



## **MAZDA THROWS A CAT AMONGST THE PIGEONS**

The critically acclaimed, all-new CX-5 is set to surprise and delight with next generation technologies and design, as well as top of the line safety features, with its launch in New Zealand this April.

It's impressive from head to tail, at every turn; the Mazda CX-5 is a show stopper. The distinctive 'KODO' design captures the energy of motion, inspired by the cheetah as it moves in the wild. Breakthrough innovations that minimise fuel consumption and emissions yet maximise performance, provide a more enjoyable driving experience.

Andrew Clearwater, Managing Director Mazda New Zealand, says, "This exceptional vehicle showcases the latest active safety technology like Lane Departure Warning System, as well as state-of-the-art passive safety structures. Drivers and passengers can enjoy all the benefits of a safety conscious vehicle. We are very excited about bringing this fantastic car to market."

With the full suite of SKYACTIV technologies, the all-new CX-5 represents a complete redesign of the engine, transmission, chassis. With super clean petrol and diesel engines and clever technologies like i-stop, performance extends beyond other SUVs, using as little as 5.7 litres of fuel per 100 kilometres (with the diesel engine).

Complete with a highly effective interior that is both comfortable and user-friendly, providing everyday convenience and top functionality, the Mazda CX-5 will exceed all expectations of what a compact SUV can offer.

Safety reigns supreme in the CX-5 as every precaution is considered to achieve Mazda's goal of top ratings in crash tests around the world. Featuring a driver-oriented cockpit layout, the CX-5 is designed to help drivers avoid accidents and, if one happens, reduce the severity as much as possible.

Active safety takes many forms in the CX-5. It starts with the driver's seat that enables accurate recognition and judgement by offering superior visibility. Being a Mazda, it also includes the characteristic refined driving feel and predictably responsive handling.

Dynamic Stability Control (DSC) incorporating a Traction Control System (TCS) are standard features across the whole range. ABS and Electronic Brake-force Distribution (EBD) optimise braking force according to vehicle load. Emergency Brake Assist (EBA) boosts stopping power at just the right time by monitoring pedal force to recognise emergency braking. Additionally the Emergency Stop Signal (ESS) automatically flashes the hazard lights to warn the driver behind when you're braking suddenly.

Limited models also feature Bi-Xenon headlights with an Adaptive Front-lighting System (AFS) which swivel the headlights up to 15 degrees in the direction you're steering to reveal more of the corner at night. Blind Spot Monitoring (BSM) detects vehicles approaching from behind in adjacent lanes and in the exterior mirror blind spots, alerting the driver via LEDs in the appropriate side mirror. A buzzer will also sound if the driver switches on the turn signal to change lanes and will function from 30km/h. Lane Departure Warning (LDW) uses a windscreen mounted camera to monitor road lane markings. This system warns you in advance if you're about to stray from your lane via an audible warning (which sounds like a car driving on rumble strip lane markings).

Hill starts need not cause worry thanks to the CX-5's Hill Launch Assist (HLA) feature on all models. By controlling brake pressure to prevent the vehicle from rolling backwards, HLA helps ensure smooth starts on uphill gradients of 2 degrees or more. The acceleration sensor in the CX-5 version even has an integrated auto-learning function to better adapt to an individual's driving habits.

When it comes to passive safety, the CX-5 has it covered. Again, Mazda engineers made no compromises, designing the CX-5 to channel impact energy away from the cabin.

As the first Mazda built with the entire range of SKYACTIV technology, the CX-5 comes with the highly rigid yet lightweight SKYACTIV Body. Utilising a straighter, more continuous frame and an extremely efficient multi-load path structure, the SKYACTIV Body is designed to achieve top ratings in crash tests around the world.

High-tensile steel sees much greater usage than ever before in a Mazda. In fact, 61 percent of the steel used in the CX-5 is of the high-tensile variety. The B-pillar and roof reinforcement cross sections, for example, have been expanded with high-tensile steel to enhance side impact protection of the cabin. The floor section, door impact beams and side sills also received high tensile reinforcement. Plus, it is the first vehicle ever with extremely strong and lightweight 1,800 MPa ultra-high tensile steel, which is used in the bumpers.

Such measures help channel the load outside the cabin during a collision and prevent it from deforming. The SKYACTIV Body's multi-load path structure, meanwhile, ensures the optimal distribution of frontal impact energy along the various load paths. On the back of the vehicle, Mazda straightened the rear frame and optimised its shape while also joining the rear frame and B-frame sections. The upshot is that energy from a crash, whether frontal, side or rear-end impact, is simply absorbed better.

Absorbing impact was indeed a central focus on the CX-5. It was behind the adoption of a new front suspension structure in which the engine breaks away from the suspension cross members during a crash. This maximises energy absorption by creating a larger crumple zone. The AWD model also uses the driveshaft structure to absorb the backward movement of the engine. The driveshaft detaches from the underbody during a crash and contracts, also breaking away from the rear differential. It thus absorbs energy, which is channelled underneath the cabin without obstructing the crumple zone.

Mazda even came up with an innovative system to efficiently absorb impact energy during relatively minor frontal crashes (up to around 15 km/h), making the CX-5 simple and economical to repair. In such cases, the brunt of the impact is borne in three areas – the shroud upper member, bumper and crash can, and suspension cross member crash can – with easy-to-replace bolt-fastened parts. At the same time, damage to the front frame and engine compartment is minimised.

Front, side and curtain airbags are standard on all CX-5 models. Front seatbelts have pretensioners as well as load limiters, which mitigate the impact on the chest. The steering column, with its tilt and telescopic functionality for maximum comfort, helps prevent injury, too, shifting forward during an accident to absorb the driver's momentum.

The front seats were completely redesigned with a new lightweight structure. With safety in mind, the seat's side frame was altered to eliminate contact with the occupant's ribcage. Developers also put a strong focus on mitigating neck injuries, using an anti-whiplash design that, during a rear impact, reduces the movement and rotation of the head and torso while at the same time decreasing the load on the headrest and seatback.

In the back, Mazda gave the seats an internal anti-submarine mechanism, which restrains the lower body during an accident. The seat pan on the 4:2:4 split rear seats (on the GSX and Limited models)

limits the amount of forward movement of the occupant’s pelvis, while the 60:40 rear seats (on the GLX model) use a tough foam material structure for this purpose. The rear seatback frames, mounts and hinges, meanwhile, were also reinforced to better protect rear passengers from luggage and other boot cargo. And for the smallest passengers, the CX-5 has ISOFIX compatible connections as well as top-tether anchors delivering maximum child seat safety and installation ease.

In yet another first, Mazda integrated an energy absorbing design into the CX-5’s front end to minimise pedestrian injury potential. The CX-5’s bonnet, for example, has a sufficient crumple zone between it and the various engine components. The body cowl and instrument panel are also less rigid to soften the blow should a pedestrian’s head hit the windscreen. Finally, the front bumper is equipped with shock absorbing material to reduce leg injury and a rigid area at the bottom to help prevent the legs from going underneath the vehicle.

All in all, the CX-5 is remarkably safe to be in or around. In fact, it has already exhibited outstanding results during Mazda’s own rigorous crash testing under a range of real-world situations, from full and offset frontal and rear collisions to pole collisions and side impacts.

Mazda has designed an exceptional vehicle which sets a new benchmark for driving experience. Every CX-5 will also come standard with **mazdacare** to ensure the vehicle continues to perform in optimum condition. **mazdacare** comprises a Mazda Genuine Factory Warranty and Mazda On Call Roadside Assistance for a 3 year, unlimited kilometre period and Genuine Mazda Servicing for 3 years/100,000 km (whichever occurs first).

The CX-5 range is available now from Mazda dealerships nationwide from \$39,690 plus on road costs. For more information, please visit [www.mazda.co.nz](http://www.mazda.co.nz).

Recommended Retail Price (RRP)\*

Model	Transmission	RRP
CX-5 GLX 2.0 litre petrol FWD	6AT	\$39,690
CX-5 GSX 2.0 litre petrol FWD	6AT	\$41,390
CX-5 GSX 2.0 litre petrol AWD	6AT	\$43,390
CX-5 GSX 2.2 litre diesel AWD	6AT	\$46,990
CX-5 Limited 2.0 litre petrol AWD	6AT	\$52,990
CX-5 Limited 2.2 litre diesel AWD	6AT	\$55,990

\* Recommended Retail Price (RRP) includes GST but excludes on-road cost.