



MAZDA MX-30



This image is showing a Mazda MX-30 in Ceramic White 3-tone



THE MAZDA SPIRIT – ELECTRIFIED

Ever since the beginning, we have built cars that simply stand out from the crowd. Indeed, when it was said to be impossible, we produced the first ever sports car with a rotary engine and won the toughest endurance race in history: the 24 Hours of Le Mans. It's this passion and desire that continues to drive us forward in everything we do. It's our challenger spirit that has inspired us to create our first fully electric car, that is more than just an electric vehicle. Like all Mazda cars, it feels natural and intuitive to drive, because every car we create is designed around you and your lifestyle, to deliver pure driving joy.



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THE ELECTRIC FUTURE IS NOW

With the number of car charging points growing rapidly all over Europe, it's becoming more and more clear that we should not just speak of electric vehicles as the future of driving, but as the very present. With the Mazda MX-30, we have created a completely new EV experience. Combining a unique interior and exterior design with great driving dynamics, enables you to feel the joy of driving for which Mazda is famous, every time you drive it. This is the reasoning behind its name: since Mazda has used the MX prefix on several products that were designed and engineered to challenge the assumptions in the automotive industry at the time.

INTRODUCING OUR FIRST EVER FULLY ELECTRIC MAZDA

Welcome the Mazda MX-30. Our first all-electric vehicle, which isn't just engineered to move you literally, but to do so emotionally. Designed in accordance with our human-centric philosophy and making full use of the benefits of electric drive technology, the Mazda MX-30 is a one-of-a kind cross-over. The refined Kodo design can be seen in all details and features, such as the freestyle doors and the floating centre console, while its high-end connectivity and well-thought out safety features deliver complete peace of mind and boost confidence. The result is a pure and intuitive driving experience, that stimulates your senses and uplifts your mood every second you're behind the wheel.





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A UNIQUE DRIVING EXPERIENCE

When you drive a Mazda, you never drive alone. It's the special feeling of togetherness we call Jinba Ittai, that makes you feel one with the car. Our first fully electric vehicle is designed to deepen this feeling of togetherness even more, with features which boost your confidence, enhance the joy of driving, and deliver more convenience and comfort. The battery is rigidly integrated into the vehicle body, while our unique G-Vectoring Control has evolved into e-GVC PLUS (electric G-Vectoring Control) to make use of the advantages of the electric motor and deliver a natural and responsive driving feel. Brandnew technologies like the electronic gear shifter and the motor pedal technology deliver easy and intuitive operation, together with extremely smooth torque control. Whether you're driving straight, turning, or stopping.

BUILT FOR YOUR NEED

The Mazda MX-30 is equipped with a lightweight battery (35.5 kWh) to ensure excellent responsiveness, while still being ideal for your daily driving needs. Its cruising range is approximately 200km, which is far above the average European commuting distance of 48 km/day.* It only takes 26 minutes to charge it from 20% to 80% with the 50kW fast charger, making it ideal for urban commuting and all your other everyday journeys. To make things even more convenient, we positioned the charging port based on our human-centric design philosophy; selecting a position that allows you to maintain a natural posture while connecting the charging cable.

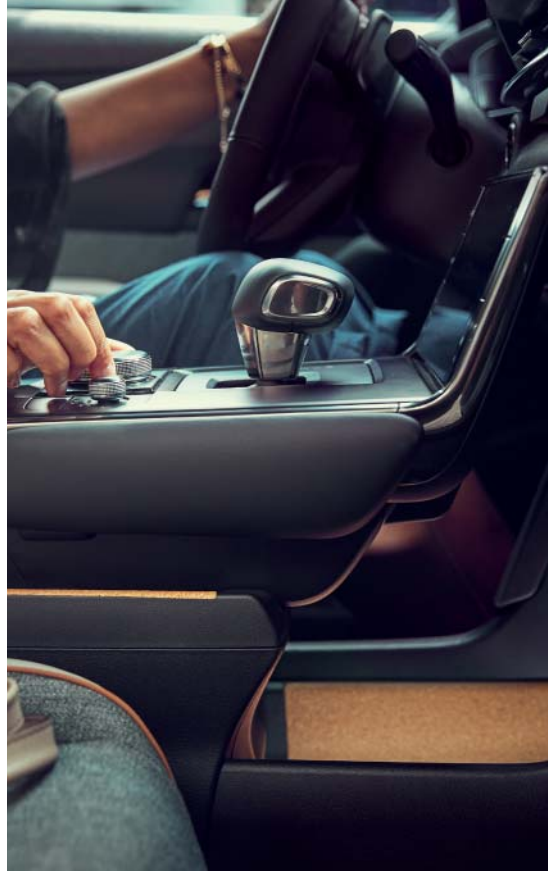
* For this survey Ipsos MORI conducted a representative online quota sample of 12072 adults of driving age across selected European markets in March 2019, on behalf of Mazda.





KODO DESIGN REINTERPRETATED

Cars are our canvas. Only human hands can create true art and so this is why our design process begins with our clay modellers whenever a new Mazda is born. Although completely electric, the Mazda MX-30 is no exception. Designed to be both contemporary and stylish, following the rules of our Kodo design, the car expresses our human-centric approach by combining elegance with functionality. The Mazda MX-30's freestyle doors not only give you a special feeling when getting into the car, but also contribute to a sense of lightness and freedom. Inside, you will experience the highest levels of comfort in an airy, welcoming and snug ambience. We call this mixture of elegance and practicality a "Human Modern" approach, in terms of both exterior and interior design.



CRAFTED BY PEOPLE – FOR PEOPLE

Inside the open-feeling cabin you will discover the expertise of our artisans and craftsmen, who hone their skills for years, even decades, to achieve mastery. Working with bespoke materials, their patience and dedication to their craft is poured into every Mazda through the human touch. Every detail inside the Mazda MX-30 is a testament to their passion and proficiency. Heritage Cork used in the console tray is designed to emphasise the texture and visual warmth of the material. The door trim features a fibrous material with a texture that seems to contain air, creating a material-based sense of openness within the cabin, while the real leather is mostly replaced with a vegan alternative. The result is a uniquely comfortable interior, that feels just like stepping into your own home.



A CONNECTED EXPERIENCE

The Mazda MX-30 further connects car and driver with the 8.8-inch Mazda Connect system which seamlessly connects you with your Smartphone. Apple CarPlay™ and Android Auto™ are a standard feature giving you access to your favourite Apps using the highly intuitive Multimedia HDMI Commander. In addition, the Mazda MX-30 Connected Services bring you even closer to your vehicle wherever you are; featuring remote door lock, temperature control, charging and much more. A 7-inch LCD Multi-Speedometer display in the centre provides all the driving information you need in a clear and condensed way, so you can read and understand the information instantly.

ELECTRIC VINYL

open

YIELD

MAZDA MX-30
ALL-ELECTRIC



PEACE OF MIND

The Mazda MX-30's unique driving experience is completed by our further-enhanced collection of advanced safety features, that we call i-Activsense technology. These ensure that you can drive with confidence, and focus on what really matters – the joy of driving. Specifically, our Smart Brake Support (SBS) adds a collision prevention function at intersections. Another new technology helps to avoid deviation from the driving lane through monitoring the curb, in addition to lane markings. Excellent safety performance is achieved through a rigid body and structures that efficiently absorb crash energy, while the frame structure ensures full protection of the high-voltage battery. The Mazda MX-30 also comes with standard safety equipment such as Mazda Radar Cruise Control (MRCC), Blind Spot Monitoring, Window Projected Head Up Display and much more.

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MAZDA MX-30
YOUR CHOICE

YOUR EV – YOUR STYLE

Our selection of customisable features makes technology feel natural. For the interior, the Industrial Vintage option is a combination of Black Denim and Vintage Leatherette with Dark Cork to create a sense of cosiness and comfort. The Modern Confidence seat option combines a Mélange cloth material with Leatherette and Natural Cork to give you a feeling of freshness and novelty. On the outside, the 18" wheels, as well as other practical or design options, contribute to a better overall driving experience. In addition, the Mazda MX-30 offers a range of accessories to give you that personal touch whether you're looking for styling, comfort or utility.



18" Alloy Wheels



18" Alloy Wheels - Bright



MAKOTO / Modern Confidence



PRIME-LINE



MAKOTO / Industrial Vintage



MAKOTO / Urban Expression

EXPRESS YOURSELF

The colour on the All-New Mazda MX-30 is one of the first things that will catch your attention. Its delicate beauty and strong character are endorsed by the craft of Takumi-Nuri, Mazda's high-quality painting technology, now expressed for the first time in the 3-tone options, where the roof is black and the A-D pillars are silver or dark metallic. Takumi-Nuri balances depth and glossiness to give the impression of a hand-painted concept car. It enables the exceptional vividness and depth achieved in the Soul Red Crystal 3-tone, Polymetal Grey 3-tone, Ceramic Metallic 3-tone and Ceramic Metallic.



Arctic White



Jet Black



Machine Grey



Ceramic Metallic



Polymetal Grey



Soul Red Crystal (Multi-tone)



Ceramic White (Multi-tone)



Jet Black-Silver (Multi-tone)



Zircon Sand (Multi-tone)

Browse the link for a full Mazda MX-30 digital car configurator
<https://www.mazda.ie/configurator/>

OUR COMMITMENT TO YOU AND YOUR MAZDA

My Mazda App

Designed exclusively for Mazda owners, it lets you access important vehicle information, as well as being able to locate your nearest Mazda dealer and track your vehicle service history. Mazda MX-30 also gives you access to host of connected services further strengthening that bond between car and driver.

Service and Warranties

Just like the cars themselves, the services we offer are designed to provide you with a first-class ownership experience. Every new vehicle is covered by a 3-year warranty for up to 100,000 kms. Other available warranties for new vehicles include the Mazda 3-year paintwork warranty and a 12-year warranty against corrosion.

Mazda Europe Service offers cover in the event you require breakdown assistance, or if your vehicle is stolen or involved in an accident. In addition, the Mazda MX-30 comes with an 8-year battery warranty for up to 160,000 kms.

Finance

Mazda Finance offers a variety of finance packages to suit the needs of both private and business customers. With our wide choice of plans, nobody is more committed to delivering complete motoring confidence than Mazda and Mazda Finance.

What you can expect from Mazda Financial Services:

- Face-to-face service from trained, plain-talking people at your local Mazda Dealer
- Assistance in renewing your car. We'll help you choose the right finance package to enable you to renew your Mazda car as often as you would ideally like
- Fixed Interest Rates. The interest rate on your loan is fixed for the duration of your agreement
- Flexible terms tailored to your motoring needs. As specialists in Mazda vehicles we aim to tailor a finance package to both your budget and to your motoring / ownership needs
- A Personal Contract Plan (PCP) which is individually tailored to give you flexible finance options

Please ask your sales executive for a tailor-made finance quote for your new car.

Finance is provided by BMW Financial Services (Ireland) Ltd trading as Alphera Financial Services, Swift Square, Santry, Demesne, Dublin 9. BMW Financial Services (Ireland) Ltd trading as Alphera Financial Services is regulated by the Central Bank of Ireland.

OUR COMMITMENT TO YOU AND YOUR MAZDA

Customer Experience

Start your journey with Mazda using the Configurator on the Mazda website. It lets you customise a digital vehicle, letting you choose from a selection of body colours, seat trims and engine designs. Discover the benefits of becoming part of the community that defies convention with MyMazda App – the online home for all Mazda owners. The service lets you view and update your personal information using the Mazda Digital Service Record (DSR), which provides security against counterfeit service documents and guarantees a secure, accurate and permanent service history for the life of the vehicle. You can also explore Facebook, Twitter and YouTube for even more Mazda related material. Whatever journey you take with Mazda, we'll make sure it's a unique and gratifying experience.

Skyactiv Technology – helping you stay efficient

Although we develop exciting cars that are fun to drive, we are equally committed to the environment and to the creation of a sustainable future for all. Our ongoing sustainability programmes are dedicated to the development of clean technologies. Our Skyactiv Technology range includes engines, electric motors, transmissions, chassis and body designs, which deliver fuel-efficient and economical driving. Our engines deliver the perfect combination of performance and improved driving economy by being lighter and more fuel-efficient than many of our competitors.

Looking for more information?

Learn more about our dedication to deliver a unique customer experience online at:

Corporate, Brand and Product



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TECHNICAL SPECIFICATIONS

Battery capacity	35,5 kWh
Cruising Range (WLTP)	200 kms combined (265 kms city)
Charge Port	Type2 for AC CCS for DC
Charging Time ¹	AC 1 hour and 50 minutes to charge from 20% to 80% (11kW - 3 phase) DC 26 minutes to charge from 20% to 80% (50kW - fast charger)
Wheel Base	2,655 mm
Length	4,395 mm
Height	1,555 mm
Width (mirrors folded)	1,848 mm
Tyre	215/55 R18
Freestyle doors opening angle front	82°
Freestyle doors opening angle rear	80°
Max power	105 kW (145 PS)
Max Torque	270 Nm

Mazda Motors Ireland reserves the right to introduce changes in specification and equipment due to its ongoing product development. Colour and trim samples shown in this brochure may vary from the actual colours because of the limitations of the printing process. Models shown may not be to Irish specification. It is recommended that you consult your Mazda dealer when referring to these. Facebook, Twitter, iPod®, Stitcher™, aha™, Apple CarPlay™, Android Auto™ and Bose® are registered trademarks in the U.S. and other countries. Used with permission. The Bluetooth® word mark and logos are owned by the Bluetooth SIG, Inc. and any use of such marks by Mazda Motor Company is under licence. Other trademarks and trade names are those of their respective owners.

¹Mazda MX-30 electricity consumption 19 kWh/100km, CO₂ emissions 0 g/km (WLTP combined). Electric range up to 200 kilometres combined cycle / 265 kilometres city cycle (WLTP). Range data given is determined according to WLTP test procedure methodology. Everyday use may differ and is dependent on various factors. In particular: driving style, route characteristics, exterior temperature, heating/ air-conditioning and battery condition. Charging times may vary depending on electric supply. Vehicles are homologated in accordance with the type approval procedure WLTP (Regulation (EU) 1151 / 2017; Regulation (EU) 2007/715

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