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™
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.
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. 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. Instinctively, 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.
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.
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.

*BALANCING SILENCE AND SOUND

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.
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.

* 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 impaired on muddy, sandy or snowy roads. Please consult the owner’s manual prior to use.
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.
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 CX-30 GX
Includes the following features:

- Skyactiv-D 2.0
- DOHC 16-valve 4-cylinder/lie line engine
- Skyactiv 6-speed automatic transmission with manual-shift mode and Drive Selection switch
- Select i-ACTIVSENSE safety features
- Electronic Parking Brake (EPB) with auto-off function
- 16" alloy wheels (silver metallic finish) and 215/55R16 tires
- Automatic headlight shut-off
- LED headlight and daytime running lights
- LED rear combination tail lights
- 8.8" color display with Mazda Connect
- IN Multimedia Commander
- Mazda Harmony Audio System with 8-speakers
- AM/FM/HD Radio
- Mazda Harmonic Acoustics with 8-speakers
- HMI Commander switch
- 8.8"-wide color display with Mazda Connect
- Apple CarPlay™
- Android Auto™
- USB ports (2)
- Steering wheel-mounted audio and cruise controls
- Daytime Running lights
- Navigation ready (requires navigation SD card and accessory)
- Steering wheel-mounted Bluetooth® controls
- Rear view monitor (middle angle)
- Air conditioning with moisture control
- Rear heater ducts (under front seats)
- Rear seat vents with rear holders
- Leather upholstery
- Heated front seats (5 settings)
- 60/40-split folding rear seat
- Tonneau cover
- Nissan Connect Services (US-CA)
- SiriusXM® Satellite Radio
- Bose premium sound system with 12 speakers
- Windshield-projected color Active Driving Display (ADD)
- Advanced keyless entry (proximity and ignition)
- Power glass moonroof
- Advanced braking entry (pre-collision and ignition)
- Exterior mirrors linked with memory seat function
- Leather trimming upholstery
- Advanced braking system (includes power driver’s lumbar support)
- Driver’s seat memory function
- Auto-dimming interior rearview mirror
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FINANCING WITHOUT THE FUSS
Whether you’re buying or leasing a new Mazda, it’s all about you and what Mazda financial solutions can do for you. Our less-complicated, more straightforward approach to financing is designed to make your life easier. So take some time to find out how our flexible solutions can help you meet your needs. Take your first step today by selecting a model at mazda.ca or by visiting your local Mazda dealer.

MAZDA MOBILITY ASSISTANCE PROGRAM
Mazda Canada Inc. is pleased to announce a new program, which provides financial assistance to currently enrolled full-time undergraduate students with a physical disability who purchase or lease a new, unused Mazda vehicle. For complete details on this program, see your Mazda dealer or visit mazda.ca/ada.

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 provides you with the assurance of our Top in its Class recognition every time you require assistance during the new-vehicle limited-warranty period throughout the M.A.P. term. The Roadside Assistance Program should be used if you have any issues on the road such as a dead battery, a flat tire, or other similar issues. For complete details on this program, see your Mazda dealer or visit mazda.ca.

MAZDA TEST DRIVE EXPERIENCE
Utilization of this program has led to a unique experience: a custom-designed road trip engineered to let you witness the extraordinary test drive. Enjoy localscenics, curvy highways and all surfaces, through the countryside, urban areas and expressways, discovering the quiet acceleration, handling, driving, handling and ride quality that sets Mazda apart from the rest.

READY TO ROLL
For peace-of-mind motoring, we’ve created Mazda Added Protection Plan (M.A.P.) extended warranty plans. M.A.P. plans include Roadside Assistance, Tire Road Hazard coverage and OEM Collision Part Coverage. M.A.P. plans include Personal Budget and Repair Inflation Protection. In addition, all M.A.P. plans are fully transferable to future owners and will enhance the resale value of your vehicle. The M.A.P. program is fully backed and administered by Mazda Canada Inc. For more information, please contact your Mazda Dealer.

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MAZDA GRADUATE PROGRAM
Ask your dealer about Mazda’s competitive program for recent university and college graduates.

Whether you’re buying or leasing a new Mazda, it’s all about you and what Mazda financial solutions can do for you. Our less-complicated, more straightforward approach to financing is designed to make your life easier. So take some time to find out how our flexible solutions can help you meet your needs. Take your first step today by selecting a model at mazda.ca or by visiting your local Mazda dealer.

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 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.
EST. 1920 HIROSHIMA, JAPAN