



GOOGLE BUILT-IN 2026 CX-5 QUICK REFERENCE GUIDE



This document is meant to provide a high-level overview of how to set up your vehicle in order to demonstrate it for customers on the showroom floor or during a test drive. It is not meant as a replacement for the comprehensive training that has been created for Google built-in.

When setting up a vehicle for delivery to a customer it is recommended that they initiate their Google built-in trial subscription by:

- Ensuring the vehicle is sold (RDR)
- Setting up a Profile that includes a Google (GMAIL) account
- Setting up their MyMazda Connected Vehicle app

BEFORE YOU BEGIN

- To demonstrate **Google built-in**, you will need a stable/strong connection to the internet.
 - You can accomplish this by tethering to the Wi-Fi (at the store or smartphone hotspot).
 - To create a Wi-Fi connection, do the following.
 - From the home screen, select settings (the gear)
 - On the left, select "Network"
 - On the right, enable "Wi-Fi Client Mode"
 - If you are in an active wireless Apple Carplay, or Android Auto session you will need to end it (click okay when prompted)
 - Select "Search for available Wi-Fi networks."
 - Pick the desired Wi-Fi from the available choices (this can include either the dealership Wi-Fi or the smartphone hotspot)
 - Enter the required password (for the selected Wi-Fi)
 - Once you have entered the password, select "OK".
 - There are two ways to confirm you are now connected to the Wi-Fi source:
 - Under the selected Wi-Fi network, you should see the word "connected"
 - In the upper left-hand corner, you should see the Wi-Fi symbol
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-  **Wi-Fi Connection**
This indicates that the vehicle is connected to Wi-Fi (and the strength of the signal).
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-  **Connected / Ready**
If you see this icon, the vehicle is successfully connected and ready to receive data.
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-  **Not Connected**
If you see this icon, the vehicle is not connected, and no data is being received.
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- Once the vehicle is connected to a reliable Wi-Fi/Hot Spot, allow at least 30 minutes BEFORE the vehicle is to be used in a dealer interaction with a customer.
 - This is necessary for the Language Pack to be installed.

BEFORE YOU BEGIN (CONTINUED)

Google language pack (one-time download)

- The Language Pack is downloaded for English USD from the factory. The steps below ensure that all software updates are completed AND/OR allows you to select the customer's language of choice.
 - This step should be completed at PDI.
 - This is essential for voice commands to work and requires data to download.
 - **Google Assistant voice commands will not work without the Language Pack.**
- Step 1: Ensure the vehicle is connected to the internet.**
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- Step 2: Select your Profile Language** if different from the one on screen.
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- Step 3: Wait until the download/updates are fully complete (30 mins or more).** These will be running in the background.
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- Once the Language Pack is downloaded, Google Assistant can work offline for many in-vehicle features including:
 - Climate control
 - Audio & entertainment
 - Navigation (limited voice interactions using locally stored capabilities)
 - If Google Assistant cannot control climate functions, verify the vehicle stayed connected to the internet long enough to complete the download of the Language Pack.

GOOGLE ASSISTANT SET UP GUIDE

In-car Google Assistant will work without connectivity once it has been set up. But to set it up, you must have some form of connectivity.

Steps (using Wi-Fi or cellular tethering):

1. Create a user profile within the vehicle & set the profile for the desired language.
 2. Approve Google T&Cs (optional).
 3. Turn on the Google Assistance "hands-free" voice commands toggle if desired.
 4. Use settings to connect to Wi-Fi.
 5. Make a Google Assistance request – the first request will be delayed as it downloads the Language Pack.
 6. Once Google Assistance works for the command, you can disconnect the vehicle from Wi-Fi and in car commands should still work (out of car information requests such as weather or traffic inquiries will not).
- This process must be repeated for each profile that is added within the vehicle, including the guest profile.
 - This process must be repeated if Language Packs are deleted due to a software update, or for guest profile if the battery is disconnected.
 - To enable a **second language**, navigate through settings to find the selected language. Change the language to the 2nd desired language, then repeat the steps above to add a second Language Pack.

"HOW-TO" VIDEOS + QUICK REFERENCE GUIDE

1.



CREATE & ACTIVATE A DRIVER PROFILE (VIDEO 1)

Creating a driver profile allows Google built-in™ to personalize your experience.

1. Tap the Driver Profile icon on the screen.
2. Select Add a Profile, then tap OK (the system will restart).
3. Choose your preferred language.
4. Select Set Up Profile.
5. (Optional) Scan the QR code to link the MyMazda App or tap Next.
6. Enter a profile name and tap the blue checkmark.
7. Review and accept the Google Terms of Service and Privacy Policy.
8. Turn ON Google Assistant (required for voice commands).
9. Adjust personalization settings or tap Done for Now.

2.



LINK YOUR GOOGLE ACCOUNT (VIDEO 2)

Unlocks navigation history, saved locations, contacts, and more.

1. Tap the Driver Profile icon.
2. Go to Profiles & Account Settings.
3. Tap Add Account.
4. Scan the QR code with your phone.
5. Choose the Google account you want to use.
6. Tap Done.

3.



ENABLE PERSONALIZED GOOGLE FEATURES (VIDEO 3)

This allows Google Assistant to access your personal content.

1. Go to Profiles & Account Settings.
2. Select Google.
3. Open Google Assistant settings.
4. Turn on "Allow Personal Results in this car."

This enables access to:

- | | |
|------------|-------------------|
| ✓ Contacts | ✓ Shopping lists |
| ✓ Messages | ✓ Saved locations |
| ✓ Calendar | |

IMPORTANT: Your Google Account privacy settings must be enabled for the toggle to function.

4.



[PAIR A SMARTPHONE \(VIDEO 4\)](#)

Bluetooth Pairing

1. Turn Bluetooth ON on your phone.
2. On the vehicle screen, go to:
3. Settings → Bluetooth & Phone Connectivity
4. Tap Pair New Device.
5. Select your phone from the list.
6. Confirm the pairing code on both devices.
7. Approve access to contacts and messages.
8. Launch Apple CarPlay® or Android Auto™ when prompted.

IMPORTANT: iPhone users must enable notifications in device settings. Without an active Google data plan, a wired connection is required to use Apple CarPlay/Android Auto alongside Google built-in.

5.



[HOW TO USE VOICE COMMANDS – PART 1 \(VIDEO 5\)](#)

[HOW TO USE VOICE COMMANDS – PART 2 \(VIDEO 6\)](#)

How to Activate Google Assistant

1. Say “Hey Google”, or
2. Press the Talk button on the steering wheel

6.



What You Can Do by Voice

- | | |
|-----------------------------|--|
| ✓ Adjust climate settings | ✓ Ask general questions |
| ✓ Get navigation directions | ✓ Access Google apps (Calendar, Contacts, Shopping List) |
| ✓ Control media and volume | |

IMPORTANT: voice commands work offline AFTER language pack has downloaded.

7.



[CLIMATE CONTROL \(VIDEO 7\)](#)

Using the Touchscreen

1. Use the climate controls in the fixed ribbon at the bottom of the screen.
2. Adjust temperature in 0.5° increments.
3. Change fan speed as needed.

Using Voice Commands

1. Say: “Hey Google, set the temperature to 22 degrees.”

8.



COMFORT FEATURES (VIDEO 8)

Includes heated seats, ventilated seats, and heated steering wheel.

Touch Controls

1. Use quick-access icons in the bottom ribbon.
2. Tap to open the full comfort menu if needed.

Voice Commands

1. "Turn on the heated steering wheel."
2. "Set passenger seat ventilation to high."

9.



GOOGLE PLAY (VIDEO 9)

1. Open the App Menu.
2. Select Google Play Store.
3. Browse or search for apps.
4. Tap Install.

IMPORTANT: Apps can only be used while the vehicle is parked. Supported apps can be controlled by touch or voice.

10.



ENTERTAINMENT SOURCES (VIDEO 10)

Ways to Access Audio

- Steering wheel up/down arrows
- App Menu → select an audio source

Adjust Volume

- Steering wheel controls
- Touchscreen volume slider
- Voice command: "Set volume to 30%."

Voice Commands

- "Play SiriusXM."
- "Pause."
- "Play 99.9 FM."

11.



APPLE CARPLAY & ANDROID AUTO (VIDEO 11)

1. Tap the Apple CarPlay or Android Auto icon in the bottom ribbon (or find it in the Apps Menu).
2. Use familiar phone apps for navigation, calls, messages, and music.

Voice Activation

- Apple CarPlay: "Hey Siri"
- Android Auto: "Hey Google"
- Long-press the Talk button to activate your phone's assistant.

Good to know:

- Google built-in voice controls (such as climate) remain available even while using CarPlay or Android Auto.

RESOURCES & LINKS:

1. [Google built-in Learning Path & Focal Point](#)
2. [How-to videos \(Mazda Brand Academy\)](#)
Internal retailer facing training videos
3. [Customer-facing YouTube 'how-to' videos](#)
To share with customers