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2013 MAZDA CX-5 – FUN, FUNCTIONAL AND FEARSOME – AT 2012 SEMA SHOW

- Mazda Design-Customized Versions of Compact SUV Make Their World Debuts -

LAS VEGAS (October 30, 2012) – The first Mazda to fully incorporate [SKYACTIV®¹](#) [TECHNOLOGY](#), the brand's engineering philosophy that strength, safety and performance can still equate to fuel efficiency, the 2013 [CX-5](#) was built completely new, from sketch book to sheet metal. With Mazda North American Operations' (MNAO) Irvine-based Design team behind the helm, the same treatment was given to the CX-5 models which make their global debut this week at the 2012 Specialty Equipment Market Association (SEMA) Show.

“The CX-5 is all Mazda – from its KODO design language to its inspired driving ability – and was the perfect ‘clean slate’ vehicle from which our Southern California team could create the concept vehicles you see here today,” said Derek Jenkins, director, MNAO Design.

CX-5 180

Southern California has a way of being everything for everyone with its rare ability in acting like a four-season play palace – all in the same day. From the ocean sand to the sandy desert, from the high altitudes to the low lands, this Western region is an adventurer's paradise. Here enters the CX-5 180. Can't decide what to do with your “lazy” Sunday? Do it all. Really. This CX-5 won't mind. Designed to go with the flow, whether your plans be set in stone or a last-minute “Why not,” the CX-5 180 is up for any task.

Outfitted with Burton Cheetah snowboards for surfing the slopes and a Rusty surfboard for shredding the surf, the CX-5 180 features a stylized topographical map of SoCal locales Big Bear Lake and Point Dume. Seasonal statistics for the snow and surf hot spots are featured on the front doors to include temperature highs and lows, snowfall and surf rise as well as the all-important digits of GPS coordinates. Big Bear Lake's snowy summit is featured along the left side of the vehicle with equipment-appropriate snowboards up top while Point Dume's depth details sprawl along the right-hand side with the painted-to-match surfboard topping the chart.

¹ SKYACTIV is a registered trademark of Mazda Motor Corporation (MC).



Highlighted by custom-crafted colors, the mapping components featured on the CX-5 180 include dark hues of Midnight and Denim to reflect depth while lighter shades of Tidal Blue and Bay Blue signify height. Dashes of Luminous Red are used across the entire vehicle to indicate roads. Rough or paved, the all-wheel-drive system of the CX-5 180 allows it to maneuver wherever the trail may lead. The same red makes its way onto select spokes of the Mazda Design custom-built 20-inch black chrome alloy wheels, which are wrapped in all-season Goodyear Eagle® F1 Asymmetric 265/40R20-sized tires for added stability and style. A custom matte red finish replaces the stock chrome of the vehicle's five-point grille and continues into the headlamps for added aggressiveness. A satin chrome dual exhaust by Racing Beat adds a finishing touch.

The functional mobility of the CX-5 180's exterior translates perfectly into the comforts of its interior. Exterior-complementing Aqua interior leather is fitted onto the front and rear seats, the steering wheel, door panels, armrests and the brake boot. Contrasting Bright White leather inserts appear on the door panels, steering wheel and seats. French seam accents in red and white stitching appear on armrests and seats, with the red reflecting the exterior's accents representing roads and trails. A customized trapezoidal stitching pattern is detailed on the steering wheel, which is marked by a subtle white leather strip at the high-noon position. A custom-painted decoration panel in the topography theme of the exterior adds the final touch to the ebb and flow of the CX-5 180, creating a 360-degree perspective of the vehicle's flexibility, regardless of how contradictory the day's activities could be.

CX-5 Urban

With a quick glimpse, the CX-5 Urban appears to be merely shrouded in a matte finish. First impressions have never been more deceiving. Heavily influenced by design, the vision for the CX-5 Urban was inspired by styles found in fashion and architecture. With a Mazda Design-developed custom paint process, the dark surface of the CX-5 Urban features multi-dimensional shadows with each triangular-like design shaped to reflect each bend and twist of the vehicle's sheet metal. Utilizing the KODO "Soul of Motion" design language of the production model, the Mazda Design team translated this initial blueprint into seemingly flat, black surfaces that evoke depth at just the slight hint of light.



The attention to detail is nothing short of stellar as no two shades of Black Mica touch. For added refinement without deviating from the stealth-like quality of the CX-5 Urban's dark night appearance, Ore facets appear as thin pinstripes on matte paint surfaces, as an accent outlining the matte black wheels, as a precision feature in the headlamps and as a change of shade to the five-point front grille.

To further sculpt the aggressive nature of the CX-5 Urban are customized wheel flare extensions which perfectly envelop the well-matched pairing of muscular 22-inch Ace Alloy Scorpio matte black wheels and sticky Nitto Tire NT420s 295/30R20 all-season tires. The CX-5 Urban also features a Racing Beat dual exhaust.

CX-5 Dempsey

The CX-5 Dempsey not only features actor and race car driver Patrick Dempsey's name but it was developed with his competitive passions in mind – motorsports and cycling, to be more specific. Throughout his professional racing career, Dempsey and Mazda Motorsports have been familiar friends with Dempsey seeing seat time behind the wheel of an RX-8 in the GRAND-AM Rolex Series. Sleek, sporty and stylishly dressed to take care of business, the CX-5 Dempsey features a high-contrast custom paint scheme of glossy grays and matte blacks with bright red highlights. Outfitted with a Specialized Bicycle S-Works Tarmac road bike and a Thule Atlantis rooftop cargo box, no road is unexplorable, whether it be a mountain trail or Manhattan traffic. Under the hood lurks a European-specification SKYACTIV-D 2.2-liter clean diesel engine to power the all-wheel-drive system, meaning no road is a challenge either.

The high-power clean diesel offers a low 14:1 compression ratio with an output of 129 kW at 4,500 rpm and 420 nM of torque at 2,000 rpm. Mated to a SKYACTIV-MT six-speed manual transmission, the CX-5 Dempsey offers racing-inspired dynamics and down-right driving fun – two things usually lacking in the compact SUV segment. The vehicle sits on Mazda Design-customized 20-inch black chrome alloy wheels encased in Michelin Latitude® Sport 255/45ZR20-sized all-season tires. Each wheel is highlighted with a single double-spoke painted in glossy Luminous Red, a color used in a limited fashion yet makes an appealing visual impact to the CX-5 Dempsey. Satin chrome touches in the Racing Beat dual exhaust complete the athletic ensemble.



The exterior color scheme was developed in coordination with the high-performance, competitive architecture of the Specialized Bicycle road racer. Secured to the rear of the vehicle via a Mazda factory hitch and Thule T2 carrier, the S-Works Tarmac SL4 Red features a Carbon Satin carbon fiber frame with Red Keyline highlights. To match, the CX-5 Dempsey is receives a glossy Anatomy Gray paint base with thick strips of striking Brilliant Black. Luminous Red graphic lines separate the dark layers as Bright White borders and “CX-5” decals emblazon expansive surfaces such as the doors, hood and cargo box. A Black Mica matte finish details the entire tailgate and continues across the lower portion of the vehicle as well as along the roofline to complete the bicycle’s Carbon Satin look into the front hood. The design theme evokes a rugged functionality and tempered finesse.

The composed aggression is maintained throughout the interior as well. Black perforated leather inserts are nestled within gray aniline leather bolsters featuring red accents which correlate directly with exterior graphics. All leather wrapped, the steering wheel, shifter boot, armrests, door panels, center storage bin as well as front and rear seats feature contrasting Luminous Red stitching. The full-length decorative panel is custom painted in glossy Brilliant Black and features a single Luminous Red outline with a Bright White vehicle model imprint. The CX-5 Dempsey conveys the ambition and awareness that beats within the heart of any competitor, regardless of the race route.

MX-5 Super25

The MX-5 Super25 dives deeper into the spirit of Mazda’s motorsports DNA and goes beyond the short-track prowess of the Super20, the previous MX-5 concept vehicle built for SEMA. Unlike its predecessor – which was loud, proud and boisterous with its bursts of turbocharged energy – the Super25 was crafted with endurance racing in mind.

Known for its commanding number of grassroots motorsports racers, the [MX-5 Miata](#) is the epitome of a light and limber sports car that won’t burn a hole through an enthusiast’s pocket. With such a dependable starting point from which to build, the MX-5 was an optimal choice for creating a concept with the ability to handle such long-distance, weary-heavy racing. Outfitted with a multitude of racing-inspired exterior features coupled with Mazda Design-created interior touches, the Super25 is labeled with the quick-to-motivate “55” racing number. A significant figure in the history of Mazda Motorsports, the distinction is a tribute to the brand’s historic 1991 24 Hours of Le Mans win that made Mazda the first (and still the only) Japanese manufacturer to ever be named champion.



The Super25 features the bold yet refined core colors of *MAZDASPEED* Motorsports Development – black, gray and red. Covered in a commanding Super Red gloss, Brilliant White appears as minimal character details along the hood with a matte Black Mica finish dressing the lower portions of the vehicle from the front and rear fascia as well as along the side skirts. The black, red and white pattern continues onto the glossy black surface of the sports car's fixed hard top with Brilliant White stripes remaining extending through onto the trunk lid. A customized four-lamp lighting pod is embedded just above the modified grille and is equipped with bright-for-the-night (and day) PIAA 40 Series halogens on the inside flanked by 510 Super White Driving halogens on the outside. Super25 looks handsomely poised on 17-inch Volk Racing T37 six-spoke matte black wheels suited in BFGoodrich g-Force™ R1™ 225-45ZR17 tires.

A Sparco Evo competition racing seat provides the lone sitting area within the Super25. The driver's cockpit is further customized with Mazda Design-developed Charcoal ultra-suede material featuring Tomato Red perforated inserts. The suede Sparco R323 competition steering wheel allows for even more control and precision within the driver's hands. The six-point racing harness by Sparco ensures the driver is snug as well as comfortable during competitions while an AiM MXL data acquisition logger custom-fitted into the dash offers real-time ECU figures.

Mazda North American Operations is headquartered in Irvine, Calif., and oversees the sales, marketing, parts and customer service support of [Mazda vehicles](#) in the United States and Mexico through nearly 700 dealers. Operations in Mexico are managed by Mazda Motor de Mexico in Mexico City. For more information on Mazda vehicles, including photography and b-roll, please visit the online Mazda media center at www.mazdausamedia.com.

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