



2023 MAZDA MX-30 EV

Cuisine 93









MAZDA MX-30 EV

Meet our first all-electric Mazda. A unique crossover blending of our human-centric philosophy and all the benefits of e-Skyactiv EV technology. With this 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 centre console express our expanded design language, crafted to enrich your days and uplift your mind.

HUMAN-MODERN DESIGN

The MX-30 EV expresses our Human-Modern design approach – conveyed through the exterior and beautifully sculpted into a simple shape, emphasizing the vehicle as a single solid unit. Elements are designed with a sense of continuity to give the cabin an open and airy ambiance. This relationship between elegance and practicality, mixed with the idea of refining elements, expands our expression of Kodo: “Soul of Motion” design.





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.

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 centre console. Other sustainable materials like fabrics made from about 20% recycled threads and exclusive fabrics created from recycled plastic bottles are also utilized in select areas throughout the cabin. Together these materials seamlessly blend style, sustainability and comfort in a welcoming interior environment.





INNOVATION AND PEACE OF MIND

The Mazda MX-30 EV offers an uncompromised driving experience, further enhanced by our collection of safety innovations we call i-Activsense.¹ Our newest features have been included, such as Smart Brake Support (SBS)² with Front Cross Traffic Alert³ function and Emergency Lane Keeping with Blind Spot Assist.³ These features, along with our already extensive set of safety features, help ensure you can drive with confidence and focus on what really matters – the joy of driving.

¹i-Activsense safety features are not a substitute for safe and attentive driving. Always check your mirrors. Be aware of the traffic around you. There are limitations to the range and detection of the system. See Specifications and Features for availability. Please see your Owner's Manual for further details.

²Smart Brake Support – Front (SBS-F) is standard on GS and GT models and Smart Brake Support – Rear (SBS-R) is standard on the GT model.

³Standard on the GT model.

JUST RIGHT FOR YOUR NEEDS

The electrification technology in the MX-30 EV centres around a lithium ion battery. The lightweight battery (35.5 kWh) is also designed to ensure greater responsiveness. It offers a range of approximately 161 kilometres¹ (combined) and takes approximately 36 minutes to charge with a state of charge from 20% to 80% using a quick charging level 3.² This makes it ideal for urban commuting and all your other everyday journeys. The smaller battery also produces lower carbon emissions over the entire lifecycle to significantly reduce the environmental impact.

The MyMazda App Integration 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.



¹Combined range estimate based on preliminary testing by Mazda. Once confirmed, the official range rating will be published in the applicable NRCAN Fuel Consumption Guide. Full battery charge is required. Actual driving range will vary depending upon driving/charging habits, speed, conditions, weather, temperatures, and battery age.
²The charging time is based on a battery/ambient temperature of 20° C. The actual charging time depends on the various conditions at the time of charging, such as the type of fast charging station, battery status, charging habits and the battery and ambient temperature. In cold conditions, both the battery and the ambient temperature affect the required charging time, which in certain situations can lead to a significant increase in the charging time.



CREATE A CONNECTION

In the Mazda MX-30 EV, information and vehicle settings are safely accessible through the Mazda Connect interface, HMI Commander control knob and 8.8-inch full-colour display. You also have access to emergency features like automatic 911 dialling and roadside assistance. When away from your car, you can access a range of convenient options with Mazda Connected Services¹ via the MyMazda App, including viewing vehicle range, battery status and adjusting climate control settings to pre-cool or pre-warm your vehicle.

¹Connected Vehicle service is available for a 2-year trial period from your vehicle's in-service date; a paid subscription is required upon expiry of the trial period. Requires MyMazda App (on a compatible smartphone), a working vehicle electrical system (including battery), wireless coverage and GPS satellite signal. Services, connectivity and capabilities vary by conditions as well as geographical and technical restrictions. See mazda.ca for details.



Above: Natural Monotone¹ interior colour scheme:
Dark grey fabric with black leatherette

Right: Vintage Industrial² interior colour scheme:
Dark grey fabric with Vintage Brown leatherette



¹Standard interior on the GT model.
²Optional interior on the GT model.



Left: 120 V 150 W AC power outlet¹ and dual USB ports,² under the floating centre console

Below: Standard touchscreen automatic climate control



¹Standard on the GT model.
²Standard on GS and GT models.

FIND YOUR STYLE

The Mazda MX-30 EV offers multi-tone colour configurations¹ that are designed to accentuate the contours of the exterior styling and freestyle doors. Two-tone options (Soul Red Crystal Metallic and Zircon Sand Metallic) come with Brilliant Black roof and pillars, while the three-tone option (Ceramic Metallic) comes with a Brilliant Black roof and a contrasting tone for the pillars. These colour combinations give your MX-30 a unique, eye-catching style.





A PURE EXPRESSION OF YOU

The MX-30 EV is also available in single body colours. For these options, the roof, pillars, and body colour are all the same. The four available colours are: Polymetal Grey Metallic, Arctic White, Jet Black Mica and Machine Grey Metallic. These single-colour options further accent the MX-30 EV's modern design.



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.





¹Standard on the GT model.

A NEW APPROACH TO PREMIUM SOUND

Bring your music beautifully to life with the available 12-speaker premium audio system from Bose.¹ Bose and Mazda engineers collaborated on the development of the system and have created the optimal speaker placement and calibrations. With BaseMatch, speaker positions have been moved from the doors to the footwells to optimize natural low-frequency acoustics. The result is a clean, powerful base with less buzz and rattle, and a deeper, more impactful reproduction that creates the perfect soundtrack for your journey.

A 2-YEAR NO-CHARGE SCHEDULED MAINTENANCE PLAN

Your safety and peace of mind is our top priority. That is why every new 2023 Mazda MX-30 EV comes with our no-charge 2-year/32,000 km (whichever occurs first) scheduled maintenance plan.¹ This plan ensures your MX-30 EV is kept in top form by our factory-trained technicians, at no additional cost to you.

¹Plan is available with the purchase or lease of a new 2023 MX-30 EV from an authorized EV Mazda retailer in Canada. Plan has an estimated value of \$500 (based on the average estimated parts and labour pricing at Mazda authorized EV retailers as of September 2021) and covers two (2) factory-recommended scheduled maintenance at 1-year/16,000 km (whichever occurs first) and 2-years/32,000 km (whichever occurs first) intervals based on normal driving conditions as outlined in the Owner's Manual. Coverage begins on the earliest of the date the vehicle is delivered to the first retail purchaser, is leased, or is placed into service by Mazda or an authorized Mazda Retailer in Canada for a business use. Plan does not include repair or maintenance of parts that experience wear and tear and other repairs that are not identified by the Owner's Manual. All services must be claimed within the two- (2) year/32,000 km period. After this time, the services will be forfeited and no claims can be submitted for any outstanding services. No cash value. Certain limitations apply. See your participating Mazda retailer for restrictions and complete details.



MAZDA MX-30 SPECIFICATIONS AND FEATURES

To see full specifications, features, packages and options for all 2023 MX-30 models:

[VIEW FULL SPECS](#)



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 Retailer or visit [mazda.ca](https://www.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 Retailer.

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 or a full charge.

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 Retailer 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 Retailer.

MAZDA ROADSIDE ASSISTANCE PROGRAM

As part of our commitment to your total satisfaction, 2023 MX-30 owners are automatically enrolled in our Roadside Assistance Program. Roadside Assistance protects your MX-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 Retailer or visit [mazda.ca](https://www.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 retailer about Mazda's competitive program for recent university and college graduates.

Product changes and options availability: Following publication of this brochure, certain changes in equipment, options, specifications, prices and other information may have occurred which would not be reflected in these pages. All information included in this brochure is based upon the available information at the time of publication. Although such information is believed to be correct at the time of publication, accuracy cannot be guaranteed. Your Mazda Retailer is your best source for up-to-date information. Mazda reserves the right, at any time without providing any further notice or incurring any obligations, to correct any errors, inaccuracies or omissions that may exist in this brochure, as well as to make changes to any of the information included in this brochure. Options and accessories shown or described in this brochure are available at extra cost and may be offered only in combination with other options or subject to additional ordering requirements or limitations. Some vehicles shown may be models from other jurisdictions. Canadian models and specifications may vary.

Thank you for considering a Mazda MX-30.

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 getting inspired design that will inspire your every moment on the road.

Sincerely,

David Klan

President and CEO
Mazda Canada Inc.