

# Mazda CX-30 makes its mark amid Arctic chill



POWERFUL MESSAGE: The CX-30 was fuelled by SUSTAIN biofuel, which is made from agricultural waste and uses the carbon already in the atmosphere.

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When the invite landed in my inbox to drive more than 10 hours through the Arctic, I jumped from my office chair like a kid who had been overfed chocolate. Containing the excitement was indeed tough. I would join various journalists and influencers on what was meant to be a simple mission. First, I'd fly from Edinburgh to Stockholm, Stockholm to Tromso then drive Mazda's updated 2025 CX-30 from Tromso to

Nordkapp via Finland and parts of Sweden before settling in Honningsvåg. The two-hour flight from Stockholm to Tromso was mesmerising. About an hour in, peering through the plane's oval windows revealed a snowy desert. Awaiting me in Tromso was a blizzard that showed no signs of halting. Interesting times lay ahead. Equipped with my dad's diving sub-zero survival gear, I was kept warm. Did I look ridiculous dressed in a giant thermal babygrow?

Absolutely, but I was toasty. Sitting in said babygrow didn't seem appropriate when attending dinners, so I used a dry robe, something that was quickly removable. But again, I'm sure a winter jacket would've sufficed. I hadn't been to the Arctic Circle before and didn't know what to expect. However, as the trip progressed north of Tromso, my attire was justified as temperatures plummeted. A fellow journalist and I set off in the morning following a convoy of 11

other Mazda CX-30s, each powered by SUSTAIN biofuel. The 100% second-generation biofuel is manufactured from agricultural waste and utilises existing carbon in the atmosphere. **CX-30 PERFORMED FLAWLESSLY** Fossil fuels differ from sustainable fuels as the former releases CO<sub>2</sub> that was previously locked underground. By using sustainable fuel, over 300kg of CO<sub>2</sub> per car was saved over the trip and

the CX-30 performed flawlessly. Heading out of Tromso, the car's temperature readout showed -8 degrees; a blizzard hit, and snow drifts forced us to slow to around 15mph. Locals are used to such weather, and we were soon overtaken by a confidently driven Tesla Model S. However, we acted cautiously as hitting black ice and crashing the car into a seven-foot-tall snowbank didn't appeal. The convoy's planned route was straight up to



The CX-30s battled through the conditions across the stunning frozen landscape in snow tyres, with the cars offering reliability and an attractive and functional interior.



Local drivers are used to bad weather but these Mazdas were driven cautiously.



Plummeting temperatures made for beautiful scenery along the route.

Nordkapp via coastal roads to watch the Northern Lights, with some underwater tunnels and ferries thrown in to navigate Norway's fjords. But ferries were returned to docks and tunnels were closed due to snowfall and avalanche risk. This meant changing to an inland route - heading east into Finland, while dipping into the Swedish border before ameliorating north towards the tiny town of Alta. As we soldiered on towards Finland, we passed

two overturned trucks and a crashed car; a quick reminder of how things can go wrong, meanwhile sheet ice and snow cloaked the twisty mountain scenery. Arctic driving isn't easy, but the adrenaline of keeping the car moving through gnarly conditions is unparalleled. I feel proud to have completed such a tricky drive. Finland is a dreamy place. Locals smiled, snowmobiles and dog sleds traversed iced fields while reindeer hopped into the wilderness; a dose of

tranquillity with sprinkles of Disney magic. A Mazda PR member was scoping the route ahead and word soon travelled that a convoy system had been installed to get people safely through the tunnel leading to Nordkapp. **IT SHOWED HOW CAPABLE CARS ARE** This would take several hours to get through, and if we chanced it, there'd be no guarantee that we'd catch our flights off the island the next day. This combined with

forecasts for looming snow made us abort, meaning our drive would end in Alta. The Mazda team quickly rearranged hotel rooms and dinner reservations for multiple tired and hungry journalists. Alta is the second-most northern settlement in the world to have a 10,000-plus population and is 925 miles north-east of the Shetland Islands tip. We never saw Nordkapp, but we did arrive during Alta's Finnmarkslopët sled dog race. The finish line for

the 775-mile dog race was outside our dinner spot. We eagerly waited for vigorous but tired hounds to trundle through as we stuffed our faces with reindeer and beer. We left the table to join the growing crowd of cheering locals as the pooches crossed the finish line. I was even awoken throughout the night by the sound of further good dogs finishing the race. It was an incredible experience, and it also demonstrated that a Mazda CX-30 equipped with snow

tyres, rather than something with ballooned tyres or caterpillar tracks, is nearly all that's needed. The car was reliable, and its interior was attractive and functional. In all, it was a reminder of how capable modern cars are. Cars aside, this trip infused me, a mere human, with nature. It was a gentle reminder of how bonny and powerful the world can be: how a visit to the right place can restore faith in any gloom. There's so much to see out there.