9th December 2020

Mazda MX-30 named Favourite Electric Car in the

1. DrivingElectric Awards

* Voted by the readers of DrivingElectric.com, the Mazda MX-30 wins ‘Favourite Electric Car’ 2021.
* 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.

The all-new Mazda MX-30 has been named Favourite Electric Car in the 2021 DrivingElectric.com Awards. With the title decided by votes from the readers of the specialist electric and hybrid vehicle review site, the recognition comes ahead of the car’s arrival in UK next March.

Commenting on the MX-30’s award, DrivingElectric.com Editor, Richard Ingram, said: “Mazda’s compact SUV was the clear winner in our poll to find the readers’ favourite among the new electric cars revealed this year. The Japanese brand has taken a slightly different direction to rivals, focusing on stylish design, an engaging driving experience and sustainable interior materials rather than the biggest battery for the longest range possible. This approach clearly resonates with all those who voted for the MX-30, as does its relatively affordable starting price of just over £25,000”.

Mazda’s first battery electric production car, the highly anticipated Mazda MX-30 is a stylish and versatile crossover EV with an AC synchronous electric motor and a 35.5kWh lithium-ion battery that delivers a range of 124miles. It comes with AC charging up to 6.6kW and DC rapid charging designed to meet 125A Combo Charging standards.

Having clearly made an impression on the readers of DrivingElectric.com, the MX-30’s styling reflects a unique expression of Kodo design that 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.

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.

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.

Available to order now, all Mazda MX-30 First Edition models registered by 31st March 2021 will receive the offer of a free home wall box charger with standard installation. This further enhances the value of the 500-model limited-edition First Edition, which is the first opportunity to order and take delivery of Mazda MX-30. The £27,495\* First Edition 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.

Following the March arrival of the 500 First Edition models, the full UK MX-30 range will arrive in UK dealerships in April 2021. Available across three generously equipped model grades – SE-L Lux, Sport Lux and GT Sport Tech, 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.

The Mazda MX-30 range 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 and 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. The Mazda MX-30’s safety credentials were recently confirmed by its performance in the latest Euro NCAP tests where it was awarded the maximum five-star rating by Euro NCAP in its latest series of tests with 91% and 87% scores in its respective adult and child occupancy categories. The 91% rating is the best adult occupant protection result yet registered amongst all vehicles tested in the latest 2020 Euro NCAP tests. Achieving maximum points in the lateral impact tests, the MX-30 also scored full marks for crash test performance based on six and ten-year old children for both frontal and lateral impact.

Commenting on the Mazda MX-30’s recognition by DrivingElectric.com, Managing Director, Mazda Motors UK, Jeremy Thomson, said: “our first all-electric Mazda heralds an exciting start to Mazda’s second century in business. And to win an award like this before the first customers in the UK have even taking delivery of an MX-30 is fantastic and shows that EV buyers share our passion for the MX-30’s style, design and quality. It’s very encouraging that the MX-30 is resonating with potential UK buyers who voted for it against a talented field of rival EVs”.

Adding, “and the good news is that with the First Edition MX-30 order book now open, they can reserve a car for just £800 for delivery early in 2021, while a free home charging installation further adds to the excellent value of this limited-edition model. 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. And 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.”

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**\*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 | |

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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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*For further information please contact one of the following:*

Graeme Fudge, PR Director | T: 01322 622 691 | E-mail: [gfudge@mazdaeur.com](mailto:gfudge@mazdaeur.com)

Owen Mildenhall, PR Manager | T: 01322 622 713 | Email: [omildenhall@mazdaeur.com](mailto:omildenhall@mazdaeur.com)

Monique Clarke, Press Officer | T: 01322 622 650 | Email: [mclarke@mazdaeur.com](mailto:mclarke@mazdaeur.com)

Martine Varrall, Press Officer | T: 01322 622 776 | Email: [mvarrall@mazdaeur.com](mailto:mvarrall@mazdaeur.com)

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