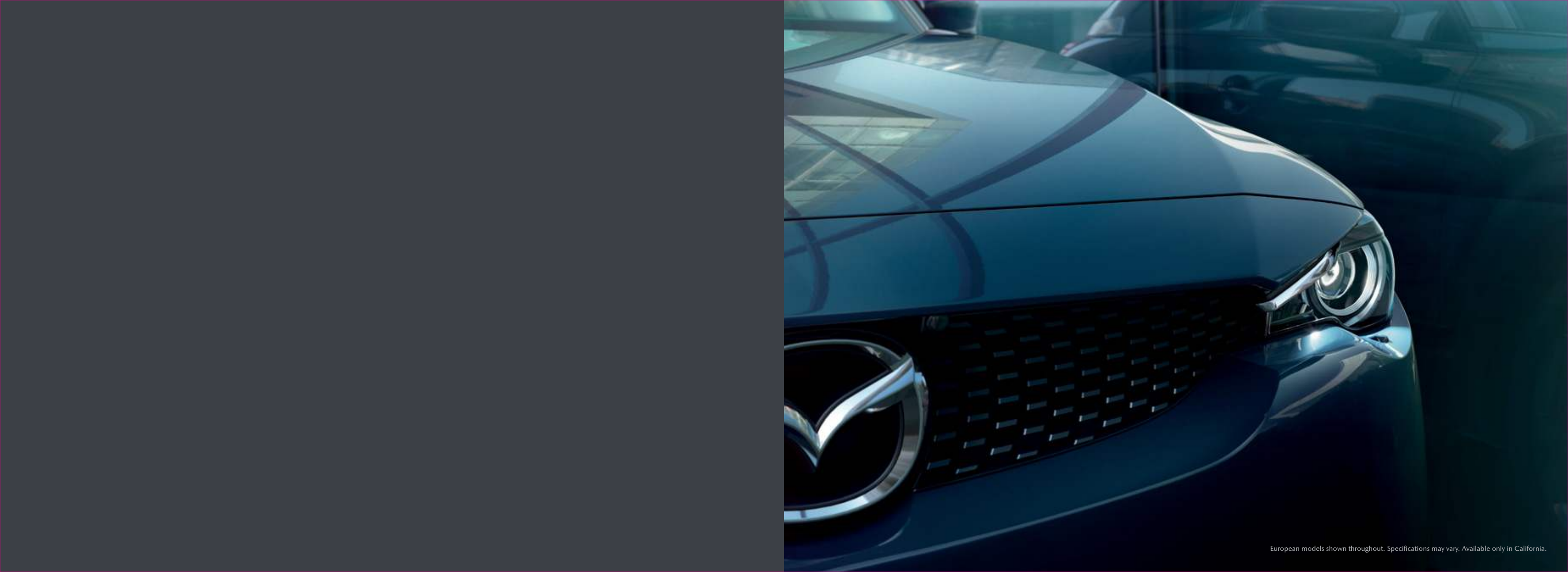




MAZDA MX-30 EV



European models shown throughout. Specifications may vary. Available only in California.



AN ELECTRIC VEHICLE
DESIGNED AROUND YOU





Can the soul of a car company touch the heart of its drivers?

We believe so.

And have made it our pursuit.

Our passion.

Each day it inspires us.

To be inventive.

Courageous.

Thoughtful.

And guides us.

To acknowledge the driver

Every step along the way.

Forming a unique bond between human and machine.

Over the last 100 years, we've been putting ingenuity before conventional thinking.

Expressed on the road.

And on the track.

Using technology to enhance our touch. Not replace it.

To not just build a car.

But create a connection.

One that begins the moment you see it.

And grows stronger every time you get behind the wheel.

Until you no longer feel like you're driving.

You feel alive.





MAZDA MX-30 EV

Introducing our first all-electric Mazda. A unique crossover blending our driver-centric philosophy and all the benefits of e-Skyactiv EV technology. With the new vehicle comes the latest interpretation of our Kodo design: Human Modern. A minimalistic approach accentuating the bold, solid structure of the vehicle matched with an interior designed to create a feeling of openness. Features like the freestyle doors and floating center console express our expanded design language, crafted to enrich your days and uplift your mind.

HUMAN MODERN DESIGN

The Mazda MX-30 EV expresses our Human Modern design approach. Conveyed with the exterior, beautifully sculpted into a simple shape, emphasizing the vehicle as a single solid unit. Our minimalistic approach continues with the interior. Elements are designed with a sense of continuity to give the cabin an open and airy ambiance. This relationship of elegance and practicality, mixed with the idea of refining elements, expands our expression of Kodo design.



ELEGANCE AND SUSTAINABILITY

Inside you will discover craftsmanship by artisans who have honed their skills for years, even decades, to achieve mastery. Intricate details, bespoke fabric and sustainable materials create a warm and inviting space. Cork is one of the most renewable resources available. Its elegance and natural beauty add a modern touch to the floating center console. Other sustainable materials like fabrics made from about 20% recycled threads¹ and exclusive fabrics created from recycled plastic bottles² are also utilized in select areas throughout the cabin. Together these materials seamlessly blend style, sustainability and comfort in a welcoming interior environment.





VEHICLE AND DRIVER AS ONE

Our first fully electric vehicle is designed to deepen the connection between vehicle and driver. With an e-Skyactiv EV system designed around human characteristics and our Electric G-Vectoring Control Plus, we were able to achieve a natural and responsive driving feel. Adding to that experience are the innovative steering wheel paddles that provide even greater control of acceleration and deceleration. Adapt to changing driving situations—from your feet and your fingertips.

Recognizing that drivers subconsciously use changes in engine sounds as cues to help control vehicle speed, we added subtle audio feedback to our electric drivetrain. By pairing the unique qualities of an electric vehicle with our human-centric approach, the Mazda MX-30 EV delivers an intuitive and effortless drive.





INNOVATION AND PEACE OF MIND

The all-new Mazda MX-30 EV offers an uncompromised driving experience, further enhanced by our i-Activsense®¹ safety innovations. New features have been added like available Blind Spot Assist² and Front Cross Traffic Alert.³ These latest additions, along with our already extensive suite of safety features, help ensure you can drive with confidence and focus on what really matters—the joy of driving.

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. Safety features vary based on vehicle package and trim combinations. Please see your Owner's Manual for further details. ² Blind Spot Assist provides steering adjustments and alerts to help keep you in your driving lane when you are indicating a lane change and there is a possibility of a collision with a vehicle in an adjacent lane driving in the same direction. Blind Spot Assist operates at speeds of about 40 mph and faster. 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. ³ Front Cross Traffic Alert warns you to the danger of vehicles approaching from your front sides when you begin to pull away from a stop. 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.

JUST RIGHT FOR YOUR NEEDS

The new electrification technology in the Mazda MX-30 EV centers around a 35.5 kWh lithium ion battery. The rechargeable battery offers an EPA-estimated range of 100 miles.¹ With a Level 3 rapid DC charger, it takes as little as 36 minutes to charge up to 80%.² When using a Level 2, 240V AC charger, it takes just under 3 hours to charge.²

Whether you're charging at home or on the go, you will have access to one of North America's largest networks. Mazda's partnership with ChargePoint offers a comprehensive system of services and support. Integration with the MyMazda App³ and Mazda Connected Services gives MX-30 owners flexibility and convenience. Locate charging stations, check vehicle range and battery status, start or stop home charging (when equipped) and more all from the MyMazda App.³



¹ EPA-estimated range of 100 miles per full charge. Range will vary based on vehicle and battery condition, temperature, driving habits and other factors. Use for comparison purposes only. Actual results will vary. ² Based on the following charging conditions: State of charge (SOC) in the meter from 20% to 80%. Battery temperature at 75° F. Charging times will vary based on charger type, vehicle and battery condition, temperature and other factors. Actual results will vary. Please see your Owner's Manual for further details. ³ **Connected services are subject to change at any time without notice.** 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. Connected services require cellular or Wi-Fi service. 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.



CREATE A CONNECTION

In the all-new MX-30 EV, information and vehicle settings are accessible through the Mazda Connect™ interface, Commander control knob and 8.8-inch full-color display!¹ You also have access to emergency features like automatic 911 dialing² and roadside assistance with the Mazda Connect Infotainment System. New functions and services have been added to the MyMazda App³ and Mazda Connected Services to make life with an electric vehicle more convenient as well. The app allows you to view vehicle range, battery status and adjust climate control settings to pre-cool or pre-warm your vehicle before you get in.

¹ 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. ² 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. ³ **Connected services are subject to change at any time without notice.** 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. Connected services require cellular or Wi-Fi service. 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.



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Every Mazda is designed to inspire.

We refine every detail, so you can focus on the moments that matter.

Because how you feel, your emotions, your stories—are our greatest reward.

Deliberate engineering and thoughtful crafting go into every Mazda to feel like no other drive before it.

Because to us, the road is a source of discovery, to which there is no end.



FIND YOUR STYLE

The Mazda MX-30 EV Premium Plus Package offers a new multi-tone color configuration.¹ These available color schemes are designed to accentuate the coupe-like cabin and freestyle doors. The three multi-tone body colors offered are Ceramic Metallic,² Soul Red Crystal Metallic² and Polymetal Gray Metallic.² While all three options come with a black roof, the pillars are offered in a Dark or Silver metallic tone, carefully selected to complement the base body colors.



A PURE EXPRESSION OF YOU

The Mazda MX-30 EV is also available in single body colors. For these options, the roofs, pillars and body colors are all the same. The four available colors are Polymetal Gray Metallic,¹ Ceramic Metallic,¹ Jet Black Mica^{1,2} and Machine Gray Metallic.^{2,3} These single color options further accent the MX-30's modern design.





Vintage Industrial² interior color scheme—Dark Gray fabric inserts with Vintage Brown leatherette trim



Modern Confidence^{1,2} interior color scheme—Light Gray fabric inserts with Pure White leatherette trim



Standard touchscreen automatic climate control



Standard 150W AC power outlet and dual USB ports, under the floating center console.

DRIVETRAIN & POWER

Mazda e-SKYACTIV electric drive technology

143 hp (107 kW) @ 4,500 rpm

200 lb-ft (271 Nm) of torque @ 3,243 rpm

Electric G-Vectoring Control Plus (eGVC+)

BATTERY CAPACITY & RANGE

35.5 kWh battery with an EPA-estimated cruising range of 100 miles¹

EPA-estimated MPGe (city/highway/combined): 98 / 85 / 92²

CHARGING TIMES³

Level 3 (DC Fast Charge): 36 minutes

Level 2 (240V AC): 2 hours and 50 minutes

Level 1 (120V AC): 13 hours and 40 minutes

DIMENSIONS

Overall length: 173.3"

Wheelbase: 104.4"

Width: 80.1"

Height: 61.5"

CARGO VOLUME

Rear seats up (cubic feet): 21.0

FREESTYLE DOORS

82° max front door opening angle

80° max rear door opening angle

¹ EPA-estimated range of 100 miles per full charge. Range will vary based on vehicle and battery condition, temperature, driving habits and other factors. Use for comparison purposes only. Actual results will vary. ² MPGe is the EPA-equivalent of gasoline fuel efficiency for electric vehicles. Mileage will vary based on vehicle and battery condition, temperature, driving habits and other factors. Use for comparison purposes only. Actual results will vary. ³ Based on the following charging conditions: State of charge (SOC) in the meter from 20% to 80%. Battery temperature at 75° F. Charging times will vary based on charger type, vehicle and battery condition, temperature and other factors. Actual results will vary. Please see your Owner's Manual for further details. ⁴ Available exterior colors, some available at extra cost, vary based on vehicle and package combinations. Visit MazdaUSA.com to see all the vibrant color choices available. ⁵ 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. ⁶ 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. ⁷ **Connected services are subject to change at any time without notice.** 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. Connected services require cellular or Wi-Fi service. 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. ⁸ Requires compatible phone and standard text and data rates apply. ⁹ Driver's and front passenger's knee air bag. ¹⁰ Requires compatible phone and standard text and data rates apply. ¹¹ Smart Brake Support (forward and reverse detection) is designed to detect target objects and reduce damage in the event of a collision by providing warnings and operating brake control if there is a possibility of your vehicle colliding with the target object. It is not a substitute for safe and attentive driving and is only designed to reduce damage in the event of a collision. There are limitations to the operation and detection of the system. Please see your Owner's Manual for further details. ¹² Driver Attention Alert operates between about 41 and 86 mph. It is not a substitute for safe and attentive driving. There are limitations to the operation and detection of the system. Please see your Owner's Manual for further details. ¹³ 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. ¹⁴ Lane Departure Warning System and Lane-keep Assist operate at speeds of about 40 mph and faster. Neither system is a substitute for safe and attentive driving. There are limitations to the range and detection of each system. Please see your Owner's Manual for further details. ¹⁵ 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. ¹⁶ Rear View Monitor does not provide a comprehensive view of the entire rear area of this vehicle. Always check your surroundings. Please see your Owner's Manual for further details. ¹⁷ Always check your mirrors. Be aware of your surroundings. There are limitations to the range and detection of the system. Please see your Owner's Manual for further details. ¹⁸ SiriusXM audio and data services each require a subscription sold separately, or as a package, by Sirius XM Radio Inc. If you decide to continue service after your trial, the subscription plan you choose will automatically renew thereafter and you will be charged according to your chosen payment method at then-current rates. Fees and taxes apply. To cancel you must call SiriusXM at 1-866-635-2349. See SiriusXM Customer Agreement for complete terms at www.siriusxm.com. All fees and programming subject to change. Current information and features may not be available in all locations. Sirius, XM and all related marks and logos are trademarks of Sirius XM Radio Inc. ¹⁹ Blind Spot Assist provides steering adjustments and alerts to help keep you in your driving lane when you are indicating a lane change and there is a possibility of a collision with a vehicle in an adjacent lane driving in the same direction. Blind Spot Assist operates at speeds of about 40 mph and faster. 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. ²⁰ Front Cross Traffic Alert warns you to the danger of vehicles approaching from your front sides when you begin to pull away from a stop. 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. ²¹ Driver Monitoring Camera provides warnings when it detects changes in driver facial features indicating driver fatigue and sleepiness and encourages the driver to take a rest. It is not a substitute for safe and attentive driving. There are limitations to the operation and detection of the system. Please see your Owner's Manual for further details. ²² 360° View Monitor may not provide a comprehensive view of the entire surrounding area of this vehicle. Always check your surroundings visually. Please see your Owner's Manual for further details. **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.



MX-30 EV

European model shown



AVAILABLE EXTERIOR COLORS⁴



MX-30 EV PREMIUM PLUS

European model shown



AVAILABLE EXTERIOR COLORS⁴

STANDARD FEATURES INCLUDE

18-inch alloy wheels with Silver finish
P215/55 R18 tires
LED daytime running lights
LED headlights with Signature lighting and Adaptive Front-lighting System
LED combination taillights with Signature lighting
Front grille with Black gloss paint and grille shutters
Automatic on/off headlights
Rain-sensing windshield wipers
Black dual folding heated power side mirrors with integrated LED turn signals and memory function
Power sliding-glass moonroof with one-touch open and tilt feature
Power windows with one-touch up/down
Power door locks with keyless entry system
Windshield-projected full-color Active Driving Display
Illuminated steering-wheel-mounted controls
7-inch LCD meter display
12V power outlet and 150W AC power outlet

Automatic climate control
7-inch automatic climate control touchscreen with hard controls
60/40 split fold-down rear seatback
Leatherette-trimmed seats with cloth inserts
8-way driver power seat with power lumbar support and memory
Heated front seats
Leather-wrapped steering wheel with paddles
Center console armrest with covered storage compartment
Frameless auto-dimming rearview mirror
Bluetooth® hands-free phone and audio streaming
MAZDA CONNECT™ Infotainment System⁵ with:
8.8-inch full-color center 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 Notification⁶ and two USB audio inputs
Mazda Connected Services⁷ (3-year trial)

Apple CarPlay™ integration⁸
Android Auto™ integration⁸
Dual front air bags, front side-impact air bags, and side-impact air curtains⁹
Driver's and front passenger's knee air bag⁹
Rear side air bag⁹
Rear Cross Traffic Alert¹⁰
Blind Spot Monitoring¹⁰
Smart Brake Support (forward and reverse detection)¹¹
Driver Attention Alert¹²
Mazda Radar Cruise Control with Stop & Go¹³
Lane Departure Warning¹⁴ and Lane-keep Assist¹⁴
High Beam Control
Dynamic Stability Control¹⁵ and Traction Control System
Rear View Monitor with static guides¹⁶
EV system-immobilizer anti-theft system
Rear parking sensors¹⁷
Tire Pressure Monitoring System
LATCH Child Seat Safety System

PREMIUM PLUS PACKAGE

Adds to or in place of standard features:

18-inch alloy wheels with Bright finish
Mazda Advanced Keyless Entry
Auto-dimming driver's side mirror
Rear View Monitor with dynamic guides¹⁶
Front and rear parking sensors¹⁷

Bose® 12-speaker premium audio system
SiriusXM® Satellite Radio with 3-month trial¹⁸
Frameless auto-dimming rearview mirror with HomeLink®
Heated steering wheel
Cargo area light

Blind Spot Assist¹⁹
Front Cross Traffic Alert²⁰
Driver Monitoring Camera²¹
360° View Monitor²²



All-Weather Floor Mats¹

¹Please make sure floor mats are secured properly and do not install two floor mats, one on top of another, on the driver's side. Please see your Owner's Manual for further details. ²Genuine 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.

BEAUTIFULLY ACCESSORIZED

Mazda has created thoughtfully designed accessories that perform seamlessly with your Mazda MX-30 EV. From the All-Weather Floor Mats¹ (shown) to the Cargo Tray, Mazda accessories consider every aspect of driving down to the finest detail. When installed by your Mazda Dealer, Genuine Mazda Accessories carry the same New Vehicle Limited Warranty² as your new Mazda.

Learn more about Genuine Mazda Accessories at Accessories.MazdaUSA.com.

- Alloy Pedals
- All-Weather Floor Mats
- Cargo Blocks
- Cargo Net
- Cargo Tray
- Charging Cable For Lightning Devices
- Charging Cable For USB-C Devices
- Collapsible Cargo Carrier
- First Aid Kit
- Magnetic Vent Mount (for phones)
- Mazda Keychains
- Mazda License Plate Frames
- Mazda Navigation System
- Portable Car Jumper (700A Powerbank)
- Roadside Assistance Kit
- Roof Rack—Crossbars (removable)
- Splash Guards (Front & Rear)
- Touch-Up Paint
- Thule® Canyon Roof Basket with Stretch Cargo Net
- Thule® Kayak Carrier
- Thule® Roof Cargo Box, Short
- Thule® Surfboard Carrier
- Thule® Universal Flat Top
- Thule® Upright Bike Carrier
- Tire Valve Stem Caps (Black or Chrome)
- Tonneau Cover
- USB Car Charger with Dual 12W USB Ports
- Vent Mounted Wireless Qi Charger
- Wheel Locks (Black or Chrome)
- Wheel Lug Nuts (Black Finish)

THE MAZDA 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 Mazda Collection. 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.

See the entire line of apparel and lifestyle accessories at MazdaCollection.com.



