



MAZDA MOTOR CORPORATION

MAZDA CX-8

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.







An arresting vision of elegance and beauty that excites the desire to drive every single day. An interior that wraps all aboard in supreme quality and comfort. And best of all, relaxed yet dynamic response that makes you feel like you could drive forever. It's Mazda CX-8, the three-row SUV that opens up inspiring new possibilities for people with active lifestyles. Designed and engineered to flexibly respond to the ever-changing needs of you and your family, CX-8 is your perfect partner, effortlessly making every journey stylishly rewarding no matter where or when.



SMOOTHLY EXCITING

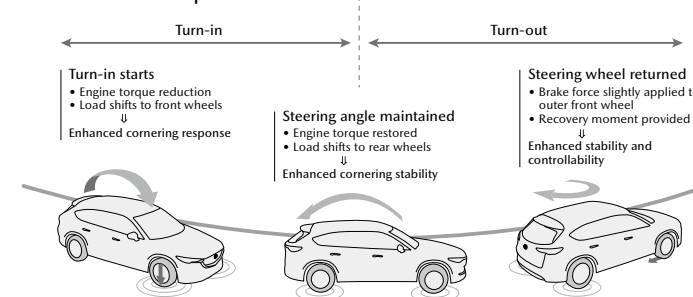
SKYACTIV TECHNOLOGY

Deeply satisfying dynamic driving, married to superior safety and environmental performance: the goal and the end result of Mazda's innovative Skyactiv Technology. And now it's even further evolved with Skyactiv-Vehicle Dynamics, a system that provides real-time integrated control of the engine, transmission, chassis and body to further enhance Mazda's *Jinba-ittai* feel of unity between you, the driver, and the vehicle. The system also features G-Vectoring Control Plus (GVC Plus), a unique human-centered initiative that controls how you and your passengers physically experience CX-8's exhilarating performance to deliver the ultimate in automotive pleasure to both driver and passengers alike.

G-VECTORIZING CONTROL PLUS (GVC PLUS)

GVC Plus is one more way Mazda's human-centric engineering makes vehicle movement more responsive, more confidence-inspiring and just more comfortable. As you enter a bend, GVC Plus momentarily lowers engine torque to transfer weight to the front wheels and enhance grip. Then as you go through the curve, engine torque is restored to shift weight rearwards for greater stability. Finally, brake force is slightly applied to the outer front wheel when you quickly return the steering wheel to the centre position to exit the bend to help recover straight-line running. This seamless, behind-the-scenes control greatly reduces the need for steering corrections, smoothes the effect of G forces to reduce body sway, and lowers stress and fatigue on long drives. And with the newly introduced Mazda Intelligent Drive Select (Mi-Drive), CX-8 offers an even more involving driving experience. Engage Mi-Drive Sport mode and GVC Plus then dynamically controls torque reduction in accordance with steering speed and angle to shift greater weight to the front wheels compared to Normal mode for further enhanced grip and sharper steering response.

GVC Plus operation



THE POWER OF EFFICIENCY



SKYACTIV-G

Conventional internal combustion engines only harness around 30% of the potential energy in the fuel they consume: the rest is wasted. So Mazda developed Skyactiv-G, a high-efficiency engine that compresses the air-fuel mixture to a much higher degree than in conventional powerplants, squeezing far more energy from every drop of fuel. This high compression ratio, unparalleled among mass production engines, delivers both sheer driving pleasure and outstanding fuel economy. And it's further enhanced by a raft of innovative Mazda technologies including optimized intake ports and piston shape, split fuel injection and a coolant control valve.

THREE ROWS IN FIRST CLASS

THE QUIET SOUND OF QUALITY

At Mazda, 'quiet' doesn't mean simply a lack of sound. It means controlling sound and how it reaches the ears, damping harsh road and wind noise while allowing the all-important and pleasantly stimulating sound of the engine through in a carefully measured fashion. This is achieved through years of in-depth acoustic research and extensive use of noise- and vibration-damping materials. The result is a comfortably quiet yet engaging environment for occupants in all three rows of seats, making even the longest journeys a pleasure.

COMFORT FOR THE BODY AND MIND

A prime directive for the CX-8 as a three-row SUV is to assure comfort, both physical and mental, no matter where you sit. So every seat has the space and structure to provide a natural posture with positive support, giving genuine physical comfort. What's more, Mazda's in-house safety specifications are even stricter than the Japanese national standards, pursuing outstanding safety performance right through to the third row and bringing reassuring peace of mind to all passengers. This is just one more added value CX-8 brings to the three-row SUV.



LUGGAGE AS YOU LIKE IT

VERSATILITY TO MATCH YOUR DAY

Arrange the luggage area to meet your needs of the moment. Even with seven passengers, CX-8 offers enough space for a couple of golf bags. Fold the third-row seatback down and you have room for three large (67 cm) suitcases*. And if you fold both second- and third-row seatbacks down, you can even carry two full-size bicycles*. More convenient still, the hands-free power liftgate lets you open and close the gate even when your hands are full simply by placing your foot beneath a sensor located under the rear bumper.

*Tested using average sized representative samples. Some similar-sized items may not fit due to their shape or design.

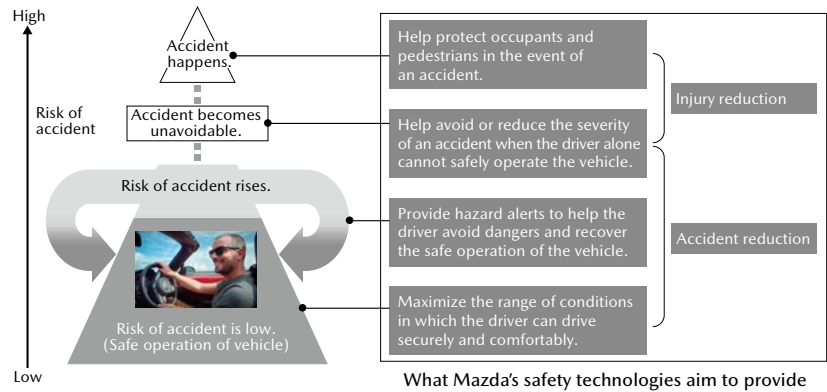


PROTECTION IN DEPTH

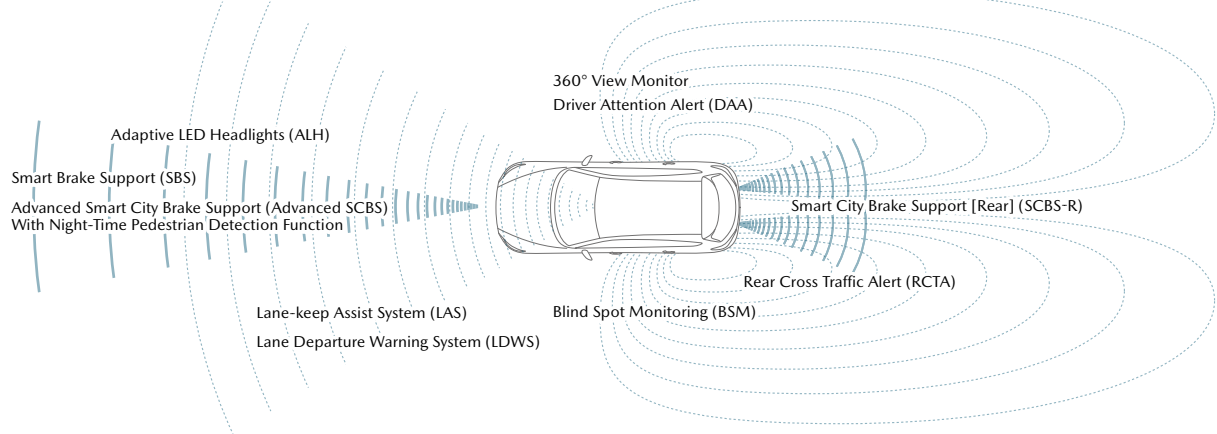
MAZDA PROACTIVE SAFETY

Mazda's Proactive Safety philosophy is firmly grounded in a belief in the driver's abilities, aiming to support safer driving while maintaining all the fun of the open road. Safer driving demands early recognition of potential hazards, good judgment and appropriate action, and Mazda works to support these essential functions so you can drive securely and with peace of mind despite changing driving conditions. First is an optimum driver environment with good visibility, well-positioned controls, easy-to-read instruments and minimal distractions. Next is i-Activsense, a portfolio of active safety measures to incrementally warn you when a potentially dangerous situation is developing. Finally there is passive safety, designed to help protect occupants and minimize injuries if an accident should occur.

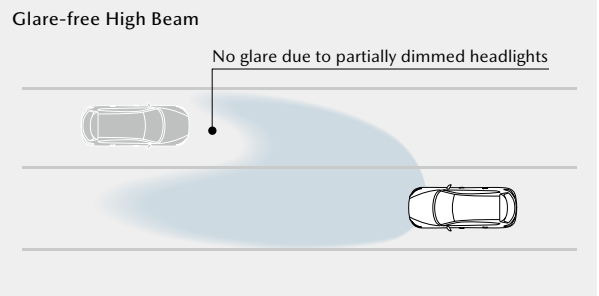
Driving with Mazda Proactive Safety



i-Activsense technologies

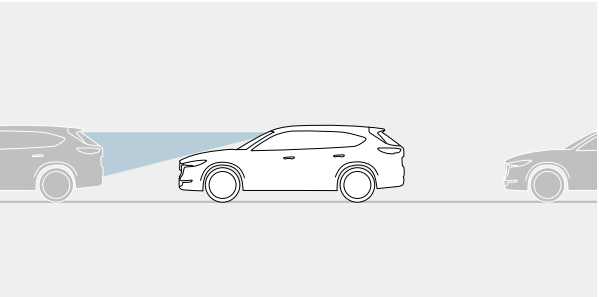


i-ACTIVSENSE



ADAPTIVE LED HEADLIGHTS (ALH)

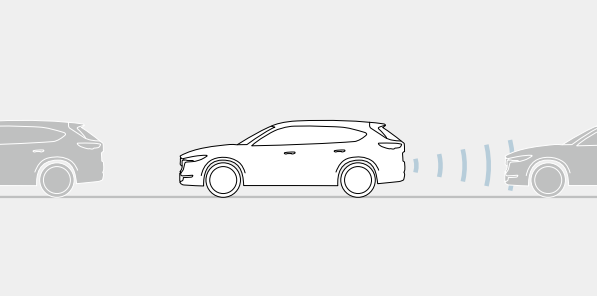
ALH offers the driver greater support for recognizing potential hazards when driving at night. The system improves night visibility and helps the driver avoid hazardous situations by combining the use of a 12-block array Glare-free High Beam (featuring an adjustable illumination range) and Wide-range Low Beam.



ADVANCED SMART CITY BRAKE SUPPORT (ADVANCED SCBS) WITH NIGHT-TIME PEDESTRIAN DETECTION FUNCTION

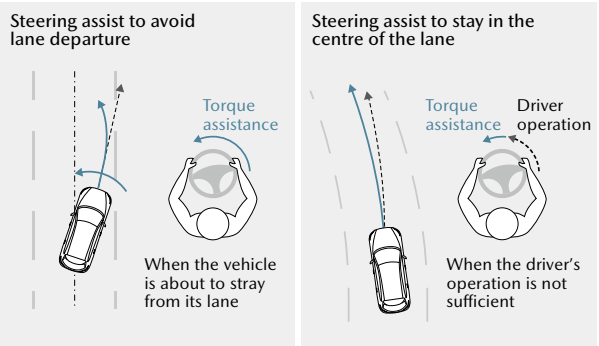
With its high-performance forward sensing camera, Advanced SCBS detects vehicles and pedestrians* in front of the vehicle and automatically applies the brakes to help avoid collisions and mitigate collision damage. The system detects vehicles at speeds between approximately 4 and 80 km/h and pedestrians at about 10 to 80 km/h, and is upgraded to detect pedestrians at night and operate effectively in a wider range of conditions.

*Detection of pedestrians and consequent automatic braking are not available in certain countries and regions.



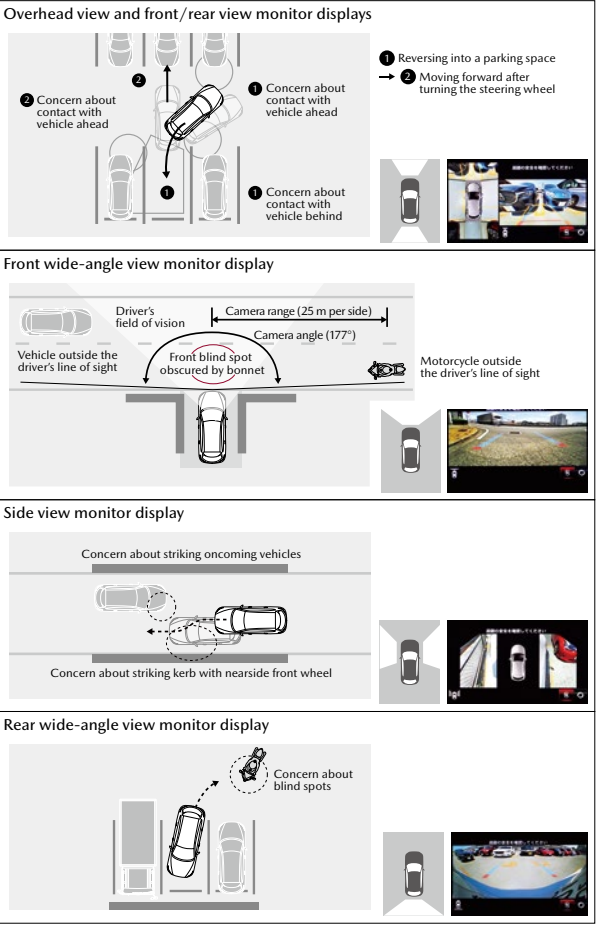
SMART CITY BRAKE SUPPORT [REVERSE] (SCBS R)

Ultrasonic sensors mounted on the rear bumper allow SCBS R to detect vehicles and obstacles behind when reversing at speeds between approximately 2 and 8 km/h. If an object is detected, the system automatically applies the brakes to help mitigate collision damage.



LANE-KEEP ASSIST SYSTEM (LAS)

A forward sensing camera detects lane markings and assists the steering to keep you in lane. The system also alerts you when it judges an unintended lane departure is imminent by vibrating the steering wheel or with an audible alarm. When the system determines lane departure is intentional (use of turn signals, etc) steering assistance is cancelled and no warnings are given. The system operates at speeds above approximately 60 km/h.



Note: Display images are composites for illustration purposes.

360° VIEW MONITOR SYSTEM

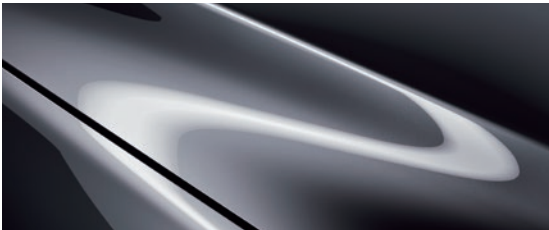
The 360° View Monitor system features four cameras on the front, sides and rear of the vehicle to show the area around the car on a central display. Combined with alarm sounds triggered by eight parking sensors at the front and rear, the system helps you to avoid danger when pulling into or out of a 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)



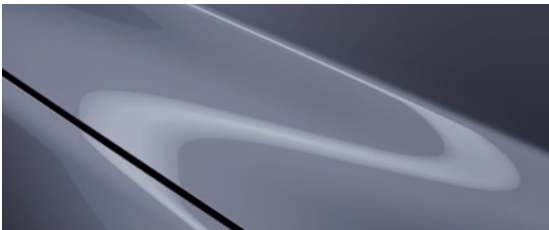
Rhodium White Metallic (51K)

TAKUMI-NURI

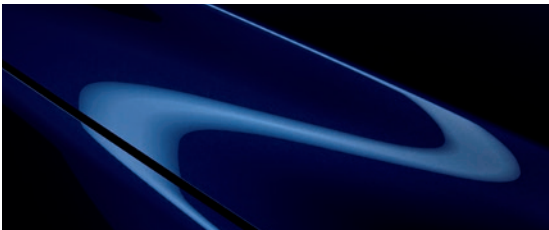
Mazda's unique painting technology Takumi-Nuri (*takumi*: master craftsman, *nuri*: painting), with its unprecedented combination of colour, highlights, shade and depth, further emphasizes the sheer beauty and quality of the dynamic body shape. The lineup includes three Takumi-Nuri body colours: Soul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



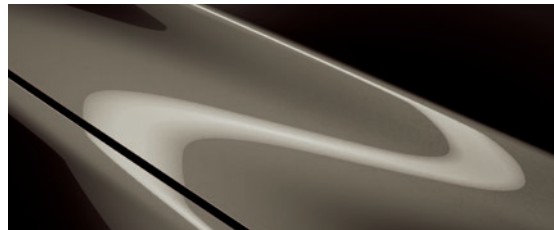
Platinum Quartz Metallic (47S)



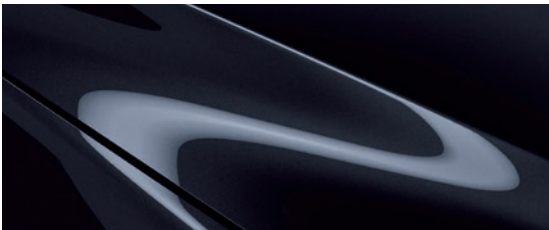
Polymetal Grey Metallic (47C)



Deep Crystal Blue Mica (42M)

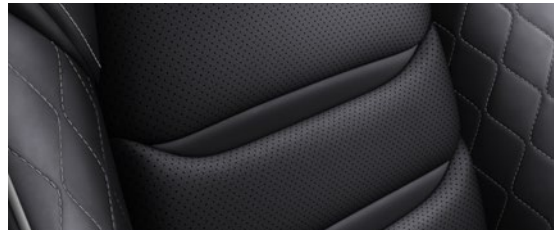


Titanium Flash Mica (42S)

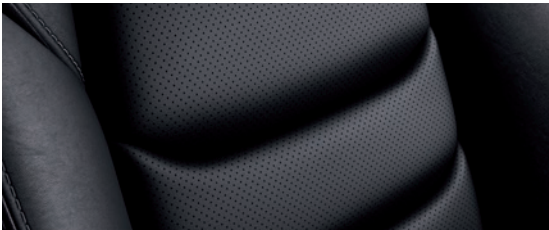


Jet Black Mica (41W)

SEAT MATERIALS



Nappa leather, Black



Leather, Black

EQUIPMENT



Stylish 19-inch aluminium wheels feature a new, dark-coloured bright paint which presents a calm yet powerful atmosphere. The elaborately sculpted spoke design provides a solid, sharp impression with a significant presence.



The sliding glass power sunroof provides an expansive top view and brings light to the entire cabin, delivering an open, airy feel. It also features a tilt-up function to provide fresh air even when not fully open.



Mi-Drive offers one-touch selection of two vehicle system settings. Normal mode provides well-balanced everyday driving on paved roads, while Sport mode prioritizes acceleration and handling response for winding roads and overtaking on motorways.



Second-row captain seats feature a wide centre console with individually opening armrests for easy access to the large storage box and USB sockets underneath even when the other second-row passenger is using their armrest.



Photo shows a different Mazda model.

The centre console tray includes a Qi wireless charger* to enable charging of compatible smartphones and other devices placed on it when the engine is running.

*Warning: Radio waves emitted by the wireless charger may affect implantable medical devices such as cardiac pacemakers and cardioverter defibrillators. Please consult your local Mazda dealer for exact information.



The front- and second-row seats* feature high-performance ventilation system which draws hot and humid air away from areas where the occupant's body is in contact with the seat surface for greater comfort. Perforations are widely and evenly distributed across the seatback and cushion for maximum efficiency, and the system offers three-stage control.

*Available only for captain seats