







Door Request Switch

Trunk Request Switch

ADVANCED KEYLESS ENTRY SYSTEM

- This system allows you to lock and unlock the doors, open the trunk lid of the vehicle and even start the engine without ever taking the key out.
- You can also use the buttons on the advanced key to lock and unlock the doors, open the trunk lid and open the power windows.
- Auxiliary key provided for emergencies. See page 2 for details.

Advanced Key Features

- Unlock the doors by simply pushing the driver's door request switch and two beeps will be heard.
- Unlock both doors by pushing again within 3 seconds and two more beeps will be heard OR from the passenger's door request switch by pressing one time OR by pressing the unlock button on the keyless entry transmitter twice.
- Open the trunk by pushing the trunk request switch.
- Lower the front windows by pushing the unlock button on the keyless entry transmitter and then pushing again within 1.5 seconds and holding; release to stop.
- Lock the doors by simply pushing a door request switch. A beep will be heard and the hazard warning lights will flash once.

STARTING THE ENGINE WITH THE ADVANCED KEY

While carrying the Advanced Key you can...

- Start the engine by pushing in the start knob. When the key indicator illuminates **GREEN**, turn the start knob while still pushing in. Shut the engine OFF by turning the start knob to the ACC position and then pushing the knob in and turning to the Lock position.
- The key I indicator light will illuminate GREEN when the advanced key is detected. If the key indicator light flashes **GREEN**, the advanced key transmitter battery power is low. The indicator turns **RED** when the key is not detected or the transmitter battery is dead. If illuminated **RED**, use the auxiliary key (see "Emergency Vehicle Entry/Engine Start").

NOTE: Emergency Vehicle Entry/Engine Start

- If the advanced key cannot be used due to a malfunction or dead advanced key battery, use the auxiliary key to lock/unlock the doors and to start the engine.
- To start the engine, remove the start knob cover by pushing both side release buttons while pulling. Insert the auxiliary key into the key cylinder and turn it to start the engine.





This system remotely locks and unlocks the doors, the trunk, and opens the power windows.

- To extend the key, push the release button.
- To retract the key, push the release button and fold the key back into the holder.



Lock Unlock

Trunk

Panic Alarm



Seats





SEAT CONTROLS

Height Adjustment Lever

Seat can be raised through several heights by continually pulling up on the lever or lowered through several heights by continually pushing down on the lever.

Recline Lever

Seatback angle can be adjusted by pulling up on the lever.



Slide Release Lever

Seat can be moved forward and rearward by pulling up on the lever.

Seat Warmers

The seats can be warmed by rotating the applicable seat warmer dial while the ignition is ON.



- The seat temperature increases as the number on the dial increases.
- When the seat warmers are not needed, rotate the dials to 0.

Passenger's Seat Air Bag Deactivation Switch

Deactivate passenger's seat air bag when using a child-safety seat.

To Deactivate/Activate: Insert ignition key or auxiliary key (ADVANCED KEYLESS ENTRY) in switch, rotate to OFF/ON, remove key.

Passenger air bag off indicator illuminates when air bag is deactivated and ignition is on. See Owner's Manual for additional information on this feature.





FUEL DOOR RELEASE

FUEL DOOR

as shown.

1 Pull handle to open the seat side box.

2 To open the fuel door, pull the fuel door release.

Behind Seat Storage (Soft top only) Move seatbacks forward to access the seat back trim storage boxes.



























To avoid scratching the paint during refueling, secure the fuel filler cap tether over the hook

91-octane fuel is recommended. If 91-octane fuel is not available, fuel as low as 87-octane can be used temporarily for emergency purposes. Use of fuel lower than 91-octane can decrease performance, cause knocking/engine noise and can deteriorate shift quality. Refueling the vehicle with correct octane fuel a couple of times will restore vehicle performance and shift quality.

The fuel door release is in the seat side box located between the seats.



Driver's View

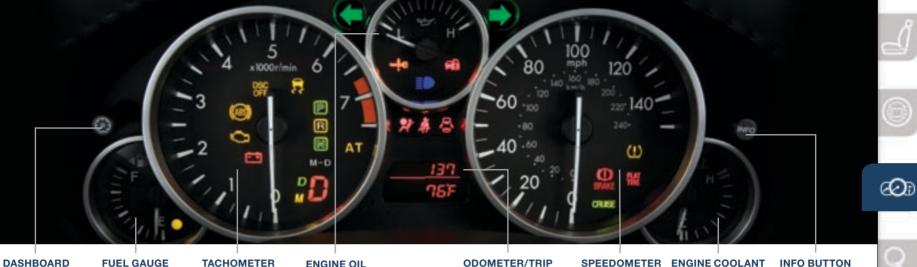




Instrument Cluster







GLOSSARY OF WARNING AND INDICATOR LIGHTS

NOTE: See Owner's Manual for more details and explanations.

Low Fuel

ILLUMINATION

Dynamic Stability Control (DSC)/Traction Control System (TCS) Off

(Antilock Brake System) On-ABS malfunction

Check Engine

Charging System On-Charging system malfunction

Traction Control System (TCS)/Dynamic Stability Control (DSC) Flashing-TCS/DSC operating

On-TCS/DSC malfunction

PRNDM Shift Position

TACHOMETER

Automatic Transmission On-Transmission malfunction

ENGINE OIL

PRESSURE GAUGE

Turn Signals/ Hazard Warning

KEY Warning Light (RED) Advanced key not detected or transmitter battery is dead.

KEY Indicator Light (GREEN) Advanced key detected. engine is ready to start.

Air Bag/Front Seat Belt **Pretensioner System** On/flashing-Air Bag malfunction

Headlight High Beam

ODOMETER/TRIP METER/AVERAGE FUEL **ECONOMY/AMBIENT TEMPERATURE DISPLAY**

> **Seat Belt** On-Seat Belt unbuckled/ malfunction

Security Indicator

Door Aiar

Brake On-Parking brake on/low brake fluid/malfunction

Cruise Main Indicator CRUISE Light (AMBER)/Cruise Set Indicator Light (GREEN)

> **Tire Pressure Monitoring System (TPMS)**

Tire pressure may be low or high in one or more tires.

SPEEDOMETER ENGINE COOLANT **INFO BUTTON TEMPERATURE** GAUGE

> Flat Tire On-Flat tire/malfunction

INFO

Push INFO button to display the following below the odometer:

• Trip Meter A

• Trip Meter B

Average fuel economy

• Ambient Temperature Display

NOTE:

• To clear trip and average fuel economy, push and hold INFO button when displayed.

• To change the ambient temperature between (degree symbol) F and (degree symbol) C, push and hold INFO button when displayed.

NOTE: The tire pressure should be set when tires are cold. Large changes in ambient temperatures or altitude may cause TPMS warning light to illuminate.







Feature Highlights

8

LIGHTING CONTROL/TURN SIGNAL LEVER

Rotate outer knob to the icon shown for the following functions:

Outer Knob

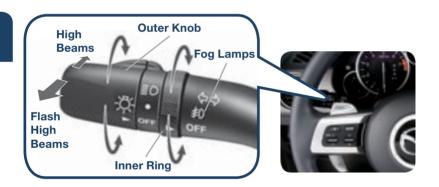
- Turns on tail, parking, and dashboard lights.
- **ID**: Turns on tail, parking, dashboard, and headlights.

Inner Ring

• **#0:** Rotate inner ring to turn on fog lights. Fog lights operate only when the headlights are on.

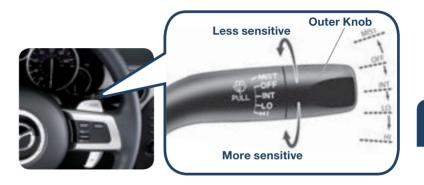
Lever

- Push away from you to turn the high beams on.
- Pull toward you and release to flash the high beams.



WINDSHIELD WIPER/WASHER CONTROL LEVER

- MIST-Push up for a single swipe to clear mist.
- **INT**-Push down to first position for intermittent wiper operation.
- **LO**-Push down to second position for low speed wiper operation.
- **HI**-Push down to third position for high speed wiper operation.
- Pull toward you to dispense washer fluid and the wipers make several passes across windshield.







Feature Highlights

AUTOMATIC TRANSMISSION

Sport AT Manual Shift Mode

The Sport AT Manual Shift Mode gives you the feel of driving a manual transmission by allowing you to manually shift to control engine rpm and torque when more control is desired.



Shift lever from D to M.

NOTE:

- Changing to manual mode can be done while driving the vehicle.
- The transmission will not upshift automatically in manual mode, even if the tachometer reaches redline.

To Shift Up To A Higher Gear:

- Tap shift lever back (+) once.
 OR
- Pull the UP steering shift switch.

To Shift Down To A Lower Gear:

- Tap shift lever forward (-) once.
 OR
- Push the DOWN steering shift switch.

Direct Mode

To manually shift gears while in Drive, the steering shift switches may be used. After manually shifting, the transmission will return to normal drive mode under any of the following conditions:

- 4 seconds of steady throttle
- Accelerator pedal is fully depressed (Wide Open Throttle)
- Tachometer reaches redline
- Vehicle is stopped or moving at a slow speed

To Shift Up To A Higher Gear:

 Pull the UP steering shift switch.

To Shift Down To A Lower Gear:

• Push the DOWN steering shift switch.





6-SPEED MANUAL TRANSMISSION

- Push the clutch pedal down completely to start the engine and to shift gears.
- To place the transmission in Reverse, place shifter in the neutral position, push the shifter down, move to the left and push forward.



Your vehicle is equipped with an AUX or auxiliary jack that will allow you to play your portable audio player through the vehicle's audio system. Refer to the Owner's Manual for additional information.

- 1 Locate the AUX jack below the climate controls.
- 2 Plug your portable audio player into the AUX jack and turn it on.
- 3 Turn the vehicle audio system on.
- 4 Push the AUX button on the audio face or the Mode button on the steering wheel controls.
- **5** Use the portable audio player controls to play music.

NOTE: Set the volume level on your portable audio player to the highest level before distortion starts. Then adjust the volume in the vehicle using the audio system power/volume control or the steering wheel volume up and down controls.















Feature Highlights

AUTO-DIMMING MIRROR AND HOMELINK®



Auto-Dimming Mirror



- Auto-Dimming automatically darkens your rear view mirror to reduce headlight glare from the vehicles behind you.
- Auto-Dimming is activated every time the vehicle is started.

NOTE: In addition to the auto-dimming mirror's rear light sensor, there is also a front light sensor (not shown). Do not place or hang any objects over the front or rear mirror light sensors, otherwise, the auto-dimming mirror will not operate properly.

HomeLink®



- This feature provides a convenient way to replace up to three transmitters such as garage door openers, home lighting remotes and other radio frequency devices.
- Refer to your Owner's Manual for complete programming details.

ALUMINUM WHEEL CARE

Your aluminum wheels have a protective coating on them. Only use a mild detergent with a sponge or soft cloth to clean them. Using a wire brush, polishing compound, solvent, or any type of abrasive cleaner may damage the protective coating.



INSTANT MOBILITY SYSTEM (IMS)

The IMS emergency flat tire repair kit (located in the trunk of your Mazda) is for a temporary repair of a slightly damaged flat tire, resulting from running over nails, or similar sharp objects on the road surface. Refer to your Owner's Manual for complete details.





















Convertible Top

MANUAL CONVERTIBLE TOP

When raising or lowering the manual convertible top, the vehicle must be stopped on level ground with parking brake set, windows lowered a minimum of 1 inch and all items in the convertible top storage area removed.

To Lower:

1 Push release button **A** while pulling latch **B** rearward to disengage.



2 Pull front of top rearward to release from windshield header.



• If opening from inside vehicle, use either handle.



• If opening from outside vehicle, grasp side of top, near windshield header.

3 Fold back top and push firmly on front of top to securely lock in open position.



NOTE: If manual soft top does not fold easily, then slowly lower it while pushing down on the upper part of rear glass with your hand.



4 Raise wind blocker.



To Raise:

1 Lower wind blocker.



2 Pull unlock lever to release top from open position.























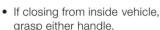


Convertible Top

P

3 Pull front of top forward to closed position (against the windshield header).







- If closing from outside vehicle, grasp side of top near windshield header.
- **4** Push lever on top latch forward until lock button clicks and top latch is securely locked.



WARNING: If red indicator is visible on release button, top is not securely latched.





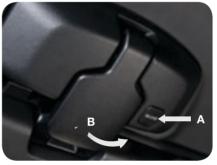
NOTE: Manual Convertible
Top Maintenance: Remove
leaves or other matter that may
accumulate around the area
where the soft top meets the
vehicle body to prevent water
drainage outlets from becoming
clogged. Clogged water drainage
outlets may result in water
intrusion into the passenger
compartment. For detailed
maintenance of the water drains,
refer to MyMazda.com or consult
an Authorized Mazda Dealer.

POWER RETRACTABLE HARDTOP

When raising or lowering the power retractable hardtop, the vehicle must be stopped on level ground with parking brake set and ignition on. Shift manual transmission to neutral or shift automatic transmission to Park or Neutral.

To Lower:

1 Push release button A while pulling latch B rearward to disengage. The indicator light will illuminate when the latch is disengaged indicating the top can be opened.





2 Push and hold the open button. The indicator light will flash during the opening operation.



 Windows automatically lower, deck raises, top lowers, and then deck closes.

NOTE: A beep sounds and the indicator light turns off to confirm operation is complete.













Convertible Top

T

3 Raise wind blocker.



To Raise:

1 Lower wind blocker.



2 Push and hold the close button. The indicator light will flash during the closing operation.



 Windows automatically lower, deck raises, top raises, deck closes.

NOTE: A beep sounds and the indicator light turns off to confirm operation is complete.





3 Push lever on top latch up until lock button clicks and top latch is securely latched.



WARNING: If red indicator is visible on release button, top is not securely latched.



NOTE:

- If open/close button is released during operation, the operation will stop and a beep will sound.
- If trunk is open, a beep sounds when pushing open/close buttons and top will not operate until trunk is closed.
- If beep sounds when vehicle is placed in gear, verify the power retractable hardtop is fully lowered/raised and the latch is closed if in raised position.
- In case of a power loss, the tools for manually raising the power retractable hardtop are located in the glove compartment; see Owner's Manual for manual operating instructions.

















Manual Climate Control

Automatic Climate Control



















· Rotate the dial to select airflow mode.

NOTE: Turn the mode selector dial to an OPEN MODE position for maximum comfort while the roof is open.



Dashboard and floor vents (Open Mode)



Dashboard vents

Floor vents

Defroster and floor vents

Defroster vents

Push to defrost the rear window (indicator lit).

Temperature Control Dial

- · Rotate the dial to control temperature. Turn clockwise for hot and counterclockwise for cold.
- Push 🖎 to recirculate cabin air to reduce outside odors and improve cooling (indicator lit) or push to receive fresh air (indicator off).

Fan Control Dial

- Rotate the dial to set the desired fan speed.
- Rotate dial to OFF to turn system off.
- Push A/C to manually turn air conditioning on or off (indicator lit).

Mode Selector Dial

- · Rotate the dial to select airflow mode.
- AUTO: The airflow mode automatically adjusts.

NOTE: Turn the mode selector dial to an OPEN MODE position for maximum comfort while the roof is open.





Floor vents (Open Mode)

Dashboard vents Floor vents

Defroster and floor vents

Defroster vents

Push to defrost the rear window (indicator lit).

Temperature Control Dial

- Rotate the dial to control temperature. Turn clockwise for hot and counterclockwise for cold.
- Push 🖎 to recirculate cabin air to reduce outside odors and improve cooling (indicator lit) or push to receive fresh air (indicator off).

Automatic climate control will allow you to maintain a preset cabin temperature for the driver and passenger areas individually in the DUAL mode.

Fan Control Dial

- Rotate the dial to set the desired fan speed.
- AUTO: The amount of airflow will be automatically controlled in relation to the set temperature.
- · Rotate dial to OFF to turn system off.
- Push A/C to manually turn air conditioning on or off (indicator lit).













Push button to open/close outer vents only.



NOTE: Applies to Manual and Automatic Climate Control Systems: With any type of defroster operation, the system turns on the A/C compressor and selects the FRESH AIR mode. This helps defrost the windows more efficiently by dehumidifying the air. The A/C compressor will always be on in defroster mode, but the defroster (and floor) will deliver warm air when the temperature dial is set to a warmer temperature and the engine is at operating temperature.

21

Audio Controls

SETTING YOUR CLOCK

- Push and hold the CLOCK button for 2 seconds until a beep is heard and the displayed time flashes.
- Use H to set hours and M to set minutes, then push the CLOCK button.

NOTE: To select 12-hour or 24-hour clock time, turn the TUNE/AUDIO CONT dial while the clock display is flashing. After selecting the desired display, push the audio control dial to return to the flashing clock display.



TO LOAD/PLAY A CD (if equipped with 6-CD changer)

- 1. Push the LOAD button.
- **2.** After "IN" is displayed on the Information Display, insert the CD.
- **3.** Repeat steps 1 and 2 until up to 6 CDs are loaded.

To Change Music CD

Push the DISC button (\wedge or \vee) during playback.

To Change MP3/WMA CD

Push the DISC button (A or V) for 1.5 seconds or more during playback.

AUDIO SYSTEM ON

• Push the POWER/VOLUME dial to turn the radio on.

MEDIA SELECTION

Radio: Push FM/AM button to select the FM1, FM2, or AM band. The selected band will be indicated in the Radio Display.

NOTE: If the FM broadcast signal becomes weak, reception automatically changes from STEREO to MONO for reduced noise, and the "ST" indicator will go out.

SIRIUS®: SIRIUS® Satellite radio will deliver the broadest, deepest mix of radio entertainment. See Owner's Manual for more details.

AUX: Your vehicle is equipped with an AUX or auxiliary jack that will allow you to play your portable audio player through the vehicle's audio system. See page 12 for details.

TUNING

The radio has the following tuning controls:

- Manual Tuning: Turn the TUNE dial to manually change the frequency.
- Seek Tuning:
 Push the SEEK/TRACK buttons to seek a higher or lower frequency automatically.
- Scan Tuning:
 Push the SCAN button to automatically sample strong station. To hold a station, push the SCAN button again while the desired station is playing.
- Push the Preset Channel buttons (1-6) to select a station stored in memory. To store a station, push and hold a button (1-6) until a beep is heard.

· Preset Channel:

• Auto-Memory Tuning

Push and hold the AUTO-M button to store an additional 6 stations on each FM and AM band without disturbing the previously stored stations. This is useful when driving in an area where the local stations are not known. Refer to the Owner's Manual for complete details.

FOLDER SEARCH (during MP3/WMA CD playback)

 To change to the previous folder, push the folder down button (V) for less than 1.5 seconds, or push the folder up button (△) for less than 1.5 seconds to advance to the next folder.

AUDIO DISPLAY FUNCTIONS

- Clock
- Audio
- Bluetooth® Hands-Free

BLUETOOTH®

When available, the audio display shows:

- TELEPHONE NUMBERS
- BLUETOOTH® HANDS-FREE MESSAGES
- OPERATION STATUS







PAIRING YOUR BLUETOOTH® PHONE

NOTE: Before pairing your phone, it is recommended that you refer to your phone's manual for steps to turn on Bluetooth® and perform pairing. These steps will be required to perform steps 7-8 below.

- 1 Activate the Bluetooth® application of the mobile telephone.
- 2 Push button of located on steering wheel.
- 3 After the beep say, "Setup".
- 4 After the beep, say, "Pairing options".
- 5 After the beep, say, "Pair a Phone".
- 6 After the beep, say any 4-digit code.
- 7 The prompt will repeat the number and ask if it is correct. After the beep, say, "Yes" or "No". If no, the system will repeat the process.
- 8 Use your phone's manual for instructions on how to proceed.

NOTE: You can also find this information on www.mazdausa.com/bluetooth. Select your model, then select Bluetooth® and then follow the screen prompts.

- 9 Input the 4-digit code.
- 10 Name your phone, like, "Heather's Phone".
- 11 The prompt will confirm the name. After the beep say, "Yes" or "No".
- **12** After the beep say a priority number between 1 and 7. 1 being the phone used most often.
- 13 The prompt will confirm the priority number. After the beep say, "Yes" or "No".
- 14 Pairing is complete.

Please call 800-430-0153 for questions regarding Bluetooth® compatibility, phone pairing, or other phone related problems.

To Make or Receive a Hands-Free Call:

- 1 To make a call, push ().
- 2 After the beep say, "Dial".
- 3 Say the number you want dialed. If the number repeated back is correct say, "Yes," and the prompt will say it is dialing.
- To receive a call, push (\(\xi\)/\(\xi\).
- To end or reject a call, push and hold (ψε//ς); a beep will confirm the call is ended.

NOTE:

- When using voice recognition, wait until the beep. Prompt can be interrupted by pushing ⟨⟨⟨⟩ button.
- Please refer to your Owner's Manual for complete details on how to "pair" up to 7 Bluetooth® phones, and how to use the built-in tutorial and other important safety information.



MYMAZDA.COM—THE OFFICIAL SITE FOR MAZDA OWNERS

Register today on MyMazda.com—the ultimate destination for Mazda Owners. Once registered, you'll be able to take advantage of benefits exclusively for Mazda owners:

- Insider access to exclusive events and promotions
- Personalized maintenance schedules
- Zoom-Zoom Owner Magazine
- Warranty information and on-line Owner's Manuals
- Wallpaper, videos and other fun stuff
- Accessories specifically designed for your vehicle
- Car Care Discount Coupons available from your Mazda Dealer

Visit and register at MyMazda.com today!



Customer Delivery Checklist

Customer Delivery Checklist

VEHICLE PRESENTATION: Refer to the Smart Start Guide during presentation Keyless Entry1-2 ☐ AUX Jack12 Advanced Kev* Door Request Switches* ☐ Flat Tire......14 • Trunk Request Switch* • Instant Mobility System (IMS) Keyless Entry Transmitter located in trunk Convertible Top15-20 ☐ Starting the Engine.....2 Manual Convertible Top Start Knob Ignition (Advanced Kev*) Manual Convertible Top. Maintenance Seats 3-4 Power Retractable Hardtop Adjustment Heated Seats* Climate Control 21-22 Passenger Air Bag Deactivation Switch Manual Controls • Behind Seat Storage* AUTO Controls Vent Operation ☐ Fuel Door Release4 □ Driver's View 5-6 Location of Switches and Controls Trunk Lid Release Button ☐ Instrument Cluster7-8 ☐ Audio Controls 23-24 • Indicator light function and location • SIRIUS® Satellite Radio Operation INFO Button (Fuel Mileage) ☐ Exterior Lighting Controls.....9 ☐ Bluetooth® Hands-Free*......25 Pair Phone Make a Call Toll-Free Customer Service ☐ Wiper/Washer.....10 800-430-0153

DEALERSHIP	DATE
SALES CONSULTANT	CUSTOMER'S NAME
VIN	E-MAIL

PRESENTATION OF OWNER'S MATERIALS:

Review the following items with the customer

☐ Smart Start Guide

 Remove this checklist from Smart Start Guide

■ Warranty Information

- Basic Vehicle 36 months/36,000 miles
- Roadside assistance program

SERVICE DEPARTMENT

- ☐ Introduce Service Manager;
 Provide business cards
- ☐ Review Service and Parts Department hours of operation
- Explain free Full Circle Service Inspection
- ☐ Schedule first maintenance service

☐ MyMazda.com

- Offer to register customer on MyMazda.com
- ☐ Owner's Manual

Scheduled Maintenance Windshield Cling Reminder

Affix to inside windshield

*if equipped

All items in the Customer Delivery Checklist have been reviewed with the customer and the first maintenance appointment has been scheduled:

SALES CONSULTANT	CUSTOMER

GENUINE MAZDA SERVICE

Because you and your Mazda deserve the best

Your new Mazda deserves nothing less than the very best. To keep it running like new for years to come, trust the experts at your local Authorized Mazda Dealer. Simply bring your vehicle in for your scheduled maintenance and any needed repairs.*

At participating Mazda Full Circle Service Centers,** our technicians will automatically perform a complimentary Full Circle inspection on your vehicle and issue a detailed report card at every visit. This is designed to help you keep track of your Mazda's critical operating condition. Our factory-trained technicians know your vehicle inside out and use Genuine Mazda Parts, giving your vehicle the optimum care and maintenance it requires to run with flawless precision.

Remember, to further enhance your driving experience, visit your local Mazda Service Center for your scheduled maintenance. It's also the place where you can find a wide variety of tires, parts, and accessories that are just right for your vehicle.

- * See vehicle's scheduled-maintenance program for details.
- ** Visit the Mazda Owners website at MyMazda.com/fullcircle to find a participating Mazda Full Circle Service Dealer.

Customer Assistance Center: 1-800-222-5500 Roadside Assistance Contact: 1-800-866-1998



FREE FULL CIRCLE SERVICE INSPECTION

We're committed to providing expert Mazda service.

You love to drive your Mazda, and we love to service your Mazda. With our Full Circle Service, we'll give your vehicle a COMPLIMENTARY MULTI-POINT INSPECTION. Your Mazda will receive a thorough review of its most crucial components.

This easy-to-use Smart Start Guide is intended to help you more fully appreciate some of the unique features and functions of your new vehicle. However, it is not intended to replace your Owner's Manual. The Owner's Manual contains more detailed information to help you better understand the important safety warnings, features, operation, and maintenance of your vehicle. All information, specifications, photographs and illustrations in this publication are those in effect at the time of printing. Mazda reserves the right to change specifications or design without obligation.

© Mazda North American Operations Printed in U.S.A. 02/09 Print 1 9999 95 031C 09SS

