



FOCAL POINT

STORIES TO SHARE WITH MAZDA OWNERS AND CUSTOMERS

Google built-in



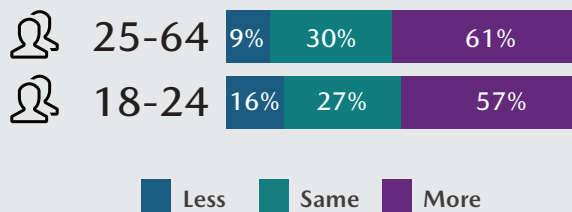
Google built-in represents the next generation of in-vehicle connectivity, facilitating safe and intuitive control of the infotainment, navigation, and climate/comfort systems using the new touchscreen, or through hands-free operation with a simple voice command: “Hey Google”.

Providing the choice for Mazda owners to interact with their vehicle's systems via voice is what today's consumer demands from their connected experience:

- There are more than 8.4 billion voice assistance devices in the world (Source: Statista)
- 93% of consumers are satisfied with their voice-controlled devices (Source: PwC)
- 65% of consumers who own an Amazon® Echo or Google Home can't imagine not having one, with 42% saying they have become “essential”

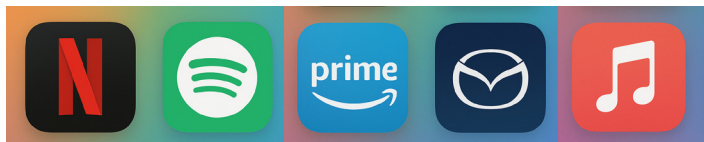
(Source: Connected Intelligence)

How often will you use your voice devices in the future?



(Source: PwC Consumer Intelligence Series voice assistance survey)

GOOGLE BUILT-IN: SUBSCRIPTION



Pairing a smartphone is NOT required to use Google built-in, as it is the resident operating system of the vehicle, not a mirrored application from your smartphone.

Using Google Assistant™ to control infotainment and climate systems by voice does require a data feed, which is included as part of the one-year trial subscription offered by Mazda Canada. After the trial period, owners will have the option of renewing their subscription.

The subscription model is a familiar concept with most consumers, as more than 90% of Canadians already have access to a subscription-based service (Spotify®, Netflix®, Amazon, Microsoft 365®, etc.)

Without a subscription, owners will be able to tether the system to a Wi-Fi Hotspot, which will enable full voice-activation functionality. If using a mobile phone to create the hotspot, data rates may apply.



NOTE: Just like other Mazda vehicles, you cannot tether the vehicle to a Wi-Fi Hotspot and connect to Bluetooth® at the same time. You CAN however tether to a smartphone's Wi-Fi Hotspot and use **wired** Apple CarPlay® or **wired** Android Auto™.

GETTING STARTED WITH GOOGLE ASSISTANT

Google built-in has been designed to make operation of key features, such as climate control, navigation and infotainment safe and easy to use. Take the time with your customers and review some key commands to ensure a seamless and highly satisfied experience.



FUNCTION	VOICE COMMANDS: "HEY GOOGLE..."
CLIMATE CONTROL	• Turn On/Off Climate Control • Set the temperature to 21 degrees • Change fan speed to 6 • Adjust passenger side temperature to 20 degrees • Turn on the front/rear defroster
COMFORT FEATURES	• Turn on the Heated Steering Wheel • Turn on the passenger side Heated Seat to high • Turn on driver side Seat Fan to medium • Turn down passenger Heated Seats
"ON-THE-MOVE" ENTERTAINMENT	• Play the news • Play FM "102.1 The Edge" • Play "Yacht Rock" on SiriusXM® • Play "In the Air Tonight" by Phil Collins on Spotify (<i>Note: requires a Spotify account</i>) • Pause/resume song • Adjust volume to 20%
"WHILE PARKED" ENTERTAINMENT	• Open "YouTube™" app • Pause/resume video
NAVIGATION	• Take me Home • How's the traffic to work? • What's my next turn? • Navigate to the closest Tim Hortons®
GOOGLE ASSISTANT	• Add milk to my shopping list • What's the weather like tomorrow? • How far can I drive on this tank of gas? • Add lunch appointment with John next Tuesday at noon

WHAT'S NEXT:

Google built-in is constantly being updated to make the user experience more intuitive and enjoyable. It is only a matter of time before Google Assistant will be powered by Google Gemini™, enabling more conversational commands when interacting with vehicle systems.

APPLE CARPLAY / ANDROID AUTO INTEGRATION

While Google built-in may be the resident operating system of the CX-5, it doesn't mean that customers can't use familiar smartphone infotainment applications to listen to their favourite podcast or use a preferred navigation application. In fact, Google built-in has been built to seamlessly integrate both popular platforms for use simultaneously with the resident Google built-in operating system!



Interacting with Apple CarPlay is intuitive and easy: use the centre touchscreen display while in the Apple CarPlay app, press the talk button on the steering wheel for 2 seconds, or use "Hey Siri" voice activation from any Google built-in menu.



To operate applications through Android Auto: use the centre touchscreen display while in the Android Auto app, press the talk button on the steering wheel for 2 seconds, or use "Hey Google" voice activation while in the Android Auto app. To use Google built-in controls when using the Android Auto app, quick press the talk button on the steering wheel.



DRIVER PERSONALIZATION & GOOGLE BUILT-IN

Although every CX-5, regardless of trim, uses Google built-in as the resident operating system, there are differences that you should be aware of:

- Core trim levels come equipped with the standard 12.9" centre touchscreen display, which allows for one personalized driver profile, linked to one Google Account.
- The GT Premium Package trim features a 15.6" centre touchscreen display and SIX driver profiles, each linked to their own personal Google Account.
 - Once facial recognition is set-up, when a driver sits behind the steering wheel, the system will automatically default to the driver's personalized profile – including Google built-in preferences and advanced safety settings.



OVERCOMING OBJECTIONS: PRIVACY & SECURITY CONCERNS

Far too often we hear stories about companies that have been the victim of a cyberattack, exposing sensitive client data for malicious intent. It's therefore no surprise that 28% of consumers who do not currently own a voice-activated assistant device have cited privacy concerns for their data and security as the reason why*. So how can we overcome this potential objection, as the CX-5 is powered by Google built-in?



With Google built-in, the privacy and security settings are held with Google, not Mazda Canada. Customers who already have a YouTube account or gmail address understand and recognize that Google leads the industry in creating and sharing safety technologies that are the benchmark of industry standards.

Owners can also choose their privacy settings when setting up their Driver Profile, including whether or not to link a personal Google Account with the vehicle. Certain "Hey Google" vehicle functions, such as climate and comfort controls do not require an associated Google Account to operate, although various infotainment and navigation functionality will be limited.

When it is time to sell the vehicle, the Google built-in system can easily be reset to factory settings, deleting all Google built-in profiles and personal data. Owners can unlink their profiles to the Google built-in system by tapping the profile icon in the top right, tapping the "Profiles & accounts settings", then "Delete this profile".



VISIT: https://safety.google/intl/en_sg/safety for more details on how Google continues to innovate and lead in the areas of encryption, privacy and online security.

*Source: PwC Consumer Intelligence Series voice assistance survey.

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Google Assistant and some related features are not available in all languages or countries.

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