



For Immediate Release

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2018 Mazda CX-5 Adds Numerous Upgrades After Being on Sale Just Nine Months

- New cylinder-deactivation technology and more features come in each trim level -

- The 2018 Mazda CX-5 adds features at each trim level, with a starting MSRP¹ of \$24,150
- New cylinder-deactivation technology improves fuel economy; Mazda is the only automaker to offer this technology on a four-cylinder engine in North America
- Mazda CX-5 Sport models add leather steering wheel, leather shift knob, Blind Spot Monitoring and Rear Cross-Traffic Alert as standard
- The full i-ACTIVSENSE suite of safety technology comes standard on CX-5 Touring models and is available as a package for CX-5 Sport models
- 2018 CX-5 to go on sale nationwide starting the beginning of December

IRVINE, Calif. (November 22, 2017) – The Mazda CX-5 compact crossover SUV continues to win the hearts of critics and customers, with its sales off to a record pace since the second generation went on sale this past spring.

For the 2018 model year, Mazda CX-5 is getting even better, employing cylinder-deactivation technology, safety and refinement updates at all trim levels and carries features rarely seen in vehicles competing in the next class up such as an available head-up display and standard LED headlights and tail lights.

¹ MSRP does not include \$975 for destination and handling (\$1,020 in Alaska), taxes, title or additional fees. Dealers set actual sale prices.



Mazda CX-5's SKYACTIV-G 2.5 engine has received small updates to reduce internal friction and the amount customers will spend on fuel, but no feature stands out more than its segment-exclusive cylinder-deactivation technology. The engine has the ability to imperceptibly shut down the two outside cylinders at cruising speeds to maximize efficiency. It is designed to assist in improving real-world efficiency rather than simply in catalogued evaluations and comes standard on all trim levels. Mazda is the only automaker to equip a four-cylinder engine with cylinder deactivation in North America.

Additional newly standard equipment includes a leather-wrapped steering wheel and leather-wrapped shift knob. On the safety front, Blind Spot Monitoring with Rear Cross-Traffic Alert comes standard across all models. All features were previously available on mid-level CX-5 Touring models and above.

The entry-level CX-5 Sport features cloth upholstery, standard LED headlights, 17-inch alloy wheels, an electronic parking brake, MAZDA CONNECT™ infotainment with a 7-inch screen and Bluetooth audio streaming and phone pairing as standard, among a much longer list of features. In its newly available Sport i-ACTIVSENSE Package, CX-5 adds High Beam Control, Lane Departure Warning, Lane-Keep Assist, Mazda Radar Cruise Control, Smart Brake Support, rain-sensing windshield wipers and automatic on/off headlights.

The mid-trim CX-5 Touring adds standard 19-inch alloy wheels for 2018 and the full i-ACTIVSENSE suite of safety features. Mazda CX-5 Touring upgrades to leatherette-upholstered seats and Mazda Advanced Keyless Entry. Additional features in CX-5 Touring include heated front seats, 6-way power adjustable driver's seat, dual-zone automatic climate control, rear air conditioning vents and two rear USB ports for charging smartphones or tablets.

The available Touring Preferred Package includes auto-dimming rearview mirror with Homelink®, BOSE® 10-speaker audio sound system with Centerpoint®2 and AudioPilot®2, navigation, a power glass moonroof and a power liftgate.



Further building on the Touring Preferred Package, the top-trim CX-5 Grand Touring receives new 2-position memory driver's seat and 6-way power adjustable passenger seat. CX-5 Grand Touring comes standard with leather-trimmed seats, LED fog lights and tail lights, Adaptive Front-lighting System and SiriusXM® satellite radio with 4-month trial subscription. The available Grand Touring Premium Package includes windshield-projected Active Driving Display head-up unit with Traffic Sign Recognition, heated steering wheel, heated second-row outboard seats and windshield wiper de-icer.

All CX-5 models sold in the U.S. come with a standard 2.5-liter SKYACTIV-G engine that delivers 187 horsepower and 186 lb-ft of torque, paired to an efficient, quick-shifting SKYACTIV-DRIVE 6-speed automatic transmission with manual-shift mode and Sport mode. Front-wheel drive is standard; Mazda's predictive i-ACTIV all-wheel drive is available on every trim level, feeding information from 27 sensors found in CX-5 to predict road conditions and send power wherever it's needed without the unnerving drivetrain reactions or slipping that can be felt in some competitors during inclement conditions.

CX-5 has earned the IIHS "Top Safety Pick+" designation for the fifth-consecutive year in 2017, joining all Mazda models tested to earn the nonprofit's highest award when equipped with proper headlights and specific technologies.



MSRP² for all models is as follows:

	Front-Wheel Drive	i-ACTIV All-Wheel Drive
CX-5 Sport	\$24,150	\$25,450
• Sport i-ACTIVSENSE Package	\$625	\$625
CX-5 Touring	\$26,215	\$27,515
• Touring Preferred Package	\$1,200	\$1,200
CX-5 Grand Touring	\$29,645	\$30,945
• Grand Touring Premium Package	\$1,395	\$1,395

Premium paint colors:

Soul Red Crystal	\$595
Machine Gray Metallic	\$300
Snowflake White Pearl Mica	\$200

The 2018 Mazda CX-5 will arrive at dealerships nationwide in the beginning of December.

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Mazda North American Operations is headquartered in Irvine, California, and oversees the sales, marketing, parts and customer service support of Mazda vehicles in the United States and Mexico through nearly 600 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 InsideMazda.MazdaUSA.com/Newsroom.

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