HOW HUMAN-CENTRIC ENGINEERING SHAPED THE CX-30

FIVE WAYS MAZDA STUDIED THE DRIVER TO DESIGN A CAR

Facebook
Twitter
Google+
Pinterest
Tumblr
Email

To meaningfully reengage with the world around us calls for wisdom and intentionality. Unlike summers past where endless options seemed to overfill our calendars, now our selection is limited to what can be safely enjoyed while respecting social distancing. Now more than ever, the car is our escape, our means to adventure, and a safe haven for exploration. As we make our way back onto the road, the synergy between the driver, the car and the road will be highlighted like never before — so let Mazda introduce you to a car built for the driver.

The interior of the first-ever Mazda CX-30 crossover SUV is built as a human-centric cockpit, designed to enhance the sense of oneness between car and driver that defines Mazda's Jinba-Ittai philosophy.
"If someone asked me what Jinba-Ittai was, I would reply, 'safety and peace of mind.' These two things are of predominant importance. Literally translated, Jinba-Ittai means 'the rider and horse as one,'" explained Hiroyuki Matsumoto, executive officer at Mazda. "Without any context, this might bring to mind images of an equestrian running laps around a track or even along a rugged mountain path. However, the Mazda definition of Jinba-Ittai centers around our desire to provide our customers with a safe and stress-free driving experience. As long as humans are steering cars, the Mazda ideal car is one that provides a sense of oneness between car and driver so that the car feels like an extension of your own body."

But it's not just CX-30's carefully designed driving position, visibility, and outstanding operability that make this possible — this crossover SUV also features technology to back up the driver when needed.
Here are five key benefits that Mazda's human-centric vehicle engineering that bring Mazda's Jinba-Ittai philosophy to life in the 2020 Mazda CX-30.

PROPER SEATING POSITION

The ideal driving position is relaxed and well-supported, with controls that can be easily reached without moving the back and shoulders away from the seat. To achieve this, Mazda developed a new seat design that helps support the driver's back, pelvis, and thighs. The new S-curve design keeps the spine in its natural posture and helps stabilize the driver's head, which helps reduce body fatigue while driving. The tilt and telescope functions of the steering wheel and the design of the center console also allow drivers of all sizes to comfortably operate CX-30.

HIGH LINE OF SIGHT

CX-30 also offers increased ground clearance to place the driver's eyes above the level of most surrounding traffic. This allows the driver to accurately perceive the dimensions of their own vehicle and clearly see the vehicle's surroundings and the movements of other vehicles on the road, while maintaining a natural seating position.

BROAD VISIBILITY IN ALL DIRECTIONS

A large windshield with slim roof pillar design gives every CX-30 driver a clear view of the road ahead. At the same time, the side window and external mirror design offers a wide peripheral view of people or vehicles approaching from the sides. Together, these features provide a better field of view, while maintaining the ideal seated driving position. Furthermore, quarter windows and canted roof support pillars to the rear offer improved diagonal rear visibility for lane changes and tight parking maneuvers.

HUMAN-MACHINE INTERFACE

In CX-30, every control is designed to be operated without taking the driver's eyes or attention away from the road. CX-30's optional Active Driving Display projects critical information onto the windshield, while less important status data is shown in the gauge area. The 8.8-inch center screen is used for media and infotainment, and this display is mounted high on the dash within the driver's natural field of vision.

ACTIVE SAFETY FEATURES

Natural seating position, enhanced visibility, and minimized distraction all contribute to safer and more stress-free driving. Protection is further enhanced with advanced i-Activsense technology designed to enhance the driver and make them feel more connected to their vehicles. CX-30 comes with standard active safety features, such as Mazda's Smart Brake that helps the driver avoid and mitigate damage in the event of a collision; Blind Spot Monitoring (BSM) and Lane Departure Warnings systems help identify potential hazards; and Mazda Radar Cruise Control (MRCC) which supports the driver in stop and go traffic.

EXPLORE THE CX-30

LEARN MORE

---

https://news.mazdausa.com/news-releases?item=123161