3rd March 2020

UK prices for the Mazda MX-30 First Edition announced

* Mazda’s first battery electric vehicle, the Mazda MX-30 EV will arrive in the UK early next year.
* Limited to 500 cars in the UK, the £26,995\* Mazda MX-30 First Edition is available to pre-order now.
* Customers ordering a First Edition will receive a free wall box charger for convenient home charging^.

In a year that sees Mazda celebrate its centenary, Mazda UK is also looking to the future with the announcement of pricing for the Mazda MX-30 First Edition – the debut model in the MX-30 range. Limited to 500 examples, the Mazda MX-30 First Edition is available to pre-order now and costs £30,495 on-the-road - £26,995 inclusive of the OLEV grant.

With UK customer deliveries beginning in early 2021, the MX-30 First Edition is Mazda’s first all-electric production vehicle and part of an electrification strategy that has already seen Mazda M Hybrid, mild hybrid fitted as standard to the Mazda3 and Mazda CX-30. A stylish and versatile crossover, the Mazda MX-30 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.

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 a stylish and driver focused interior. Inside, 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.

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.

With UK pricing for the rest of the Mazda MX-30 range to be announced later in the year, the First Edition is the opportunity for electric vehicle drivers or EV adopters to be the first to take ownership of this unique, stylish and driver focused Mazda BEV. 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.

The three-tone design further marks out the MX-30’s unique styling with a brilliant black roof and metallic grey upper side panels to contrast the Soul Red Crystal or Ceramic Metallic main body colour. Inside, the First Edition features a light and modern cabin ambiance with light grey cloth and stone leatherette combined with orange seat stitching.

Standard interior equipment includes a windscreen projecting head-up display, 8-way electric adjustable drivers’ seat, a colour 7-inch TFT dial display, a leather wrapped steering wheel and chrome trim accents.

As you’d expect the MX-30 First Edition comes with Mazda Connect, navigation, plus Apple CarPlay and Android Auto, while the technology tally also includes Mazda Radar Cruise control and a driver’s knee airbag.

Customers ordering a Mazda MX-30 First Edition will also qualify for a free wall box home charger^, while the car is equipped with both a Type 2 mode 2 charge cable for 3-pin plug charging and a Type 2 mode 3 charge cable for AC charging via home or public charge points. Additionally, the DC socket allows for rapid charging up to 50Kw. In this charge mode a charging time of 30 to 40 minutes can deliver up to 80 per cent battery charge.

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 compliment the smooth power delivery of the e-Skyactiv drivetrain. The dynamic focus also extends to a throttle pedal that delivers a seamless transition between linier 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 First Edition, 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.”

Mazda MX-30 media information can be found here: <https://mazdamediapacks.com/en/technology/press-releases/ev.html>, while Mazda MX-30 First Edition customers can pre-order here: www.mazda.co.uk/cars/mazda-mx-30/first-edition

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| **Mazda MX-30**  |  |
| Body type | SUV |
| Seating capacity | 5 persons |
| Overall length × overall width × overall height | 4,395mm × 1,795mm × 1,570mm |
| 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 |

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

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# \*inclusive of OLEV grant

# ^subject to terms and conditions