



2020 MAZDA CX-5













## WELCOME TO THE CLUB.

A Mazda is never just a Mazda.  
It's a feeling.

It's a shot of anticipation just  
before you press start.

It's that urge to take one last  
look as you walk away.

It's the notion that a vehicle  
should move your body  
as well as your soul.

It's a love affair with the road.  
Any road.

It's a knowing glance that  
passes between Mazda drivers.

It's the feeling that you don't just  
own a Mazda, you have a lifelong,  
irrevocable membership in  
The Clubhouse of Driving Passion.

FEEL ALIVE™







## 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-5.

## 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 breathes life into the vehicle. From designer to driver, this connection ultimately creates an enriching emotional bond between you and your Mazda.





## MAZDA CX-5

A bold articulation of our Kodo design language, the Mazda CX-5 transcends the ordinary. With shifting light reflecting off its fluid curves, the CX-5 radiates power and grace. A restrained energy that captures an essence of vitality.

From a quiet cabin designed to engage you with the road to the available ventilated front seats, each element has been designed to enhance the multisensory environment. Steering-wheel-mounted paddle shifters<sup>†</sup> offer precise control, invigorating your drive, especially when paired with the available Skyactiv-G 2.5 T Dynamic Pressure Turbo engine – now with even more torque. Rising above the expected, the CX-5 surrounds you in refinement and elegance – and just the right amount of excitement.



<sup>†</sup>Available on the GT model with Turbo engine and standard on the Signature model.



## REDEFINING REFINEMENT

With you in mind, our Takumi craftsmen set out to create beautiful elements through shape, texture and colour. Expert fabricators craft a range of distinct and expressive upholstery designs using soft textures and solid stitching. The exquisite CX-5 Signature features natural materials like Cocoa Nappa leather and genuine Abachi wood trim that envelop you in comfort and sophistication. Every inch of our carefully constructed upholstery is designed to make your driving experience better. To restore you and allow you to think about what matters most. An elegant level of refinement – reserved just for you.

## DESIGN 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-5 feels as if it were built just for you. Effortlessly responding to your direction. 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.





\*Don't drive while distracted or while using a hand-held device.

†Available on the GT model with Turbo engine and standard on the Signature model.



## MAKE A SMARTER CONNECTION

Your inspiration. Your space. Your command station. This is the driver-centric cabin in the Mazda CX-5, where every control is situated 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. The centre console and HMI Commander control are positioned for optimal comfort of the wrist and forearm. The Mazda Connect Infotainment System features an 8-inch full-colour touchscreen display<sup>†</sup> and Apple CarPlay<sup>™</sup> integration for your iPhone (shown). Plus, Android Auto<sup>™</sup> integration also comes standard.\* Communication between you and your vehicle becomes second nature – by design.



## MORE POWER, MORE EMPOWERMENT

From the engine to the chassis to the transmission and beyond, we've designed every aspect of our vehicles to work in harmony with you through an approach we call Skyactiv Technology. In the CX-5, the available Skyactiv-G 2.5 T Dynamic Pressure Turbo engine<sup>†</sup> delivers up to 250 hp.\* Its steering-wheel-mounted paddle shifters<sup>†</sup> give you the freedom to shift on your command. And we've increased torque up to a best-in-class 320 lb-ft,<sup>‡</sup> which you can feel through every turn and straightaway, particularly at low rpms. Enjoy immediate acceleration when and where you need it most.

Our seats are shaped to maintain an upright position for your spine and support its natural S-shape curve. The suspension considers the way the human body moves naturally and balances that to the car's movements for extraordinary handling and comfort. And with this holistic philosophy in mind, we designed every single aspect of our cars to be powerful, yet efficient.



\*310 lb-ft of torque @ 2,000 rpm and 227 hp @ 5,000 rpm when using AKI 87 regular gasoline. Maximum output with AKI 93 premium gasoline is 320 lb-ft of torque @ 2,000 rpm and 250 hp @ 5,000 rpm.

<sup>†</sup>Available on the GT model with Turbo engine and standard on the Signature model.

<sup>‡</sup>The 2020 CX-5 achieves best-in-class torque when equipped with Skyactiv-G 2.5 T Dynamic Turbo Pressure engine as compared to 2019 and 2020 model year vehicles within the Compact SUV Global Automakers of Canada segmentation. Based on information available at the time of brochure publication.



## CONFIDENCE WHEN YOU NEED IT MOST

With available i-Activ AWD,\* the Mazda CX-5 helps you drive confidently in the snow and rain, and improves performance on dry roads too. This innovative technology uses sophisticated real-time vehicle-dynamics modelling to help predict traction loss and send torque to the tires that can use it best. Helping to maintain road grip – and your sense of confidence. When your destination takes you off the beaten path and you encounter uneven, muddy, sandy or snowy roads, simply engage the Off-Road Traction Assist† button to optimize torque distribution and maximize available traction.

No matter what roads you're travelling, G-Vectoring Control Plus is always working in the background. By subtly adjusting the engine torque and braking pressure, this innovative technology makes the steering feel more natural, consistent and intuitive. The end result is an effortless connection between car and driver, so you're always ready for what's ahead.

\*Optional on the CX and GS models and standard on the GT and Signature models.

†Optional on the GT with Skyactiv-G 2.5 T Dynamic Pressure Turbo engine and standard on the Signature model. This feature is designed to operate at low speeds and assist in preventing wheel spin if the vehicle becomes impeded or stuck on uneven, muddy, sandy or snowy roads. Please consult the Owner's Manual prior to use.

## TO HEIGHTEN YOUR SENSES, WE CREATED A FEW OF OUR OWN

Sophisticated safety innovations that alert you to hazards and help you avoid collisions – or lessen their impact – is the ingenious thinking behind i-Activsense.<sup>†</sup> This intelligent suite of safety features such as Smart City Brake Support with Day and Night-time Forward-sensing Pedestrian Detection,<sup>‡</sup> an available 360° View Monitor<sup>\*▲</sup> and an available windshield-projected colour Active Driving Display (ADD)<sup>◆</sup> with Traffic Sign Recognition system (TSR)<sup>◆</sup> help improve your visibility and awareness of the road. These are subtle adjustments and alerts that help create a confident experience behind the wheel.



<sup>\*</sup>Standard on the Signature model.

<sup>†</sup>i-Activsense safety features are not a substitute for safe and attentive driving. Always check your mirrors. Be aware of the traffic around you. There are limitations to the range and detection of the system. See Specifications and Features for availability. Please see your Owner's Manual for further details.

<sup>‡</sup>Standard on the GS, GT and Signature models. Operates under certain conditions while the vehicle is driven at a speed between about 4 and 80 km/h if the object is a vehicle ahead and about 10 to 80 km/h if the object is a pedestrian. Not a substitute for safe and attentive driving. There are limitations to the range and detection of the system. Factors including movement and shape of the object in front of the vehicle, weather and road conditions can all impact automatic brake control and collision warning. Please see your Owner's Manual for further details.

<sup>▲</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>◆</sup>Standard on the GT and Signature models. TSR functionality may not be compatible with all regional road signs in Canada.





\*Standard on the GS, GT and Signature models.

## OPEN TO INSPIRATION

Life is all about discovery. So we designed the CX-5 to help you bring all those discoveries home with you. With ample cargo room and an available power liftgate,\* the CX-5's versatility makes it easier to bring everything from gear to groceries along for the ride.

## BALANCING SILENCE AND SOUND

Is it possible for driving to be an energizing and awakening experience? At Mazda, we believe it is. The Mazda CX-5 is engineered to insulate you from distracting outside noise, while still allowing for sounds from the road and engine to be heard so your connection to the drive is heightened. Your levels of stress and fatigue are lowered. It's all about shielding you from all that is unnecessary, so you can focus on what will bring you joy: exceptional driving.





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.

FEEL ALIVE™



\*Standard on the GT and Signature models.

## THE FIVE SEAT CONCERT HALL

Enhance every drive with an incredibly life-like surround sound experience. The available 10-speaker Bose premium audio system\* is designed and engineered specifically for the unique cabin acoustics of the CX-5. The Centerpoint 2, SurroundStage and AudioPilot 2 sound processing technologies help produce deeper, more precise, audio. Mazda and Bose engineers applied their combined expertise in cabin analysis, listening evaluation and custom-tuned equalization to deliver a rich and immersive listening experience – like being in a private music studio.

## SPECIFICATIONS

### ENGINES

Skyactiv-G 2.5 DOHC 16-valve 4-cylinder  
187 hp @ 6,000 rpm  
186 lb-ft torque @ 4,000 rpm  
(Standard on the GX)

Skyactiv-G 2.5 DOHC 16-valve 4-cylinder  
Cylinder Deactivation  
187 hp @ 6,000 rpm  
186 lb-ft of torque @ 4,000 rpm  
(Standard on the GS and GT)

Skyactiv-G 2.5 T with Dynamic Pressure Turbo (DPT)  
DOHC 16-valve 4-cylinder  
250 hp @ 5,000 rpm (with 93 octane fuel)  
227 hp @ 5,000 rpm (with 87 octane fuel)  
320 lb-ft of torque @ 2,000 rpm (with 93 octane fuel)  
310 lb-ft of torque @ 2,000 rpm (with 87 octane fuel)  
(Optional on the GT and standard on Signature)

### DIMENSIONS

Overall length (mm): 4,550  
Wheelbase (mm): 2,698  
Overall width (mm): 2,115 (mirror to mirror)  
Overall height (mm): 1,681 (FWD)/1,680 (AWD)

### TRANSMISSION & DRIVETRAIN

Skyactiv-Drive 6-speed automatic transmission with manual-shift mode and Drive Selection switch (Standard on the GX, GS and GT)  
Skyactiv-Drive 6-speed automatic transmission with manual-shift mode, Drive Selection switch and paddle shifters (Optional on the GT and standard on Signature)  
Skyactiv-Vehicle Dynamics with G-Vectoring Control Plus  
Front-wheel drive (Standard on the GX and GS)  
i-Activ AWD (Optional on the GX and GS, standard on GT and Signature)

### FUEL ECONOMY\*

L/100 km, (city/highway)  
9.7/7.8 (Skyactiv-G 2.5) (FWD)  
10.2/8.2 (Skyactiv-G 2.5) (AWD)  
9.3/7.6 (Skyactiv-G 2.5 with Cylinder Deactivation) (FWD)  
9.8/7.9 (Skyactiv-G 2.5 with Cylinder Deactivation) (AWD)  
10.8/8.7 (Skyactiv-G 2.5 T with Dynamic Pressure Turbo) (AWD)

### FUEL CAPACITY

56 L (FWD)/58 L (AWD)

### CARGO VOLUME

Behind front seats (L): 1,687  
Behind rear seats (L): 875

\*Estimated fuel economy based on Government of Canada's approved, revised 5-cycle testing method. Your actual fuel consumption may vary depending on how, where and when you drive. For comparison purposes only. For more information on revised 5-cycle testing, visit [mazda.ca/5cycle](http://mazda.ca/5cycle).

## FEATURES

### MAZDA CX-5 GX

Includes the following features:

Skyactiv-G 2.5  
4-cylinder/in-line engine  
Skyactiv-Drive 6-speed automatic transmission with manual-shift mode and Drive Selection switch  
Skyactiv-Vehicle Dynamics with G-Vectoring Control Plus  
17" alloy wheels (dark grey high-lustre metallic) with P225/65R17 tires  
LED headlights and daytime running lights  
Automatic on/off headlights  
Rain-sensing intermittent windshield wipers  
Electronic Parking Brake (EPB) with Autohold function  
Cruise control with steering-wheel-mounted controls  
Rearview camera (wide angle)  
7" colour touchscreen display with Mazda Connect  
AM/FM/HD radio with 4 speakers  
2 USB front ports and auxiliary audio input

Steering-wheel-mounted audio and Bluetooth® controls with Audio Profile  
Apple CarPlay™  
Android Auto™  
Navigation-ready (requires navigation SD card accessory)  
Air conditioning with manual climate controls  
Keyless entry  
Engine immobilizer theft-deterrent system  
Tilt and telescopic steering wheel  
Cloth upholstery  
Heated front seats with three settings  
40/20/40-split folding rear seat  
Rear seat recline (manually adjustable)  
Heated door mirrors  
Manually foldable door mirrors  
Select i-Activsense safety features

GX option:

i-Activ AWD (all-wheel drive)

### MAZDA CX-5 GS

Includes the following features in addition to or in place of CX-5 GX:

Skyactiv-G 2.5 with Cylinder Deactivation  
4-cylinder/in-line engine  
Power liftgate with programmable adjustable height  
Leatherette-trimmed upholstery with Grand Lux Suede® trim  
6-way power driver's seat with manual lumbar support  
Heated steering wheel  
Leather-wrapped steering wheel and shift knob

Front wiper de-icer  
AM/FM/HD radio with 6 speakers  
2 additional USB ports in rear armrest  
Remote folding rear seats  
Automatic headlight levelling  
Auto-dimming rearview mirror  
Select i-Activsense safety features

GS options:

i-Activ AWD (all-wheel drive)

Comfort Package:

Power-operated glass moonroof with interior sunshade, tilt-up ventilation, one-touch open  
Automatic dual-zone climate controls

Rear passenger air vents (back of the centre console)  
Advanced keyless entry (proximity and ignition)

### MAZDA CX-5 GT

Includes the following features in addition to or in place of CX-5 GS with i-Activ AWD and Comfort Package:

19" alloy wheels (silver metallic) with P225/55R19 tires  
LED front and rear signature lighting  
LED rear combination lights  
LED fog lights  
Leather-trimmed upholstery  
Bose sound system with 10 speakers  
Windshield-projected colour Active Driving Display (ADD)  
Navigation system  
Meter set with 7" LCD display  
Ventilated front seats with three settings  
10-way power driver's seat with power lumbar support

6-way power passenger's seat  
Driver's seat memory position (2 memory settings)  
Heated rear seats (outboard seats only; adjustable)  
Metal Wood painted dash strip panel  
SiriusXM® Satellite Radio (includes complimentary 3-month subscription)  
SiriusXM Traffic Plus and Travel Link services (includes complimentary 5-year subscription)  
HomeLink® wireless control system  
Power folding door mirrors (automatic operation)  
Includes i-Activsense safety features

GT options:

Skyactiv-G 2.5 T with Dynamic Pressure Turbo  
4-cylinder/in-line engine  
Paddle shifters

Off-Road Traction Assist  
8" colour touchscreen display with Mazda Connect

## FEATURES

### MAZDA CX-5 SIGNATURE

Includes the following features in addition to or in place of CX-5 GT with Skyactiv-G 2.5 T:

19" alloy wheels (gunmetal) with P225/55R19 tires  
360° View Monitor  
Front and rear parking sensors  
Nappa leather-trimmed upholstery  
Premium cross-stitching detail on steering wheel

Abachi wood-trimmed decorative dash panel  
Abachi wood-trimmed front and rear door panels  
Black interior roof lining  
LED interior lighting  
Frameless rearview mirror with auto-dimming function

### i-ACTIVSENSE SAFETY FEATURES:

Advanced Blind Spot Monitoring (ABSM)<sup>▲</sup>, Rear Cross Traffic Alert (RCTA)<sup>▲</sup>, Smart City Brake Support (SCBS)<sup>▲</sup>, Mazda Radar Cruise Control with Stop & Go function (MRCC with Stop & Go function)<sup>\*</sup>, Smart Brake Support (SBS)<sup>\*</sup>, Pedestrian Detection (forward sensing)<sup>\*</sup>, Distance Recognition Support System (DRSS)<sup>\*</sup>, Forward Obstruction Warning (FOW)<sup>\*</sup>, Lane Departure Warning System (LDWS)<sup>\*</sup>, Lane-keep Assist System (LAS)<sup>\*</sup>, High Beam Control system (HBC)<sup>\*</sup>, Traffic Sign Recognition System (TSR)<sup>††</sup>, and Adaptive Front-lighting System (AFS)<sup>‡</sup>.

<sup>\*</sup>Standard on the GS, GT and Signature models.

<sup>†</sup>TSR functionality may not be compatible with all regional road signs in Canada.

<sup>‡</sup>Standard on the GT and Signature models.

<sup>▲</sup>Standard on all models.

### AVAILABLE ACCESSORIES:

Alloy Wheels (17" to 19" Dark Hyper Silver/Titanium/Matte Gunmetal/Gloss Gunmetal/Gloss Black/Satin Black), Navigation (SD Card), Remote Engine Start, All-Weather Floor Mats, Premium Floor Liners, Alloy Pedals, Auto-dimming Mirror with HomeLink® (Frameless Type), First Aid Kit, Roadside Assistance Kit, Cargo Tray, Cargo Net, Retractable Cargo Cover, Soft Cargo Tote, Illuminated Scuff Plates, Roof Rack and Accessories: Cargo Box/Bike/Kayak/Ski/Snowboard/Standup Paddleboard/Surf Carriers, Trailer Hitch, Hitch Bike Carrier: Platform Style, Front and Rear Under Garnish, Bumper Guard (Rear), Door Visors, Engine Block Heater, Fog Lights, Moonroof Wind Deflector, Hood Deflector, Mud Guards, Premium Touch-up Paint Pen, Wheel Locks.

## MAZDA UNLIMITED MILEAGE WARRANTY

STANDARD ON ALL NEW MODELS

At Mazda, we pride ourselves on our commitment to quality, which is why every new vehicle includes our unlimited mileage warranty.

<b>3-YEAR NEW VEHICLE</b> UNLIMITED MILEAGE WARRANTY	<b>3-YEAR ROADSIDE ASSISTANCE</b> UNLIMITED MILEAGE	<b>5-YEAR POWERTRAIN</b> UNLIMITED MILEAGE WARRANTY	<b>7-YEAR ANTI-PERFORATION</b> UNLIMITED MILEAGE WARRANTY
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## 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).

## 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.

## READY TO ROLL

Our pre-delivery commitment 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 motoring, we've created Mazda Added Protection Plan (M.A.P.) extended warranty plans. M.A.P. plans complement your Mazda Limited Warranty and protect 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 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 M.A.P. term. The 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.

## MAZDA ROADSIDE ASSISTANCE PROGRAM

As part of our commitment to your total satisfaction, 2020 CX-5 owners are automatically enrolled in our Roadside Assistance Program. Roadside Assistance protects your CX-5 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 or visit [mazda.ca](http://mazda.ca).

## MAZDA TEST-DRIVE EXPERIENCE

Exhilaration begins with the Mazda Test-Drive Experience – a uniquely designed road trip engineered to take you miles beyond the ordinary test-drive. Down local streets, on-ramps, highways and off-ramps. Through straightaways, S-curves and corners. It's all about putting a Mazda to the test under real-world conditions. It's about discovering the superb acceleration, braking, steering, handling and ride quality that every Mazda offers.

## GRADUATE PROGRAM

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

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Thank you for considering a Mazda.

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 a part of The Clubhouse of Driving Passion, where driving is celebrated in its purest form.

I look forward to seeing you at the Clubhouse.

Sincerely,

David Klan  
President and CEO  
Mazda Canada Inc.

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For full details on the 2020 CX-5 model line-up, please visit [mazda.ca](http://mazda.ca) or your local Mazda dealer.

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FEEL ALIVE™



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