4th January 2024

Enhanced offers make the Mazda MX-30

better value than ever in 2024

* Mazda’s first EV production car - the MX-30 BEV range features three highly specified models.
* 5 years 0% APR Representative on Mazda Hire Purchase (HP) with a 40% minimum deposit\*.
* Retail customers who place an order now also benefit from a free Pod Point home charger offer.

The unique Mazda MX-30 battery electric compact SUV is a stylish, versatile and driver-focused EV that features an AC synchronous electric motor and a 35.5kWh lithium-ion battery that delivers a range of 124 miles+ and comes with AC charging up to 11kW and DC rapid charging designed to meet 125A Combo Charging standards.

Since its launch in 2021, production constraints have limited the number of MX-30s available in the UK marketplace, but with increased production, Mazda UK has introduced a range of consumer offers that make the MX-30 even better value in the retail sector for 2024.

Now the Mazda MX-30 BEV is available with 0% Mazda Hire Purchase up to five years with a 40% minimum deposit, while for Personal Contract Purchase (PCP) the MX-30 BEV is offered with four years 0% APR with no minimum deposit and a £500 Mazda deposit contribution for orders placed by 2nd April 2024\*.

Mazda MX-30 now starts at just £28,995, thanks to a customer saving of £2,255 applicable to all retail orders. Additionally, retail customers also benefit from a free pod-point home charger offer, which allows owners to experience the Mazda MX-30 at its best without concern for public charging when completing the shorter drives that statistically make up the majority of UK motoring journeys.

Commenting on the enhanced consumer offers on the Mazda MX-30 BEV, Jeremy Thomson, Managing Director Mazda Motors UK, said: “thanks to its compact battery, the Mazda MX-30 offers a tempting blend of an affordable price tag and engaging handling, which combined with its distinctive styling, innovative technology and class-leading interior quality, has meant strong demand for Mazda’s first BEV. As we ramp up MX-30 sales in the UK in 2024, we’re able to offer a fantastic consumer offer and strong price point to retail customers”.

Adding, “customers can benefit from a low monthly price and completely affordable running costs while owning an EV that has been developed with Mazda’s unique focus on driver engagement and stand-out design.”

Featuring three generously equipped model grades – Prime-Line, Exclusive-Line and Makoto, 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 DC rapid charging, which allows for charging from 20 to 80 per cent battery in just 36 minutes ++.

The Mazda MX-30 range starts with the Mazda MX-30 Prime-Line, which is marked out by 18-inch Silver 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, or Polymetal Grey, Ceramic White and Jet Black, plus Machine Grey .

The MX-30 Exclusive-Line promises to be a popular model in the range, it features 18-inch Bright alloy wheels and sees an increase in standard equipment with the addition of power seats, lumber support adjustment and smart keyless entry. There’s the option to choose a three-tone design – Mazda’s latest exterior colour, Zircon Sand or Soul Red Crystal can be matched to a Brilliant Black roof and Black side panels, while customer’s opting for Jet Black can expect a Brilliant Black roof with Silver side panels. In addition, Ceramic White can be matched to a Brilliant Black roof with Dark Grey side panels.

The range-topping Makoto features three interior trim options – a light grey cloth interior trim with Stone artificial leather, or an optional dark grey interior and brown artificial leather or a new dark grey interior with black artificial leather. The range topping Makoto 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 complement the generous standard specification.

All MX-30s come with a comprehensive standard safety specification, while Makoto adds to this with a host of extra active safety technology and a 360-degree view monitor. Across the entire MX-30 range, 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 climate 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.

Ends

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

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+ The actual range depends on various factors such as individual driving style, speed, route profile, load, ambient temperature, and the use of components in the car that consume electricity (e.g. air conditioning, heated seats).

+ + 36 minutes charging time is based on an ambient temperature of 20°C. The exact charging time depends on various conditions at the time of charging, e.g. the type of charger, battery condition, charging patterns, as well as the battery temperature and ambient temperature. In cold conditions, both battery and ambient temperature will impact the charging time required and, in certain situations, this may lead to a significant increase in the charging time.

# \*0% APR Representative only available on new retail orders of MX-30 BEV between 1st January 2024 and 2nd April 2024 and registered and financed through Mazda Financial Services by 1st July 2024 on a 60-month Mazda Hire Purchase (HP) plan with 40%-95% deposit.

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