28th September 2020

Mazda reveals full UK range and pricing

for the forthcoming MX-30 EV

* Mazda’s first battery electric vehicle, the Mazda MX-30 EV will arrive in the UK next March.
* Limited to 500 cars in the UK, the £27,495\* Mazda MX-30 First Edition is available to pre-order now.
* With prices starting at £25,545\*, the full MX-30 range features three highly specified models.

Full UK specification and pricing has been revealed for the Mazda’s highly anticipated first all-electric production vehicle - the Mazda MX-30. With the UK customer deliveries beginning in March next year, this stylish and versatile crossover EV features an AC synchronous electric motor and a 35.5kWh lithium-ion battery that delivers a range of approximately 124miles and comes with AC charging up to 6.6kW and DC rapid charging designed to meet 125A Combo Charging standards.

Having previously announced pricing of the 500-model limited edition Mazda MX-30 First Edition – Mazda UK has now revealed the price and specification of the full MX-30 line-up. Available across three generously equipped model grades – SE-L Lux, Sport Lux and GT Sport Tech, the three-model line-up, complements the already revealed First Edition.

Standard equipment on all UK MX-30s includes LED headlights with daytime running lights, reversing camera, Mazda Radar Cruise Control with Intelligent Speed Assist, navigation and head-up display. Each MX-30 comes as standard with a Type 2 AC charging cable and a socket for 50kW rapid charging, which can in just 36 minutes deliver up to 80 per cent battery charge. In addition, packages for home charging solutions from Mazda’s preferred partner NewMotion ensure MX-30 owners in the UK will be ready for charging convenience.

The first opportunity to order and take delivery of this unique, stylish and driver focused Mazda BEV – the £27,495\* MX-30 First Edition can be pre-ordered now and is available with a choice of free-of-charge Ceramic Metallic or Polymetal Grey Metallic single colours. The First Edition can also be ordered with either £950 three-tone Ceramic Metallic or £1,250 three-tone Soul Red Crystal Metallic paint. This three-tone design further marks out the MX-30’s unique styling with a brilliant black roof and metallic dark grey upper side panels to contrast the Soul Red Crystal or Ceramic Metallic main body colour. Other standard equipment highlights on the First Edition include adaptive LED headlights, satin D pillar trim and signature LED rear lights. Inside, the First Edition features a light and modern cabin ambiance with light grey cloth and stone leatherette combined with orange seat stitching. Eight-way power adjustable driver’s seat and chrome interior details, plus heated front seats compliment the interior style.

With UK deliveries starting in March 2021, the 500 First Edition MX-30s will be the debut cars to arrive in Mazda dealerships followed by the now announced full range, which starts with the £25,545\* Mazda MX-30 SE-L Lux. Marked out by 18-inch Silver Metallic alloy wheels, black door mirrors and a black grille, it’s exclusively offered in a single tone paint design with a choice of five colours: standard Arctic White solid, or £550 Polymetal Grey Metallic, Ceramic Metallic and Jet Black Mica, plus £670 Machine Grey Metallic.

The £27,545\* MX-30 Sport Lux promises to be a popular model in the range. It features 18-inch Bright Metallic alloy wheels and sees an increase in standard equipment with the addition of power seats, lumber support adjustment and smart keyless entry. Like the First Edition, there’s the option to choose the optional three-tone design on Soul Red Crystal or Ceramic Metallic main body colours. In addition, Polymetal Grey Metallic can be matched to a Brilliant Black roof and Silver Metallic side panels.

The range-topping GT Sport Tech costs £29,845\* with a light grey cloth interior trim and £30,045\* when equipped with a dark grey interior and brown artificial leather. The range topping GT Sport Tech MX-30’s equipment tally includes a front wiper de-icer and a power and tilt sunroof, while inside a heated steering wheel and 12-speaker Bose surround sound compliment the generous standard specification.

As can be seen from the specification tables below, all MX-30s come with a comprehensive standard safety specification, while GT Sport Tech adds to this with a host of extra active safety technology and a 360-degree view monitor. Across the entire MX-30 range and the limited-edition First Edition, the MX-30’s distinctive, stylish and sustainable cabin features high-quality materials and a driver focused interior. The lower console incorporates a 7-inch colour touch-screen air conditioning control panel, and in a nod to Mazda’s founding as the Toyo Kogyo Cork Company in 1920, the Mazda MX-30 features cork lined centre console trays and inner side door handles. Harvested from the bark of trees without felling, the use of cork and door trim materials that incorporate fibres from recycled plastic bottles, are perfectly suited to Mazda’s first pure electric production car. Benefiting passengers and drivers alike, the sense of space is enhanced with a floating centre console that sits independently from the dashboard, while the use of environmentally-friendly materials has been carefully matched to meticulous quality and finish.

Externally, the MX-30’s looks will leave just as strong an impression, reflecting a unique expression of Kodo design, the MX-30’s styling emphasises the cars beauty as a solid mass, while the freestyle doors and framed glasshouse hint at the open spaciousness of the cabin. The front doors open forward to an angle of 82 degrees, while the rear doors open backwards to an angle of 80 degrees to reveal the stylish and driver focused interior.

Staying true to the ‘Jinbai Ittai - car and driver as one’ ethos found across Mazda’s combustion engine range, the Mazda MX-30 has been designed to deliver the intuitive responses, natural feedback and involving handling you’d expect of a Mazda. Electric G-Vectoring Control Plus (e-GVC Plus) enhances chassis performance by using motor torque to optimise the front-rear load shift for improved stability and the MX-30’s Skyactiv-Vehicle Architecture is specifically tailored to complement the smooth power delivery of the e-Skyactiv drivetrain. The dynamic focus also extends to a throttle pedal that delivers a seamless transition between linear power delivery and smooth regeneration on lift off, equally, the braking system offers a seamless transfer between energy regeneration and hydraulic brake action.

Commenting on the Mazda MX-30, Managing Director, Mazda Motors UK, Jeremy Thomson, said: “our first all-electric Mazda heralds an exciting start to Mazda’s second century in business. With the First Edition MX-30 order book now open, customers in the UK can reserve a car for just £800 for delivery early in 2021. A battery electric vehicle conceived and created with Mazda’s well-renowned focus on distinctive styling, innovative technology, driver focused dynamics and class-leading interior quality, the MX-30 will be a stand out addition to the rapidly evolving EV marketplace. Part of Mazda’s multi-solution approach to efficient vehicles, the launch of our first pure electric car is a milestone moment for the brand and a landmark moment for our dealers and customers here in the UK.”

Adding, “with the announcement of pricing and specification of the three-model UK MX-30 line up, our customers and dealers can see that next year we will have a well-equipped EV range that forms part of an electrification strategy that has already seen Mazda M Hybrid, mild hybrid fitted as standard to the Mazda3, Mazda CX-30 and manual Mazda2s. And over the coming months across our digital platforms and our dealer network we will have a range of opportunities for potential customers to get familiar with the MX-30, ranging from answering their questions, to seeing the car and even opportunities for early test drives.”

Mazda MX-30 First Edition customers can pre-order here: <https://www.mazda.co.uk/cars/mazda-mx-30/first-edition/>

- Ends -

**\*inclusive of OLEV plug-in vehicle grant.**

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| **Mazda MX-30** |  |
| Body type | SUV |
| Seating capacity | 5 persons |
| Overall length × overall width × overall height | 4,395mm × 1,795mm × 1,555mm |
| Wheelbase | 2,655mm |
| Powertrain | e-SKYACTIV |
| Front suspension | MacPherson strut |
| Rear suspension | Torsion-beam |
| Steering | Rack and pinion |
| Brakes (front/rear/control) | Ventilated discs/Solid discs/Regenerative cooperating brakes |
| Tire size | 215/55R18 |
| **Drive battery** |  |
| Type | Lithium-ion battery |
| Cell | Prismatic |
| Total voltage | 355V |
| Total electric power (battery capacity) | 35.5kWh |
| **Motor** |  |
| Type | AC synchronous motor |
| Cooling system | Water-cooled |
| **Charging** |  |
| DC charging | COMBO spec |
| AC charging | Maximum input 6.6kW |

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|  | **SE-L Lux** | | **First Edition** | | | | | **Sport Lux** | | | **GT Sport Tech** | | | |
| **OTR** | **CO2** | **OTR** | **CO2** | | | | **OTR** | **CO2** | | **OTR** | **CO2** | | |
| **e-SKYACTIV** | | | | | | | | | | | | | |  |
|  | **£28,545** | **0** | **£30,495** | **0** | | | | **£30,545** | **0** | | **£32,845** | **0** | | |
|  | All new Mazda MX-30 models feature the following standard equipment: | | First Edition grade has the following equipment in addition to SE-L Lux: | | | | | Sport Lux grade adds the following equipment  in addition to SE-L Lux: | | | GT Sport Tech grade adds the following equipment in addition to Sport Lux: | | | |
| **Electrification** | Type 2 Mode 2 cable for AC charging via UK 3-pin plug  Type 2 Mode 3 cable for AC charging via home or public charge points  DC socket for rapid charging up to 50kW  Regenerative braking (5 modes, selected via paddle shift switches) | |  | | | | |  | | |  | | | |
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| **Exterior** | 18" Silver Metallic alloy wheels  LED Headlights, with LED daytime running lights  Black, electrically adjustable, heated, auto power-folding door mirrors with integrated indicator lights  Front and rear parking sensors  Reversing camera  Dusk-sensing headlights  Rain-sensing front wipers  Black front grille  LED rear combination lights | | 18" Bright Metallic alloy wheels  Adaptive Signature LED headlights with LED daytime running lights  Piano Black window trim  Brilliant Black roof (3-tone metallic paint option only)  Dark Grey or Silver metallic side panels - Dark Grey with Ceramic or Soul Red; Silver with Polymetal (3-tone metallic paint option only)  Rear privacy glass  Satin Trim on D Pillar  Signature rear LED lights | | | | | Auto-dimming driver door mirror  18" Bright Metallic alloy wheels  Rear privacy glass  Piano Black window trim  Satin Trim on D Pillar | | | Front wiper de-icer  Adaptive Signature LED headlights with LED daytime running lights  Power tilt and slide sunroof  Signature rear LED lights | | | |
|  | **SE-L Lux** | | **First Edition** | | | | | **Sport Lux** | | | **GT Sport Tech** | | | |
| **Interior** | Instrument panel 7” TFT Colour driver display  Window projected colour Active Driving Display (head-up display) with Traffic Sign Recognition  Light Grey cloth with Dark Grey trim  Driver seat manual tilt, slide, recline and height adjustment  Passenger seat manual height adjustment  Leather-wrapped steering wheel and shift lever  Front and rear centre armrest  7-inch colour touch-screen for climate control settings  60:40 Split folding rear seat  Electronic Parking Brake with auto-hold and auto-disengage function | | Frameless auto-dimming rear-view mirror  Light Grey cloth seats with Stone Leatherette, heated front seats  8-way power adjustable driver seat with memory linked to door mirror and Active Driving Display  Power driver lumbar support  Steering wheel chrome centre bezel  Chrome power button surround  Chrome glove box handle | | | | | Frameless auto dimming rear-view mirror  Steering wheel chrome centre bezel  Chrome power button surround  Chrome glove box handle  Light Grey cloth seats with Stone Leatherette, heated front seats  8-way power adjustable driver seat with memory linked to door mirror and Active Driving Display  Power driver lumbar support | | |  | | | |
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| **Comfort and Convenience** | Front electric windows  Power button  Remote central locking with deadlocking and automated door lock when driving  Mazda Radar Cruise Control (MRCC) with Intelligent Speed Assist (ISA) | | Heated front seats (3-stage settings) | | | | | Heated front seats (3-stage settings) | | | Heated Steering Wheel | | | |
|  |  | | | | | Smart keyless entry | | |  | | | |
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| **Audio/Communication** | 8.8" Colour entertainment display with Mazda Connect infotainment  Multimedia Commander including separate volume dial  Mazda Navigation system  USB and 12V Outlet  FM/ DAB radio with 8-speakers  Apple CarPlay® & Android AutoTM  Integrated Bluetooth®  Steering wheel mounted audio and Bluetooth® Controls | |  | | | | |  | | | 12-speaker Bose surround sound system, with Bose CenterPoint, BassMatch and AudioPilot technology  150W standard UK 3-pin plug socket: Can be used to power external devices such as your laptop (instead of 12v Outlet) | | | |
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| **Safety and Security** | Driver Attention Alert (DAA)  Blind Spot Monitoring system (BSM) with Rear Cross Traffic Alert (RCTA)  Smart Brake Support (SBS) with Turn-Across Traffic  Emergency Lane-Keeping with Blind Spot Assist  Emergency Lane-Keeping with Road Keep Assist  Lane Departure Warning System (LDWS)  Lane-keep Assist System (LAS)  Electric G-Vectoring Control Plus (e-GVC Plus)  Hill Hold Assist (HHA)  e-call with GPS  Side and curtain airbags  Driver knee airbag  Tyre Pressure Monitoring System (TPMS)  Thatcham accredited alarm and immobilisor | |  | | | | |  | | | 360˚ View Monitor  Driver Monitoring (DM)  Cruising Traffic Support (CTS)  Front Cross Traffic Alert (FCTA)  Smart Brake Support - Rear (SBS-R)  Smart Brake Support - Rear Crossing (SBS-RC) | | | |
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**First Edition**

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| **Model** | **Estimated On The Road Retail1)** | **Plug In Vehicle Grant OTR\*** | **Fuel Consumption (kWh/100km)** |
| All-new Mazda MX-30 145ps First Edition Auto / Light Grey Cloth with Stone Leatherette | £30,495 | £27,495 | 19 |

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| **Options** |  |  |
| **Description** | | **RRP** |
| Ceramic Metallic / Polymetal Grey Metallic paint (Free of Charge) | | £0 |
| Ceramic Metallic paint with Brilliant Black roof and Dark Grey Metallic side panels | | £950 |
| Soul Red Crystal Metallic paint with Brilliant Black roof and Dark Grey Metallic side panels | | £1,250 |

**Mazda MX-30 range**

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| **Model** | **Estimated On The Road Retail\*** | **Plug In Vehicle Grant OTR\*** | **Fuel Consumption (kWh/100km)** |
| All-new Mazda MX-30 145ps SE-L Lux Auto / Light Grey cloth with Dark Grey trim | £28,545 | £25,545 | 19 |
| All-new Mazda MX-30 145ps Sport Lux Auto / Light Grey Cloth with Stone Leatherette | £30,545 | £27,545 | 19 |
| All-new Mazda MX-30 145ps GT Sport Tech Auto / Light Grey Cloth with Stone Leatherette | £32,845 | £29,845 | 19 |
| All-new Mazda MX-30 145ps GT Sport Tech Auto /Dark Grey Cloth with Brown Leatherette | £33,045 | £30,045 | 19 |

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| **Options** | |
| **Description** | **RRP** |
| Metallic/Mica paint | £550 |
| Machine Grey Metallic paint | £670 |
| Ceramic Metallic paint with Brilliant Black roof and Dark Grey Metallic side panels\* | £1,500 |
| Polymetal Grey Metallic paint with Brilliant Black roof and Silver Metallic side panels\* | £1,500 |
| Soul Red Crystal Metallic paint with Brilliant Black roof and Dark Grey Metallic side panels\* | £1,800 |
| Dark Grey interior with Brown Leatherette\*\* | £200 |
| \*Not available on all-new Mazda MX-30 SE-L Lux models | |
| \*\*Available on GT Sport Tech models | |

1*)All-new Mazda MX-30 currently qualifies for the Office of Low Emission Vehicles ("OLEV") Plug-In Vehicle Grant, which offers £3,000 off the purchase price. The application of this Grant is subject to formal approval by the Office for Low Emission Vehicles (OLEV), which we anticipate receiving by November 2020. OLEV reserve the right to alter or withdraw the Plug-In Vehicle Grant at any time. Any changes in the Plug-In Vehicle Grant will be reflected in the overall all-new Mazda MX-30 price. All figures are correct at time of publication but may be subject to change. OTR retail price quoted includes the OLEV grant.*

Further press information is available at [www.mazda-press.co.uk](http://www.mazda-press.co.uk)

Interactive Press Packs for all models are available at [www.mazdamediapacks.co.uk](http://www.mazdamediapacks.co.uk)

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Ref: 200928FINAL

# \*inclusive of OLEV grant

# ^subject to terms and conditions