



2011 Mazda CX-7
Zoom-Zoom





LIKE WHAT YOU SEE? LET'S BUILD ON THAT.

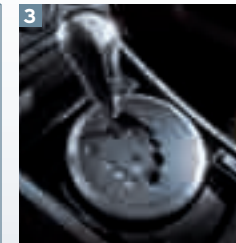
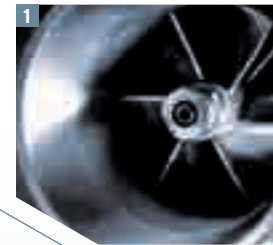
Simply looking at the beautifully sculpted, 5-passenger Mazda CX-7 tells you it goes way beyond typical crossover engineering. From there, beauty gives way to insightful. Insightful gives way to versatile. Then you drive it. With its sports-car-inspired driving dynamics and crisp handling, you might forget momentarily that it is a crossover. But one glance at the cargo space in the rearview snaps you back to reality. CX-7 offers you a choice of two advanced engines: A high-output, 244-hp* turbocharged 2.3-liter. And a responsive, fuel-friendly, 2.5-liter DOHC design. Standard features include a Sport AT automatic transmission with manual-shift mode, a sophisticated 4-wheel independent suspension and 4-wheel ventilated disc brakes. By this time you instinctively know that no other crossover can deliver what you're feeling. A feeling every Mazda, and only Mazda, can deliver. Zoom-Zoom.

* Horsepower rating based on use of recommended premium fuel.



TURBOCHARGED, YES. BUT IT DOESN'T END THERE.

In fact, that's just the beginning. To boost CX-7's driving dynamics even further, the 2.3-liter DOHC 16-valve MZR engine that propels both the CX-7 s Touring and Grand Touring is also intercooled and direct-injected. And it'll generate a 244 hp,* with 258 lb-ft of torque, striking a near-miraculous balance of pure power and enhanced fuel economy. The other end of CX-7's sophisticated powertrain holds its own too, housing a 6-speed Sport AT automatic transmission with manual-shift mode. And yielding a full range of power management capabilities—including the freedom to sequentially shift gears when your driving game calls for extra control. So go ahead and use crossover and turbocharged in the same sentence. You'll have the goods to back it up.



1 Turbocharged and intercooled, the CX-7 s Touring and Grand Touring's powerful direct-injected 2.3-liter engine generates a remarkable 244 hp* @ 5000 rpm and 258 lb-ft of torque @ 2500 rpm. **2** Lightweight and powerful, the CX-7 s engine is an all-aluminum MZR design featuring 16 valves, dual overhead camshafts and molybdenum-coated pistons for friction reduction. **3** A 6-speed Sport AT automatic transmission is also standard on s Touring and s Grand Touring models. In manual-shift mode, it gives you the extra control-and fun-of shifting gears without the need of a clutch. **4** Direct-Injection Spark Ignition (DISI) technology is also utilized by the CX-7 s to improve combustion, enhance fuel economy and further boost engine torque.

* Horsepower rating based on use of recommended premium fuel.

THIS COULD BE YOUR NEW FAVORITE SPORT.

You have your choice of five different models with the Mazda CX-7. One of them, the Mazda CX-7 *i* Sport, happens to be an extraordinary value. But, like the others, it doesn't give you value by stripping away valuable content. It's powered by a fuel-efficient, 2.5-liter DOHC engine, with variable valve timing to maximize low-end torque and high-rpm power. All coupled to a smooth-shifting 5-speed Sport AT automatic transmission with manual shift for added control. The remarkable result? A frugal 28 mpg highway.* And standard stuff? Take a deep breath, you'll need it to get through this list: Bluetooth^{®†} hands-free phone and audio capabilities. A tilt/telescopic steering wheel. An AM/FM/CD/MP3-compatible stereo. Cruise control. Steering-wheel-mounted, illuminated controls for the stereo, cruise control and Bluetooth. A Multi Information Display. Six-way manually adjustable driver's seat. Power windows, mirrors and door locks. Air conditioning. Rear roof spoiler. Even 17-inch alloys. With all this value and versatility, we'd confidently recommend the CX-7 *i* Sport over its close competitors...if it had any.



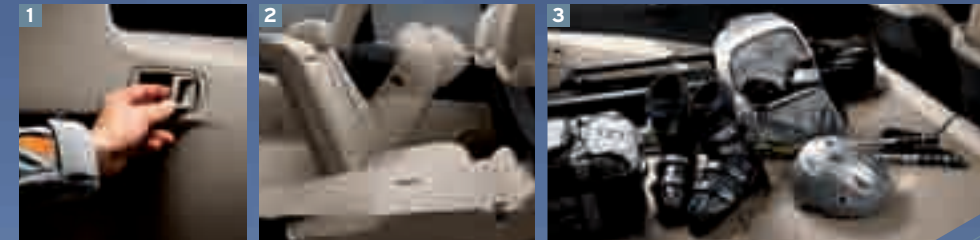
Spirited, yet fuel-efficient, the CX-7 *i* Sport is powered by an advanced, all-aluminum 2.5-liter 16-valve powerplant that serves up a responsive 161 hp @ 6000 rpm and a hefty 161 lb-ft of torque @ 3500 rpm. It also delivers a pump-friendly 20 mpg city/28 mpg highway* on regular fuel. A 5-speed Sport AT automatic transmission with manual-shift mode also comes standard.

* EPA estimated fuel economy. Actual results may vary.
† Bluetooth is a registered trademark of Bluetooth SIG, Inc.



VERSATILE AND PRACTICAL CAN BE FUN TOO.

Bring a little breathtaking design to the party, and suddenly the boring world of versatility and practicality takes on a whole new flavor. The CX-7 reflects a seamless integration of a sports-car-inspired engineering and crossover utility. Which means it'll handle all your cargo needs with no styling or performance compromises to spoil your fun. The 60/40 split fold-down rear seatback expands cargo capacity to a generous 58.6 cu ft. When folded, seats become a virtually flat load floor. There's even a clever, lockable storage compartment up front for your laptop. As well as dual, built-in 12-volt outlets. Whether you're shifting through hairpins, transporting gear or doing both at once—Mazda CX-7 brings exhilaration to the entire crossover experience. What could be more practical than that?



1 Handy remote releases in the CX-7's rear storage area allow you to conveniently fold the split rear seatback to accommodate both cargo and passengers. **2** The 60/40 split fold-down rear seatback converts easily into a virtually flat load floor that nearly doubles the CX-7's cargo space. And all without removing any headrests. **3** The virtually flat load floor provides a generous 58.6 cu ft of cargo space.* The storage area behind the rear seatback even features a reversible floor panel (carpet/durable composite) to better protect car and cargo.

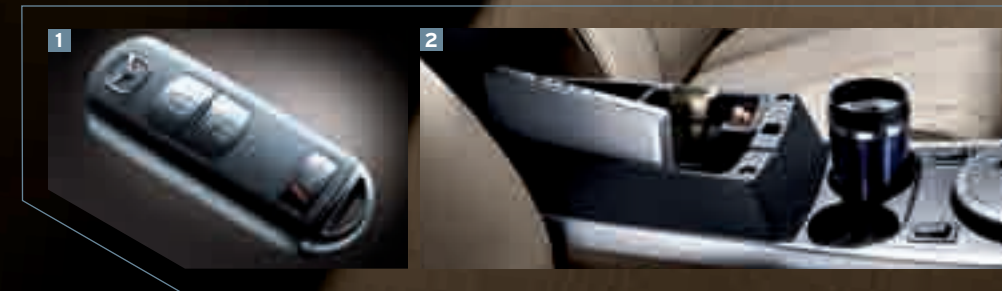
* Please remember to properly secure all cargo.





THIS SPACE RESERVED FOR YOU.

We've learned so much from designing sports sedans that we just had to spread the joy to the CX-7 s Grand Touring crossover. Especially in that much-favored corner, the driver cockpit. It's here that impeccable texture, substance and attention to detail abound. The leather-wrapped tilt/telescopic steering wheel and shift knob warmly welcome your touch. The electroluminescent gauges instantly inform you at a glance. And you'll swear the 8-way power-adjustable driver's seat with adjustable lumbar support and a multiposition memory is custom-designed for you alone. Both front seats, in fact, are also leather-trimmed as well as heated. Automatic climate control and a moonroof are standard. The audio system features an incredible 240-watt Bose® 9-speaker design with patented Centerpoint® surround sound and an in-dash 6-disc CD changer. Driving may seem like a chore in other crossovers. But in the CX-7, you'll think of it as the position you've rightfully earned and intend to keep.



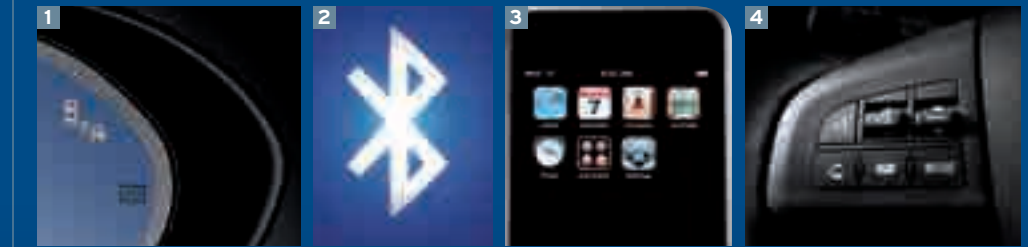
1 Mazda's Advanced Keyless Entry & Start System is standard on the CX-7 s Grand Touring. It conveniently allows you to remotely unlock or lock all four doors, plus start the engine without a key. **2** A stylish, leather-trimmed center console, standard on the CX-7 s Grand Touring, provides a lockable, multilevel storage compartment ideal for storing and protecting your laptop, notebook or purse. Adjacent built-in cup holders are also standard.





HIGH TECH, HIGH EXPECTATIONS AND HIGH FIVES ALL AROUND.

If it's next, now and new, we found a way to engineer it into the Mazda CX-7 s Grand Touring. It starts with a full-color Multi Information Display (MID) that vividly displays vehicle systems, audio system and trip computer data. Ambient temperature and maintenance reminders. Timely route and travel info from a compact navigation system. And live images from the standard rearview camera* when you're in reverse. The list continues with a Blind Spot Monitoring System,* Bluetooth® hands-free phone and audio capabilities, and auxiliary-audio input jack for your MP3. All standard. We knew we could meet your high-tech expectations with the CX-7. But just to be safe, we decided to exceed them.



1 Mazda's Blind Spot Monitoring System,* standard on the CX-7 s Grand Touring, is a radar-based warning system that alerts you with both outside-mirror warning lights and chimes when it detects an object in either blind spot. **2** Bluetooth† hands-free phone & audio capabilities are standard on all CX-7 models (except the SV), enabling you to make and receive calls, access voice mail messages, play MP3 music and more via your Bluetooth-compatible cell phone. **3** An auxiliary-audio input jack, standard on every CX-7, makes it easy to play songs on your MP3 player through the CX-7's audio system. **4** Steering-wheel-mounted, illuminated controls for the compact navigation system, Bluetooth† capabilities, audio system and cruise control are standard on the Mazda CX-7 s Grand Touring.

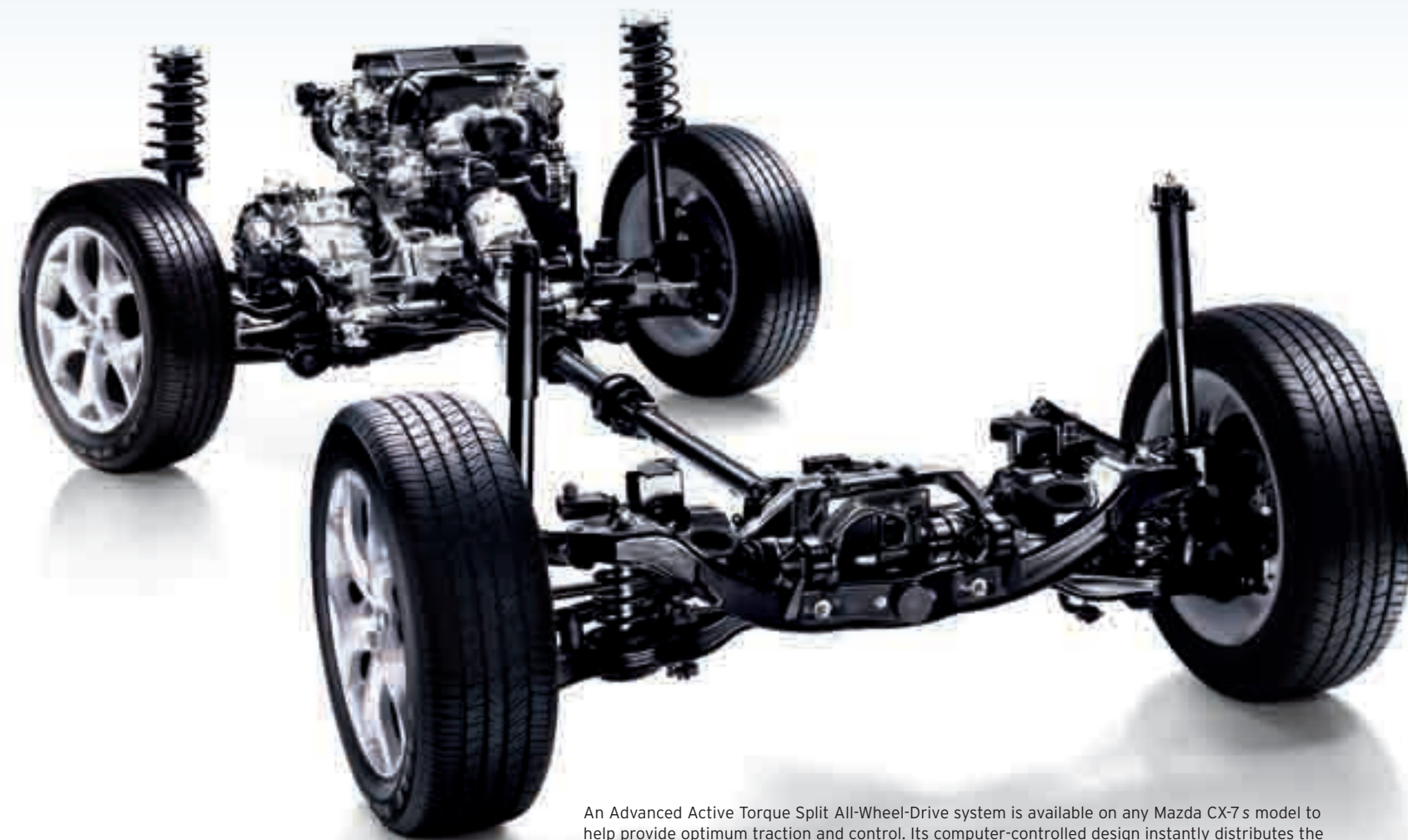
* Always check your mirrors. Be aware of the traffic behind you.
† Bluetooth is a registered trademark of Bluetooth SIG, Inc.
‡ iPod is a registered trademark of Apple Inc.

PROTECTION AND PERFORMANCE ARE EQUALS.

At Mazda, we pursue safety as passionately as we do performance. And the CX-7's impressive list of safety features clearly shows that passion. The CX-7's framework includes extra structural reinforcements called Mazda "Triple H" construction. Front and rear crumple zones. A full complement of dual front and front side-impact air bags, and front/rear side-impact air curtains.* Fade-resistant, 4-wheel ventilated disc brakes that include ABS, Electronic Brakeforce Distribution and Brake Assist. Dynamic Stability Control.† A Traction Control System. And an integral Tire-Pressure Monitoring System. In addition, an advanced Active Torque Split All-Wheel-Drive system is available on both CX-7 s models—further enhancing both safety and performance. Especially when road conditions are less than ideal.



1 Advanced dual front air bags plus front side-impact air bags and side-impact air curtains* with rollover protection come standard on the CX-7. 2 Four-wheel ventilated disc brakes, Dynamic Stability Control† and a Traction Control System are also standard. 3 A Tire-Pressure Monitoring System automatically displays a warning light whenever one or more tires are underinflated. Standard on all CX-7 models.



An Advanced Active Torque Split All-Wheel-Drive system is available on any Mazda CX-7 s model to help provide optimum traction and control. Its computer-controlled design instantly distributes the ideal amount of torque between front and rear wheels ranging from 100:0 to 50:50.

* Always wear your seat belt and secure children in the rear seats in appropriate child restraints.

† Dynamic Stability Control (DSC) is an electronic system designed to help the driver maintain control under adverse conditions. It is not a substitute for safe driving practices. Factors including speed, road conditions and driver steering input can all affect whether DSC will be effective in preventing loss of control. Please see your owner's manual for further details.

CALL IT UNCATEGORICALLY EXHILARATING.

Imagine how great we felt when Edmunds' *Inside Line* called the Mazda CX-7 "...a delightful blend of sport sedan, hot hatch and sport-utility." Because when we designed this uncompromising crossover, a delightful blend of sports sedan, hot hatch and sport utility is exactly what we set out to build. Anything less, and we couldn't call it a Mazda. And we'll keep building cars this way as long as there are drivers who believe the way we do—that there is no substitute for a truly exhilarating and gratifying driving experience. It's a promise from us that you can take to the bank. And the curve. And the twist. And so on. Zoom-Zoom.



Peace of mind also comes standard.

Every new 2011 MAZDA CX-7 is protected by:

- A 3-year/36,000-mile* "bumper-to-bumper" limited warranty
- A 3-year/36,000-mile* 24/7 Emergency Roadside Assistance program
- A 5-year/60,000-mile* limited powertrain warranty
- A 5-year/unlimited-mileage warranty against body rust-through

* Whichever comes first.

For details, please see your Mazda Dealer, visit MazdaUSA.com, or call toll-free 800-639-1000.

Once you have it, outfit it accordingly.

One of the most enjoyable aspects of buying a new Mazda CX-7 is being able to enhance its appearance and performance with Genuine Mazda Accessories. What's more, all Genuine Mazda Accessories installed by your Mazda Dealer, prior to or at initial vehicle retail delivery, carry the same new-vehicle limited warranty as your new Mazda. Ask your dealer for details.



A Cargo Tray keeps the cargo area clean and free from damage and cleans easily with soap and water. **B Auto-Dimming Rearview Mirror With Compass And HomeLink®** features a bright LED compass readout and also automatically dims to reduce glare from headlights of cars behind you. The built-in HomeLink controller activates any system-connected lights, gates, etc., in your home (may require additional components). **C Doorsill Trim Plates** protect your door sills while adding style. Stainless steel with embossed CX-7 logo. **D Retractable Cargo Cover** conceals items stored in the cargo area. Easy to install and remove or retract when full access is needed. **E Roof Rack.** Expand your storage possibilities with a functional roof rack. Add any of our customized attachments to transport your kayak, bike, cargo, surfboard, luggage, snowboard and more. **F Mazda's iPod® Integration** system makes it a lot easier to take your Apple® iPod along for the ride. In fact, it allows you to play your iPod through your Mazda's audio system with crystal-clear sound while also providing a built-in battery charger. Works with most 30-pin, dock-connector-equipped iPods. iPod not included. iPod touch® shown. Additional components may be required for installation; contact your Mazda Dealer for details. **G Cargo Net** keeps smaller items from bouncing around in your CX-7's cargo area. Custom-designed, easily installed and removed. **H Splash Guards** give your new Mazda CX-7 extra protection from dirt, mud, rocks and other road debris.

- | | |
|--------------------------------|--|
| Fog Light Kit | Touch-Up Paint |
| Front Mask | Wheel Locks |
| Hood Bug Deflector | DVD Rear-Seat Entertainment System |
| Windshield Sunscreen | SIRIUS Satellite Radio [†] Receiver Kit |
| Moonroof Wind Deflector | 3.5 mm Audio Cable |
| Roof Rack | Portable Bluetooth® Car Kit by Motorola |
| Roof Rack Attachments: | Rearview Camera with Auto-Dimming Mirror Display |
| - Bike Carrier | Auto-Dimming Rearview Mirror with Compass |
| - Cargo Box | Portable Navigation Devices by Garmin |
| - Luggage Basket w/Stretch Net | Remote Engine Start |
| - Kayak Carrier | Cigarette Lighter |
| - Ski/Snowboard Carrier | Ashtray |
| - Surfboard Carrier | All-Weather Floor Mats |
| Stainless Doorsill Trim Plates | Cargo Cover, Retractable |
| Splash Guards (Front and Rear) | Cargo Net |
| Rear Spoiler | Cargo Tray |
| Rear Bumper Guard | First Aid Kit |
| License-Plate Frames | Roadside Assistance Kit |
| Trailer Hitch (Class II) | |
| Bike Carrier (Hitch Mounted) | |
| Car Cover | |
| Car-Cover Cable Lock | |



Financing your new Mazda is easy.

Whether buying or leasing a new Mazda, Certified Pre-Owned Mazda or a used vehicle, Mazda Capital Services can help make the financing process more convenient and satisfying. One of the largest auto lenders in America, Mazda Capital Services is known for first-class customer service, a wide range of financing options and highly competitive rates. To find out which purchase or lease plan is right for you, talk with your Mazda Dealer, or visit www.MazdaUSA.com.

GENIUS RUNS IN THE FAMILY.

Sporty styling, racing-inspired performance and engineering innovation. You'll find them all in every Mazda vehicle, from the luxurious, 7-passenger CX-9 to the rotary-powered, one-and-only RX-8—and of course, the legendary MX-5 Miata. Get acquainted with the entire 2011 Mazda lineup of vehicles. Ten distinctive vehicles designed and engineered to deliver Zoom-Zoom. You'll come away with a new appreciation of the exhilarating difference those two little words can make.



MAZDA 3 4-Door



MAZDA 3 5-Door



MAZDA 2



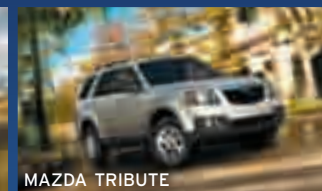
MAZDA CX-7



MAZDA RX-8



MAZDA 5



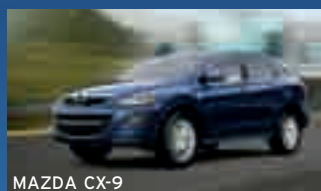
MAZDA TRIBUTE



MAZDA 6



MAZDA MX-5 MIATA



MAZDA CX-9



MAZDASPEED 3*

Apple, iPod and iPod touch are registered trademarks of Apple Inc. iPhone not compatible with iPod adapter.
 † SIRIUS Satellite Radio reception requires a subscription and Mazda satellite radio receiver accessory kit. Available only in the U.S., except Alaska and Hawaii.

* Available only at authorized MAZDASPEED Dealers.



zoom-zoom