



MAZDA CX-90

We believe in the power of human potential; creativity, imagination and the amazing things we're all capable of when we're inspired.

We believe in taking the unconventional road and going the extra mile to do work that inspires.

We believe in artisans, designers, engineers and ambassadors who pour human energy into their work.

We believe in the power of cars to move human emotions. To awaken senses, heighten reflexes, make pulses race.

We believe the joy of being alive comes from what we discover on our journey, and the inspiration we find in every mile.

MAZDA MAKES YOU FEEL ALIVE.



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DIGNIFIED BEAUTY



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PURE AND ELEGANT



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MAZDA STORIES

MAZDA AND THE SCIENCE OF TOUCH

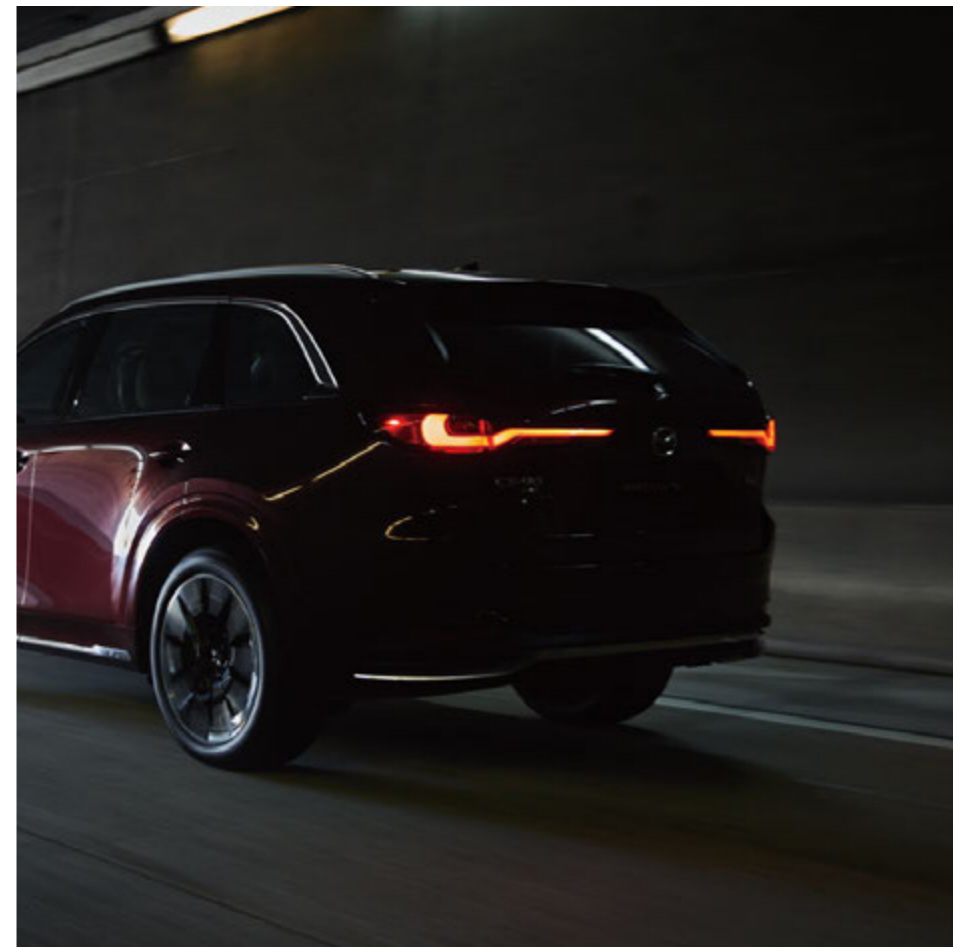
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REFINEMENT AND LUXURY





POWER AND INSTINCT



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FOR THE VOYAGE OF YOUR LIFE

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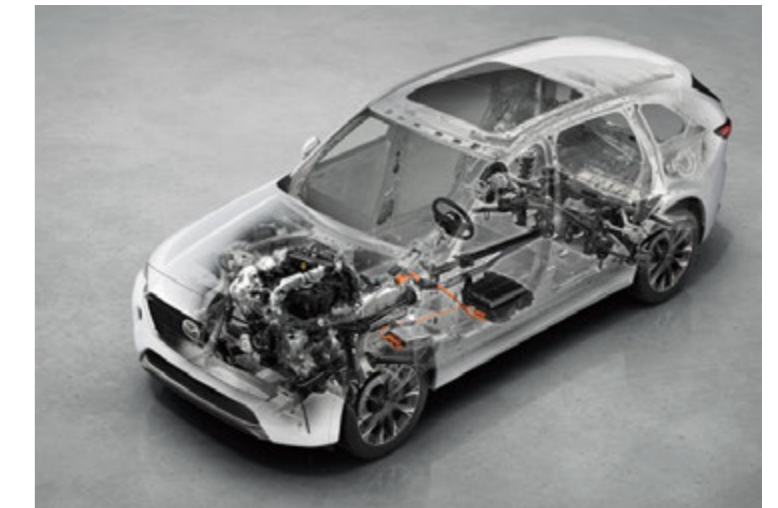


Note: All images shown are for illustration purposes only.

BUILT TO RESPOND

SCALABLE PLATFORM, LONGITUDINAL ENGINE

Mazda...a name synonymous with driving pleasure. With feeling at one with the vehicle as if it's an extension of you. We call that feeling *Jinba-ittai*. And now it takes elegant, inspiring form in CX-90, our flagship three-row SUV. This masterful and assured redefinition of the family SUV is engineered from the ground up for exhilarating response that's also easy on the environment. It begins with the longitudinal version of our Skyactiv Multi-Solution Scalable Architecture platform scaled to CX-90's spacious dimensions and featuring an in-line six-cylinder engine with a front-engine rear-wheel-drive (FR) layout. This versatile, performance-focused platform even adapts to accommodate diverse electrification technologies such as our M Hybrid Boost 48 V mild hybrid system. Its design was directed by our unique Skyactiv-Vehicle Architecture concept aimed at supporting your natural ability to maintain balance while in motion, so you can comfortably retain a relaxed, well-balanced posture and stay in full command of the greater power of CX-90's newly developed engine while you enjoy controlling G forces in various driving situations. Relentless research into how force is transmitted through CX-90's structure resulted in an extremely rigid body offering immediate response and feedback to your control inputs, further increasing your sense of unity with the vehicle. And seats meticulously designed to support the pelvis and preserve balance do more than just heighten the driver's feeling of being one with CX-90: they enhance the ride comfort, well-being and sense of security for passengers of any age and in every row, elevating each and every drive into an experience to savour.



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POWER, UNDER CONTROL

e-SKYACTIV G ENGINE

The beating heart of CX-90 is the newly developed e-Skyactiv G 3.3-litre turbocharged in-line six-cylinder petrol engine. While the straight-six has long been the enthusiast's gold standard for refined balance and smooth power delivery, Mazda Skyactiv Technology takes this configuration to an unprecedented combination of high power, torque and fuel efficiency.

Developed under a 'right-sizing' concept, e-Skyactiv G 3.3 features a cleverly simplified structure with weight comparable to a four-cylinder engine, contributing to efficient space utility and improved handling performance.

e-Skyactiv G is also equipped with M Hybrid Boost, Mazda's advanced electrification technology. This unique 48 V mild hybrid system captures and stores energy from deceleration to power a motor that assists the engine during start-up and acceleration. And to further improve fuel economy, the motor also assists in the light-load range from idling to low speed, the area where internal combustion engines are at their least efficient.

The new eight-speed automatic transmission features a clutch instead of a torque converter to provide fast, positive shifting similar to a manual gearbox and offer direct transfer of power more perfectly embodying Mazda's *Jinba-ittai* driving philosophy.



i-ACTIV AWD

CX-90's longitudinal powertrain layout allows i-Activ AWD to give you the best of both worlds: the neutral cornering characteristics of a rear-wheel-drive system combined with the reassuring stability of all-wheel drive. This full-time AWD system primarily delivers power to the rear wheels for the superior handling associated with the sports car's classic FR configuration, yet continuously monitors driving conditions to dynamically direct power to any of the four wheels as necessary. The result is a new level of high-speed, straight-line stability on highways and

reliably stable traction on snow or slippery surfaces. In addition, i-Activ AWD works in conjunction with the mild hybrid system's regeneration function to optimize the front/rear distribution of regenerative braking, helping to maximize the energy recovered from each wheel during deceleration.

To keep your connection to the road natural and intuitive and enhance the whole family's experience in a wider range of driving circumstances, CX-90 is equipped with Mazda Intelligent Drive Select (Mi-Drive). This system offers Normal, Sport and Off-Road modes that integrate operation of the powertrain, brake system and AWD to control power distribution to the individual wheels according to the mode selected and assure optimal traction and confidence-inspiring handling. And for exceptional peace of mind, the Hill Descent Control (HDC) system provides appropriate braking support when descending the kind of steep slopes that normally require continuous brake operation by the driver, helping maintain a set speed even when driving over rough surfaces or if the gradient changes during the descent.

KINEMATIC POSTURE CONTROL (KPC)

Our newly developed Kinematic Posture Control (KPC) is introduced to leverage the inherent strengths of CX-90's suspension system to achieve smoother body movement in everyday driving, and suppress body roll during high-speed cornering.

The multi-link rear suspension is specifically designed to oppose lift and draw the body down towards the road when the driver brakes. KPC capitalizes on this by slightly applying brake force on the inside rear wheel, especially during high-speed turns, to mitigate roll and keep CX-90 reassuringly flat and stable through the curves. In addition, KPC monitors the difference in rotational speed between the rear wheels to calculate actual cornering performance in real time, using this information to maintain linear body movement and stabilize CX-90's posture.

KPC's effect is particularly noticeable in tight bends and over rough surfaces, controlling body roll and making the vehicle feel more firmly planted to provide a smooth, confidence-inspiring ride for driver and passengers alike.





THE FAMILY FRIEND

COMFORT THAT FITS

Making CX-90 a perfect fit for your family was job one from the very beginning, requiring we gave it the power and capability to handle whatever you throw at it. Along with advanced proactive safety features. And a spacious, airy interior offering passengers of almost any physique – no matter where they are seated – the leg, shoulder and head room they need to relax without feeling cramped in any way. For the driver and front passenger, the floor console is optimally designed to combine ample space around the thighs with a wide armrest. Second-row passengers enjoy generous shoulder room making it easier to reach into the door pockets. And standout features of third-row seating are wide seatbacks and cushions and exceptional head room that together allow people to sit further back in a more relaxed posture. Extensive soundproofing adds to the interior's serene atmosphere by taming unwanted harsh noise, while advanced climate control extends back to the rearmost seats to further enhance CX-90's inviting, comfortable, liveable cabin.

VERSATILE SEATING CONFIGURATION

Imagine CX-90 as part of your family circle. What will you do together? And just as important, how many people will you want to carry? Six? Seven? Even eight? CX-90 has you covered with options allowing you to specify the seating configuration that exactly fits your way of life. For example, in the second row you can opt for two captain's chairs, either with a centre console/armrest, or without for convenient walkthrough access to the third row. And if people-carrying capacity is your priority, there's a three-passenger bench seat available. The third row offers similar capacity with the choice of either a two-passenger or a three-passenger bench seat. So you can select a 2+2+2, a 2+3+2 or a 2+3+3 layout* to match your unique family needs. Best of all, no matter which configuration you go for, you get easy access to the third row thanks to a large side step and the second-row seats' one-touch slide function. The generous cargo space is more than adequate for a wide range of family use scenarios, plus fold-down second- and third-row seats allow transport of long or bulky items such as furniture, mountain bikes or surfboards. And for easier loading/unloading of such cargo, the luggage area floorboard is the same height as the rear trim.

*Seat configuration availability varies according to country and model grade. Please consult your Mazda dealer for exact information.



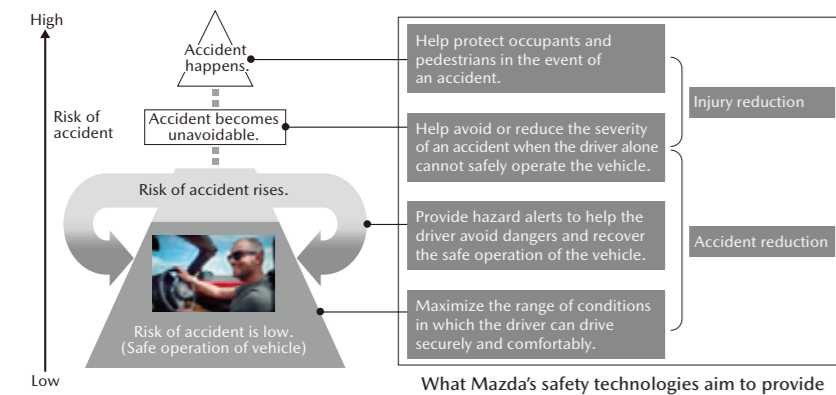
CENTRED ON SAFETY

MAZDA PROACTIVE SAFETY

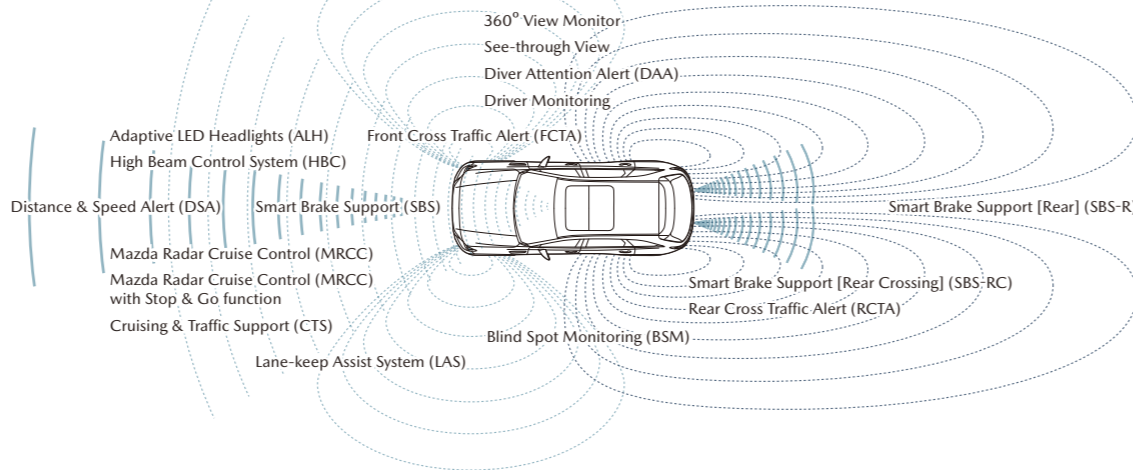
True driving pleasure requires more than just vehicle response and performance. It also demands the peace of mind that comes with feeling safe, secure and in control. In line with our human-centred design philosophy, Mazda Proactive Safety is engineered around you, the driver, to support you in anticipating and assessing your driving environment moment by moment, helping you to recognize and avoid danger beforehand rather than react after a hazardous situation has developed. i-Activsense with its full spectrum of remote sensing devices provides continuous 360° monitoring around the vehicle and alerts you to potential threats. And when necessary, its advanced autonomous control/brake systems assist in staying out of harm's way, playing a vital role in helping to reduce the risk of accidents for you, your family and others nearby.



Driving with Mazda Proactive Safety

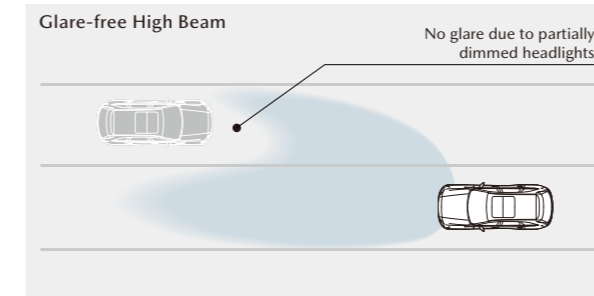


i-Activsense technologies



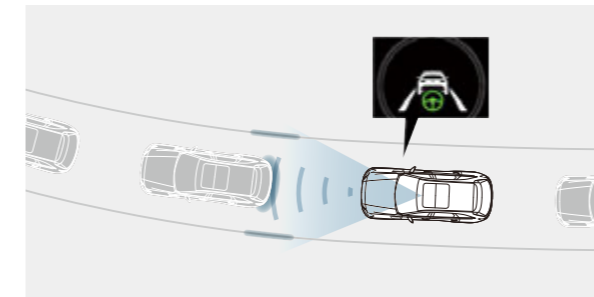
Notes: i-Activsense safety features are not a substitute for safe and attentive driving. There are limitations to the range and detection of the systems. Availability of safety equipment/features varies according to country and model grade. Please consult your Mazda dealer for exact information.

i-ACTIVSENSE



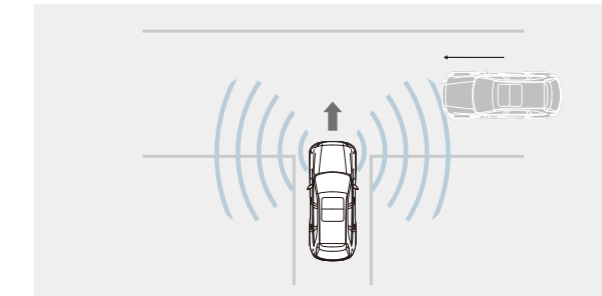
ADAPTIVE LED HEADLIGHTS (ALH)

ALH offers the driver greater support for recognizing potential hazards when driving at night. The system improves night visibility and helps the driver avoid hazardous situations by combining the use of auto-controlled Glare-free High Beam (featuring an adjustable illumination range via a 20-split LED array) and Wide-range Low Beam.



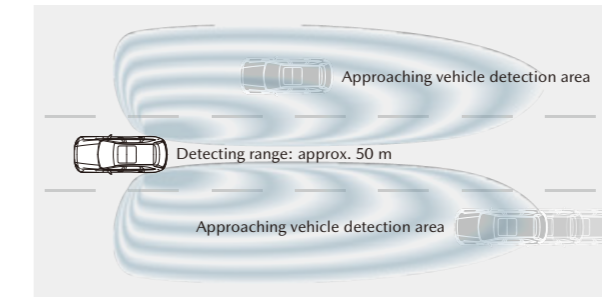
CRUISING & TRAFFIC SUPPORT (CTS)

The CTS driver assistance system helps mitigate fatigue by supporting acceleration, braking and steering in situations such as driving in heavy highway traffic. When activated, CTS adjusts vehicle speed to help maintain a safe distance to the vehicle ahead, as well as assisting with other functions such as lane-keeping to help make driving safe and stress-free.



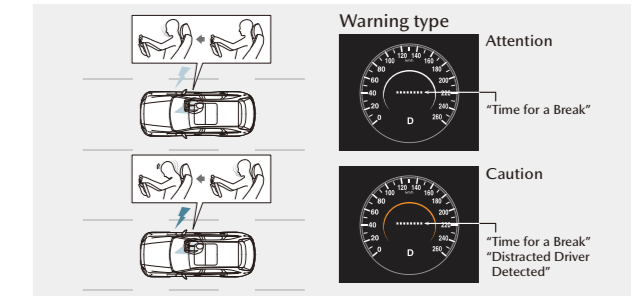
FRONT CROSS TRAFFIC ALERT (FCTA)

When entering a T junction, collisions with vehicles approaching from the front left and right blind spots can easily occur. FCTA uses front side radars to monitor these front diagonal blind spots and warn the driver of approaching vehicles. The system operates when the car is moving at speeds up to approximately 10 km/h and is only designed to detect the presence of motor vehicles.



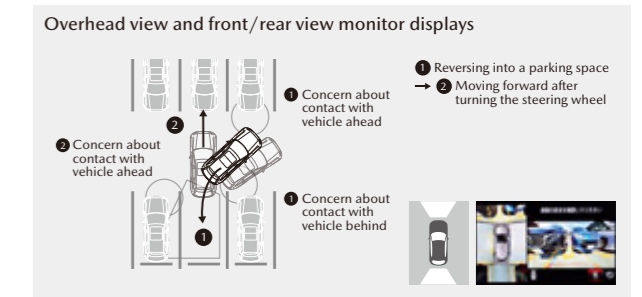
BLIND SPOT MONITORING (BSM)

BSM uses 24 GHz quasi-milliwave radar sensors to help detect vehicles in the blind spots behind and to the side, and using a turn signal while BSM detects a vehicle triggers visual and audio warnings.



DRIVER MONITORING

Driver Monitoring constantly checks the driver's line of sight to detect signs of drowsiness or distracted driving. In the case of drowsiness, the system provides two increasing levels of driver alert via both the screen display and a warning sound. When distracted driving is detected, an alert is given via the screen display and a warning sound.



360° VIEW MONITOR SYSTEM

The 360° View Monitor system features four cameras on the front, sides and rear of the vehicle to show the area around the car on a central display. Combined with alarm sounds triggered by eight parking sensors at the front and rear, the system helps you to avoid danger when pulling into or out of a garage, approaching T-shaped intersections or passing an oncoming car on a narrow road.

EXTERIOR AND INTERIOR COLOURS

BODY COLOURS



Soul Red Crystal Metallic (46V)



Machine Grey Metallic (46G)



Rhodium White Metallic (51K)



Artisan Red Metallic (51F)

TAKUMI-NURI

Mazda's unique painting technology Takumi-Nuri (*takumi*: master craftsman, *nuri*: painting), with its unprecedented combination of colour, highlights, shade and depth, further emphasizes the sheer beauty and quality of the dynamic body shape. The lineup includes four Takumi-Nuri body colours: Soul Red Crystal Metallic, Machine Grey Metallic, Rhodium White Metallic and Artisan Red Metallic.



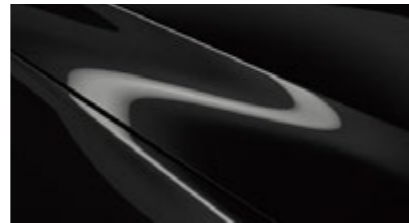
Platinum Quartz Metallic (47S)



Sonic Silver Metallic (45P)



Deep Crystal Blue Mica (42M)

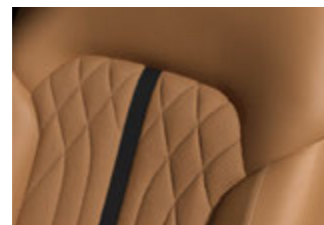


Jet Black Mica (41W)



Arctic White (A4D)

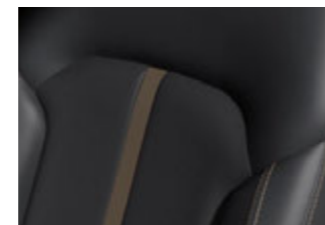
SEAT MATERIALS



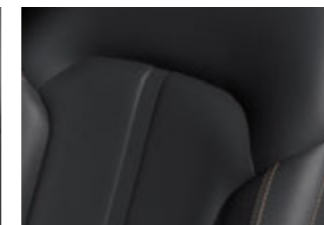
Nappa leather, Tan



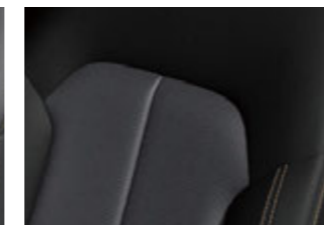
Nappa leather, Pure White



Nappa leather, Black



Leather, Black



Cloth, Black

Availability of exterior and interior colours varies according to locale. Please consult Mazda salespersons for exact information.

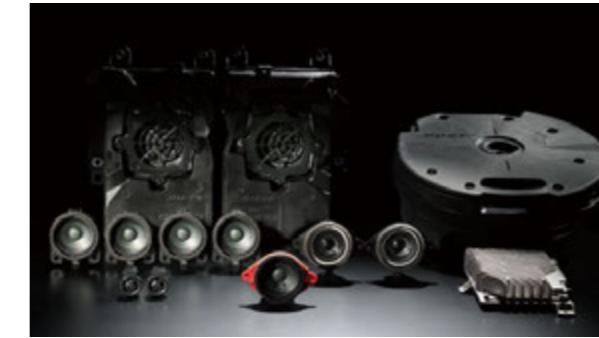
EQUIPMENT



The large panoramic sunroof provides an expansive top view and brings light to the entire cabin, delivering an open, airy feel to passengers in the front and rear alike.



The 21-inch diamond-cut machined aluminium wheels feature a black metallic finish with a modern look and high-quality feel to accent CX-90's bold and elegantly commanding SUV presence.



Jointly developed with Bose®, CX-90's audio system features 12 speakers for powerful, clearly defined sound. The unique Centerpoint2 surround system delivers a superbly focused, three-dimensional sonic image even from stereo sources, while AUDIOPILOT2 monitors ambient noise levels and automatically adjusts audio volume.



Air conditioning vents for the third row are standard equipment on all models. Along with CX-90's exceptional head and shoulder room, the addition of an air conditioning vent makes time in the car even more comfortable for third-row passengers.



The Driver Personalization System uses a camera to detect the driver's eye position and adjust seat position, steering wheel, Active Driving Display and door mirrors to suit. The automatic setting recovery function recognizes up to six individual drivers' faces and restores their preferences from over 250 memorized settings.



With the advanced key in your pocket or bag, a quick kick beneath the sensor located under the rear bumper lets you open and close the power liftgate, a convenient feature when your hands are full or when you don't want to touch the car because it is wet or muddy.

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