at over 900 kilometres. Simply put, the 2014 CX-5 truly knows how to move forward and go further.

But fuel efficiency and power can't be had with simple tricks. By crafting efficiency into not just a lighter engine and shorter shift strokes but also into every panel and every bolt, SKYACTIV Technology is a showcase for weight-saving technique. With a starting weight of 1,451 kg (3,199 lbs), a CX-5 GX FWD with SKYACTIV-MT weighs *less* than some compact cars, such as the MAZDASPEED3 (1,488 kg). When fully equipped, a GT AWD model weighs in at 1,604 kg (3,536 lbs). Even with a trim frame and smaller footprint, all CX-5 models offer a 907 kg (2,000 lbs) towing capacity.

Distinguishing Design

Mazda's current design language known as KODO, or "Soul of Motion," is as inspiring as the very subject it draws inspiration from: nature, at its most calm to its most furious. The ability to evoke a serenity that also promotes excitement is the essence of KODO. Calm, collected and coolly confident, the CX-5 entered a segment often devoid of signature character lines, a vehicle class better known more for its Point A-to-Point B mannerisms and bulk-item cargo volume than for its style palate. As the first production Mazda to fully incorporate the KODO – Soul of Motion language, CX-5 is convincingly striking in comparison to its peers.

Its sculptured body is taut and compact, yet muscular, and shapely front and rear fenders hug the sporty SUV's 17- and 19-inch wheel options. CX-5 GX comes standard with 17-inch steel wheels, while the GS has 17-inch aluminum alloy wheels wrapped in P225/65R17 Yokohama all-season tires. GT models ride on aggressive 19-inch aluminum alloy wheels outfitted with P225/55R19 Toyo all-season tires.

In the front, the black trapezoidal grille patterns add muscular depth while the new familial five-point "signature wing" extends its striking chrome into the angular wraparound headlamps. Detailed precision is magnified as a single sweeping stroke bridges the lower corners with sleek, artistic

expression. Atop the strong fenders begins a pronounced crease, which curves and darts across the side panels, eventually readjusting to wrap itself around stylized tail lamps.

All this expression of motion in the sheet metal, the rounded surfaces befitted with edgy creases, are as much for finesse as they are for function. The sharply raked A-pillar is matched by the angles of the fastback design of the C-pillar and rear window, topping a dynamic profile, which at the same time, affords all occupants one of the widest fields of view in the compact SUV segment.

CX-5's exterior design was developed to create optimal airflow, making the overall shape as smooth as possible. This not only helped it achieve high fuel efficiency but also kept wind noise to a comfortable minimum. Additionally, all models are equipped with a rear spoiler, which not only aids in the vehicle's already exceptional aerodynamic performance but also complements its aggressive poise. With a 0.33 coefficient of drag, CX-5 is one of the sleekest compact utilities currently on the market.

Interior Indulges

The vehicle's exterior expression is evident in its interior impression as well. The driver-oriented cabin is intuitive with easy-to-read screens and a multitude of frequently-used controls within well-placed reach. And passengers are welcomed as well to relax in the comfort of the compact SUV's supportive seats and soft-touch surfaces.

Black provides the clean base colour throughout the cabin with sculpted, body-embracing seating available in either black or a two-tone black/sand on a choice of two cloth fabric patterns or genuine perforated leather. The black-on-black layout begets a traditional go-to colour scheme for affluent sportiness. The sand-on-black arrangement offers a vibrant and refined colour-contrasting option. Both colour choices present the well-tailored fit and finish of the CX-5's interior with defined luxury and modern comfort.

With no detail overlooked, every surface and crevice has been designed with purpose in addition to style. Featuring an abundance of soft materials on the door trims and upper dash panels, piano black accents and satin chrome elements further convey a high-end, well-crafted sense of quality. The instrument cluster offers meter lighting that makes the gauges bright and visible in the daylight as well as non-blinding in the darkness. The three-spoke racing-inspired steering wheel appeals to

enthusiasts and offers functional features such as a tilt-and-telescopic adjustable column with steering-wheel-mounted audio and cruise controls as standard equipment.

Such luxury features abound on the CX-5's abundant wheelbase length of 2,700 mm. Seating five adults and offering a cabin that is undeniably flexible to everyday errands and weekend getaways, CX-5 does more than accommodate the demands of today's active all- work and all-play lifestyles; it embraces them.

Offering among the roomiest interiors for the segment, legroom for the second row is an ample 997 mm with an equally generous knee clearance of 66 mm. The wide cavity under the front seats also offers abundant rear passenger foot space and can be used as additional storage to hide personal effects. Rear headroom is a roomy 991 mm.

Up front, both the driver and passenger can enjoy 1,018 mm of headroom (990 mm when equipped with a moonroof), 1,460 mm for broad shoulders and 1,041 mm to stretch long legs. Six- or eight-way power-adjustable driver seats are standard on all but the GX model, which is equipped with a six-way manual adjustable driver's seat.

Rear cargo volume is cavernous at 966 litres behind the second-row seats. With those seats down, capacity increases to 1,835 L in GX models and 1,852 L in GS and GT models. GX trims feature a standard 60/40-split seat configuration while GS and GT trims come standard with 40/20/40-split rear seats. While not the first compact SUV to offer a three-piece independent seat layout, CX-5 does offer simplicity in operation. A single-action topside seat button allows the left- and right-side seat backs to fold down while a looped handle frees the middle. Release levers located in the cargo area also offer easy single-motion fold down capability.

Connect and Communicate

Whether challenging a curvy highway solo or cruising downtown straightaways with a full house, audio and infotainment features are always within reach of the driver. A 5.8-inch in-dash touch screen commands the center console stack and features intuitive phone, audio and navigation functions (when equipped). Streamlined steering wheel controls also enable a more straightforward operation of the infotainment system.

Other available features include Bluetooth phone and audio connectivity as well as iPod audio playback in which iPod information can be accessed via the 5.8-inch touch screen. USB and auxiliary jack connections are standard and located in the center console storage bin.

A nine-speaker, 225-watt Bose Centerpoint Surround Sound System with AudioPilot was custom developed for the CX-5 using premium lightweight materials and components, saving weight while offering clarity and performance similar to larger, bulkier sound systems.

An in-dash TomTom technology-based navigation system is available for GT models and features premium North American maps, advanced lane guidance, instinctive voice recognition and real-time traffic alerts. The navigation module communicates with the Sanyo display head unit in the CX-5 via a USB interface and utilizes an SD card for storing map data. The SD card feature allows consumers to input customized maps and regularly update mapping content via any personal computer.

Amenities Come Standard

While final pricing will be available closer to the vehicle's on-sale date, the 2014 CX-5 will be competitively priced with a wealth of standard offerings.

Equipped with a SKYACTIV-G 2.0-liter gasoline engine and SKYACTIV-MT six-speed manual, GX models start with high-level features such as keyless entry, heated power side view mirrors with side turn lamps, automatic headlight shutoff as well as exterior cues in a body-colored rear spoiler, shark-fin antenna, and door handles.

The pleasantly appointed cabin offers cloth seat upholstery, power windows with a driver's side one-touch auto up/down feature, cruise control, a tilt-and-telescopic steering wheel, steering-wheel-mounted audio and cruise control functions, air conditioning with a pollen filter, a four-speaker AM/FM/CD/MP3-compatible radio with Automatic Level Control (ALC), 60/40-split rear seats as well as auxiliary and USB connection ports – all standard. Push-button start also is standard on all models, making CX-5 the only non-luxury compact SUV to offer this premium feature at a convenient consumer-friendly cost of zero.

CX-5 GX models can be equipped with the optional SKYACTIV-Drive six-speed automatic transmission and the Active Torque-Split AWD system (requires automatic transmission and Convenience Package on GX trim). A Convenience Package can be added and includes 17-inch alloy wheels, privacy glass, Bluetooth hands-free phone and audio connectivity with steering wheel controls, a 5.8-inch in-dash color touch screen, and HD Radio Technology.

Moving up to the GS model, the Convenience Package for GX models becomes standard equipment as does a power moonroof, Blind Spot Monitoring (BSM) system, foglights, an upgraded six-speaker AM/FM/CD/MP3-compatible radio, rain-sensing windshield wipers, a rearview camera with distance guide lines (viewable via the 5.8-inch touch screen monitor), upgraded cloth upholstery with heated front seats, a six-way power-adjustable driver's seat, 40/20/40-split remote fold-down rear seats and a rear seat armrest with cup holders. The SKYACTIV-G 2.5-liter gasoline engine and SKYACTIV-Drive automatic transmission are standard fare on GS models.

The only option available for the GS trim is the active torque split all-wheel drive system.

Top-of-the-line GT models are equipped with all the luxuries of GS models and add a number of additional features as standard equipment. The 17-inch wheels on GX and GS vehicles are replaced with larger 19-inch aluminum alloy wheels on the GT. Other standard niceties include an Intelligent Key System, BOSE audio system with 9 speakers, dual-zone automatic climate control, leather-wrapped steering wheel, shift knob, and parking brake handle, 8-way power adjustable driver's seat with power lumbar support, leather upholstery, and an auto-dimming rearview mirror with Homelink.

A Technology Package is also available for GT models. This package includes the in-dash TomTom navigation system, automatic on/off bi-xenon auto-leveling headlights, a pivoting Adaptive Front-lighting System (AFS), SIRIUS satellite radio with free 6-month subscription, and Smart City Brake Support (SCBS), which is a new safety feature for North America.

SCBS is designed to assist a driver in avoiding a head-on collision when driving at low speeds, roughly between 5 to 30 kilometres per hour. A laser sensor mounted at the top of the front windshield is used to detect an obtrusive object and will reduce the brake rotor travel to quicken

braking should the system calculate that there is a risk of a collision occurring. If the driver fails to perform an avoidance maneuver, the SCBS system will activate an automatic braking function. SCBS was developed to mitigate damage due to a collision and not as a replacement for actual driver operation and control.

No Compromise on Safety

In fully embracing the philosophy of SKYACTIV Technology, safety moves to the forefront, above fuel efficiency and driving dynamics. SKYACTIV vehicles are vehicles without compromise and the CX-5's SKYACTIV-Body and SKYACTIV-Chassis ensure the vehicle structure is not only reinforced and quiet, but rigid and able to protect occupants during impact. Drivers will feel secure in a vehicle that reacts as precisely and predictably as they react – steering and braking controls are linear, reacting to small inputs with small actions and large actions to large inputs.

Re-examining the suspension and steering systems, the lightweight construction of the SKYACTIV-Chassis includes a front strut suspension and a multi-link rear format along with an assortment of design changes. While structures and sub-assemblies may seem familiar, every individual component was examined to ensure it provides the greatest efficiency, lightest weight and offers the appropriate levels of driver involvement.

The SKYACTIV-Body is comprised of 61 percent high-tensile steel, creating a lighter, stronger body with superior handling. As a result, the overall structure is eight percent lighter than previous-generation Mazda vehicles. CX-5 also has the distinction of being the first mass-produced vehicle to utilize 1,800MPa ultra high-tensile steel in manufacturing. Located in the front and rear bumper beams, they are 20 percent stronger and 4.8 kg lighter than previous generation bumpers.

All 2014 CX-5 models come standard with advanced vehicle safety features, including six airbags (advanced dual front, front-seat mounted and full-length side curtain), an Anti-lock Brake System (ABS), Electronic Brakeforce Distribution (EBD) with Brake Assist, Dynamic Stability Control (DSC) with a Traction Control System (TCS), a tire pressure monitoring system (TPMS), Roll Stability Control (RSC), front and rear side crumple zones, side impact door beams, three-point safety belts for all seating positions, a fold-away brake pedal assembly, front seatbelt pretensioners with force limiters as well as Lower Anchors and Tethers for Children (LATCH).

The 2014 CX-5 is also equipped with Mazda's Brake Override system. This system always prioritizes the brake pedal over the accelerator pedal, should both be engaged simultaneously, allowing the vehicle to be brought to a safe stop every time. Activation of this system is recorded in the electronic Powertrain Control Module (PCM).

Among the numerous standard features on the 2014 CX-5 is a 3-year roadside assistance program. Customers can feel secure knowing that wherever they travel throughout North America they can obtain towing, winching, battery boosting, emergency fuel delivery, and tire changing services if needed. They will even get help if locked out of the vehicle. Travel planning services and emergency travel expense reimbursement are included in the roadside assistance program.

The 2014 CX-5 is covered by a 3-year or 80,000 km vehicle warranty that covers every part of the vehicle except those subject to normal wear. Additional warranties cover powertrain and safety restraint components for a period of 5 years or 100,000 km, body sheet metal perforation for 8 years/unlimited kilometres and selected emission control components for 8 years or 128,000km.

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