



2020 MAZDA CX-30















WELCOME TO THE CLUB.

A Mazda is never just a Mazda.
It's a feeling.

It's a shot of anticipation just
before you press start.

It's that urge to take one last
look as you walk away.

It's the notion that a vehicle
should move your body
as well as your soul.

It's a love affair with the road.
Any road.

It's a knowing glance that
passes between Mazda drivers.

It's the feeling that you don't just
own a Mazda, you have a lifelong,
irrevocable membership in
The Clubhouse of Driving Passion.

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, 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?



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 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 all-new 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 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.





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* features Apple CarPlay™ and Android Auto™ integration.



*Don't drive while distracted or while using a hand-held device.



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,* featuring BassMatch, for a deeper, more impactful reproduction, creating the perfect soundtrack for your journey.

*Standard on the GT model.

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 programable height* 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.

*Standard 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 that delivers 186 hp and 186 lb-ft of torque.* Smooth acceleration, exhilarating driving dynamics and the power to take on the world are right within 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.

*Standard on the GS and GT models.



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* such as Advanced Blind Spot Monitoring (ABSM)†, Mazda Radar Cruise Control with Stop & Go function (MRCC with Stop & Go function)‡ and Rear Cross Traffic Alert (RCTA) help improve your visibility and awareness of the road. These are subtle adjustments and alerts that help create a confident experience behind the wheel.



*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.
†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.
‡Standard on the GT model.



*Standard on models with AWD only. 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.

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 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* 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.



REDEFINING REFINEMENT

With you in mind, our Takumi craftsmen set out to create beautiful elements through shape, texture and colour. Expert fabricators craft a range of distinct and expressive upholstery designs using soft textures and solid stitching. Every inch of our carefully constructed upholstery is designed to make 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.

FEEL ALIVE™



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.

SPECIFICATIONS

ENGINES

Skyactiv-G 2.0

DOHC 16-valve 4-cylinder/in-line engine

155 hp @ 6,000 rpm

150 lb-ft torque @ 4,000 rpm

(Standard on GX)

Skyactiv-G 2.5

DOHC 16-valve 4-cylinder/in-line engine

186 hp @ 6,000 rpm

186 lb-ft of torque @ 4,000 rpm

(Standard on GS)

Skyactiv-G 2.5

DOHC 16-valve 4-cylinder/in-line engine

Cylinder Deactivation

186 hp @ 6,000 rpm

186 lb-ft of torque @ 4,000 rpm

(Standard on GT)

DIMENSIONS

Overall length (mm): 4,395 (with licence plate holder)

Wheelbase (mm): 2,652

Overall width (mm): 2,040 (mirror to mirror)

Overall height (mm): 1,568 (without antenna)/
1,580 (with antenna)

CARGO VOLUME

572 L (behind 2nd row seats, up to ceiling)

1,280 L (with 2nd row seats folded, up to ceiling,
not including floor space between seating rows)

TRANSMISSION & DRIVETRAIN

Skyactiv-Drive 6-speed automatic transmission with manual-shift mode and Drive Selection switch (Standard on the GX and GS)

Skyactiv-Drive 6-speed automatic transmission with manual-shift mode, Drive Selection switch and paddle shifters (Standard on the GT)

Skyactiv-Vehicle Dynamics with G-Vectoring Control Plus

Front-wheel drive (Standard on the GX and GS)

i-Activ AWD with Off-Road Traction Assist (Optional on the GX and GS; standard on the GT)

FUEL ECONOMY*

L/100 km, (city/highway)

8.9/7.1 (Skyactiv-G 2.0, FWD)

9.4/7.7 (Skyactiv-G 2.0, AWD)

9.3/7.1 (Skyactiv-G 2.5, FWD)

9.9/7.7 (Skyactiv-G 2.5, AWD)

9.5/7.4 (Skyactiv-G 2.5 with Cylinder Deactivation, AWD)

FUEL TANK CAPACITY

51 L (FWD)

48 L (AWD)

*Estimated fuel economy based on Government of Canada's approved, revised 5-cycle testing method. Your actual fuel consumption may vary depending on how, where and when you drive. For comparison purposes only. For more information on revised 5-cycle testing, visit mazda.ca/5cycle.

FEATURES

MAZDA CX-30 GX

Includes the following features:

Skyactiv-G 2.0
DOHC 16-valve 4-cylinder/in-line engine
Skyactiv-Drive 6-speed automatic transmission with manual-shift mode and Drive Selection switch
Select i-Activsense safety features
Electronic Parking Brake (EPB) with auto-hold function
16" alloy wheels (dark grey, high-lustre metallic finish) and 215/65R16 tires
Automatic headlight shut-off
LED headlight and daytime running lights
LED rear combination tail lights
8.8"-wide colour display with Mazda Connect
HMI Commander switch
Mazda Harmonic Acoustics with 8-speakers
AM/FM/HD Radio

Apple CarPlay™
Android Auto™
USB ports (2)
Steering-wheel-mounted audio and cruise controls
Day/night rearview mirror
Navigation-ready (requires navigation SD card accessory)
Steering-wheel-mounted Bluetooth® controls
Rearview camera (wide angle)
Air conditioning with manual climate controls
Rear heater ducts (under front seats)
Rear seat centre armrest with cup holders
Cloth upholstery
Heated front seats (three settings)
60/40-split folding rear seat
Tonneau cover

GX options:

i-Activ AWD (all-wheel drive)

Off-Road Traction Assist

MAZDA CX-30 GS

Includes the following features in addition to or in place of GX FWD:

Skyactiv-G 2.5
DOHC 16-valve 4-cylinder/in-line engine
Skyactiv-Drive 6-speed automatic transmission with manual-shift mode and Drive Selection switch
Select i-Activsense safety features
18" alloy wheels (silver metallic finish) and 215/55R18 tires
Automatic on/off headlights

Heated exterior mirrors
Heated steering wheel
Automatic dual-zone climate controls
Rain-sensing intermittent front wipers
Leather-wrapped steering wheel
Leather-wrapped shift knob
Overhead console with sunglasses holder
Privacy tinted glass (rear doors and cargo area)

GS options:

i-Activ AWD (all-wheel drive)

Off-Road Traction Assist

Luxury Package:

Leatherette-trimmed upholstery
10-way power driver's seat (includes power driver's lumbar support)

Driver's seat memory function
Auto-dimming interior rearview mirror
Power glass moonroof

MAZDA CX-30 GT

Includes the following features in addition to or in place of GS with i-Activ AWD and Luxury Package:

Skyactiv-G 2.5 with Cylinder Deactivation
DOHC 16-valve 4-cylinder/in-line engine
Skyactiv-Drive 6-speed automatic transmission with manual-shift mode, Drive Selection switch and paddle shifters
Includes i-Activsense safety features
18" alloy wheels (gunmetal finish) and 215/55R18 tires
Rear parking sensor
Front wiper de-icer
Signature lighting on front and rear lights
Automatic levelling headlights
Piano black front grille
Power liftgate (programmable height adjustment)

Advanced keyless entry (proximity and ignition)
Exterior mirrors linked with memory seat function
Leather-trimmed upholstery
Windshield-projected colour Active Driving Display (ADD)
Bose premium sound system with 12 speakers
SiriusXM® Satellite Radio (includes complimentary 3-month trial subscription)
SiriusXM Traffic Plus and Travel Link services (complimentary 5-year trial subscription)
Frameless rearview mirror with auto-dimming
HomeLink® wireless control system
Navigation system

i-ACTIVSENSE SAFETY FEATURES:

Advanced Blind Spot Monitoring (ABSM)*▲, Rear Cross Traffic Alert (RCTA)*▲, Smart City Brake Support (SCBS)†, Smart Brake Support Rear (SBS-R)‡, Smart Brake Support Rear Crossing (SBS-RC)‡, Mazda Radar Cruise Control with Stop & Go function (MRCC with Stop & Go function)†, Smart Brake Support (SBS)†, Pedestrian Detection (forward sensing)†, Distance Recognition Support System (DRSS)†, Forward Obstruction Warning (FOW)†, Lane Departure Warning System (LDWS)†, Lane-keep Assist System (LAS)†, High Beam Control system (HBC)†, Adaptive Front-lighting System (AFS)‡, Traffic Sign Recognition System (TSR)†††, Driver Attention Alert (DAA)†.

*Standard on all models.

†Standard on the GS and GT models.

‡Standard on the GT model.

††TSR functionality may not be compatible with all regional road signs in Canada.

▲Always check your mirrors. Be aware of traffic around you.

AVAILABLE ACCESSORIES:

Navigation System (SD card), Remote Engine Start, Engine Block Heater, All-Weather Floor Mats, Wireless Charger, Interior Foot Illumination Kit, Cargo Tray, Cargo Net, Frameless Auto-Dimming Mirror with HomeLink®, Rear Bumper Guard, Illuminated Scuff Plates, Moonroof Wind Deflector, Splash Guards (Front & Rear), Door Visors, Alloy Pedals, Roof Rack and Accessories: Cargo Box/Bike/Kayak/Ski/Snowboard/Standup Paddleboard/Surf Carriers, First Aid Kit, Roadside Assistance Kit, Premium Touch-Up Paint Pen (colour specific), Wheel Locks.

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 NEW VEHICLE UNLIMITED MILEAGE WARRANTY	3-YEAR ROADSIDE ASSISTANCE UNLIMITED MILEAGE	5-YEAR POWERTRAIN UNLIMITED MILEAGE WARRANTY	7-YEAR ANTI-PERFORATION UNLIMITED MILEAGE WARRANTY
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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 Dealer or visit 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 Dealer.

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 Dealer 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 Dealer.

MAZDA ROADSIDE ASSISTANCE PROGRAM

As part of our commitment to your total satisfaction, 2020 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 Dealer or visit 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 dealer about Mazda's competitive program for recent university and college graduates.

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Thank you for considering a Mazda.

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 a part of The Clubhouse of Driving Passion, where driving is celebrated in its purest form.

I look forward to seeing you at the Clubhouse.

Sincerely,

David Klan
President and CEO
Mazda Canada Inc.

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For full details on the 2020 CX-30 model line-up, please visit mazda.ca or your local Mazda dealer.

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FEEL ALIVE™



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