MAZDA MOTOR CORPORATION

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E-239D

www.mazda.com

MAZDA CX-30

MAZDA MOTOR CORPORATION
ESTD. 1920 Hiroshima, Japan

We believe in the power of human potential;
creativity, imagination and the amazing things
we're all capable of when we're inspired.

We believe in taking the unconventional road
and going the extra mile to do work that inspires.

We believe in artisans, designers, engineers and ambassadors
who pour human energy into their work.

We believe in the power of cars to move human emotions.
To awaken senses, heighten reflexes, make pulses race.

We believe the joy of being alive comes from
what we discover on our journey,
and the inspiration we find in every mile.

MAZDA MAKES YOU FEEL ALIVE.

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Mazda CX-30: the pure beauty of ‘less is more’. Clean curves and undulating surfaces, embracing and reflecting the surroundings. Sleek, bold proportions lifting and energizing the spirit. A new departure in the art of creative living.
Inside, the cabin is a study in premium materials and superior craftsmanship. An enticing and intimate space, inviting you to relax and savour every moment. Lavishly appointed, with controls exactingly planned around the driver. A perfect harmony of form and function, designed to take you places and reward all the senses.

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Mazda CX-30 is the compact crossover designed and engineered to stimulate the creative, self-directed lifestyles that make every day so much more rewarding. Equally at home as an easy-to-handle city car or an out-and-out explorer in the wilds, CX-30 adds Mazda's unique driving pleasure to everything you do. And it's not just for the driver: CX-30 offers the space and comfort to let loved ones and friends truly relax and enjoy the journey. No matter what your family's needs, today or tomorrow, CX-30 is the perfect partner ready to meet and fulfil them, in effortless style that is always deeply satisfying. Bring some magic to every road you drive. Mazda CX-30.

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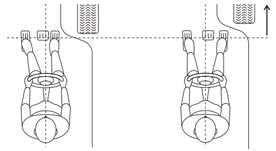
HUMAN-CENTRIC: SUPPORTING THE SENSES

COMFORT IN COMMAND

Your driving position affects every interaction you have with the car. It's where driving pleasure begins, and it's one more place where Mazda puts the focus on you to assure natural posture and ultimate ease of operation. Pedal layout is a prime example. To place the accelerator pedal exactly where your right foot falls naturally, all Mazdas are designed around the driving position with the front wheels further forward to create the space required for correct pedal location. The result is a relaxed, natural driving posture allowing you to operate the vehicle just as you desire, with minimal stress and effort.



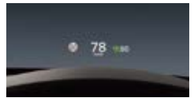
Conventional pedal layout
Wheelhouse impedes natural leg extension resulting in driver discomfort.

Mazda pedal layout
Front wheel is moved forward, leg extends comfortably and naturally.

HUMAN-MACHINE INTERFACE (HMI)

Knowledge is power, but poorly presented information results in stress and confusion. So Mazda's HMI is entirely human-centric in its design, keeping you informed while leaving you free to concentrate on driving. Constantly changing high-priority information is delivered in real time in the Active Driving Display just below your line of sight: essential driving information is shown in the meter cluster LCD directly in front of you, and information related to entertainment and convenience comes via the 10.25-inch* centre display. Prioritizing and presenting information in this logical way helps you to maintain a comfortable, natural posture as it supports you in driving safely and enjoyably.

*Centre display size varies by country and model grade.



Active Driving Display
This windscreen-projected display is close to your line of sight for easy visibility. Important driving information is displayed in the upper section, vehicle status information is displayed in the lower section.

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HUMAN-CENTRIC: MOTION INSPIRED BY YOU

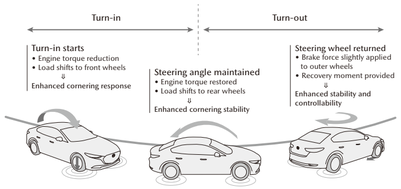
SKYACTIV-VEHICLE ARCHITECTURE

From the time we learn to walk, we learn to control our centre of gravity — and thus our balance — entirely without conscious thought. It becomes as natural as breathing. And it is the inspiration for Mazda's Skyactiv-Vehicle Architecture, aimed at enabling you to fully maintain your balance even inside the vehicle. With human characteristics as the overriding design directive for the seats, body and chassis as a whole, Skyactiv-Vehicle Architecture realizes ride comfort, handling stability and vehicle motion that perfectly matches human sensibilities and always feels familiar and natural to driver and passengers alike.

G-VECTORING CONTROL PLUS (GVC PLUS)

GVC Plus is one more way Mazda's human-centric engineering makes vehicle movement more responsive, more confidence-inspiring and just more comfortable. As you enter a bend, GVC Plus momentarily lowers engine torque to transfer weight to the front wheels and enhance grip. Then as you go through the curve, engine torque is restored to shift weight rearwards for greater stability. Finally, as you exit the bend brake force is slightly applied to the outer wheels to help recover straight-line running. This seamless, behind-the-scenes control greatly reduces the need for mid-bend steering corrections, smoothes the effect of G forces to reduce body sway, and lowers stress and fatigue on long drives.

GVC Plus operation



i-ACTIV AWD

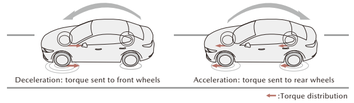
Mazda's i-Activ AWD four-wheel drive system not only supports a more stable, reassuring ride in almost any driving situation, it also achieves real-world fuel economy close to that of a front-wheel drive vehicle.

An overriding goal in the development of CX-30's dynamic handling was to always maintain a margin of grip in all four tyres regardless of road surface conditions. This keeps the vehicle primed to handle rain, snow and other slippery road conditions as they occur, while also contributing to smoother acceleration, braking and cornering on dry roads. The i-Activ AWD system works together with G-Vectoring Control (GVC) to dynamically distribute torque between the front and rear wheels according to the driver's steering and accelerator inputs as well as the moment-by-moment grip of the four individual wheels, providing faithful response with an all-important margin of control to spare in various driving conditions. In addition, Off-Road Traction Assist helps you get free when stuck.

Off-Road Traction Assist: The touch of a switch engages Off-Road Traction Assist to help you get free when stuck in mud, sand or deep snow. The system optimizes torque distribution, suppressing wheelspin by sending motive power only to the wheels with grip to maximize their driving force and get you smoothly back in motion.

i-Activ AWD operation during acceleration and deceleration

During acceleration torque is sent to the rear wheels, where load and traction increase. During deceleration, torque is sent to the front wheels. This dynamic allocation maximizes the effective efficiency of available torque, contributing to improved fuel consumption and enhanced control of vehicle behaviour via the driver's accelerator pedal inputs.



Note: Torque is dynamically distributed between front and rear wheels according to actual road surface conditions.

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HUMAN-CENTRIC: CLEANER, MORE EFFICIENT ENERGY

SKYACTIV-G

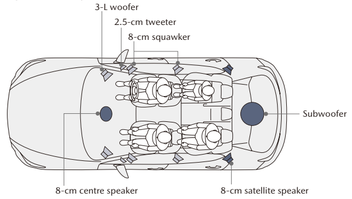
Conventional internal combustion engines only harness around 30% of the potential energy in the fuel they consume: the rest is wasted. So Mazda developed Skyactiv-G, a high-efficiency engine that compresses the air-fuel mixture to a much higher degree than in conventional powerplants, squeezing far more energy from every drop of fuel. This high compression ratio, unparalleled among mass production engines, delivers both sheer driving pleasure and outstanding fuel economy. And it's further enhanced by a raft of innovative Mazda technologies including optimized intake ports and piston shape, split fuel injection and a coolant control valve.

HUMAN-CENTRIC: THE SENSIBILITY OF SOUND

MAZDA HARMONIC ACOUSTICS

Assured control of sound in the cabin — whether noise or music — is another key element of driving pleasure, superbly achieved by Mazda Harmonic Acoustics. This far-reaching audio initiative was developed to create a quiet cabin that insulates you from unwanted and distracting outside noise, while still allowing for the subtle sounds from the road and engine that add to the driving experience. It also drove the design of the audio system to deliver the same rich sound at both low and high volumes. Particular attention was paid to speaker placement to give deep, satisfying bass and clear, well-localized mid- and high-frequencies. The result is detailed, natural reproduction of music with astonishing depth and clarity at any volume.

Speaker layout



Note: Standard 8-speaker audio system
Optional Bose® 12-speaker sound system

Bose® 12-speaker sound system

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RETRO SPORTS

Mazda is proud to introduce a series of Retro Sports models extending across its lineup. This new series features Zircon Sand Metallic accented by gloss black exterior trim parts as the signature body colour*. Together with the exclusive interior highlighted by Terracotta upholstery and powerful black contrast elements, the Retro Sports design package adds the elegant, craftsman-built feel of classic coachwork to Mazda's hallmark refined, sporty styling.

*Availability of body colour for the Retro Sports model varies by country. Please consult your Mazda dealer for exact information.

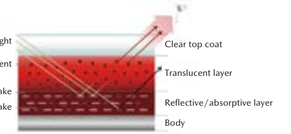
EXTERIOR AND INTERIOR COLOURS

BODY COLOURS

Soul Red Crystal Metallic (46V)

Machine Grey Metallic (46G)

Paint-coat composition



TAKUMI-NURI

Mazda's unique painting technology Takumi-Nuri (*takumi*: master craftsman, *nuri*: painting), with its unprecedented combination of colour, highlights, shade and depth, further emphasizes the sheer beauty and quality of the dynamic body shape. The lineup includes two Takumi-Nuri body colours: Soul Red Crystal Metallic and Machine Grey Metallic.

Zircon Sand Metallic (48T)

Platinum Quartz Metallic (47S)

Polymetal Grey Metallic (47C)

Ceramic Metallic (47A)

Deep Crystal Blue Mica (42M)

Jet Black Mica (41W)

Snowflake White Pearl Mica (25D)

Arctic White (A4D)

SEAT MATERIALS

Leather, Red

Leather, Black

Leatherette, Terracotta*

Cloth B, Greige

Cloth B, Black

Cloth A, Greige

Cloth A, Black

*Only for Retro Sports model

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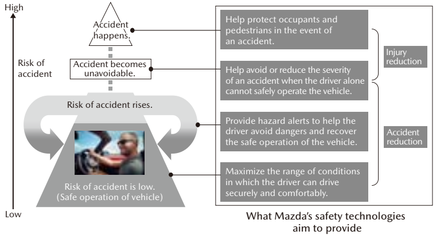
HUMAN-CENTRIC: REASSURING SAFETY, DRIVING ENJOYMENT

MAZDA PROACTIVE SAFETY

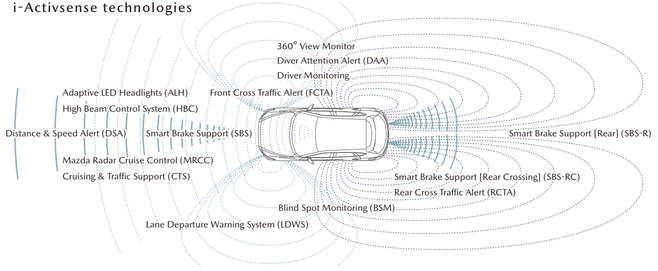
Confidence-building reassurance for the driver, and an enjoyable driving experience for all occupants. These are the fundamental aims of Mazda Proactive Safety. And with these twin goals, Mazda expanded the concept of safety, taking it beyond the conventional thinking on advanced safety technologies to also include the driving position, information layout, visibility, and driving dynamics. It's an ongoing effort to provide a safe and reassuring experience for everybody, including passengers in the rear seats, with the ultimate aim of making accidents a thing of the past. As part of this progress towards comprehensive all-round safety and an accident-free future, Mazda engineers not only evolved and improved the driving position and visibility, they also developed i-Activsense, a suite of advanced safety technologies that includes Driver Monitoring, Front Cross Traffic Alert (FCTA), and Cruising & Traffic Support (CTS) to further enhance the driver's awareness of potential hazards. This evolving and all-inclusive approach to safety takes Mazda closer to its final goal of eliminating traffic accidents and enhanced driving pleasure.

Driving with Mazda Proactive Safety



What Mazda's safety technologies aim to provide

i-Activsense technologies



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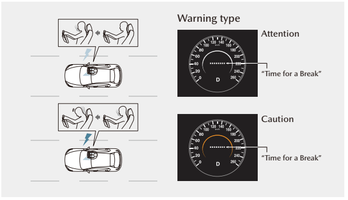
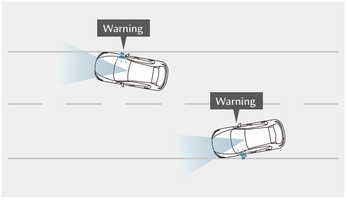
i-ACTIVSENSE



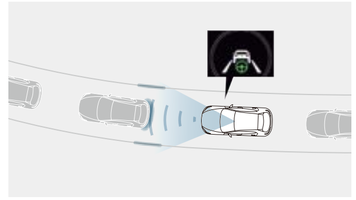
DRIVER MONITORING

Inattention and fatigue are a common cause of accidents. Driver Monitoring's infrared camera and LED mounted in the centre display constantly check the driver for drowsiness, inattention and fatigue at two levels: Attention (onset of inattention or drowsiness) and Caution (increased levels). If the system determines the situation is dangerous, it sounds an alert and primes the Smart Brake Support (SBS) system.



LANE DEPARTURE WARNING SYSTEM (LDWS)

LDWS employs a forward-sensing camera to monitor lane markings on the road ahead, constantly checking whether the vehicle is correctly centred in the lane. When unintentional lane departure is detected, LDWS warns the driver by vibrating the steering wheel or sounding an alert. The system operates when the car is moving forwards at speeds higher than approximately 60 km/h.

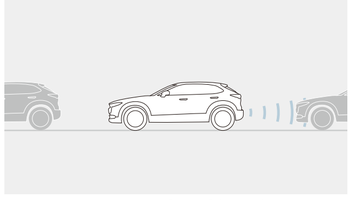


CRUISING & TRAFFIC SUPPORT (CTS)

CTS helps reduce driver fatigue when in traffic jams on the highway. When engaged, CTS automatically controls vehicle speed to keep a suitable distance from the vehicle ahead, and also assists with steering torque to maintain proper lane position through bends. If lane markings are not detected, the system follows the path of the preceding vehicle. In this way, CTS promotes a safe, comfortable driving experience.

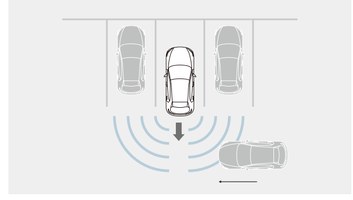
FRONT CROSS TRAFFIC ALERT (FCTA)

When entering a T junction, collisions with vehicles approaching from the front left and right blind spots can easily occur. FCTA uses front side radars to monitor these front diagonal blind spots and warn the driver of approaching vehicles. The system operates when the car is moving at speeds up to approximately 10 km/h and is only designed to detect the presence of motor vehicles.



SMART BRAKE SUPPORT [REAR] (SBS-R)

When reversing, low objects behind the vehicle are hard, or even impossible, to see from the driver's seat. SBS-R's rear-facing ultrasonic sensor detects such obstacles behind the vehicle when reversing at speeds between approximately 2 and 8 km/h. If the system determines the driver is unaware of the obstacle and judges that a collision is imminent, it applies the brakes to help reduce collision damage.



SMART BRAKE SUPPORT [REAR CROSSING] (SBS-RC)

Vehicles approaching from the left or right at the rear of the vehicle are another source of danger when reversing. SBS-RC detects vehicles approaching from the vehicle's left and right rear blind spots when reversing at speeds between approximately 0 and 10 km/h. If the system judges an impact is unavoidable, it operates the brakes to help mitigate damage caused by the collision.

Notes: i-Activsense safety features are not a substitute for safe and attentive driving. There are limitations to the range and detection of the systems.
Availability of safety equipment/features varies according to country and model grade. Please consult your local Mazda dealer for exact information.