

Feature Story 2

New CX-5 Crossover SUV: A Car for a Brighter Life

At Mazda, we believe that life with a car shines even brighter. Our engineers aim to build the ultimate vehicle, one that is fully in tune with human sensibilities. The result, the new CX-5, takes the performance and design qualities of the first-generation model to a whole new level.



Driving pleasure for all who ride

The first-generation CX-5, launched in February 2012, has earned glowing reviews worldwide with its dynamic design, satisfyingly responsive drive, and outstanding environmental and safety performance. When developing the new CX-5, we sought to build on the strengths of the first generation while enhancing its overall character.

We added G-Vectoring Control, one of the SKYACTIV-VEHICLE DYNAMICS series of new-generation vehicle motion control technologies, to provide integrated control of lateral and longitudinal acceleration (G) forces. This creates a more comfortable ride by reducing swaying around curves and alleviating things like driver fatigue and passenger motion sickness. We also increased quietness so occupants can enjoy conversations even on the highway without minding road noise and other sounds.

At the Mazda Group, we aim to enrich people's lives and become a brand with which customers feel an emotional connection. As engineers, my colleagues and I are particularly passionate about designing cars around the person, so they are completely aligned with the human way of perceiving and operating.



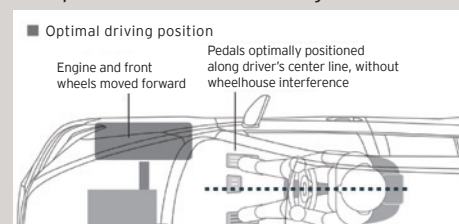
Hideki Matsuoka
New CX-5 Program Manager
Product Division

Specifically, this means designing a car that makes driving surprisingly enjoyable, that creates a space where parents in the front and kids in the backseat can enjoy quality time together. We want customers to feel the radiance of being alive. This vision, when realized, strengthens the bond we share with our customers.

Mazda's human-centered design philosophy

Mazda believes the ideal vehicle is one that is easy to operate. Our design philosophy puts the person at the center and fully aligns the car to their sensibilities. By thoroughly understanding the driver and incorporating the latest technologies where appropriate, we strive to provide smooth, precise control with a felt vehicle response. We also strive to enhance comfort and quietness to create the ideal vehicle for passengers as well as driver.

Example of human-centered design



Contributions through safety, environmental performance, and design

To pursue environmental and safety performance is essential to “offering cars that are sustainable with the earth and society to more people,” as stated in our Corporate Vision.

We are raising fuel efficiency and cutting CO₂ emissions by refining base technologies such as the engine and transmission. We adopt a real-world approach of offering environmentally conscious vehicles at affordable prices, even in markets that lack special infrastructure, and without relying too heavily on one type of green car technology. We followed this approach when improving the environmental performance of the new CX-5 as well.



For safety, every year we advance our i-ACTIVSENSE preventive safety technologies*¹ and package them in a manner suited to each country or market. In Japan, for example, we made i-ACTIVSENSE technologies standard*² in August 2017 to

address the rise in accidents caused by accelerator pedal mistakes by seniors, a growing segment of the population. We have also put a lot into functions that support safe driving based on a human-machine interface (HMI) perspective. Active Driving Display, a feature offered in Japan, displays dashboard and navigation information on the windshield, which helps keep the driver focused on driving.

And though it may sound strange, we believe that design, too, contributes to coexistence between cars, the earth and society. No one wants to drive an unstylish car, regardless of its environmental and safety performance. The new CX-5 is the car of choice for many because we designed it to be bold and refined on the outside, and pleasurable for everyone on the inside.

As a result, the new CX-5 has received enthusiastic reviews by offering a more gratifying driving experience than conventional SUVs. Through the new CX-5, we will continue to strive for sustainable mobility – and to win new Mazda fans in the process.

*1 An umbrella term for advanced safety technologies that support driver awareness, crash avoidance, and damage reduction, developed in line with Mazda Proactive Safety, Mazda's safety philosophy.
 *2 Four advanced safety features were made standard: Adaptive LED Headlights (ALH) and Lane Departure Warning System (LDWS) for supporting driver awareness, and Advanced Smart City Brake Support (ASCBS) and Acceleration Control for AT (in drive position) for avoiding collisions and reducing damage.

Simplicity and refinement inspired by Japanese tradition

With the new CX-5, we aimed for the beauty of simplicity and refinement that arise from removing extraneous elements, an aesthetic passed down through traditional Japanese craft. We wanted CX-5 observers and owners to feel enriched by their experience. The result is a bold and refined exterior, and an interior that is pleasing for driver and passengers alike.

Front face shows elevation of brand expression



Contribution to Sustainable Development Goals (SDGs) through value creation

In 2007, Mazda announced Sustainable Zoom-Zoom, its vision to provide driving pleasure as well as outstanding environmental and safety performance to all customers. The company strives to create corporate value by providing cars that are sustainable for earth and society.

The new CX-5 reflects this philosophy. In research & development, our goal was a pleasure felt by passengers as well as driver. Mazda raised all elements of design and technology to a level above and beyond the first-generation model.






The automotive industry has a responsibility to tackle social challenges such as climate change and rising traffic accidents. The CX-5 was designed with this responsibility in mind. Below Mazda introduces its contributions*¹ to the earth and society in relation to the UN Sustainable Development Goals (SDGs).*²

*1 Efforts that contribute to others of the 17 SDGs are introduced elsewhere in the report (see p. 21)

*2 A set of shared goals adopted in September 2015 by the international community, including developed and developing countries, to achieve development that is socially, economically, and environmentally sustainable.



Connection between the SDGs (excerpt) and value provided by the new CX-5

	SDGs		Value provided by Mazda (new CX-5)
Goal 3		Ensure healthy lives and promote well-being for all at all ages (including road safety)	<ul style="list-style-type: none"> • Reduces damage from traffic accidents with advanced safety features • Invigorates body and mind through driving pleasure
Goal 7		Ensure access to affordable, reliable, sustainable and modern energy for all	<ul style="list-style-type: none"> • Delivers exceptional fuel performance with efficient engine technologies
Goal 9		Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation	<ul style="list-style-type: none"> • Offers technologies engineered to provide the freedom of mobility that enriches people's lives long into the future
Goal 12		Ensure sustainable consumption and production patterns	<ul style="list-style-type: none"> • Assesses and reduces environmental impacts across the product life-cycle, which includes every step from manufacturing through and after product use.
Goal 13		Take urgent action to combat climate change and its impacts	<ul style="list-style-type: none"> • Develops technologies that lead to CO₂ emissions reductions on a well-to-wheel basis*

* Well-to-wheel refers to the entire flow of processes from fuel extraction to fuel consumption during driving (see p. 65).