2nd April 2024

 Mazda’s premium EV available from just £199^ a month\*

as enhanced offers make the MX-30 better value than ever

* Mazda’s first EV production car - the MX-30 BEV features three highly specified models.
* On the road prices for Mazda MX-30 BEV reduced by over £3,000, plus 0% APR PCP offer.\*
* Retail customers for the Mazda MX-30 BEV benefit from a free Pod Point home charger offer.

The unique Mazda MX-30 battery electric compact SUV is a stylish, premium and driver-focused EV that is now better value than ever, thanks to even more competitive pricing and a new finance campaign that delivers a sub £200 a month cost^ on a 0% APR PCP that features a £6,000 deposit contribution\*.

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 and the ideal second car or city commuter vehicle.

The Mazda MX-30 BEV now starts at just £27,995 for the Prime-Line, with the Exclusive-Line and Makoto priced at £29,995 and £32,395, which across all models represents a list price saving of over £3,000 compared to the non-offer price at the start of the year. Additionally, retail customers purchasing a BEV MX-30 will benefit from a free pod-point home charger~, 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 and class-leading interior quality makes it a uniquely attractive and premium proposition at this price point”.

Adding “the Mazda MX-30 is the perfect EV when considering a purchase based on actual usage rather than ultimate range, a survey of our digital service records across 1.5 million Mazda cars in the UK, highlights that the average daily mileage is just 26-miles, and we’ve found that customers who choose an EV as a second car or a shorter range commuting car, find the MX-30 to be perfect, especially when combined with the convenience of a home charger”.

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.

Sold alongside the Mazda MX-30 BEV, the unique MX-30 R-EV plug-in hybrid has benefitted from the same list price reductions and now starts from just £31,495 and is offered with a 5.9% APR PCP\*\* with a £6,000 deposit contribution, plus for retail customers, a half-price home charger¬.

Commenting on the competitive price actions across the MX-30 range, Mazda UK, Sales Director, Laura Brailey, said: “customers can now benefit from a low monthly price and completely affordable running costs while owning an EV developed with Mazda’s unique focus on driver engagement and stand-out design. Plus, with both the pure electric, and the unique R-EV plug-in parallel hybrid version in the line-up, there’s an MX-30 to suit a wide range of customer needs.”

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.

\**Mazda MX-30 145ps Prime-Line Auto, OTR from £27,995.00. Model shown features optional Ceramic paint (£550.00). OTR price includes VAT, number plates, delivery, 12 months’ road fund licence, first registration fee, 3 year or 60,000 mile warranty and 3 years’ European roadside assistance. Test drives subject to applicant status and availability. Details correct at time of going to print. Not available in conjunction with any other offer unless specified.*

*\*0% APR Representative only available on new retail orders of MX-30 BEV between 3rd April 2024 and 1st July 2024 and registered and financed through Mazda Financial Services by 30th September 2024 on a 48-month Mazda Personal Contract Purchase (PCP) plan with 0%-40% deposit.*

*\*\*5.9% APR Representative and £6,000 Deposit Contribution only available on new retail orders of MX-30 REV between 3rd April 2024 and 1st July 2024 and registered and financed through Mazda Financial Services by 30th September 2024 on a 48-month Mazda Personal Contract Purchase (PCP) plan with 0%-35% deposit.*

*^Available on PCP. Subject to status to over 18s. Indemnities may be required. Terms apply. Mazda Financial Services. £199 per month and 0% APR Representative\*  and £6,000 Deposit Contribution\* on Mazda Personal Contract Purchase (PCP) plan*

*Mazda Financial Services is a trading name of Toyota Financial Services (UK) PLC; registered office Great Burgh, Burgh Heath, Epsom, Surrey, KT18 5UZ. Authorised and regulated by the Financial Conduct Authority. Indemnities may be required. Finance subject to status to over 18s. Other finance offers are available but cannot be used in conjunction with this offer. Offer may be varied or withdrawn at any time. 8,000 miles per annum, excess miles over contracted allowance charged at 7p per mile. Vehicle ownership available at the end of agreement if all applicable payments are made. Mazda Dealers are independent of Mazda Financial Services. Participating Mazda Dealers. Affordable finance through Mazda Personal Contract Purchase (PCP). Terms and conditions apply.*

*Mazda Financial Services may pay the Mazda Dealer a commission for introducing you to them. Commission may be calculated based on either a fixed amount relating to the vehicle you are financing, a percentage of the amount you borrow, or a combination of both. Mazda Financial Services may also make other types of payment to the Mazda Dealer for introducing you to them. Any such amounts will not affect the amounts you pay to Mazda Financial Services under your finance agreement."*

*~Free Solo 7Kw tethered home charger is available on Mazda MX-30 EV Retail orders placed between 03.04.24 and 01.07.24, registered by 30.09.24.  Excludes Mazda MX-30 R-EV.  T&C Apply.  Promotion covers standard installation of 1 X Solo 7Kw tethered home charger (RRP £1049) at no cost through our nominated installer Pod-Point, with alternative of a Solo 7Kw universal charger (RRP £999) also available. Additional charges for non-standard installation identified during the survey or at point of installation, as well as any customer requested options over the standard specified by Mazda, will be payable by the customer. Installation address must match that of the registered keeper and take place within 3 months of vehicle delivery. If you cancel your Mazda MX-30 EV order post installation of your home charger, you agree to immediately pay back the full cost of the home charger and standard installation directly to your Mazda Dealership where the orders was placed, at £1049 Solo 7Kw (tethered) / £999 Solo 7Kw (universal). Your dealership may withhold part of your vehicle deposit until this is done.*

¬ Half Price Solo 7Kw universal home charger is available on Mazda MX-30 e-Skyactiv R-EV Retail orders placed between 03.04.24 and 01.07.24, registered by 30.09.24. T&C Apply. Promotion covers standard installation of 1 X Solo 7Kw universal home charger (RRP £999) at the discounted price of £499 through our nominated installer Pod Point, with alternative of a Solo 7Kw tethered charger (RRP £1049) also available at £499. Additional charges for non-standard installation identified during the survey or at point of installation, as well as any customer requested options over the standard specified by Mazda, will be payable by the customer. Installation address must match that of the registered keeper and take place within 3 months of vehicle delivery. If you cancel your Mazda MX-30 order post installation of your home charger, you agree to immediately pay back the full cost of the home charger and standard installation directly to your Mazda Dealership where the orders was placed, at £500 Solo 7Kw (universal) / £550 Solo 7Kw (tethered). Your dealership may withhold part of your vehicle deposit until this is done.