



2023 MAZDA CX-30



Mazda CX-30 AWD Dynamic Pressure Turbo (DPT) model shown.

## HIROSHIMA SPIRIT

Mazda shares a special history and spirit with Hiroshima, Japan. As the birthplace of Mazda, Hiroshima constantly inspires us to rise above any challenge, pushing us to achieve more than anyone could have imagined. We have built a global company from the ground up. We have developed innovations that others deemed impossible, from the rotary engine to Skyactiv Technology and beyond. Most of all, we have never strayed from our belief in the power of human potential. We give all of ourselves: we use our hands to craft and create things that matter, that have soul, that transfer our energy to you. To heighten your state of being.





## MAZDA CX-30

For the designers at Mazda, achieving beauty is a rigorous practice in less being more. The Mazda CX-30 is no exception. It is a mark of their dedication in this endeavour. Sweeping curves embrace and reflect the surrounding scenery – bringing the still to life. And giving you a subtle jolt of pride every time you approach it.

The driver and passengers are enveloped in an intimate and calm environment. The cabin is a study in prioritization and meticulous craftsmanship. A restorative space with well-appointed features that are in perfect alignment with the driver. An interior that will transport you even before you press the accelerator. Inspiration is where you find it – where will the CX-30 take you on your journey?

For a truly dynamic, responsive drive, i-Activ all-wheel drive is now standard on all CX-30 models. Plus, an optional turbocharged Skyactiv-G 2.5 T engine is available on the GT model.



## KODO: "SOUL OF MOTION"

Born from our obsession to create beautiful vehicles. Expressed through our design language called Kodo: "Soul of Motion." Capturing movement, even at a standstill. Simplified characteristics that embrace the Japanese philosophy of essentialism. This compelling evolution in our design aesthetic pursues beauty through subtraction and purity so that reflections of light across the surface create more complex and intriguing shapes.

The Speed Form featured is a sculptural exploration created by the designers at Mazda. Created by the hands of master artisans, the piece conveys energy by eliminating all that is unnecessary, leaving only what is essential – becoming the inspiration for its final design stage: the Mazda CX-30.

## THE HUMAN TOUCH

The Mazda Takumi are the artisans and craftsmen who hone their skills for years, even decades, to achieve mastery. From their first sketch to the final stitch, their passion, patience and persistence are poured into every design. The Takumi masters are so highly skilled, they instinctually use their sight, as well as their touch, to ensure that every curve is perfectly proportioned to their final vision. A process that continues until this human energy breathes life into the vehicle. From designer to driver, this connection ultimately creates an enriching emotional bond between you and your Mazda.





## DESIGN WITH A SINGLE FOCUS: YOU

For decades, we've studied the human body: How it moves, sensations of touch, sound and sight, muscle and skeletal structure. Every consideration has been made so the Mazda CX-30 feels as if it were built just for you. Effortlessly responding to your direction. This is the human-centric design philosophy known as Jinba Ittai – horse and rider as one. You feel as though your Mazda is an extension of your body. To leave you feeling energized. Rejuvenated. You, at one with your Mazda.



## EFFORTLESS CONNECTIVITY

Always keeping you connected – it's all part of Mazda's driver-centric philosophy. And why we place every control within your reach, so you can stay focused on the road ahead. An intuitive instrument panel places gauges and displays within your line of sight to minimize distraction. And for an enhanced experience, the Mazda Connect Infotainment System<sup>1</sup> features standard Apple CarPlay™ integration for your iPhone (shown). Android Auto™ integration also comes standard.

Mazda Connected Services<sup>2</sup> capabilities create oneness between you and your CX-30, with a two-year trial standard across all 2023 Mazda CX-30 models. This suite of services enables you to access a wide range of convenient options, even when away from your CX-30. The MyMazda app provides you with information about your vehicle, including the Owner's Manual, and vehicle status, which keeps you up to date on important information such as scheduled maintenance. The app also allows access to remote features, such as engine start and stop, remote door lock and unlock, and more. Plus, quickly and easily access Roadside Assistance and find your nearest retailer.



<sup>1</sup>Don't drive while distracted or while using a hand-held device. Driving while distracted can cause the loss of vehicle control, leading to a collision that results in property damage, serious injury or death. Please see your Owner's Manual for important feature details and related privacy information.  
<sup>2</sup>Connected Vehicle service is available for a 2-year trial period from your vehicle's in-service date; a paid subscription is required upon expiry of the trial period. Requires MyMazda App (on a compatible smartphone), a working vehicle electrical system (including battery), wireless coverage and GPS satellite signal. Services, connectivity and capabilities vary by conditions as well as geographical and technical restrictions. See [mazda.ca](http://mazda.ca) for details.



## BALANCING SILENCE AND SOUND

Letting the right amount of sound in and keeping distracting noises at bay. This is the very essence of Mazda's approach to sound. In the cabin of the CX-30, vibrations have been reduced, and sound-insulating materials subdue outside clamour. Measures like this set the stage for a more refined listening experience.

Through extensive research, our engineers calculated the spatial effects and the delay and reflections of sound to discover the optimal speaker placement and calibrations. Bringing this all beautifully to life is an available 12-speaker premium audio system from Bose,<sup>1</sup> featuring BassMatch, for a deeper, more impactful reproduction, creating the perfect soundtrack for your journey.

<sup>1</sup>Available on select GT models. Certain vehicles may be equipped with Mazda Harmonic Acoustics including 8 speakers (without SiriusXM) option package, instead of the Bose premium sound system with SiriusXM. Please see your retailer for feature availability.

## DESTINATION: WHEREVER

The Mazda CX-30 is the crossover designed to ease into small parking spaces and transport you to wide-open ones. With a generous cargo area, an available power liftgate with programmable height<sup>1</sup> and low platform, loading your things is easier. Bring your gear, your sense of wonderment and the ones you want to share it all with. From shopping bags to duffel bags, the CX-30 makes room for you to seek out all your adventures.



<sup>1</sup>Standard on the GT model.



<sup>1</sup>Standard on the GS and GT models.  
<sup>2</sup>Optional on the GT model.



## A MASTERPIECE OF BIOMECHANICS

From the engine to the chassis to the transmission and beyond, we've designed every aspect of our vehicles to work in harmony with you through an approach we call Skyactiv Technology. Including the Skyactiv-G 2.5 L engine with cylinder deactivation that delivers 191 hp and 186 lb-ft of torque.<sup>1</sup> Smooth acceleration, exhilarating driving dynamics and the power to take on the world are right within your grasp.

For drivers wanting more power, the optional Skyactiv-G 2.5 T Dynamic Pressure Turbo engine<sup>2</sup> delivers an impressive 250 horsepower and 320 lb-ft of torque with premium (93 octane) fuel or a solid 227 horsepower and 310 lb-ft of torque with regular (87 octane) fuel. Specifically calibrated for the CX-30, the turbocharged engine delivers the unique driving dynamics expected by our most passionate drivers.



## TO HEIGHTEN YOUR SENSES, WE CREATED A FEW OF OUR OWN

Sophisticated safety innovations that alert you to hazards and help you avoid collisions – or lessen their impact – is the ingenious thinking behind i-Activsense. This intelligent suite of available safety features<sup>1</sup> such as Advanced Blind Spot Monitoring (ABSM),<sup>2,3</sup> Mazda Radar Cruise Control with Stop & Go function (MRCC with Stop & Go function)<sup>4</sup> and Rear Cross Traffic Alert (RCTA)<sup>2,3</sup> help improve your visibility and awareness of the road. These are subtle adjustments and alerts that help create a confident experience behind the wheel.



<sup>1</sup>Not all i-Activsense features are available on all models. i-Activsense safety features are not a substitute for safe and attentive driving. There are limitations to the range and detection of each safety feature. See Specifications and Features for availability. Please see your Owner's Manual for further details.

<sup>2</sup>Standard on all models.

<sup>3</sup>Always check your mirrors. Be aware of the traffic around you. There are limitations to the range and detection of the system. Please see your Owner's Manual for further details.

<sup>4</sup>Standard on the GS and GT models.



## CONFIDENCE WHEN YOU NEED IT MOST

With standard i-Activ AWD, the Mazda CX-30 helps you drive confidently in the snow and rain and improves performance on dry roads too. This innovative technology uses sophisticated real-time vehicle-dynamics modelling to help predict traction loss and send torque to the tires that can use it best. Helping to maintain road grip – and your sense of confidence. When your destination takes you off the beaten path and you encounter uneven, muddy, sandy or snowy roads, simply engage the Off-Road Traction Assist<sup>1</sup> button to optimize torque distribution and maximize available traction.

No matter what roads you're travelling, G-Vectoring Control Plus is always working in the background. By subtly adjusting the engine torque and braking pressure, this innovative technology makes the steering feel more natural, consistent and intuitive. The end result is an effortless connection between car and driver, so you're always ready for what's ahead.

<sup>1</sup>This feature is designed to operate at low speeds and assists in preventing wheel spin if the vehicle becomes impeded or stuck on uneven, muddy, sandy or snowy roads. Please consult the Owner's Manual prior to use.



## REDEFINING REFINEMENT

With you in mind, the Takumi set out to create beautiful elements through shape, texture and colour. The CX-30 GT model offers available Garnet Red leather-trimmed upholstery with a black dash, red accent stitching, Jet Black Mica exterior mirrors and 18-inch black finish alloy wheels. Every inch of our carefully constructed design makes your driving experience better. An elegant level of refinement – reserved just for you.



Every Mazda is designed to inspire.

We refine, so you can focus on the essential.

Our measurements are emotions. Our stats, stories.

Each decision is made to heighten your mood, your senses and your abilities.

Because to us, the road is a source of discovery, to which there is no end.



[Visit our website](#) to see all the vibrant colour choices available.

## A VIBRANT EXPRESSION

Each element of our design process is intentional. Including the paint. Before a single drop of colour is applied, master painters first perfect their technique by hand. Ensuring the surface of the Mazda CX-30 has depth and saturation. They apply colour with precision, illuminating the curves and characteristics of our Kodo design. The machines used to paint the Mazda CX-30 are calibrated to replicate the exact movement of this human technique. Our daring array of lustrous finishes may be the final touch on the Mazda CX-30, but it is the first thing that will catch your eye – and continue to draw your gaze, time and time again.

## MAZDA UNLIMITED MILEAGE WARRANTY

STANDARD ON ALL NEW MODELS

At Mazda, we pride ourselves on our commitment to quality, which is why every new vehicle includes our unlimited mileage warranty.

| 3-YEAR<br>NEW VEHICLE<br>UNLIMITED MILEAGE WARRANTY | 3-YEAR<br>ROADSIDE ASSISTANCE<br>UNLIMITED MILEAGE | 5-YEAR<br>POWERTRAIN<br>UNLIMITED MILEAGE WARRANTY | 7-YEAR<br>ANTI-PERFORATION<br>UNLIMITED MILEAGE WARRANTY |
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## MAZDA CX-30 SPECIFICATIONS AND FEATURES

To see full specifications, features, packages and options for all 2023 CX-30 models:

[VIEW FULL SPECS](#)



## FINANCING WITHOUT THE FUSS

Whether you're buying or leasing a new Mazda, or a used vehicle, Mazda Financial Services can help make the financing process more convenient and satisfying. Mazda Financial Services is known for first-class customer service, a wide range of financing options and highly competitive rates. To find out which purchase or lease plan is right for you, talk with your Mazda Retailer or visit [mazda.ca](https://www.mazda.ca).

## MAZDA MOBILITY ASSISTANCE PROGRAM

Mazda Canada believes that vehicle access is vital for everyone. Under this program, physically challenged customers who purchase or lease a new, unused Mazda vehicle may be eligible to receive assistance from Mazda Canada Inc. to aid with the cost of acquiring and installing adaptive driving aids on their vehicle. For complete details on this program, see your Mazda Retailer.

## READY TO ROLL

Our pre-delivery commitment means every new Mazda is inspected and fitted with floor mats and comes with a full tank of gas.

## ADDED PROTECTION

For peace-of-mind motoring, we've created Mazda Added Protection Plan (M.A.P.) extended warranty plans. M.A.P. plans complement your Mazda Limited Warranty and protect you from unexpected repair expenses and the rising cost of repairs. All M.A.P. plans include Personal Budget and Repair Inflation Protection. In addition, all M.A.P. plans include Roadside Assistance, Tire Road Hazard coverage and OEM Collision Part Coverage. Roadside Assistance extends the roadside assistance coverage offered during the new-vehicle limited-warranty period throughout the M.A.P. term. The Roadside Assistance offers Towing, Winching, Battery Boost, Out-of-Fuel Coverage, Tire Service, Lockout Service, Emergency Travel Expense Reimbursement and Travel Planning and Retailer Locator. Should you ever decide to sell your Mazda vehicle, M.A.P. is transferable to future owners and will enhance the resale value of your vehicle. The Mazda Added Protection Plan is fully backed and administered by Mazda Canada Inc. For more information, please contact your Mazda Retailer.

## MAZDA ROADSIDE ASSISTANCE PROGRAM

As part of our commitment to your total satisfaction, 2023 CX-30 owners are automatically enrolled in our Roadside Assistance Program. Roadside Assistance protects your CX-30 for the duration of the 3-year basic limited warranty. Should you require assistance during this period, our service will help to get your vehicle back on the road and minimize any inconvenience. For complete details on this program, see your Mazda Retailer or visit [mazda.ca](https://www.mazda.ca).

## MAZDA TEST-DRIVE EXPERIENCE

Exhilaration begins with the Mazda Test-Drive Experience – a uniquely designed road trip engineered to take you miles beyond the ordinary test-drive. Down local streets, on-ramps, highways and off-ramps. Through straightaways, S-curves and corners. It's all about putting a Mazda to the test under real-world conditions. It's about discovering the superb acceleration, braking, steering, handling and ride quality that every Mazda offers.

## GRADUATE PROGRAM

Ask your retailer about Mazda's competitive program for recent university and college graduates.

Product changes and options availability: Following publication of this brochure, certain changes in equipment, options, specifications, prices and other information may have occurred which would not be reflected in these pages. All information included in this brochure is based upon the available information at the time of publication. Although such information is believed to be correct at the time of publication, accuracy cannot be guaranteed. Your Mazda Retailer is your best source for up-to-date information. Mazda reserves the right, at any time without providing any further notice or incurring any obligations, to correct any errors, inaccuracies or omissions that may exist in this brochure, as well as to make changes to any of the information included in this brochure. Options and accessories shown or described in this brochure are available at extra cost and may be offered only in combination with other options or subject to additional ordering requirements or limitations. Some vehicles shown may be models from other jurisdictions. Canadian models and specifications may vary.

Thank you for considering a Mazda CX-30.

As you can see from the stories in this brochure, everyone at Mazda is deeply passionate about creating cars that provide a memorable driving experience. This passion all starts with you. Before the first sketch of a Mazda, before any new idea is conceived, we consider you, the driver, first. All with the hope that you will feel our passion for driving once you're behind the wheel.

Because we believe that vehicles should move your body as well as your soul, we love sharing the beautiful machines we make and building relationships with the people who drive them. When you drive a Mazda, you're getting inspired design that will inspire your every moment on the road.

Sincerely,

David Klan

President and CEO  
Mazda Canada Inc.