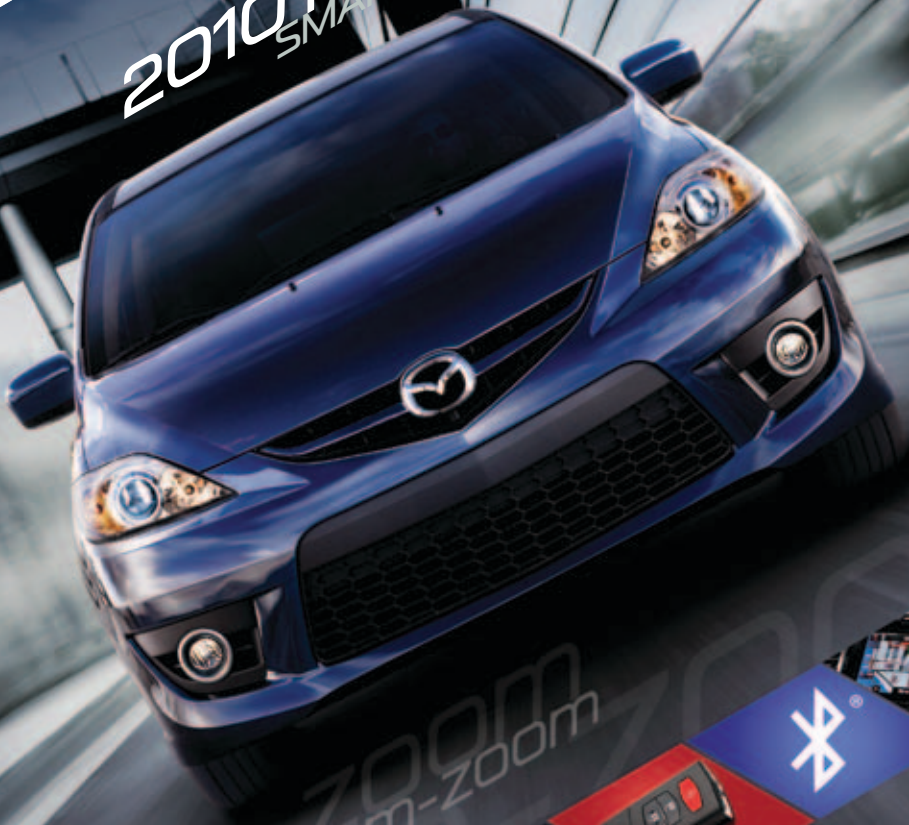




# 2010 Mazda5

## SMART START GUIDE



Optional equipment shown.



## KEYLESS ENTRY SYSTEM

This system remotely locks and unlocks the doors and the liftgate.

### Release Button

- Push to extend key.
- Push and hold to retract key.

### Lock

- Push once to lock all doors and liftgate.
- Push twice (within five seconds) for horn sound verification that all doors are locked.

### Unlock

- Push once to unlock driver's door.
- Push twice (within five seconds) to unlock all doors and liftgate.

### Panic Alarm

- Push for one second or more to activate alarm.
- Push Lock, Unlock, or Panic Alarm to turn alarm off.



Retractable Key

## LIFTGATE

The liftgate opens to a position slightly lower than the fully open position. To fully open the liftgate, push it up. Do not apply excessive force when pushing up.



# Seat Controls and Storage



## SEAT CONTROLS

### Recline Lever

Pull up to adjust seatback angle.

### Height Adjustment Lever

Raise or lower seat height by repeatedly pulling up or pushing down on the lever.

### Slide Release Lever

Pull lever up to move seat backward or forward.

### Lumbar Adjustment

Lumbar can be changed by pulling the lumbar lever forward to adjust the lumbar support.

**NOTE:** The lumbar increases and decreases through three levels with each pull of the lever as follows:  
0 → 1 → 2 → 3 → 2 → 1 → 0



## FUEL DOOR RELEASE

(located on floor next to driver's seat)

To open, pull the fuel door release.

**NOTE:** Fuel requirement 87 Octane.



## Split-Folding Third-Row Seatback

- To create a flat luggage compartment space, lower the head restraints all the way down, pull the release strap, then fold the seatbacks forward.
- To return the seatbacks to the original position, pull the release strap.



## Second Row Seat Storage/Flip Out Center Console

- Pull up on the strap on either seat to lift the seat bottom and you'll find convenient space to store small items and a console in the right side seat that flips out.
- When returning the seat bottom into place, make sure it locks into position by attempting to move it up and down.



Strap



Center Console



Storage


Recline Lever

**NOTE:** To fold the second row seats flat, lift up the seat bottom, lower the head restraint all the way down, then fold down the seatback using the recline lever.

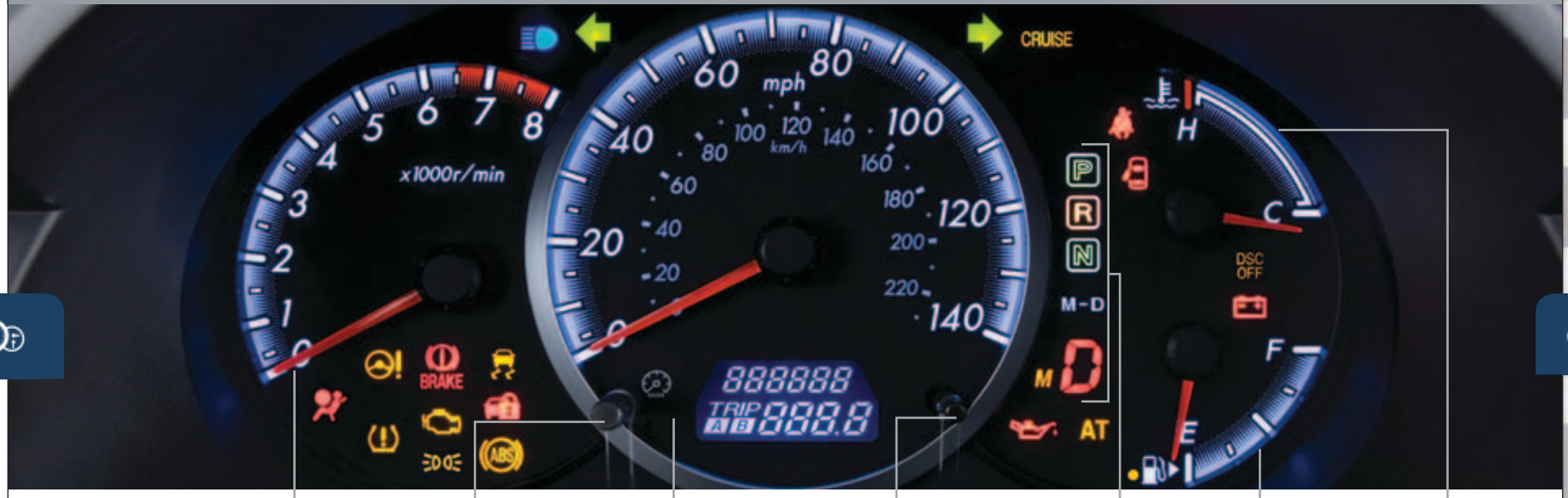


# Driver's View (shown with optional Navigation System)



<sup>1</sup>  **PASSENGER AIRBAG OFF** This indicator light illuminates to remind you that the front passenger's front/side airbags and seatbelt pretensioner will not deploy during a collision. The reason for this is that the weight in the seat is less than approximately 66 lbs. Always wear your seatbelt and secure children in the rear seats in appropriate child restraints. See the Owner's Manual for important information on this safety feature.

# Instrument Cluster



TACHOMETER

INSTRUMENT  
CLUSTER DIMMER

SPEEDOMETER

TRIP METER  
SELECTOR

SHIFT LEVER  
POSITION  
INDICATOR

FUEL GAUGE

ENGINE COOLANT  
TEMPERATURE GAUGE

## GLOSSARY OF WARNING AND INDICATOR LIGHTS

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



**Airbag/Front Seat Belt  
Pretensioner System  
Malfunction**



**Brake Warning Light**  
Parking brake on/low brake  
fluid/malfunction



**Security Indicator Light**



**Automatic Transmission  
Malfunction**



**Power Steering  
Malfunction**



**Check Engine Light**



**Anti-lock Brake System  
(ABS) Malfunction**



**Seat Belt  
Unbuckled/Malfunction**



**Tire Pressure Monitoring  
System (TPMS)  
Warning Light**

On: Low Tire Pressure (one or  
more tires)  
Flashing: TPMS Malfunction



**Lights On (Exterior)**



**Headlight High Beams On**



**Door/Liftgate Ajar**



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

On: TCS/DSC malfunction  
Flashing: TCS/DSC operating



**Turn Signals/Hazard  
Warning Indicator Lights**



**Low Fuel Level**



**Cruise On (Amber)/  
Cruise Set (Green)**



**Dynamic Stability Control  
(DSC)/Traction Control  
System (TCS) Off  
Indicator Light**

DSC OFF switch pushed and  
TCS/DSC turned off.



**Shift Lever Position  
Indicator**



**Low Engine Oil Pressure**



**Charging System  
Malfunction**

**NOTE:** The tire pressure should be set when tires are cold. Large changes in ambient temperatures or altitude will cause tire pressure change and may cause TPMS warning light to turn on.

# Feature Highlights

## LIGHTING CONTROL/TURN SIGNAL LEVER

: Turns tail, parking, and dashboard lights on.

**AUTO:** The light sensor automatically determines when to turn the headlights on or off.

: Turns fog lights on only when headlights are on.



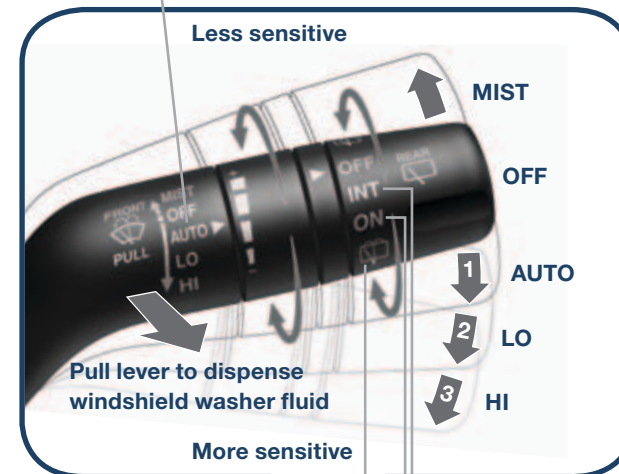
: Turns tail, parking, dashboard, and headlights on.



## WINDSHIELD WIPER/WASHER CONTROL LEVER

**AUTO:** The rain sensor senses the amount of rainfall and turns the wipers on or off. Rotate inner ring away from you (clockwise) for less sensitivity (requires more rain to turn wipers on) and towards you (counterclockwise) for more sensitivity (requires less rain to turn wipers on).

**NOTE:** Vehicles not equipped with AUTO wipers will have INT wipers. Set the lever to INT and choose an interval timing by rotating the ring between fast and slow.



### Rear Window Wiper/Washer

**INT** = Intermittent

**ON** = Normal speed

= Rear washer/wiper (hold as desired)



**CAUTION:** Turn off the AUTO wipers when performing the following with the ignition ON:

- going through a car wash
- cleaning or touching the windshield



# Feature Highlights

## 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.

### To Use Manual Shift Mode:

- Shift the lever from D to M.

**NOTE:** Changing to manual mode can be done while driving the vehicle.

### To Shift Up To A Higher Gear:

- Tap the shift lever back (+) once.

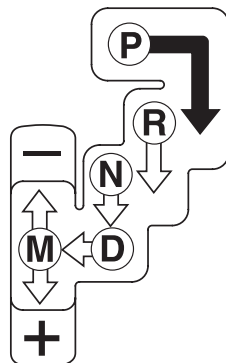
### To Shift Down To A Lower Gear:

- Tap the shift lever forward (-) once.



Lower Gear

Higher Gear



## ALUMINUM WHEEL CARE

Your aluminum wheels have a protective coating on them. Only use a mild soap or neutral 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.

## PORTABLE AUDIO PLAYER INTEGRATION USING THE AUX JACK

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. Learn the system when parked and do not let it distract you while driving.

**NOTE:** You will need a cable with an 1/8 inch mini stereo plug to connect your portable audio player into the aux jack. Refer to the Owner's Manual for additional information.

Refer to the Owner's Manual for additional information.

- 1 Locate the AUX jack on the center front console, next to the 12-volt accessory socket.
- 2 Plug 1/8 inch mini stereo plug into the portable audio player and into the AUX jack.
- 3 Turn portable audio player on.
- 4 **Without Navigation:** Push the MEDIA button on the audio face or the MODE button on the steering wheel controls. **With Navigation:** Push the SOURCE button on the audio face, then select AUX 1 on the navigation screen OR push the MODE button on the steering wheel controls until "AUX 1" is displayed.
- 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.



# Automatic Climate Control



Automatic climate control will allow you to maintain a preset cabin temperature. The amount of airflow, airflow mode, etc. will be automatically controlled in accordance with the selected set temperature.

- 1 Push AUTO to turn the climate control system on (indicator light on).
  - 2 Rotate the temperature control dial to select a desired temperature.
- Push OFF to turn the climate control system off (indicator light off).

## NOTE:

- Rotating fan control dial, or pushing the MODE button, or A/C switch, or windshield defroster switch while in AUTO ON mode will cancel auto A/C.
- **Only cool or cold air (no heat) blows through the rear vents** while the front climate control is on. **Heat for the rear passengers comes from under the front seats** when the front heater is on and set to floor mode. When pushing the rear ventilation control switch on the front control panel (with climate control system on), the rear ventilation system operates at low speed only. To change to high speed, push the HI rear vent button.
- With any defroster mode, 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 warms up.



Push to defrost the windshield.



Push to select the desired airflow mode.



Push to manually turn air conditioning on or off.



Push to recirculate cabin air to reduce outside odors and improve cooling (indicator on) or receive fresh air (indicator off).



Push to defrost the rear window.




Push to turn rear vent system on or off.



Push to display the outside ambient temperature. Push again to switch the display to the inside set temperature.

## REAR VENT SYSTEM

- 1 Turn the front air conditioning system on (AUTO or manually).
- 2 Push the rear ventilation control switch  located on the front climate control panel, or push either the low or high rear vent button on the rear console (indicator light will illuminate).



**NOTE:** The displayed outside ambient temperature may vary from the actual ambient temperature depending on the surrounding area and vehicle conditions. The best time to read the ambient temperature is when the vehicle is moving at a steady rate of speed and not when moving slow in traffic.



# Audio Controls Without Navigation

Audio —  
Clock — 9:45 FM2 CH6 103.5 — Climate Control 72

## SETTING YOUR CLOCK

- Push the **H** button to set the hour.
- Push the **M** button to set the minutes.

**NOTE:** Push the **:00** button to reset clock to nearest hour.



**MUTE (without Bluetooth®)**

**NOTE:** Push the MODE button to change between FM1, FM2, AM, CD, SAT1, SAT2, SAT3, and AUX.

CD SLOT

## POWER ON

Push the Power/Volume dial to turn the audio system on.

## MEDIA SELECTION

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

**Satellite Radio:** Push the SAT button for SIRIUS® XM Radio. See the Owner's Manual for more details. If your vehicle is equipped with SIRIUS® XM Radio (satellite radio antenna on roof), your new Mazda includes a **free** six-month introductory subscription. Call 888-539-7474 to activate!

**CD:** Push the CD button to select the CD player.

**Auxiliary Input:** Push the MEDIA button to select the auxiliary jack.

## TUNING

The radio has the following tuning controls:

- **Manual:** Turn the TUNE dial to manually change the frequency.
- **Seek:** Push the SEEK/CAT/TRACK tuning buttons **▲ ▼** to automatically seek a higher or lower frequency with a station.
- **Scan:** Push the SCAN button to automatically sample strong stations for seconds each. Push again to cancel.
- **Preset Channel:** 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.

- **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. To return to the previously stored stations, push FM/AM button.

## LOADING A CD

### Single CD Player

- Insert the CD into the slot, label-side up. The auto loading mechanism will load the CD and begin to play it.

### In-Dash CD Changer

- Push the LOAD button and when "IN" is displayed, insert the CD.

## PLAYING A CD

- Push CD button to play a CD when a CD is in the unit.
- Push DISC buttons **▲ ▼** to select a CD (6 CD changer) during playback.
- Push SEEK/CAT/TRACK tuning buttons **▲ ▼** to select a track.

**NOTE:** If the power supply is interrupted (fuse blows or the battery is disconnected), the preset channels will be erased.

# Audio Controls With Navigation

## SETTING YOUR CLOCK

- Push the **H** button to set the hour.
- Push the **M** button to set the minutes.

**NOTE:** Push the :00 button to reset clock to nearest hour.



ⓧ **MUTE (without Bluetooth®)**

**NOTE:** Push the MODE button to change between FM1, FM2, AM, CD, SAT1, SAT2, SAT3, and AUX.



## CHANGING YOUR NAVIGATION CLOCK

The navigation clock is automatically updated through the GPS satellite system. To change the time:

1. Push the menu button.
2. Select the SET CLOCK on-screen button. It will give you a choice of selecting a 24-hour display or a 12-hour display.
3. Use the plus (+) minutes and minus (-) minutes on-screen buttons to set the minutes ahead or back 30 minutes.
4. Exit by selecting the OK on-screen button.

## POWER ON

Push the Power/Volume dial to turn the audio system on.

## MEDIA SELECTION

Push the SOURCE button to select the appropriate on-screen button:

**Radio:** Select AM button for AM band, or FM button for FM1 or FM2 band. The selected band will be indicated in the Information Display.

**SAT:** Select for SIRIUS® XM Radio. See the Owner's Manual for more details. If your vehicle is equipped with SIRIUS® XM Radio (satellite radio antenna on roof), your new Mazda includes a **free** six-month introductory subscription. Call 888-539-7474 to activate!

**DISC:** Select for CD player.

**AUX1:** Select to switch to AUX jack input.

**AUX2:** Select to switch to external image and sound (if equipped).

## TUNING

The radio has the following tuning controls:

- **Manual:** Turn the TUNE/AUDIO dial to manually change the frequency.
- **Seek:** Push the SEEK/TRACK button ▲ ▼ to seek a higher or lower frequency automatically.
- **Scan:** Push the SCAN button to automatically sample strong stations for seconds each. Push again to cancel.
- **Preset Channel:** Can be used to store 8 AM, 16 FM and 18 SIRIUS® XM Radio stations.
  - 1 Push the SOURCE button.
  - 2 Select AM, FM1, FM2, or SAT.

- 3 Tune to the desired station using the SEEK/TRACK button or by turning the TUNE/AUDIO dial.
- 4 Select and hold any channel preset on-screen button for about two seconds until a beep is heard.
- Repeat to store other stations.

**NOTE:** If the power supply is interrupted (fuse blows or the battery is disconnected), the preset channels will be erased.

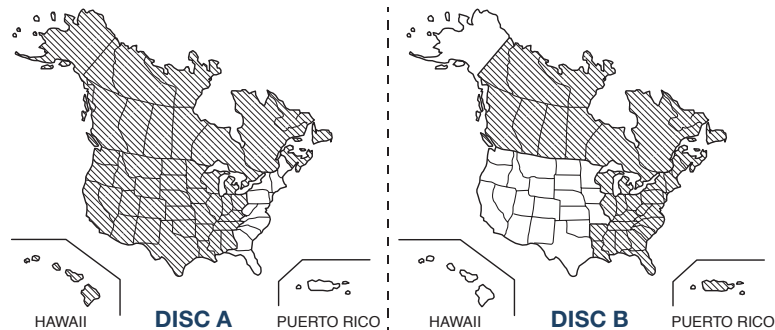
- **Auto Memory Tuning:** Select and hold the AUTO-M on-screen button until beep is heard to store an additional 8 stations on each FM and AM band without disturbing the previously stored stations. This is useful when driving in an area where the local stations are not known. Refer to the Owner's Manual for complete details.

## TO PLAY A CD

1. Put the ignition in the ACC or ON position.
2. Push **LOAD/▲**.
3. Select the **LOAD** on-screen button.
4. Wait for the screen to lower.
5. Insert the CD after "IN" is displayed on the Information Display. The CD will begin playing after the screen closes.

# Navigation System

## INSERTING THE MAP DISC:



Your navigation system operates using the map discs supplied.

- Disc A covers most of the Midwest and Western states including Hawaii and Alaska.
- Disc B covers some of the Midwest and all of the Eastern states including Puerto Rico.
- Both discs cover all of Canada.

**NOTE:** If the state your address is in is not displayed when entering a destination, you may have the wrong disc in the navigation system.

- 1 Place the ignition in the ACC or ON position.
- 2 Press **LOAD/EJECT**.
- 3 When "Load/Eject" screen appears select "MAP". Wait for navigation screen to tilt open.
- 4 Remove the current Map Disc (if installed), and insert the desired Map Disc with the printed side facing up into the lower DVD MAP slot.
- 5 Read the Caution carefully and select the "AGREE" on-screen button.

## SELECTING A DESTINATION USING A STREET ADDRESS

You can choose setting a destination using a street address, a point of interest, the nearest restaurants, ATMs, gas stations, hospitals and more.

- 1 Push "Menu" button next to the navigation screen.
- 2 Select "Destination Entry" on the navigation screen.
- 3 Select "Address".
- 4 Select the "State" or "Province".
  - Scroll down past the States to find Canadian Provinces.
- 5 Select "OK".
- 6 Select "City".
- 7 Select "Input City Name".
- 8 Use the keyboard to enter the city name.
- 9 Select "Street".
- 10 Use the keyboard to enter the street name.
- 11 Select "House No".
- 12 Use the keyboard to enter the house number, then select "OK".
- 13 When the map appears select "Destination".
- 14 Select "Guide" or just start driving.

## SELECTING A POINT OF INTEREST (POI) NEAR YOUR CURRENT LOCATION

- 1 Push the "Menu" button next to the navigation screen.
- 2 Select "Destination Entry" on the navigation screen.
- 3 Select "Point of Interest".
- 4 Select "Nearest".
- 5 Select "Current Position".
- 6 In the QUICK POI screen, select the category of the point of interest you want to find. You can set multiple categories for searching up to five.
- 7 After selecting categories, select "List".
- 8 Search result shows up as a list in "LOCAL POIs" screen. Select the point of interest you want to set as the destination from the list.
- 9 Select "Destination".
- 10 Select "Guide" or just start driving.

### NOTE:

- When entering numbers for a street name, (e.g. 1st Ave.), push "Sym." button to switch to the numeric keyboard.
- For safety reasons, some navigation functions cannot be performed via the navigation screen while driving.

Please refer to your Navigation System Owner's Manual for complete details and important safety information.






## PAIRING YOUR BLUETOOTH® PHONE

### NOTE:

- Your Bluetooth® device needs to be paired with the vehicle's Hands-Free system.
- Before pairing your cell phone, it is recommended that you refer to its manual for steps to turn on Bluetooth® and perform pairing.
- The Bluetooth® Hands-Free system will not hear your voice commands while it is speaking. Wait until after the beep before saying voice commands. To speed up the operation, you can interrupt the system by pushing the talk button, and then saying a command.
- **IMPORTANT:** For best performance when using Bluetooth®, first set the volume level on your cell phone to the highest level before distortion starts, then adjust the volume on the audio system.




- 1 Push and hold the  located on the steering wheel until "Listening" is shown in the information display.
- 2 After the beep say, **"Set-up"**.
- 3 After the beep, say, **"Pairing options"**.
- 4 After the beep, say, **"Pair"**.
- 5 After the beep, say any 4-digit code.
- 6 The prompt will repeat the number and ask if it is correct. After the beep, say, **"Yes"** if it is or **"No"** if it isn't. If it's not, the system will repeat the process.
- 7 Place phone in discovery mode. If necessary, consult its manual or go to [www.mazdausa.com/bluetooth](http://www.mazdausa.com/bluetooth), and select model, Bluetooth®, then follow screen prompts.
- 8 Input the 4-digit code you chose earlier.
- 9 After the phone is recognized, you will be prompted to name the paired device, such as **"Tom's phone"**. If correct, after the beep say, **"Yes"**.
- 10 The prompt should then say that the pairing is complete.



### NOTE:

- For toll-free Bluetooth® Hands-Free customer service call **800-430-0153** or go to [www.MazdaUSA.com/bluetooth](http://www.MazdaUSA.com/bluetooth) for assistance.
- 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.

## TO MAKE OR RECEIVE A HANDS-FREE CALL

- 1 Push the  and after the beep say, **"Dial"**.
- 2 Say the number you would like dialed. The prompt will repeat the number and ask if it's correct. If it is say, **"Yes"**.
- To receive an incoming call, push . To end or reject a call, push and hold . A beep will confirm the call is ended.



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# Customer Delivery Checklist

# Customer Delivery Checklist

## VEHICLE PRESENTATION:

Refer to the Smart Start Guide during presentation

☐ Keyless Entry ..... 1



☐ Liftgate..... 2

- 2 Position Liftgate

☐ Seats ..... 3

- Adjustment

☐ Fuel Door ..... 3

- Fuel Door Release
- Fuel Specifications

☐ Rear Seats ..... 4

- 2nd and 3rd row seating access
- 2nd row seat storage/center console

☐ Driver's View ..... 5-6

- Location of Switches and Controls

☐ Instrument Cluster ..... 7-8

- Review indicator light function and location

☐ Lights ..... 9



☐ Wiper/Washer..... 10



☐ Aluminum Wheel Care..... 11

☐ AUX Input..... 12

☐ Climate Control..... 13-14

- Auto Mode



☐ Audio Controls ..... 15-18

☐ Set Clock ..... 15, 17-18



☐ Navigation System\* ..... 19-20

- 2 Disc System, Insert Disc
- Enter Destination

☐ Bluetooth® Hands-Free ..... 21

- Pair Phone
- Make a Call
- Toll-Free Customer Service  
800-430-0153

*\*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

Signed copy must be placed in dealer jacket

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

☐ MyMazda.com

- Offer to register customer on MyMazda.com

☐ Warranty Information

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

☐ Owner's Manual

## 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

*Scheduled Maintenance*

*Windshield Cling Reminder*

*Affix to inside windshield*

## GENUINE MAZDA SERVICE

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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](http://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**



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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.

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