

## **MEDIA RELEASE**

**For Immediate Use**

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### **The Most Underrated Car Brand Yet**

Mazda South Africa invites drivers to rediscover the road through a philosophy that turns even the simplest journeys into something wondrous. With Mazda, it's more than just building cars – it's about crafting experiences where what you get is exactly what you need, and more.

Rooted in human-centred design and driven by a vision of a world where wonder is waiting in every moment, Mazda's commitment is clear: to deliver the joy of driving in its purest form.

"At Mazda, we believe there is wonder to be found in every moment, no matter how routine it might first seem," says Deolinda Da Costa, Head of Marketing and Communications, Mazda Southern Africa. "Our cars are designed to unlock that sense of discovery, with thoughtful design and technology that ensures every drive is personal, intuitive and rewarding."

### **Enhancing the Mazda CX-60 – What You Need, and More**

Inside, Mazda's human-centred design philosophy remains front and centre. Every surface and control has been carefully considered to create a calming, personal space that feels tailor-made for the driver. Advanced technologies, including the 360° View Monitor and the Driver Personalisation System\* (available on selected models), bring intuitive convenience and safety to every journey.

Mazda Southern Africa is proud to announce a suite of meaningful technical enhancements across the entire CX-60 range. Enhancements have been applied to the CX-60 range, ensuring every driver benefits from the same elevated experience. Designed around worldwide driver feedback, these updates ensure that what you get is exactly what you need – and more – to make every drive an enriching experience.

#### **Key technical upgrades include:**

- **Improved Ride Comfort:** A softer spring suspension, paired with increased damping force, delivers a more refined and balanced ride on varied surfaces.

- **Steering Refinement:** Front knuckle adjustments optimise steering characteristics for greater precision and confidence.
- **All-Wheel Drive Calibration:** AWD software improvements ensure smoother power delivery and optimised traction in diverse conditions (*only applies to AWD derivatives*).
- **NVH Enhancements:** Transmission noise has been reduced for a quieter, more serene cabin experience.

In addition to these technical changes, Mazda has expanded the exterior colour palette with the introduction of Zircon Sand, adding a design detail that enhances the vehicle's presence with understated elegance.

And because Mazda believes peace of mind should come standard, every CX-60 is backed by our 5-year Unlimited KM Service and Warranty Plan, along with 5-year Roadside Assistance – ensuring you're covered wherever the road takes you.

“We’ve taken a thoughtful, human-centred approach to these updates,” adds Da Costa. “They’re not about adding features for the sake of it – but about delivering what matters, so every drive feels intuitive, safe, and enjoyable.

### **The CX-30 – A Sense of Effortless Sophistication**

For those seeking a more compact yet equally refined expression of Mazda's design ethos, the Mazda CX-30 is the perfect companion for both urban exploration and weekend escapes. With sleek lines, intuitive technology and versatile space, it makes every moment feel special, whether it's a quick run to the shops or an unplanned road trip.

An enhanced CX-30 will arrive in December, promising even more of the thoughtful design and effortless sophistication that has made it a favourite among drivers who value both style and substance.

### **Mazda's Commitment – Wonderrrr in Every Journey**

All Mazda vehicles, including the CX-60, CX-30, CX-5 and Mazda3, are backed by Mazda's 5-year Unlimited KM Service and Warranty Plan, along with 5-year Roadside Assistance. It's about giving you the freedom to explore with complete peace of mind – so you can discover the wonderrrr waiting in every drive.

Visit your nearest Mazda dealership to experience the enhanced Mazda CX-60 and see how Mazda is redefining the joy of driving – turning the ordinary into something truly wondrous.

*The Driver Personalisation System is available on selected models.*

**#MazdaSA #WonderrrrAwaits**

For more information, follow the Mazda social media channels or visit [www.mazda.co.za](http://www.mazda.co.za).

- Instagram: @mazda\_sa
- Facebook: @MazdaSouthernAfrica
- X: @Mazda\_SA

### **About Mazda Southern Africa**

Mazda Southern Africa is committed to creating vehicles that transform everyday driving into extraordinary experiences. With a focus on human-centric design and emotional connection, Mazda vehicles are crafted to evoke a sense of wonderrrr and joy in every journey.

Our Wonderrrr Awaits philosophy combines advanced technology, refined craftsmanship, and a seamless driving experience, ensuring every drive feels meaningful and uplifting. Whether through innovative safety features, intuitive design, or the Jinba Ittai harmony between driver and vehicle, Mazda Southern Africa aims to inspire curiosity and freedom on every road.

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