

REIMAGINE THE DRIVE: TOWN, COUNTRY AND BEYOND

TAKE IN THE MAGIC OF SUMMER FROM THE SAFETY OF A CX-30

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We can keep our distance while still putting a little space between ourselves and the ordinary. This summer, rediscover the joy of driving by taking the road less traveled — be it for an afternoon escape or a big adventure.

Mazda's latest crossover SUV, the first-ever [2020 Mazda CX-30](#), embodies a compact profile that's an advantage when navigating tight turns in the urban jungle while still being the perfect size for weekend getaways. With ample space for gear in the back, owners can jump in and head off with confidence and comfort. Its class-leading horsepower¹ makes it a joy to drive, and its available all-wheel-drive system will make any driver feel more confident knowing that not many roads are out of reach.

Are you ready to rediscover the road this summer? Here are a few important ways CX-30 inspires confident driving on varied terrains and in diverse environments:

I-ACTIV ALL-WHEEL DRIVE

Mazda's advanced i-ACTIV AWD system uses sophisticated real-time vehicle dynamics modeling to help predict the available grip at each tire and sends torque to the wheels that can use it best. The system comes into play before the front wheels lose grip, engaging the rear wheels in a fraction of a second to deliver traction where and when it counts.

The tradeoff with all-wheel drive has always been fuel economy. Most AWD systems are always engaged to some extent, and the extra weight and drag on the driveline reduces fuel economy. With CX-30, Mazda has upgraded both the clutch system in the transmission and the rotating parts of the rear axle to reduce friction and weight.

G-VECTURING CONTROL PLUS

The CX-30 benefits from G-Vectoring Control Plus, a subtle yet effective feat for Mazda's research and development team on a quest to enhance handling and steering response. That research led Mazda engineers to realize that if the car very slightly reduces engine power output when the steering wheel is turned, more of the vehicle's weight is shifted forward onto the front tires for a moment. Engineers also uncovered that by applying slight brake drag to the outside wheels as the CX-30 completes a turn, the vehicle restores straight-line steering and provides a more finely tuned and stable driving experience.

CX-30's i-Activ AWD system works in harmony with its GVC+ system to improve dynamic performance and give drivers a more natural, consistent and intuitive connection between car and driver.

OFF-ROAD CONTROL

While you're out on an adventure, have peace of mind knowing that the first-ever [CX-30 crossover SUV](#) is capable of taking the road less traveled. The Mazda CX-30 has a capable off-road traction assist mode included with the i-Activ AWD system. When off-road traction assist is engaged, CX-30 monitors each tire's traction closely, watching to see if a tire loses contact with the ground. If that happens, CX-30 will not only direct power to the tires with traction, it will also apply the brake on a wheel with lost traction to help transfer power where it's needed.

[1] Based on standard engine horsepower of Subcompact CUV/SUV non-luxury/non-premium segment (Mazda Segmentation) as of November 2019.

EXPLORE THE CX-30

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