SERENITY NOW: MAZDA'S FIRST-EVER CROSSOVER FOSTERS CONFIDENCE, SECURITY

REDISCOVER THE WONDER OF ADVENTURE WITH CX-30

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As drivers rediscover roads left empty, drive-ins once forgotten and the magic of taking in new scenery, safety is top of mind. While you protect others by social distancing, Mazda protects your drive.

Automotive technical advances in the last decade have helped drivers avoid accidents, thereby making driving a safer and less stressful experience overall. For its part, Mazda is continuously updating and enhancing its safety technologies with the aspirational goal of helping to reduce fatal or serious accidents to zero in the real world.

Mazda's human-centric engineering approach means that Mazda builds systems that enhance the driver, while helping to protect the people inside and outside of the vehicle. The result is a car that's smarter, stronger, safer and … well, serene.

Mazda's CX-30 Program Manager, Naohito Saga, describes it this way: "The Mazda CX-30's excellent basic performance and advanced safety equipment enable peace of mind and a sense of ease, not only for the driver but also so that passengers can relax and enjoy the ride. It's not just its carefully-designed driving position, visibility, and outstanding operability that make this possible — CX-30 also features technology to support the driver when needed. The peace of mind and sense of ease made possible through these features makes driving much more enjoyable."

Mazda helps drivers feel more confident behind the wheel by employing both passive and active safety features throughout the CX-30 crossover SUV. Mazda's i-Activsense technologies actively support when needed to help prevent accidents before they happen while still keeping the driver in control. In addition, Mazda's passive safety technologies act as the last line of defense in the event of an accident by helping to minimize impact and injury.

Curious to learn more? Here are five ways Mazda's human-centric active and passive safety technologies enhance the overall driving experience and make the first-ever CX-30 crossover SUV a standout for safety.

Mazda CX-30 crossover SUV smart break support

COLLISION AVOIDANCE

CX-30's standard Smart Brake Support system aids the driver by braking when a collision becomes unavoidable. The system activates when it senses that the driver hasn't taken an evasive action, adding an extra layer of security onto a deeply ingrained human response.

HAZARD RECOGNITION

To keep an eye on what the driver may not see, CX-30 includes standard features such as its Blind Spot Monitoring and Lane Departure Warning System. Blind Spot Monitoring signals to the driver via the side mirrors when a vehicle or object is in the car's blind spot. Meanwhile, if the lane departure system predicts that the vehicle is beginning to stray from its lane, the lane-keep assist provides gentle steering assistance to return the car toward the center of the lane. Standard features such as LED Headlights further improve nighttime visibility, and High Beam Control automatically switches the high beams on and off, ensuring that you and CX-30 will always maintain perfect headlight etiquette.

DRIVER SUPPORT

Human-centric engineering also informs the convenience features in CX-30, ultimately enhancing the driving experience. For example, Mazda Radar Cruise Control allows the driver to set a desired speed in steadily moving traffic and the vehicle will adapt to the prevailing traffic speed. At low speeds, such as heavy commute traffic, CX-30 assists the driver with stop and go support by automatically moving with traffic.

PROTECTING OCCUPANTS

To better protect people in the vehicle, about 30 percent of the CX-30's unibody structure is made from high-strength steel, helping to keep weight down while adding strength. New production techniques have also enhanced rigidity without adding weight.

At first, it may seem incongruous to associate driving a car with feelings of calmness and serenity. However, the CX-30 crossover SUV helps bridge this mental gap. The vehicle is a culmination of efforts on a path to design the safest car possible. This, in turn, promotes confidence on the part of the driver and his or her passengers.

The result? That feeling of peace and security that comes from knowing your vehicle helps support your overall sense of wellbeing.

EXPLORE THE CX-30

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