

2013 MAZDA5

The Mazda5 has managed to piece together an unmatched combination of performance, functionality, design and packaging since its inception in 2006. Maintaining its competitive edge, Mazda5 adds additional safety features, creature comforts and storage versatility, bringing the 2013 Mazda5 to a whole new level. New colors have been added to help highlight the fluid-motion lines as they move through the sleek sheet metal and fuel efficiency has been increased while maintaining the superior handling characteristics its owners have loved for so long. These new additions improve upon an already stellar package, one working perfectly for families and flawlessly for those with active lifestyles.

“The Mazda5 has continued to improve upon its functionality and versatility for its active owners,” said Jim O’Sullivan, president and CEO, Mazda North American Operations (MNAO). “Mazda5 owners expect a lot out of the design, performance and usability of the vehicle and that is something we continually worked to improve upon.”

The 2013 Mazda5 continues to incorporate treatments from Mazda’s Nagare “flow” design language which, inspired by the beauty of nature, presents an elegant look not found in any existing vehicle today. It’s an appealing look that draws the eye in from first glance and continues to hold the viewer’s attention through to the vehicle’s taillights.

Mazda5 retains the values that have been part of the vehicle build concept since day one: smart and emotional design, instinctive, intuitive creature comforts, customary Mazda quality, and a superior dynamic driving performance that does not compromise its environmental impact.

Smart, Emotional Design That Captivates

Living up to the motto “Elegant Resourcefulness,” the 2013 Mazda5’s styling achieves a higher balance of functionality and design, while at the same time giving it a stylish look that is immediately distinguishable from the clunky, box-like designs found on conventional offerings in the market.

The Nagare five-point grille shares the unique design of the Mazda family. This makes it immediately distinguishable as a Mazda vehicle, and lends it a dynamic and sporty expression that is true to its DNA. The flowing lines of the hood and headlamps gather in the center of the grille to create a powerful sense of motion. And the curved lines that form the mesh pattern adopted for the grille lend the impressions that the mesh flows out from the center to the sides, which expresses the essence of Nagare design.

The fog lamp bezels were designed to form a continuous line with the side shoulders and wheel arches to present a wide, dynamic image. This blends beautifully with the gentle S-shaped contour established by the sweeping lines off the sides of the front grille and up toward the headlamps. In addition, the mesh pattern surrounding the fog lamps creates a design that flows back toward the rear of the vehicle. The deeply sculpted form of the area around the hood and fog lamps gives the front a firm countenance that emphasizes its athletic, purpose-driven styling.

The Nagare design motif applied to the sides of the body gracefully continues the dynamic flow of the lines from the headlamps and front fenders, and then carries that flow to the rear fenders and rear combination lamps in a beautiful fashion. In the same spirit, the rails for the sliding door are blended skillfully with the same character lines.

By connecting the flow from the front and sides through to the rear fenders, rear combination lamps and all the way to the tailgate, Mazda5’s design creates a beautiful and dependable body line. Adding further appeal and lending the rear end a wide, stable look, is the powerful line cut by the prominent rear fender shoulders combined with the placement of the rear combination lamps. The finishing touch is the extended rear quarter and rear window glass panels that completely cover the D-pillar to emphasize the flowing design.

Premium Interior with Nagare Flair

Treatments adopted from the Nagare design language continue to be found throughout the interior, from the lines above the dials and along the instrument panel to the stitch pattern in the seats and the design of the seat fabric. The overall feel established is that of a sporty, high-quality cabin.

The driver-oriented design of the interior positions the peak of the meter hood as the tall point, with all lines cascading from there to comfortably wrap around the driver. The instrument panel flows from the cockpit to the center panel and on to the passenger-side dashboard in a rippling effect that suggests a liquid awareness. The same sentiment continues on through the lines of the seat pattern, connecting seamlessly with the second and third row seats to create a strong sense of harmony throughout the interior.

The cockpit upholds a sporty look that hints at what the Mazda5 will be like to drive, from the look of its twin deep-set gauges to the genuine leather that wraps the steering wheel and gear shift knob. The center panel is fitted with chrome plating and silver-trimmed control knobs that create a look of top quality, all the while emphasizing the stylish design of the Mazda5's cabin.

Practical Functionality

With an overall length of 180.5 inches, width of 68.9 inches, height of 63.6 inches and sitting on a 108.3-inch wheelbase, the 2013 Mazda5 delivers roomy comfort while being surprisingly compact. The long wheelbase helps give it extraordinary passenger space for its modest external dimensions, and the short front and rear overhangs enable better handling and parking ease. Despite the wheelbase, the Mazda5 features an impressively tight turning circle of 36.7 feet, making it remarkably easy to maneuver in tight situations. With a low drag coefficient of 0.30, Mazda5 is aerodynamically efficient, slicing through the air quietly and maximizing fuel economy.

The 2013 Mazda5 continues with a very popular feature from the first generation Mazda5 – the extremely practical, simple-to-operate manual sliding side doors. The doors hug the vehicle's sides when open and create a wide opening for easy ingress and egress to the rear seats – even for third-row passengers. This creates minimal impact when choosing a parking space because the doors require little side clearance to be opened.

Despite its compact makeup, Mazda5 features a comfortably spacious cabin. Three features contribute to its roomy interior: a low profile fuel tank, a compact multi-link rear suspension and a stepped floor. The latter permits superb legroom for all – especially those sitting in the second and third rows. The imaginatively resourceful interior takes convenience and flexibility to a whole new level, and can be configured for two, three, four, five or six passengers, plus their expansive amounts of cargo.

The second row has separate captain's chairs for added levels of comfort (and to minimize the "he's touching me" joy when little ones share a bench seat). The seats slide and recline and can be folded flat without needing to remove the headrests. They also feature a one-touch lever that automatically tips the seatback forward and slides the cushion to its front-most position to allow easy access to the third row.

The third row seats are split 50/50. They can be tipped forward individually and folded flat to create an optimized load area, ideal for carrying mountain bikes or bulky sports equipment. With the rear-most seats folded, carrying capacity is a spacious 44.4 cubic feet.

Interior storage space includes an abundance of compartments, including an enormous, illuminated glove box and half-liter bottle-sized holders in each front door pocket. Additionally, under-seat storage in the second row seats can be easily accessed by folding the cushions forward. The right side second row seat also offers a fold-out tray with basket to keep safe all the little "things" that family drives collect.

The Mazda5 also features "theater-style" seating. The stepped floor means each row is mounted a little higher than the one in front to improve visibility for all. The driver, too, benefits from excellent visibility, improving primary safety as well as making driving more enjoyable.

Efficient Performance Matched with Zoom-Zoom Dynamics

The same MZR 2.5-liter engine, similar in most details to those found in the Mazda3 and Mazda6 continues to provide the get-up-and-go for the 2013 Mazda5. Mazda's MZR engine family is widely regarded as one of the

world's most advanced forms of fuel-efficient, high-energy propulsion. The MZR 2.5-liter engine produces its maximum output of 157 horsepower at 6,000 rpm and delivers a satisfying 163 lb-ft of torque at 4,000 rpm.

The Mazda5 engine uses a cast aluminum cylinder block and high-strength, thin-walled sleeves as well as compact, lightweight pistons. Improvements were also made to the flow within the intake valves that reduced exhaust resistance while using Sequential Valve Timing (S-VT) to deliver optimum intake valve timing whether dawdling in traffic or carving around an onramp. Mazda's Variable Induction System (VIS) also is utilized to improve low- to mid-range torque. The MZR 2.5-liter engine gives a linear feel to acceleration, accurate vehicle response and a light, relaxing driving performance.

The 2013 Mazda5 can be equipped with either a six-speed manual transmission (Sport models only) or a five-speed electronically-controlled automatic with manual shift mode. When equipped with the manual transmission, the Mazda5 offers a gas-price friendly EPA rating of 21 city/28 highway miles per gallon (MPG). When equipped with the automatic transmission, the vehicle works its meager fuel consumption to achieve a 22 city/28 highway MPG, up 1 city MPG from the previous year.

A uniquely Mazda Active Adaptive Shift (AAS) protocol, which has earned high acclaim on the brand's renowned RX-8 sports car, provides the five-speed automatic transmission with the performance and response that Mazda customers expect. Part-throttle downshifts are delivered in sync with the nudge of the accelerator during passing. When the car is braked aggressively in anticipation of cornering, the transmission also downshifts to add engine braking and to prepare for an expedient exit from the bend. Wide gear-ratio spread assists accelerations from rest while also providing quiet and efficient highway cruising.

Mazda5's steering system delivers a precise, linear feel thanks in part to Mazda's Electro-Hydraulic Power Assist Steering (EHPAS) system. Using an electric pump, the system also contributes to improved fuel economy. Rubber couplings added to the steering shaft joints help realize a smooth, linear steering feel. The steering system also includes tilt and telescopic adjustment that lets any member of the family find the most comfortable driving position, regardless of height or build.

Suspension layout for the 2013 Mazda5 uses MacPherson struts in the front and a multi-link suspension in the rear that employ separate coils and dampers as part of its input separated system. The dampers are a twin tube type and the rear dampers include integrated rebound springs. The inherent functions of these components earn the suspension high acclaim for delivering superior handling stability.

Well Thought Out, Well-Equipped Models

Available in three trim levels, Mazda5 is offered as an entry-level Sport, feature-full Touring or top-of-line Grand Touring. All models offer the versatility, features and style consumers in the market for a multi-activity vehicle want and at a price they can afford. A new feature that is sure to offer buyers peace of mind: door mirrors with integrated LED turn signal lamps come standard in all trim levels for the 2013 model year. Additionally, all trim-levels will now have a USB audio port for easy connectivity with media devices.

The Mazda5 Sport is well-equipped and comes standard with a six-speed manual or available five-speed automatic transmission. Standard features include 16-inch aluminum alloy wheels with P205/55R16 all-season tires, power door locks and windows with a driver's side one-touch up/down feature, power mirrors, a tilt and telescopic steering wheel, air conditioning with pollen filter, AM/FM/CD/MP3-compatible audio system with six speakers, an audio auxiliary jack, steering wheel-mounted audio and cruise controls, remote keyless entry system and 50/50 split fold-flat third row seats.

The Touring trim takes everything already offered on the Sport model and pumps it up a notch. The Mazda5 Touring is equipped with a five-speed automatic transmission, all-new 17-inch aluminum alloy wheel designs with P205/50R17 all-season tires, sport side sill extensions, a rear lift gate spoiler, fog lamps, Bluetooth® hands-free phone and audio connectivity, a leather-wrapped steering wheel and shift knob as well as a trip computer. To assist with reversing duties, the 2013 Mazda5 Touring and above trims will now include rear backup sensors.

Moving up to the fully-loaded Grand Touring model adds a power moonroof, leather-trimmed seats with heated front row seats, driver's seat lumbar support adjustment, xenon high-intensity discharge (HID) headlights with low beam and manual leveling, heated door mirrors, rain-sensing windshield wipers, Sirius Satellite Radio with a

complimentary four-month subscription and an anti-theft alarm system.

360 Degrees of Standard Safety, Security

The 2013 Mazda5 offers a high level of performance and stability as well as a high amount of safety features – standard. All Mazda5 vehicles are equipped with a long and impressive list of safety offerings, including six airbags (advanced dual front, front-seat mounted and full-length side curtain), anti-lock brakes (ABS), Electronic Brakeforce Distribution (EBD) with Brake Assist, Dynamic Stability Control (DSC) with a Traction Control System (TCS), a tire pressure monitoring system (TPMS), “Triple H” body construction, side-impact door beams, a “crushable” brake and accelerator pedal assembly, three-point safety belts for all seating positions, front seatbelt pretensioners with force limiters as well as Lower Anchors and Tethers for Children (LATCH).

Also, all Mazda vehicles come with the Mazda Certified Roadside Assistance Program. Using either the toll-free number or free Mazda Assist app for iOS- and Android-operated mobile devices, owners and their family members can contact roadside assistance 24 hours a day, 365 days a year throughout the United States and Canada. In addition, the New Vehicle Limited Warranty includes a comprehensive three-year/36,000-mile warranty, which covers every part of the vehicle except those subject to normal wear, a five-year/60,000-mile powertrain warranty and a five-year/unlimited-mileage corrosion warranty.

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 and Mexico through nearly 700 dealers. Operations in Mexico are managed by Mazda Motor de Mexico in Mexico City. For more information on Mazda vehicles, including photography and b-roll, please visit the online Mazda media center at www.mazdausamedia.com.

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