

FEEL ALIVE®













2020 Mazda CX-30 AWD with Premium Package shown in Soul Red Crystal Metallic

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

I believe in taking the unconventional road
and going the extra mile to do work that inspires,
because I believe the highest purpose of being human
is to uplift other humans.

I believe in artisans, designers, engineers and ambassadors
who pour human energy into their work,
because I believe there are things the human hand can do
that can't be replicated by a machine or a computer.

I believe in the power of cars to move human emotions.
To awaken senses, heighten reflexes, make pulses race.
To be more than a cold machine designed to take
you from here to there.

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

MAZDA. FEEL ALIVE.®





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 and pushes 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.



KODO: "SOUL OF MOTION "

A bold new era has arrived. 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. Reflections of light across its surface create more complex and intriguing shapes.

The Speed Form featured is a sculptural exploration done 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 all-new Mazda CX-30.



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 endeavor. Sweeping curves embrace and reflect the surrounding scenery—bringing the still to life. Sleek, bold proportions create a dynamic sense of energy. 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 to create 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?



A VIBRANT EXPRESSION

Each element of our design process is intentional. Including the paint. Before a single drop of color is applied, master painters first perfect their technique by hand. Ensuring the surface of the Mazda CX-30 has depth and saturation. They apply color 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.

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 can carve a block of clay into a work of art. Instinctually, they 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.



Images for illustrative purposes only



REDEFINING REFINEMENT

With you in mind, our Takumi set out to create beautiful elements through shape, texture and color. Expert fabricators craft a range of distinct and expressive designs using soft textures and premium stitching. Sophisticated palette choices of rich brown and pure white, or deep navy blue and grieger, create a welcoming and modern environment. Every inch of upholstery is crafted to make your driving experience better, to restore you and allow you to think about what matters most. An elegant level of refinement—reserved just for you.

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.





¹ Mazda Connected Services is provided during a 3-year trial period; annual subscription fees apply thereafter. Use of MyMazda app and compatible phone are required. Data fees may apply. ² Mazda Connect 4G LTE Wi-Fi powered by Verizon is available during 6-month/2GB trial period (whichever comes first); monthly subscription fees apply thereafter. Vehicle cellular connectivity and availability of vehicle GPS signal are required. ³ Mobile 911 automatically calls 911 from a paired hands-free device when a moderate to severe collision is detected. Specific phone settings are required. There are limitations to the system. ⁴ Apple CarPlay shown while using iOS 13. Android and Android Auto are trademarks of Google LLC. Apple CarPlay, iPhone and Siri are trademarks of Apple Inc. **IMPORTANT SAFETY AND PRIVACY INFORMATION:** Never drive while distracted or while using a hand-held device. Driving while distracted can result in the loss of vehicle control, resulting in a collision causing property damage, serious injury or death. Please see your Owner's Manual for important feature details and related privacy information.

MAKE A SMARTER CONNECTION

The road less traveled is no place to lose touch. Mazda Connected Services¹ turns your vehicle into a Wi-Fi hotspot² and through the MyMazda app on your mobile device, you'll have access to vehicle status reports, e911 emergency calling³ and roadside assistance. The app even lets you start the engine and lock or unlock doors remotely, and more. It's technology that stays with you, where and when you need it most.

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 is available with Apple CarPlay™ integration⁴ for your iPhone® (shown) and Android Auto™ integration.⁴



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,¹ an available Rear Power Liftgate² 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.



¹ Please remember to properly secure all cargo. ² Always check the area around the Rear Power Liftgate before opening and closing it. Please see your Owner's Manual for further details.



¹ Based on standard engine horsepower of Subcompact CUV/SUV non-luxury/non-premium segment (Mazda Segmentation) as of November 2019.



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 2.5L engine that delivers class-leading standard horsepower of 186 hp¹ and 186 lb-ft of torque. Smooth acceleration, exhilarating driving dynamics and the power to take on the world are right in your grasp.

Our seats further enhance the drive and are shaped to maintain an upright position for your spine and support its natural S-shape curve. The suspension considers the way the human body moves naturally and balances that to the car's movements for extraordinary handling and comfort. Redefining the CUV starts when you reimagine everything that it's built upon.



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 suite of intelligent safety features¹ includes available Blind Spot Monitoring,² Mazda Radar Cruise Control with Stop & Go,³ Driver Attention Alert,⁴ available Rear Cross Traffic Alert² and more to help improve your visibility and awareness of the road. These subtle adjustments and alerts create a confident experience behind the wheel.



¹ 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. Additional information provided in Specifications. Please see your Owner's Manual for further details. ² 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. ³ Mazda Radar Cruise Control (MRCC) with Stop & Go is not a substitute for safe and attentive driving. There are limitations to the range and detection of the system. Driver action is required to resume MRCC with Stop & Go after a complete stop. Please see your Owner's Manual for further details. ⁴ Driver Attention Alert operates under certain driving conditions above 40 mph. It is not a substitute for safe and attentive driving. There are limitations to the range and detection of the system. Please see your Owner's Manual for further details.



¹ Feature available only on AWD models.

CONFIDENCE WHEN YOU NEED IT MOST

With available 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 modeling 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, simply press the Off-road Traction Assist¹ control button. Engaging this feature will help optimize torque distribution and traction control to help you traverse uneven terrain.

No matter what roads you're traveling, 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.

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 clamor. 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,® featuring BassMatch, for a deeper, more impactful, reproduction to create the perfect soundtrack for your journey.





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.

MAZDA. FEEL ALIVE.®

SPECIFICATIONS

ENGINE

SKYACTIV®-G 2.5L 16-valve, 4-cylinder engine
186 hp @ 6,000 rpm
186 lb-ft of torque @ 4,000 rpm
Available Cylinder Deactivation (CDA)

TRANSMISSIONS & DRIVETRAIN

SKYACTIV-Drive 6-speed automatic with manual-shift and Sport modes
Front-wheel drive (standard)
Available i-ACTIV AWD® with Off-road Traction Assist
SKYACTIV-VEHICLE DYNAMICS with G-Vectoring Control Plus

FUEL ECONOMY¹ EPA-estimated MPG (city/highway)

	FWD	AWD
SKYACTIV-G 2.5L	25/33	24/31
SKYACTIV-G 2.5L with CDA	25/33	25/32

FUEL TANK CAPACITY	13.5 U.S. gallons	12.7 U.S. gallons
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DIMENSIONS

Overall length: 173.0"
Wheelbase: 104.5"
Width: 70.7"
Height: 62.2"

EPA Passenger volume, w/o moonroof: 94.1 cubic feet

CARGO VOLUME

Rear seats up: 20.2 cubic feet

¹ EPA-estimated mileage. Actual results will vary.

	INTERIOR	EXTERIOR	SAFETY AND SECURITY	ENGINE AND TRANSMISSION
MAZDA CX-30 Includes the following standard features:	Air conditioning Cloth-trimmed sport seats Push Button Start Power windows with one-touch up/down Power door locks with remote keyless entry 7-inch LCD meter display 8-speaker audio system with Mazda Harmonic Acoustics Bluetooth® hands-free phone and audio streaming MAZDA CONNECT™ Infotainment System ² with: 8.8-inch full-color display, Multifunction Commander control, Pandora® internet radio integration, Infotainment system voice command, HD Radio™ Radio Broadcast Data System program information, SMS text message audio delivery and reply, Mobile 911 automatic emergency notification, ¹⁵ Mazda Connected Services ¹³ (3-year trial) featuring in-car Wi-Fi ¹⁶ (6-month/2GB trial) Dual USB audio input ports 12V power outlet Steering-wheel-mounted audio and cruise controls 60/40 split fold-down rear seatback Center console armrest with covered storage compartment Driver's and front passenger's sun visors with extension Cargo area lighting Electronic parking brake	16-inch alloy wheels with P215/65 R16 tires Body-color folding power side mirrors LED headlights LED combination taillights LED daytime running lights Rain-sensing windshield wipers Black rear roofline spoiler Front grille with matte finish	Advanced front air bags, front side-impact air bags and side-impact air curtains ⁴ Driver's and front passenger's knee air bag ⁴ Smart Brake Support ⁶ Driver Attention Alert ⁷ Mazda Radar Cruise Control with Stop & Go ⁸ Lane Departure Warning System ⁹ Lane-keep Assist ⁹ High Beam Control Dynamic Stability Control ¹⁰ and Traction Control System Rearview camera ¹¹ Engine-immobilizer anti-theft system Tire Pressure Monitoring System LATCH child seat anchors and upper tethers	SKYACTIV®-G 2.5L 16-valve, 4-cylinder engine with VVT SKYACTIV-Drive 6-speed automatic with manual-shift and Sport modes SKYACTIV-VEHICLE DYNAMICS with G-Vectoring Control Plus Available i-ACTIV AWD® with Off-road Traction Assist
SELECT PACKAGE Includes the following features in addition to or in place of standard features:	Dual-zone automatic climate control Rear air conditioning vents Leatherette-trimmed seats Leather-wrapped steering wheel and gear selector Apple CarPlay™ integration ³ Android Auto™ integration ³ Mazda Advanced Keyless Entry System Rear-seat center armrest with cup holders	18-inch alloy wheels with P215/55 R18 tires Body-color folding power side mirrors with integrated turn signals Rear privacy glass	Blind Spot Monitoring ⁵ Rear Cross Traffic Alert ⁵	
PREFERRED PACKAGE Includes the following features in addition to or in place of Select Package:	Bose® 12-speaker premium audio system Front door speaker grilles with Black gloss finish SiriusXM Satellite Radio with 3-month subscription to the All Access package ¹² 8-way power-adjustable driver's seat with power-adjustable lumbar support and 2-position memory Heated front seats with three-level adjustment Overhead console with sunglasses holder Driver's and front passenger's illuminated vanity mirror	Power side mirrors with memory function Shark fin antenna Front grille with gloss finish		
PREMIUM PACKAGE Includes the following features in addition to or in place of those in the Preferred Package:	Windshield-projected full-color Active Driving Display Perforated leather-trimmed seats Steering-wheel-mounted paddle shifters	Power sliding-glass moonroof with one-touch open and tilt feature LED headlights with signature lighting LED combination taillights with signature lighting Adaptive Front-lighting System Rear Power Liftgate ¹⁴ Roof rails		Cylinder Deactivation

2 Don't drive while distracted. Even with voice commands, only use Mazda Connect™/other devices when safe. Some features may require cellular or Wi-Fi service; some features may be locked out while the vehicle is in motion. Not all features are compatible with all phones. Message and data rates may apply. **3** Requires compatible phone and standard text and data rates apply. Third-party interface providers are solely responsible for their product functionality and third-party terms and privacy statements apply. Don't drive while distracted or while using a hand-held device. Android and Android Auto are trademarks of Google LLC. Apple CarPlay and iPhone are trademarks of Apple Inc. **4** Always wear your seat belt and secure children in the rear seat in appropriate child restraints. **5** Always check your mirrors. Be aware of the traffic around you. There are limitations to the range and detection of the system. Please see Owner's Manual for further details. **6** Smart Brake Support operates under certain driving conditions. Vehicle detection operates at speeds above 2 mph. Pedestrian and bicycle detection operates at speeds between approximately 6 mph and 50 mph. Not a substitute for safe and attentive driving. There are limitations to the range and detection of the system. Factors including movement and shape of the object in front of the vehicle, weather and road conditions can all impact automatic brake control and collision warning. Please see your Owner's Manual for further details. **7** Driver Attention Alert operates under certain driving conditions above 40 mph. It is not a substitute for safe and attentive driving. There are limitations to the range and detection of the system. Please see your Owner's Manual for further details. **8** Mazda Radar Cruise Control (MRCC) with Stop & Go is not a substitute for safe and attentive driving. There are limitations to the range and detection of the system. Driver action is required to resume MRCC with Stop & Go after a complete stop. Please see your Owner's Manual for further details. **9** Lane Departure Warning System and Lane-keep Assist operate under certain driving conditions above 40 mph. Neither system is a substitute for safe and attentive driving. There are limitations to the range and detection of the systems. Please see your Owner's Manual for further details. **10** Dynamic Stability Control (DSC) is an electronic system designed to help the driver maintain control under adverse conditions. It is not a substitute for safe driving practices. Factors including speed, road conditions and driver steering input can all affect whether DSC will be effective in preventing loss of control. Please see your Owner's Manual for further details. **11** Rearview camera does not provide a comprehensive view of the entire rear area of this vehicle. Always check your surroundings. **12** SiriusXM Satellite Radio

reception requires a subscription and Mazda satellite radio. Subscriptions to SiriusXM services are sold by SiriusXM after a 3-month trial subscription to the Sirius All Access package expires and are continuous until you call SiriusXM at 1-866-635-2349 to cancel. See SiriusXM Customer Agreement for complete terms at www.siriusxm.com. Sirius satellite service available only to those at least 18 and older in the 48 contiguous U.S.A., D.C., and P.R. (with coverage limitations). Sirius, XM and all related marks and logos are trademarks of Sirius XM Radio Inc. **13** Mazda Connected Services is provided during a 3-year trial period; annual subscription fees apply thereafter. Use of MyMazda app and compatible phone are required. Data fees may apply. Never drive while distracted or while using a hand-held device. Please see your Owner's Manual for important feature details and related privacy information. **14** Always check the area around the Rear Power Liftgate before opening and closing it. Please see your Owner's Manual for further details. **15** Mobile 911 automatically calls 911 from a paired hands-free device when a moderate to severe collision is detected. Specific phone settings are required. There are limitations to the system. Please see your Owner's Manual for further details. **16** Mazda Connect 4G LTE Wi-Fi powered by Verizon is available during 6-month/2GB trial period (whichever comes first); monthly subscription fees apply thereafter. Vehicle cellular connectivity and availability of vehicle GPS signal are required. Certain services may collect location information. Limit one trial per vehicle. Up to 5 devices can be supported using in-vehicle connectivity. Verizon wireless data subscription required upon end of 6-month trial period or use of 2GB data (whichever comes first). Use of Mazda Connect Wi-Fi is subject to Verizon Wireless' Customer Agreement (verizonwireless.com/legal/notices/customer-agreement). Never drive while distracted or while using a hand-held device. Please see your Owner's Manual for important feature details and related privacy information. **PRODUCT CHANGES AND OPTIONS AVAILABILITY:** Following publication of this brochure, certain changes in standard equipment, options, prices and the like—or product delays—may have occurred which would not be included in these pages. Your Mazda Dealer is your best source for up-to-date information. Mazda reserves the right to change product specifications at any time without incurring obligations.



BEAUTIFULLY ACCESSORIZED

Mazda has created thoughtfully designed accessories that perform seamlessly with your Mazda CX-30. For instance, the Moonroof Wind Deflector¹ is crafted to the contours of your vehicle to enhance the design. Plus, when installed by your Mazda Dealer, all Genuine Mazda Accessories carry the same New Vehicle Limited Warranty² as your new Mazda. Wherever your journey takes you, we've designed our accessories to not only work with you, but to compliment your style, too.

To learn more about Genuine Mazda Accessories, visit Accessories.MazdaUSA.com.

- All-Weather Floor Mats (Low Wall/High Wall)
- Ash Cup
- Cargo Cover
- Cargo Net
- Cargo Tray
- Cargo Mat
- Collapsible Cargo Carrier
- First Aid Kit
- Frameless Auto-Dimming Rearview Mirror
- Frameless Auto-Dimming Rearview Mirror with HomeLink®
- Illuminated Doorsill Trim Plates (Set of 4)
- Interior Lighting Kit
- Key Chains
- License Plate Frames
- Moonroof Wind Deflector
- Navigation (SD Card)
- Rear Bumper Guard
- Roadside Assistance Kit
- Roof Rack—Cross Bars
- Roof Rails—Side Rails
- Side Window Deflectors
- Soft Cargo Liner
- Splash Guards (Front & Rear)
- Sport Pedal Set
- Thule® Roof Rack Attachments
- Tire Valve Stem Caps (Chrome or Black)
- Touch-Up Paint
- Wheel Locks (Chrome or Black)
- Windshield Sunscreen
- Wireless Charging Pad

Moonroof Wind Deflector¹

¹ Mazda CX-3 Moonroof Wind Deflector shown. ² Genuine Mazda Accessories sold and installed by a Mazda Dealer are covered for the duration of the New Vehicle 36-month/36,000-mile Limited Warranty, or if vehicle is outside of the New Vehicle Limited Warranty, then 12-months/12,000-miles from the installation date. Please refer to your Warranty Information booklet or check with your Mazda Dealer for details. **IMPORTANT ACCESSORY INFORMATION:** Items are subject to availability. With all accessories, please check with your Mazda Dealer for applicable models. In some cases, parts in addition to those shown will be required for proper installation. In all cases, professional installation by your Mazda Dealer is recommended. Please see your Mazda Dealer for product details and availability.



THE ESSENCE COLLECTION

Inspired by the precision of Japanese tailoring. Brought to life with a balance of exceptional materials, finishes and graphics that nod to the energy, intuition and ability of the human spirit. This is the Essence line. A collection of inspired clothing and lifestyle accessories that pays tribute to Mazda's deeply held philosophy that drives the development of our cars forward.

Visit MazdaCollection.com to view the entire line of apparel and lifestyle accessories.



