Mazda USA Newsroom

MAZDA UNVEILS THE ALL NEW CX-5

SALES START IN FEBRUARY IN JAPAN WITH LAUNCHES IN GLOBAL MARKETS TO FOLLOW

HIROSHIMA, Japan—Mazda Motor Corporation today unveiled the all-new Mazda CX-5 crossover SUV. The fully redesigned model, which refines every element of Mazda's design and technology to offer new dimensions of driving pleasure, will be launched in Japan in February before being rolled out to global markets.

The slogan for development of the all-new CX-5 was "an SUV all customers will enjoy," and Mazda aimed to add a new dimension by offering driving pleasure that everyone on board can enjoy—not just the driver. The model is engineered in line with human sensibilities to deliver responsive performance that conforms to the driver's expectations. It also prioritizes passenger comfort, with a quiet cabin and pleasant ride feel, and adopts G-Vectoring Control, the first of the SKYACTIV-VEHICLE DYNAMICS vehicle motion control technologies. Designed under the KODO—Soul of Motion design theme, the exterior is both bold and sensual, and the interior has been crafted to give occupants a pleasant feeling. The body color lineup includes the newly developed Soul Red Crystal, which highlights the beauty and quality of Mazda's KODO designs.

The powertrain lineup comprises the SKYACTIV-G 2.0 and 2.5 gasoline, and SKYACTIV-D 2.2 diesel engines. All three options offer powerful, linear driving performance and outstanding environmental performance.

The all-new CX-5 will be on display at the Los Angeles Auto Show, open to the public Nov. 18-27.1

Launched in 2012, the CX-5 was the first new-generation model featuring SKYACTIV technology2 and KODO design. It has since grown into a core model that is sold in over 120 countries and accounts for approximately one quarter of Mazda's global sales volume.3 It has won around 90 awards worldwide, including 2012-2013 Japan Car of the Year.4

By providing driving pleasure to everybody who drives or rides in one of its vehicles, Mazda aims to enrich people's lives and become a brand with which customers feel an emotional connection.

**1 Mazda will hold a press conference at the show at 12:50 p.m. on Nov. 16, the first of two press days.*
**2 SKYACTIV is an umbrella term for Mazda's next-generation technologies, including gasoline and diesel engines, transmissions, body and chassis, developed to provide both driving pleasure and outstanding environmental and safety performance, based on the company's Sustainable Zoom-Zoom long-term vision for technology development.*
**3 As of November, 2016. Based on in-house data.*
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Additional assets available online:
PHOTOS (1)

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