



MAZDA MOTOR CORPORATION

MAZDA CX-8

KG-R0C-A1
E-203D

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MAZDA MOTOR CORPORATION
ESTD. 1920 Hiroshima, Japan

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.



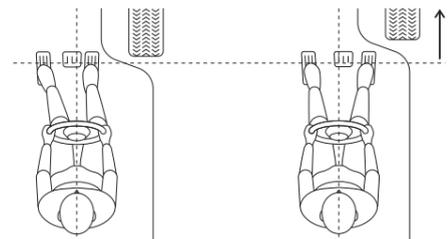




IN TOUCH, INFORMED, INSPIRED

COMFORT IN COMMAND

Your driving position affects every interaction you have with the car. It's where driving pleasure begins, and it's one more place where Mazda puts the focus on you to assure natural posture and ultimate ease of operation. Pedal layout is a prime example. To place the accelerator pedal exactly where your right foot falls naturally, all Mazdas are designed around the driving position with the front wheels further forward to create the space required for correct pedal location. The result is a relaxed, natural driving posture allowing you to operate the vehicle just as you desire, with minimal stress and effort.



Conventional pedal layout
Wheelhouse impedes natural leg extension resulting in driver discomfort.

Mazda pedal layout
Front wheel is moved forward, leg extends comfortably and naturally.

HUMAN-MACHINE INTERFACE (HMI)

Knowledge is power, but poorly presented information results in stress and confusion. So Mazda's HMI is entirely human-centric in its design, keeping you informed while leaving you free to concentrate on driving. Constantly changing high-priority information is delivered in real time in the Active Driving Display just below your line of sight, essential driving information is shown in the meter cluster LCD directly in front of you, and information related to entertainment and convenience comes via the 8-inch centre display. Prioritizing and presenting information in this logical way helps you to maintain a comfortable, natural posture as it supports you in driving safely and enjoyably.





SMOOTHLY EXCITING

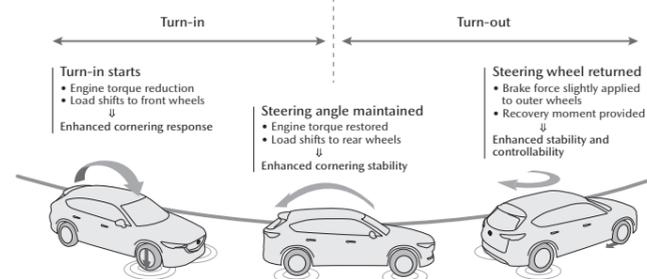
SKYACTIV TECHNOLOGY

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-VECTORING 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, as you exit the bend brake force is slightly applied to the outer wheels to help recover straight-line running. This seamless, behind-the-scenes control greatly reduces the need for mid-bend steering corrections, smoothes the effect of G forces to reduce body sway, and lowers stress and fatigue on long drives.

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.

EXTERIOR AND INTERIOR COLOURS

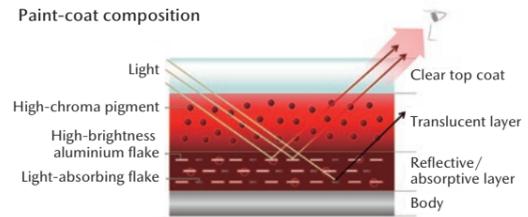
BODY COLOURS



Soul Red Crystal Metallic (46V)



Machine Grey Metallic (46G)



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 two Takumi-Nuri body colours: Soul Red Crystal Metallic and Machine Grey Metallic.



Sonic Silver Metallic (45P)



Deep Crystal Blue Mica (42M)



Snowflake White Pearl Mica (25D)

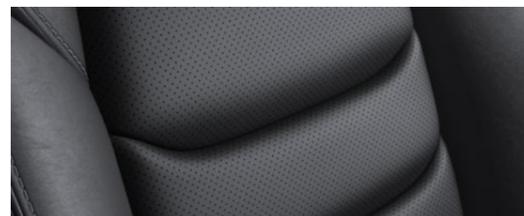


Titanium Flash Mica (42S)



Jet Black Mica (41W)

SEAT MATERIAL



Leather, Black

THE LOOK AND FEEL OF QUALITY



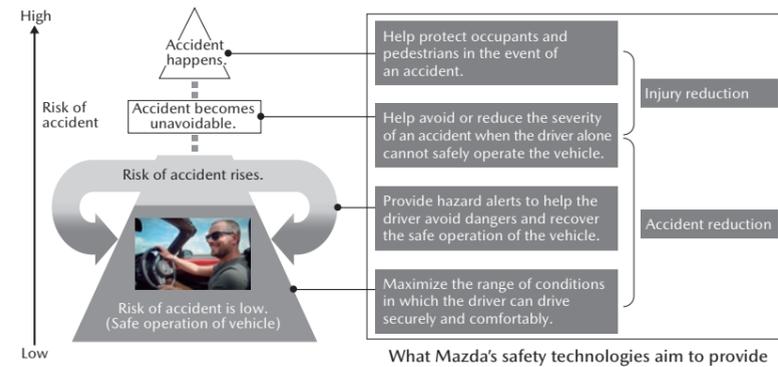
PROTECTION IN DEPTH



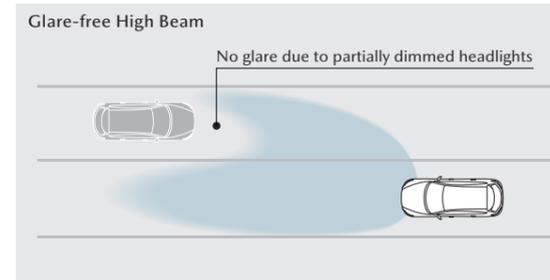
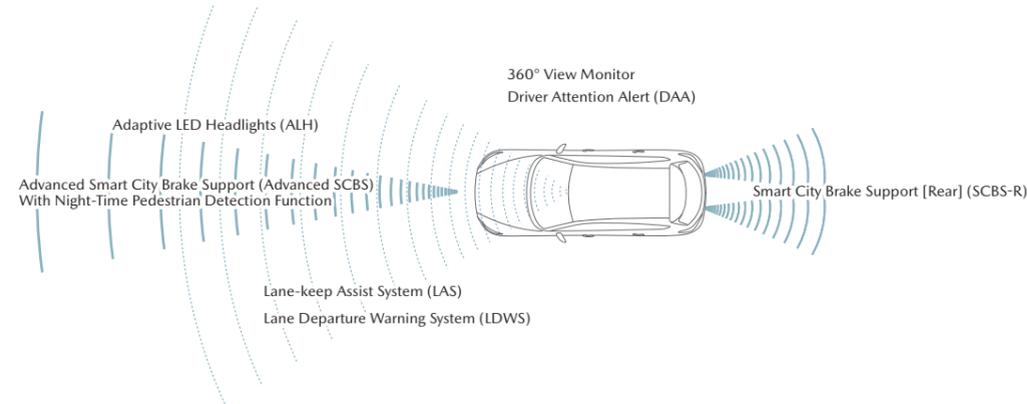
MAZDA PROACTIVE SAFETY

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

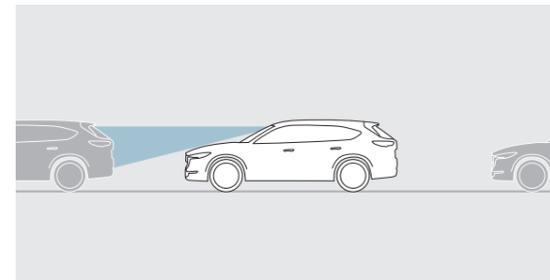


i-Activsense technologies



ADAPTIVE LED HEADLIGHTS (ALH)

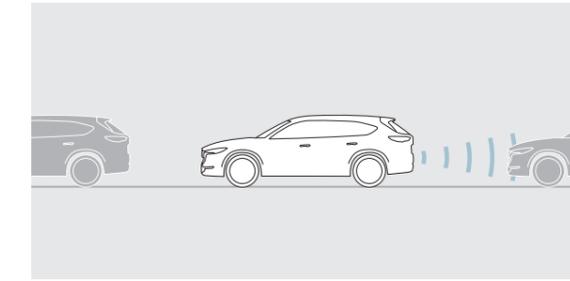
ALH offers the driver greater support for recognizing potential hazards when driving at night. The system improves night visibility and helps the driver avoid hazardous situations by combining the use of a 12-block array Glare-free High Beam (featuring an adjustable illumination range) and Wide-range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



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

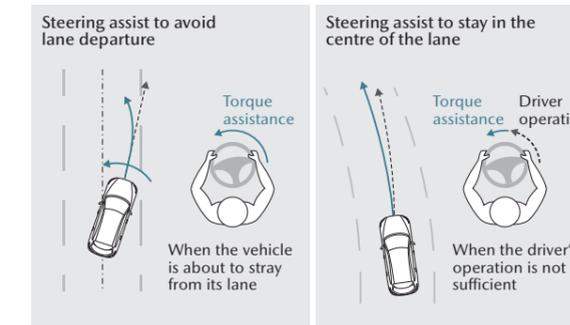
With its high-performance forward sensing camera, Advanced SCBS detects vehicles and pedestrians* in front of the vehicle and automatically applies the brakes to help avoid collisions and mitigate collision damage. The system detects vehicles at speeds between approximately 4 and 80 km/h and pedestrians 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.



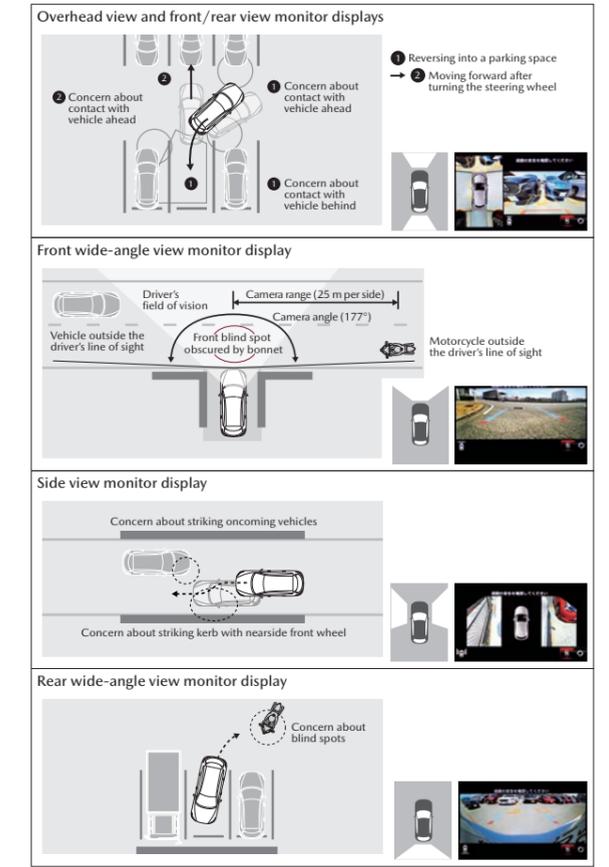
SMART CITY BRAKE SUPPORT [REVERSE] (SCBS R)

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.