Mazda USA Newsroom

2016 MAZDA CX-9 PRICED FROM $31,520 MSRP[1], ELEVATES MIDSIZE, THREE-ROW CROSSOVER EXPERIENCE

CLASS-LEADING EPA-ESTIMATED FUEL ECONOMY, ELEGANT, UPSCALE INTERIOR AND SPIRITED HANDLING DYNAMICS MAKE CX-9 A STANDOUT

IRVINE, Calif., March 17, 2016 /PRNewswire/ — Mazda North American Operations (MNAO) has today released pricing and packaging information for its all-new 2016 Mazda CX-9 midsize, three-row crossover SUV. Offering a premium experience, fun-to-drive handling dynamics and bold KODO—Soul of Motion design, CX-9 represents a compelling offering in its class with a starting MSRP from $31,520.

“With the 2016 CX-9, we have lofty expectations, raising the bar with a quieter, smoother ride; a quicker, more responsive powertrain; and numerous other improvements,” said Robert Davis, senior vice president, U.S. Operations, MNAO. “CX-9 is our flagship and portends a future of innovative technologies and amenities that we believe will further elevate our vehicles in their respective classes.”

In Sport trim, CX-9 comes standard with LED headlights and taillights—similar to Mazda’s 2016 MX-5 Miata roadster—as well as fabric seating surfaces, an electronic parking brake, 18-inch wheels, rear backup camera, trailer stability assist, MAZDA CONNECT™ infotainment with Commander control and a seven-inch color display. Optionally available is the Sport Package, which adds a power driver’s seat, heated front seats and heated door mirrors.

CX-9 Touring adds an auto-dimming rearview mirror, Blind Spot Monitoring with Rear Cross-Traffic Alert, HomeLink garage door openers, black- or sand-colored leather seating surfaces, Mazda Advanced Keyless Entry System, a power liftgate, power front seats, and an eight-inch MAZDA CONNECT™ touchscreen display. Additionally, customers can opt for the Touring Premium Package, which further includes automatic on/off headlights, LED fog lights, navigation, a premium 12-speaker BOSE® audio system, rain-sensing wipers, rear backup sensors, second-row retractable sunshades, SiriusXM satellite radio, automatic Smart City Brake Support and a sunroof.

Further heightening the CX-9 lineup is the Grand Touring model, which builds upon the Sport and Touring trim levels with Adaptive Front-lighting System, 20-inch wheels, aluminum interior trim, Mazda’s first Active Driving Display that projects instrument and navigation information onto the windshield, high-beam control, lane-departure warning, lane-keep assist, Mazda Radar Cruise Control with Smart Brake Support, roof rails and memory settings on the driver’s seat.

Finally, CX-9 Signature helms the top of the lineup, coming standard with Mazda’s predictive i-ACTIV all-wheel drive—a system that uses 27 sensors, measuring conditions more than 200 times per second to determine how to allocate power to each wheel as to minimize ever feeling the wheels slip.

CX-9 Signature adorns its interior with Auburn-colored Nappa leather, rosewood supplied by Japanese guitar-maker Fujigen, LED signature accent grille lighting and LED accent lighting around the automatic shifter.

All models come powered by Mazda’s new turbocharged SKYACTIV-G 2.5T engine, which generates a punchy 310 lb-ft of torque from just 2,000 rpm on either 87- or 93-octane gasoline. It also produces 250 horsepower on 93-octane gasoline (227 horsepower on 87-octane) and nets class-leading[2] EPA-estimated fuel-economy ratings on either gasoline grade—22 mpg city/28 mpg highway/25 mpg combined in front-wheel-drive configuration.

That engine is paired with a standard SKYACTIV-DRIVE six-speed automatic and is available in front-wheel drive or i-ACTIV all-wheel drive.

“Part of our focus during development the new CX-9 was on ‘effortless transition’—the idea of juggling being a parent with an on-the-go lifestyle and then having a vehicle that can accommodate enjoying a weekend getaway with your significant other,” said Davis. “Whether you need the space or just prefer its design and elegance, we believe CX-9 is an exceptional vehicle that will delight many new and returning customers to the Mazda brand.”

Manufacturer’s Suggested Retail Prices[3] for each model and its options are as follows (add $1,800 for all-wheel drive):

CX-9 Sport	$31,520
• Sport Package	$950
CX-9 Touring	$35,970
• Touring Premium Package	$1,745
CX-9 Grand Touring	$40,170
CX-9 Signature (AWD Standard)	$44,015

Premium Paint Colors:

Snowflake White Pearl Mica	$200
Soul Red Metallic	$300
Machine Gray Metallic	$300

The 2016 Mazda CX-9 is expected to go on sale in the U.S. in late-spring 2016. Final packaging and specifications to be released closer to on-sale date.

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.

[1] Manufacturer Suggested Retail Price (MSRP) does not include $900 for destination and handling ($945 in Alaska), tax, title or license fees.. Dealers set actual sale prices.

[2] Class consists of non-hybrid, three-row midsize crossover SUVs.

[3] Manufacturer Suggested Retail Price (MSRP) does not include $900 for destination and handling ($945 in Alaska) or tax, title, or license fees. Dealers set actual sale prices.

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