



THE 46TH TOKYO MOTOR SHOW 2019

Mazda Press Information

Notes:

All figures and specifications may vary according to market. Also, data are subject to change upon homologation.

CONTENTS

Greeting	Page 01
MAZDA MX-30	Page 02
MAZDA CX-30	Page 07
MAZDA3	Page 11
MAZDA ROADSTER	Page 14

Greeting

Greeting

Thank you for visiting the Mazda stand.

The theme for the 46th Tokyo Motor Show is “Open Future.” Futuristic products from a variety of industries are on display at the Future Expo, so I hope that you visit that area as well as the automakers’ stands and experience something of the future mobility society.

Mazda’s theme for this year’s show is “Co-Creating with Others, Co-Creating with You.” Next year, we will celebrate the 100th anniversary of Mazda’s founding. To ensure the company’s continued existence, we must cherish Mazda’s uniqueness, which is to think of people first and co-create with others. As we look toward our next 100 years, we are aiming to become a company that everybody can feel affection for and with which all will be proud to be associated.

The development of advanced technologies, such as CASE, is driving a once-in-a-century transformation in the automotive industry. Mazda will also make use of such advanced technologies and infrastructure, and in doing so, we will introduce products and technologies that enable us to offer Mazda’s unique value.

In terms of electrification, by 2030 every car we make will feature our e-Skyactiv electric-drive technology as we work to reduce carbon dioxide emissions on a life-cycle assessment basis. We will push forward with our strategy of offering multiple solutions in light of each country or region’s energy situation, power generation mix and the diversification of customer preferences.

Mazda’s first mass-produced EV, the Mazda MX-30, offers customers a creative time and space. While this model is an EV, Mazda’s human-centric development philosophy remains unchanged. It offers the same smooth and natural *Jinba-ittai* driving feel as our combustion engine-powered cars.

In any era, Mazda wants people to experience exuberant moments in life through cars. We will continue striving to deliver creative products, technologies and customer experiences so our customers will love and hold onto their Mazda for a long time.

Mazda Motor Corporation
Representative Director, President and CEO
Akira Marumoto

Program Manager's Message

Mazda MX-30 - Living True to Yourself

For those who desire a life with things that soothe and please the spirit; for those who want to live positively, actively choosing possessions and experiences that, by their own standards, are a match for their lifestyle; for those with the wisdom and inventiveness to tackle problems facing people, society and the earth in their own style, without overextending themselves; and for those who wish to create good times together with the people around them and with people all over the world. For those customers, the Mazda MX-30 offers a creative time and space that will allow them to live true to themselves.

Our lives are infused with vast quantities of information and ever-evolving technologies and are getting more comfortable and convenient by the day. But an increasing number of people, pressured by time and information overload, are longing for a simpler, more natural life that allows them to be themselves. I also believe that, amid declining opportunities for face-to-face communication, time spent with companions and loved ones is becoming more and more precious.

Because cars are a familiar presence in people's daily lives, we want to make the time they spend with their car richer and more human. How to achieve this with the MX-30? We set out to answer that question by trying to understand the feelings, spaces and possessions that our customers value.

Living true to yourself requires the strength of spirit to be true to your feelings and continually question other people's "common sense" and values. That is what will empower you to face up to yourself, take that first positive step and continue on your chosen path. To help you on your way, we aimed to make MX-30 a space that settles your mind when you get in.

Based on a "Human Modern" design concept, the styling of the MX-30 has a human feel that puts you at ease and makes it a pleasure to look at all day long. Once inside, a simple yet functional console welcomes you. Airy spaces connect the driver and passenger seat areas, giving the sense of a refreshing breeze circulating inside the car. The cabin features materials sourced from nature or designed to reduce their burden on the environment and encourages you to breathe deeply. The space is designed to help settle your mind and offers a seemingly incongruous sense of being "enveloped in openness".

We want people and cars to be freer. So we gave the MX-30 freestyle doors to offer an inspiring space that customers can enjoy in a variety of creative ways. A car should be more than a mere means of transportation; it should stimulate people's inherent creativity and desire for continual growth. For example, in the course of your daily routine, you might like to drop by the local park, open up the freestyle doors and just enjoy the view. The sounds of the breeze and the birds singing calm you, and you begin to feel like yourself again. In time, you will be ready to tighten your bootlaces and begin again on your journey. At other times the car can function as a base camp, allowing you to watch movies outdoors with your friends, or enjoy conversations or a meal with the freestyle doors wide open. Such a space will naturally attract friends both old and new.

Because the cabin helps you feel focused and positive, you can feel the joy of driving fully, from the bottom of your heart. The car responds faithfully to your steering inputs, and the ride feel is comfortable not only for you but for your passengers as well. Even on routine commutes, you can enjoy a pure driving experience that will revitalize both your mind and body.

Through MX-30, we want to join you as you journey through life, always living true to yourself. I hope that this car will help customers all over the world take on challenges and come out with satisfied smiles on their faces.

Program Manager of MX-30
Tomiko Takeuchi

Summary

Mindfully designed with a purpose: Your life

From the outset, the development team behind the Mazda MX-30 wanted to create a car that would become a partner to its owner. It should beg to be driven daily, and every time customers get behind the wheel, their affection for it should grow and they should feel more and more themselves. Everything about the model, from the styling that breeds a sense of familiarity to the open-feeling cabin that sets the mind free, is uncompromisingly designed around the user.

Values of the MX-30

Human Modern design concept pushes out the boundaries of Kodo design

The introduction of the all-new Mazda3 in 2019 marked the beginning of a new phase for Kodo design. Under the Car-as-Art ethos, Mazda is striving to further expand the design language's expressive range and raise the artistic quality of its designs. With the MX-30, while retaining the beautiful, handcrafted forms of Kodo as a base, the design team also explored an expressive direction more in touch with emerging new values and lifestyles. That process resulted in the design of MX-30. The Human Modern concept spurred a number of unprecedented approaches. The exterior is uncompromisingly simple to emphasize its beauty as a solid mass. The styling creates a friendly expression, and the cabin design, with its framed top and freestyle doors, embodies an image of lightness. The interior aims to give occupants a sense of being "enveloped in openness," with a floating console and unique materials designed to minimize environmental impact. The MX-30 embodies an expressive direction in car design that helps customers discover their natural selves through the process of living with the car.

A cabin interior that focuses the mind and feelings with fine craftsmanship and environmentally-friendly materials

The team created an open-feeling cabin interior and paid particular attention to the selecting the right materials and showing them in ways that bring out their best. Heritage Cork used in the console tray is designed to emphasize the texture and visual warmth of the material. The door trim features a fibrous material with a texture that seems to contain air, creating a material-based sense of openness within the cabin. Both of these materials are designed to be low-impact and sustainable. The door trim uses fibers made from recycled plastic bottles and the cork is harvested from the bark of trees without felling. The comfortable interior of the MX-30 is composed of such environmentally friendly materials.

A touch panel heater control is adopted for the first time in a Mazda car, making operation safe and intuitive. This 7-inch touch panel also welcomes drivers getting into the car with a graphic that changes along with the external environment, offering an interactive experience designed to bring people closer to their car. From materials through to functionality and from technology

through to design, all elements work together to create a space that encourages mindfulness from the moment customers open the door, while driving, and right up until they exit the vehicle.

A driving experience of pure joy

Mazda wants people to enjoy driving in any situation, and that applies as much to EVs as to any kind of car. In order to realize a driving experience that makes you look forward to your daily commute, Mazda has relentlessly applied the human-centric philosophy in the development of new technologies such as Skyactiv-Vehicle Architecture. Now, with the MX-30, the company introduces a new electric drive technology called e-Skyactiv. To enhance the consistency of omnidirectional vehicle response to control inputs and realize seamless transitions between G forces, electric G-Vectoring Control Plus (e-GVC Plus) is also equipped. Natural feedback crafted to match human characteristics is afforded by precise torque control and sound that lets the driver know exactly what the car is doing. Combined with the model's smooth vehicle behavior, these factors result in the refinement of Mazda's renowned driving joy.

Advanced safety performance for enjoyment and peace of mind

Aiming for a future society free of car accidents, Mazda is continually working to advance safety performance under the Mazda Proactive Safety philosophy. The MX-30 strengthens the i-Activsense advanced safety technology suite with new functionality added to Smart Brake Support (SBS) aimed at helping to prevent collisions at intersections and technology designed to help keep drivers on track on roads with curbs or discernable edges, even in the absence of lane markings. And thanks to a body that is both strong and efficiently absorbs energy despite adopting freestyle doors with no center pillar, collision safety performance is excellent. Mazda's engineers incorporated the latest technologies and development concepts, including a carefully designed structure to protect the high-voltage battery, so that anybody can enjoy the responsive performance of the MX-30 with peace of mind.

A car that stimulates customers to use it in new and creative ways

Mazda aims to create a deeper bond between people and cars and make life with a car a richer and more rewarding experience. With the MX-30, the company hopes to offer not only a new choice for customers but new and life-enriching ways of using and spending time with your car. In addition to the above-mentioned values, the adoption of the freestyle doors not only enhances functionality but opens up a wide range of new and creative uses for the MX-30. Mazda hopes that, in addition to enjoying the drive, customers will use the car creatively and make it truly their own.

Major specifications (European model)

Body type	Station wagon	
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

Note: Stated figures are provisional values.

MAZDA CX-30

An entirely new crossover SUV born to help broaden your horizons

Mazda designed the CX-30 to enrich the lives of its customers by helping them make stimulating new discoveries within their daily routine and share those with the people they love. Development focused on offering four distinctive characteristics for the CX-30 as the second model in a new generation of Mazda cars. It had to feature a body size that, as a perfect fit for all drivers, inspires drivers to get out and go without hesitation. The design had to embody the joy of owning something that pairs well with its owner's sensibilities. The cabin had to be spacious enough to share good times with loved ones. And finally, vehicle performance had to be excellent, offering comfort and peace of mind so drivers and passengers can relax and enjoy the ride. To achieve these attributes, Mazda made an even greater effort to build according to its human-centric development philosophy. Mazda hopes the CX-30 will help customers discover new things in their surroundings, rediscover the delights of their daily commute and enjoy more in-car conversations.

The goal was to design the world's most beautiful crossover SUV

The CX-30 artistically renders its further-matured iteration of Mazda's Kodo design concept to express the subtle beauty of traditional Japanese aesthetics. Key elements that instill the CX-30's styling with a natural, dynamic feel are a sense of uncluttered space (*Yohaku*), gently arched shoulder highlights running the length of the sides (*Sori*) and ever-changing reflections that flow beautifully over the body surface (*Utsuroi*). Mazda's evolved Kodo design creates an entirely new expression in crossover SUV design for the CX-30. With 'Sleek & Bold' as its design concept, the CX-30's styling presents two distinct faces in the elegance of its flowing beauty and the toughness of its SUV image.

A breakthrough in cabin comfort and design beauty

With the CX-30, Mazda endeavored to create beautiful flowing proportions without compromising on roominess or cargo space. The development team answered the call and made three breakthroughs in realizing a harmonious fusion between these two seemingly contradictory values. The first was to realize a roomy cabin with flowing lines by inclining the D-pillars at a very low angle, even while maintaining adequate roof height above the rear seats. The second was in realizing a slimmer looking body by adopting a wide, black plastic panel used to black out the lower half. The third came in achieving a wide, dynamic stance by introducing bold flares to the rear fender design.

Design language 'Charge and Release'

The CX-30 takes a hint from Japanese calligraphy in adopting the 'Charge and Release' of the brushwork as a design language that charges up on energy flowing from the nose to the front fenders, and releases it in the direction of the rear tires. Based on three key factors of the evolved Kodo design theme, namely *Yohaku*, the beauty of empty space; *Sori*, curves with poise and balance; and *Utsuroi*, the play of light and shade, the design eschews character lines in favor of surface undulations. This achieves styling with both the beauty of a work of art and a powerful sense of dynamism.

Enabling all occupants to enjoy relaxing comfort and a connected feeling

The cabin interior was designed to advance the *Jinba-ittai* philosophy that is at the heart of every Mazda car and deliver every occupant with a heightened sense of oneness with the CX-30. It is a pleasing environment, with a symmetrical cockpit layout firmly centered on the driver and a large dashboard hood on the passenger seat side that gently wraps the occupant in comfort. In addition, a rich variety of color coordination choices and level of finish that shows dedication to craftsmanship helps round out the quality feel of the interior.

Innovative packaging delivers richer, more enjoyable experiences

Based on its human-centric development philosophy, Mazda aimed to endow the CX-30 with enhanced versatility as a crossover SUV. The packaging achieves a cabin that accommodates all passengers in relaxed comfort even on the longest drives, while the luggage space offers enhanced practicality and generous capacity to satisfy virtually all lifestyle requirements. The driver's environment is further evolved through the adoption of the most advanced knowledge and technologies in developing the driving position, Human-Machine Interface (HMI) and audio sound reproduction. In short, every element of the packaging is designed and engineered to support an even wider range of lifestyles and provide CX-30 customers with a rich and rewarding experience.

Exterior and interior dimensions

To make the CX-30 easy to handle in crowded city traffic, when driving on narrow roads or when parallel parking, the design goal for overall length was set at 4,400mm or less. While achieving this body size, the development team also managed to secure ample space to comfortably accommodate four adults in the cabin. A generous 740mm between the front seats (couple distance) is on par with that of the CX-5. This combines with the adoption of wide center and door armrests to provide a comfortable, relaxed seating posture. A generous distance between the front and rear seat hip points give rear seat passengers plenty of legroom, while ample headroom secured above makes the rear seats feel more spacious. Optimization of the seating position for all cabin occupants realizes a layout that makes it easy for everyone to see each

other's faces. The new design provides plenty of comfortable space for each cabin occupant, while also encouraging communication throughout the cabin.

Mazda's *Jinba-ittai* performance evolved yet further to deliver more freedom and more driving pleasure

'Ultimate *Jinba-ittai*' — the feeling that the vehicle is an extension of the driver's body, precisely controlled without conscious thought — is Mazda's goal. And to achieve it, Mazda has introduced Skyactiv-Vehicle Architecture, a set of new-generation structural technologies. The CX-30 fully leverages these technologies, the latest fruits of Mazda's further evolved human-centric development concept. Mazda's i-Activ AWD has also evolved through its applications in the new-generation model lineup. In addition to precision coordinated control between i-Activ AWD and G-Vectoring Control (GVC), the CX-30 adopts Mazda's newly developed Off-Road Traction Assist. It realizes a pleasant and confidence-inspiring driving experience and contributes to the benefits of enhanced fuel economy and environmental friendliness, all while improving performance on rough roads. Furthermore, the cabin achieves high-quality quietness through painstakingly developed NVH performance based on thoroughgoing studies of human sensory characteristics. The CX-30 offers the driver the utmost freedom to control the car at will, and at the same time provides all occupants a pleasant and comfortable ride.

New Off-Road Traction Assist

Mazda developed Off-Road Traction Assist as a new function for AWD vehicles that aims to provide performance with the level of assurance and safety drivers want in the various SUV driving scenes. Even when adverse road conditions make the going difficult, the driver need only activate Off-Road Traction Assist to have the AWD work together with the Traction Control System (TCS) to suppress tire spin, distribute the right amount of torque to the tires that have grip, maximize the vehicle's traction performance and help prevent the CX-30 from getting stuck. This new function's feedback characteristics are also tuned to keep the driver informed of the exact road conditions, almost as if he or she is in direct contact with the road. Off-Road Traction Assist combines with the faithful response Mazda's Skyactiv Technology has always demonstrated in its engine, chassis and other applications to realize vehicle response that matches the driver's intentions on all types of roads, even those with muddy or otherwise challenging surfaces.

Note: Off-Road Traction Assist is an auxiliary function that helps free the vehicle when stuck.

Outstanding safety performance built on the most advanced technologies to help realize an accident-free automotive society

The Mazda Proactive Safety philosophy guides all the company's research and development efforts in safety performance, driving advances in every area from safety fundamentals, such as the driving position, through passive safety technologies to advanced i-Activsense features. The

CX-30 is equipped with numerous safety technologies born from these research endeavors. Examples include the Driver monitoring system and newly designed B-pillars that are both stronger and lighter. The CX-30 delivers a further evolved capacity to provide all occupants a safe, secure and enjoyable driving experience in a wider variety of driving scenes, helping to realize an accident-free automotive society.

MAZDA3

An object of universal desire designed to evoke longing in any person

The Mazda3 was reborn in 2019 as a completely new car destined to amaze and delight customers all over the world. With “An object of universal desire” as the development theme, Mazda applied its human-centric design philosophy to achieve dramatic improvements in every area: design, driving performance, NVH, environmental performance and quality feel. The end goal was to create new, hitherto unknown value. Mazda strove to impart these new forms of value into every aspect of the Mazda3, from its heightened evolution of Kodo design inspired by Japanese aesthetics to the benefits of innovative technologies such as Skyactiv-Vehicle Architecture and the Skyactiv-X gasoline engine, which together achieve a driving feel more closely matched to human sensibilities. By introducing and meticulously refining each of these, the Mazda3 embodies a high-quality and deeply satisfying driving pleasure that will add color and brilliance to anybody’s daily routine.

A new form of elegance based on Japanese aesthetics

Mazda design entered a new stage by infusing Kodo—Soul of Motion design with yet greater depth of expression as it aimed to present a new form of elegance inspired by Japanese aesthetics. The Mazda3 was first to adopt this evolved version of Kodo design. While it features an extremely simple “single motion” to its overall form, the way light and shadows shift and reflections move over the body gives birth to a highly vital and dramatic expression that goes beyond previous iterations of the design language. The hatchback presents a powerful and seductive look with lasting visual appeal that evokes a sense of exciting experiences to come. In contrast, the clean, sleek and sophisticated beauty of the sedan speaks of maturity and refinement. The result is two body types with completely distinct personalities. Meanwhile, the interior also incorporates Mazda’s “less is more” ideal to keep all elements as simple as possible. In doing so, the cabin provides a comfortable environment in which the car and driver engage in a natural dialogue that enables the driver to focus on the task of driving.

Human-centric design further refines Mazda’s distinctive brand of driving pleasure

The Mazda3 is the first car in the lineup to introduce Skyactiv-Vehicle Architecture, a new generation of structural technologies born from efforts to further evolve the level to which human-centric design is applied in building cars. Rather than simply pursue mechanical efficiency of the human anatomy, the development of these technologies focuses efforts on

maximizing inherent physical abilities while pursuing a driving experience that best matches human sensibilities. By coordinating the development of all these technologies as an organic whole, Mazda honed dynamic performance such that the basic movements of the car – accelerating, turning and stopping – feel natural to the driver. The goal was to realize an expression of *Jinba-ittai* that enables the driver to enjoy the pleasure of driving with natural action, as though moving his or her own body without any need for conscious effort.

The Mazda3 also adopts the new-generation Skyactiv-X gasoline engine for the first time. In providing a high level of combustion efficiency and seamless switching between combustion types, the engine's innovative Spark-Controlled Compression Ignition (SPCCI) technology makes the Skyactiv-X well suited for application in line with Mazda's human-centric development philosophy. The driver senses smooth, quality torque production the instant he or she presses the accelerator pedal. Skyactiv-X offers the freedom of movement to confidently merge with traffic or pass other vehicles as it masters the flow of traffic with natural ease. It is an engine that enriches daily life by delivering a quality experience in any kind of driving situation.

Human-centric design further enhances relaxing comfort

Mazda pursues its own human-centric philosophy when designing and building cars. One goal is to provide all drivers with confidence-inspiring ease of operation that helps them better concentrate on driving. Another is to make time spent in transit comfortable and enjoyable. This is evident on the Mazda3, where the latest available knowledge and technology have been applied to every aspect of its packaging, including the driving position, visibility, Human-Machine Interface (HMI), car connectivity system and audio sound quality. Each aspect is refined to further elevate the level of quality and satisfaction by delivering a more natural and intuitive feeling to driving. As a result, the Mazda3 provides all occupants with the pleasure of a natural, comfortable and relaxing driving experience that begins with the very first outing and remains consistent in any driving scene.

Interior ambience that adds color and brilliance to time spent in transit

Based on Mazda's human-centric development philosophy, measures implemented in consideration of the mechanisms human hearing and sensing vibrations gave birth to a cabin environment that is highly comfortable to all occupants. Development of NVH performance applied the findings of thorough human research studies on three sound characteristics that directly impact cabin occupants. Those are sound volume, changes in sound quality over time, and the direction from which sounds originate. Controlling these characteristics minimizes unpleasant noise, while at the same time realizing a level of quietness that lets only necessary sounds reach the ears in natural, pleasing fashion. Development of the audio system also aimed to achieve the optimum speaker layout that accounts for characteristics of human hearing, such as how sound reaches the occupants' ears and how those sounds are perceived. These efforts gave birth to the new Mazda Harmonic Acoustics audio system, which combines with the

cabin's high level of quietness to realize an acoustic environment that naturally positions the sound source and delivers enhanced depth and clarity.

Safety features designed to excel in the real world

The Mazda3 represents an evolution in achieving the right driving position and good visibility. Moreover, it introduces three newly developed advanced i-Activsense safety technologies, Driver Monitoring, Front Cross Traffic Alert (FCTA) and Cruising & Traffic Support (CTS).¹ Active safety technologies are further evolved, including enhancements to those that support accident prevention, such as the addition of bicycle detection to the Smart Brake Support (SBS) system. Passive safety measures significantly improve collision safety. For example, the Mazda3 is the first car in the world² to adopt cold-stamped 1,310MPa-grade ultra-high-tensile steel to form the body's framework, and structures for protecting cabin occupants were developed in accordance with research on human physical characteristics.

¹ CTS is named *Traffic Jam Assist (TJA)* in some markets.

MAZDA ROADSTER

In its 31st year, Mazda Roadster takes a step toward the future with a third update that deepens the appeal of the current generation

2019 marks the 30th anniversary of the launch of the original Mazda Roadster (MX-5 outside Japan). In this landmark year, Mazda is introducing the third update to the current generation in as many years. This update features color coordination that conveys a yet stronger sense of high quality and dynamic good looks. Newly offered color choices include a new Gray soft-top canopy and the Polymetal Gray body color. Also available in select markets are a set of Rays 16-inch forged aluminum wheels that share the same design as those on the Mazda Roadster 30th Anniversary Edition. The remarkably light weight achieved by the forging process enables these wheels to deliver an even more exhilarating and direct driving feel. Each update to the Mazda Roadster aims to make it even more appealing and desirable, and to deliver the fun of driving a Roadster to a growing number of customers. With this objective firmly in our sights, Mazda constantly strives to keep evolving the Roadster in ways that will bring our customers greater joy.

New coordinated color lineup

This year's update introduces a new Gray soft-top canopy option¹ that conveys the calm nature and keen sensibilities of a mature audience. Polymetal Gray is a new body color offering. First introduced on the Mazda3, Polymetal Gray fuses the hard appearance of metal with the characteristic glossy smoothness of plastic to achieve a fresh expression of quality that more vividly highlights the body's form. Updates to the Nappa leather interior include the adoption of a new Burgundy color with a deep, vivid look and sensual appeal, as well as a change from the previously used red stitching to a bright gray color. The updates to both the exterior and interior contribute to color coordination that heightens the look of style and quality.

¹ In the Japanese market, the gray canopy is available on the special edition Mazda Roadster Silver Top with body-colored mirrors and high-gloss alloy wheels.

16-inch Rays² ZE40 RS forged aluminum wheels

(Available only on the 1.5-liter Japanese- and European-specification model)

Mazda and Rays co-developed a set of lightweight, high-strength 16X7J aluminum wheels exclusively for the Mazda Roadster 30th Anniversary Edition. Not only do the finely designed spokes and a dark gunmetal gray finish create a sense of elation, the forged wheels also reduce unsprung weight to deliver the pleasure of a more exciting driving experience. The Japanese-

specification Roadster pairs these wheels with Brembo³ front brakes, which achieve an extremely rigid and consistent feel in high-G driving situations and provide outstanding control.

² *Company name: RAYS CO.,LTD.*

³ *Company name: Brembo S.p.A*