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For Immediate Release

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MAZDA ANNOUNCES PRICING OF ALL-NEW 2013 CX-5 COMPACT CROSSOVER SUV

*All-New Mazda is First to Feature Full Suite of SKYACTIV®¹ Technologies
and Offers Best-in-Class Fuel Economy*

IRVINE, Calif. (February 6, 2012) – Mazda North American Operations (MNAO) today announced pricing of its all-new [2013 CX-5](#) five-passenger compact crossover SUV, the first vehicle in the Mazda lineup to fully encompass SKYACTIV TECHNOLOGY, the brand's all-new fuel-efficient and performance-oriented engineering philosophy. Through these efforts, CX-5 achieves the best highway fuel economy of any SUV sold in North America at 35 miles per gallon (mpg) and offers the best overall fuel economy of any non-hybrid compact crossover SUV at 29 mpg combined.

“The 2013 CX-5 is a look to the future of the Mazda brand,” said Jim O’Sullivan, president and CEO, MNAO. “Our achievements in Research & Development have led to breakthrough engineering with SKYACTIV TECHNOLOGY. It shows not only in the CX-5’s impressive fuel economy but also with its dynamic handling and performance, which only Mazda can bring to the compact crossover SUV segment.”

The 2013 CX-5 Sport starts at a competitive \$20,695² MSRP, which is well below the segment’s sale leaders. Paired with the SKYACTIV-MT six-speed manual transmission, the entry-level Sport trim is equipped with high-level standard amenities such as 17-inch aluminum alloy wheels outfitted with 225/65R17 Yokohama all-season tires, daytime running lights (DRL), power side view mirrors, automatic headlight shutoff as well as stylish exterior cues in body-colored outside mirrors with turn lamps, door handles, a roof spoiler and a color-keyed shark fin antenna.

The comfortably-appointed cabin offers plush Black or Sand Beige cloth seat upholstery (both with seatback pockets), push-button start, power windows with driver’s side one-touch auto open/close, cruise control, a tilt and telescopic steering wheel, steering-wheel-mounted audio and cruise control functions, air conditioning, a four-speaker AM/FM/CD/MP3-compatible radio with Automatic Level Control (ALC) as well as auxiliary and USB connection ports – all standard.

¹ SKYACTIV is a registered trademark of Mazda Motor Corporation (MC).

² Starting price is manufacturer’s suggested retail price (MSRP) for lowest trim level. MSRP does not include \$795 destination charge (Alaska \$840), title, taxes, license, options and dealer charges. Actual prices set by dealer and may vary.



CX-5 Sport models equipped with the optional SKYACTIV-Drive six-speed automatic transmission start at \$22,095 MSRP. When equipped with Mazda's all-new active torque-split all-wheel-drive (AWD) system (6AT models only), the starting price is \$23,345 MSRP. A Bluetooth® Audio Package is available for an additional \$400 MSRP and includes Bluetooth® hands-free phone and audio connectivity, a 5.8-inch in-dash color information touch-screen monitor and HD Radio™ Technology.

Moving up to the Touring model, the Bluetooth® Audio Package for Sport models becomes standard as are fog lamps, upgraded cloth seats, a six-way power-adjustable driver's seat, rearview camera (viewable via the 5.8-inch in-dash color monitor), an upgraded six-speaker AM/FM/CD/MP3-compatible radio, a leather-wrapped steering wheel and shift knob, steering-wheel-mounted audio, Bluetooth® and cruise controls, a Blind Spot Monitoring (BSM) system as well as a rear-seat armrest with cup holders. SKYACTIV-Drive becomes standard on Touring models, which start at \$23,895 MSRP with front-wheel-drive (FWD) and \$25,145 MSRP when equipped with AWD.

Available package options for CX-5 Touring are the Moonroof/Bose® and Technology packages. The Moonroof/Bose® Package (\$1,130 MSRP) adds a moonroof and a 225-watt Bose® Centerpoint® nine-speaker Surround Sound System with AudioPilot®, which features advanced lightweight materials and components yet offers sound clarity and performance similar to larger sound systems. The Technology Package (\$1,185 MSRP) adds an in-dash TomTom technology-based navigation system, an auto-dimming mirror with Homelink®, automatic on/off bi-xenon auto-leveling headlights, a pivoting Adaptive Front-lighting System (AFS), rain-sensing windshield wipers and an anti-theft alarm. Sirius Satellite Radio with a four-month complimentary subscription is a stand-alone option (\$525 MSRP) for Touring models.

For those with a sweet tooth for more decadent luxury items is the CX-5 Grand Touring. The 17-inch aluminum alloy wheels of the Sport and Touring models are swapped for 19-inch aluminum alloy wheels and 225/55R19 Toyo all-season tires. Other premium standard features include automatic headlights, heated outside mirrors, rain-sensing windshield wipers and a moonroof. Standard cabin amenities include leather-trimmed seat upholstery, heated front seats, an eight-way power-adjustable driver's seat with power lumbar support, dual-zone automatic climate control, a Bose® Centerpoint® Surround Sound System and Sirius Satellite radio. Available in either FWD or AWD configurations, the Grand Touring model starts at \$27,045 and \$28,295 MSRP, respectively.



A Technology Package, similar to the Touring model, also is available on the CX-5 Grand Touring. Priced at \$1,325, options include an in-dash TomTom navigation system, bi-xenon auto-leveling headlights with a pivoting Adaptive Front-lighting System (AFS), an auto-dimming rearview mirror with Homelink®, an anti-theft alarm and Mazda Advanced Keyless Entry.

All 2013 CX-5 models are equipped with the SKYACTIV-G 2.0-liter gasoline engine. At 13:1, SKYACTIV-G features the world's highest compression ratio for a mass-produced car. By comparison, a Ferrari 458 Italia supercar has a compression ratio of 12.5:1. The SKYACTIV-G engine produces 155 horsepower at 6,000 rpm and 150 lb-ft of torque at 4,000 rpm. A \$425 MSRP trailer hitch (with harness and cover) option also is available on all CX-5 models for consumers to fully utilize the vehicle's 2,000-pound towing capacity.

Never an option, safety is at the forefront of the CX-5's SKYACTIV-Body and SKYACTIV-Chassis to ensure a vehicle structure as reinforced and quiet as it is rigid and impact-absorbing. The chassis includes a front strut suspension and a multi-link rear format to return a precise, predictable feel to give drivers and passengers the peace of mind of control and stability. The body is comprised of 61 percent high-tensile steel for a lighter, stronger structure, and also utilizes 1,800MPa ultra-high tensile steel – a first for any production vehicle – in the front bumper.

Standard safety features include six airbags (front, side and full side-curtain) with rollover protection, power-assisted ventilated front and solid rear disc brakes, anti-lock brakes (ABS) with Electronic Brakeforce Distribution (EBD) and Brake Assist, daytime running lights, Dynamic Stability Control (DSC), a Traction Control System (TCS), Hill Launch Assist, a collapsible steering column and fold-away brake pedal assembly, a tire pressure monitoring system (TPMS), three-point safety belts for all seating positions, front seatbelt pretensioners with force limiters as well as Lower Anchors and Tethers for Children (LATCH). A Blind Spot Monitoring (BSM) system is standard on Touring and Grand Touring models only.

Mazda North American Operations is headquartered in Irvine, Calif., and oversees the sales, marketing, parts and customer service support of [Mazda vehicles](#) in the United States, Canada and Mexico through nearly 900 dealers. Operations in Canada are managed by Mazda Canada, Inc., located in Ontario; and in Mexico by Mazda Motor de Mexico in Mexico City.

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