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Mazda CX-30 strengthens global safety tally

with top US safety award

* US recognition further underpins the Mazda CX-30’s impressive global safety rating successes.
* The Mazda CX-30 achieved a maximum five-star rating by Euro NCAP in 2019.
* Six Mazda models scored the US Insurance Institute for Highway Safety’s highest rating.

Alongside five other Mazda models, the Mazda CX-30 has been awarded the US Insurance Institute for Highway Safety’s (IIHS) highest safety rating: Top Safety Pick+. The six cars tested were the North American specification Mazda3, Mazda6, Mazda CX-9\*\*, Mazda CX-5, Mazda CX-3 and Mazda CX-30.

The IIHS evaluates a variety of crashworthiness tests including driver-side and passenger-side small overlap and moderate overlap frontal crashes, a side crash, a roof strength test and a head restraint and seat test that simulates a rear impact. In addition, headlight performance and frontal crash prevention by means of auto-braking and forward collision warning systems are evaluated.

For the Mazda CX-30, this strong performance in American tests adds to a series of impressive global safety assessment results. In Europe, the CX-30 achieved a maximum five-star rating by Euro NCAP, while the Australian New Car Assessment Programme (ANCAP) also awarded Mazda’s new SUV the maximum five-star rating. Both safety bodies scored Mazda’s newest SUV with an exceptional 99 per cent score in the Adult Occupant category - making the Mazda CX-30 the first vehicle to ever achieve this near-perfect score. It also earned maximum points for frontal full-width impact, as well as the maximum for both barrier and pole side impacts.

In the United States, Mazda was the manufacturer who received the most 2020 Top Safety Pick+ awards, a result that is a testament to Mazda’s overarching safety philosophy focusing on three key factors: the adoption of the very latest Skyactiv-Vehicle Architecture, which features a high-rigidity, impact-absorbing yet lightweight bodyshell; a wide range of advanced i-Activsense safety technologies which help drivers identify potential risks and reduce the likelihood of damage or injury; and high standards of pedestrian protection performance.

The Mazda CX-30’s world-class active and passive safety performance, is complemented by its driver-focused dynamics, which deliver linear, responsive and predictable acceleration, braking, handling, and steering. Involving, safe, comfortable and refined, the Mazda CX-30’s advanced safety technologies reduce the potential for accidents without compromising Mazda’s traditional fun-to-drive character.

In addition to its 99 per cent Adult Occupant score, the CX-30’s Euro NCAP performance included an excellent Child Occupant score of 86 per cent included full marks in Child Restraint System installation checks and for child protection in the lateral impact test. Vulnerable Road User (pedestrian safety) tests achieved a score of 80 per cent, with maximum points for pedestrian leg and pelvis area protection. A score of 77 per cent in the Safety Assist category recognizes the efficiency of the new Mazda CX-30’s comprehensive suite of i-Activsense safety features. Michiel van Ratingen, Secretary-General of Euro NCAP, said: “congratulations to Mazda for another almost-perfect score in adult occupant safety”.

Revealed at the Geneva Motor Show in 2019, the Mazda CX-30 enters a new market segment for Mazda, slotting into the firm’s award-winning SUV range below the larger CX-5. The second model in Mazda’s next generation line-up, like the Mazda3, it features the ground-breaking Skyactiv-X spark-controlled compression ignition engine. Combining the bold stance of an SUV with the sleek profile of a coupe, its styling is a sophisticated evolution of Mazda’s KODO design philosophy, while it’s spacious and versatile cabin ensures it has the practicality and comfort demanded by customers in this popular sector.

Available in five trim levels – SE-L, SE-L Lux, Sport Lux, GT Sport and GT Sport Tech - the new CX-30 features Mazda’s characteristic generous standard equipment across the entire range, and is offered in the UK with a choice of two petrol engines, both of which feature the 24v Mazda M Hybrid mild-hybrid system.

- Ends –

*\*as of March 2020*

*\*\*US market. Models built after December 2019*

*^ when equipped with LED headlights and running lights (SE-L and SE-L Lux trims only)*

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