



# MAZDA MX-30

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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.**





TO  
A  
NEW  
WAY  
OF  
LIFE

# HERITAGE CORK

January 1920 marked the birth in Hiroshima of Toyo Cork Kogyo, a company established to make corks but also a company destined to become a global car manufacturer: Mazda. Now, a century on from our beginnings, we return to our roots in the search for practical, beautiful, yet entirely sustainable materials and there we find Heritage Cork. Warm, inviting and tactile, Heritage Cork provides the ideal accent to MX-30's interior, combining timeless elegance with functionality and sustainability – a perfect example of our Human Modern approach to crafting cars.

ESTD. 1920  
HIROSHIMA, JAPAN



Specifications of models shown may differ from those offered in your market. Please consult your Mazda dealer for exact details.

# SUSTAINABLE MATERIAL

Conceptualizing and drawing up MX-30's stylish and airy interior was only the first stage of the job: our Human Modern design brief requires the use of materials that are sustainable as well as rewarding to live with, and these we had to develop ourselves. One is Breathing Fibre, an exclusive soft-touch fabric made from recycled PET bottles that feels as though the fibres themselves contain air. Another is Denim-Like Fabric that includes a high percentage of recycled thread for a comfortably natural and lived-in texture.



## BREATHING FIBRE



## DENIM-LIKE FABRIC



ELECTRIFYING MAZDA:  
GETTING THINGS JUST RIGHT

# e-SKYACTIV EV



To assure an enduring, sustainable relationship between people, cars and our home the earth, we prioritize environmental concerns at every stage of our vehicles' lifecycles. Developed in line with this overarching Multi-Solution Strategy, MX-30 is our first electric vehicle (EV) and is the standard-bearer of e-Skyactiv EV. This proprietary Mazda technology is a major component of the e-Skyactiv range, the collective name for our vehicle electrification activities. Building on the latest Skyactiv Technology concepts, MX-30 combines an electric powertrain consisting of a lithium-ion battery and electric motor, with Mazda's unique human-centric design and engineering to deliver a driving feel that fully realizes the *Jinba-ittai* ideal of being completely at one with the vehicle. And since drivers use changes in engine sounds as indicators of vehicle speed, we even added subtle audio feedback to our electric drivetrain for an intuitive, effortless and rewarding drive.

MX-30's e-Skyactiv EV system features a compact, lightweight 35.5 kWh battery mounted under the floor that provides a range of approximately 200 km (WLTP Combined), more than enough for the vast majority of daily use. If necessary while on the road, you can charge from 20% to 80% in around as little as 25 minutes\* from a Fast DC charger – just time for a leisurely cup of coffee – and at home you can do an overnight charge from a Normal AC outlet, so you're fully charged and ready to



go every morning. By carefully matching the battery to your everyday driving needs, we are able to reduce CO<sub>2</sub> emissions over the entire lifecycle of the vehicle, from resource extraction to disposal at the end of its service life, further shrinking MX-30's compact environmental footprint. And rightsizing the battery has yet one further advantage: more space is available in the cabin to enhance the airy feeling of openness. In line with our human-centric design that requires every detail be considered in light of comfort, convenience and ease of use, the ports for Normal (AC) and Fast (DC) charging are located high on the right rear fender offering easy access from a natural, upright posture.

\*Charging times to go from 20% of SOC (State of Charge) to 80% are calculated based on the maximum electric power the vehicle can accept (outside temperature: 25°C and battery temperature: 25°C). Actual charging times depend on conditions such as the charging unit voltage, the amount of battery remaining, and ambient temperature.



# SKYACTIV- VEHICLE ARCHITECTURE

## ENGINEERED AROUND YOU

Skyactiv-Vehicle Architecture is the concrete, engineering expression of our human-centric design philosophy. It's a whole-vehicle approach to helping both driver and passengers maintain a comfortably 'at home' feeling in a moving environment. It starts from the human body's inherent ability to naturally and easily sustain balance while subject to motion in three dimensions.

The obvious place to begin was with the seats: the overriding design imperative was to hold the pelvis at the correct angle while maintaining the spine's natural S-shaped curve in order to minimize and stabilize movement of the head.

The suspension was optimized to soak up imperfections in the road and insulate passengers from unpleasant shocks, yet at the same time quickly and accurately transmit inputs from the driver and feedback from the road surface to deliver our trademark linear driving response.

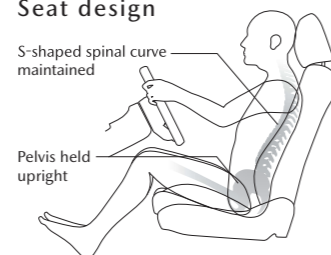
In technical terms, the body structure features a straight basic frame with multi-directional vertical, horizontal and lateral ring structures that increase rigidity, helping the tyres and dampers perform to their full potential. The battery pack itself is an integral part of the body's ring structure, connected to the body in 20 locations to greatly increase diagonal rigidity. And to enhance rigidity even further, straight crossmembers above and below the battery pack combine with a reinforced ring structure for the rear axle mounts.

In real-world terms, this means MX-30 delivers linear, near-instantaneous response but never loses sight of its human-centric primary objective: to give you and your passengers a supremely comfortable and rewarding ride.

### Seat design

S-shaped spinal curve maintained

Pelvis held upright



## FREESTYLE DOOR



## OPEN UP TO NEW EXPERIENCES

Mazda has always been about more than mobility: we believe owning a Mazda should be a standing invitation to new ways to experience and enjoy daily life. And not just from behind the wheel. MX-30's Freestyle Door is one example. The centre pillars are eliminated and replaced with reinforcements built into the doors to support rigidity and safety while creating a unique design offering a wide, unobstructed opening that blurs the division between inside and out, for a singularly unrestricted feeling of freedom and space.

Our human-centric design called for the doors to open wider, requiring custom-engineered hinges to provide opening angles of 82° at the front and 80° at the rear. In addition, the front seats are fitted with a walk-in mechanism that allows the

seatback to fold and the seat to slide forward at a single touch. This not only gives ease of entry and exit even for wheelchair users, it also makes loading and unloading luggage, child seats or pushchairs quick and convenient. Plus the rear doors can only be opened after the front doors to prevent young children in the rear exiting MX-30 unsupervised.

In total, every detail of the Freestyle Door's design, from the height and shape of the door opening to the form and location of the door grips was painstakingly examined and optimized to match human characteristics. The result is enhanced functionality and ease of operation that open up a wide range of new and creative uses for MX-30 that enrich everyday life.

## EXTERIOR AND INTERIOR COLOURS

### BODY COLOURS



Soul Red Crystal Metallic with Black Side Panels and Roof (49V)



Zircon Sand Metallic with Black Side Panels and Roof (49T)



Jet Black Mica with Silver Side Panels (49P)



Ceramic Metallic (47A)



Polymetal Grey Metallic (47C)



Jet Black Mica (41W)



Arctic White (A4D)



Machine Grey Metallic (46G)

### SEAT MATERIALS



Leatherette, Black

## EQUIPMENT



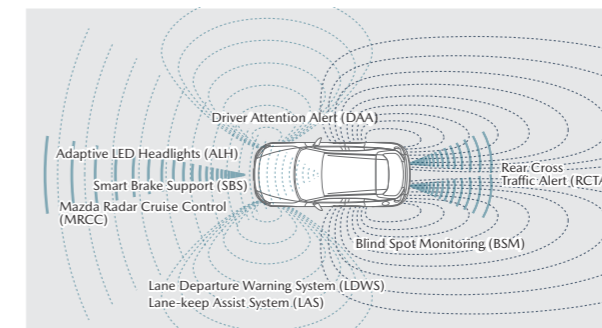
Headlamps include a DRL (Daytime Running Lights) function that automatically engages when the car is turned on. The bright white light emitted helps alert other road users to MX-30's presence even in broad daylight.



Cupholders are positioned in the deeply recessed area between the shifter panel and the centre armrest and feature cork-lined lids to allow non-slip placement of small items when the lids are closed. The space in the lower area at the front of the console offers yet more convenient storage. USB ports on the console further increase versatility.



The room mirror has a light sensor to detect the headlamps of a following vehicle and automatically lower the mirror's reflectivity, reducing glare and its associated eyestrain. The frameless design also contributes to a cleaner look.



In addition to a host of passive safety measures, MX-30 features our advanced i-Activsense active safety features. This suite of cutting-edge technologies includes hazard alert functions to support recognition and avoidance of potential dangers as they develop, various driver aids to help maintain control in emergencies, and additional aids to help avoid or reduce the severity of collisions.

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.



The ten-way power driver's seat with fore/aft slide, recline, lumbar support, lift and tilt provides the optimum driving position for drivers of almost any size. The memory saves multiple seating positions (excluding lumbar support) along with the projection settings of the Active Driving Display and the angles of the door mirrors.



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.



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