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Nordkapp



Rovaniemi



Luleå



MAZDA

WELCOME TO THE ARCTIC CIRCLE

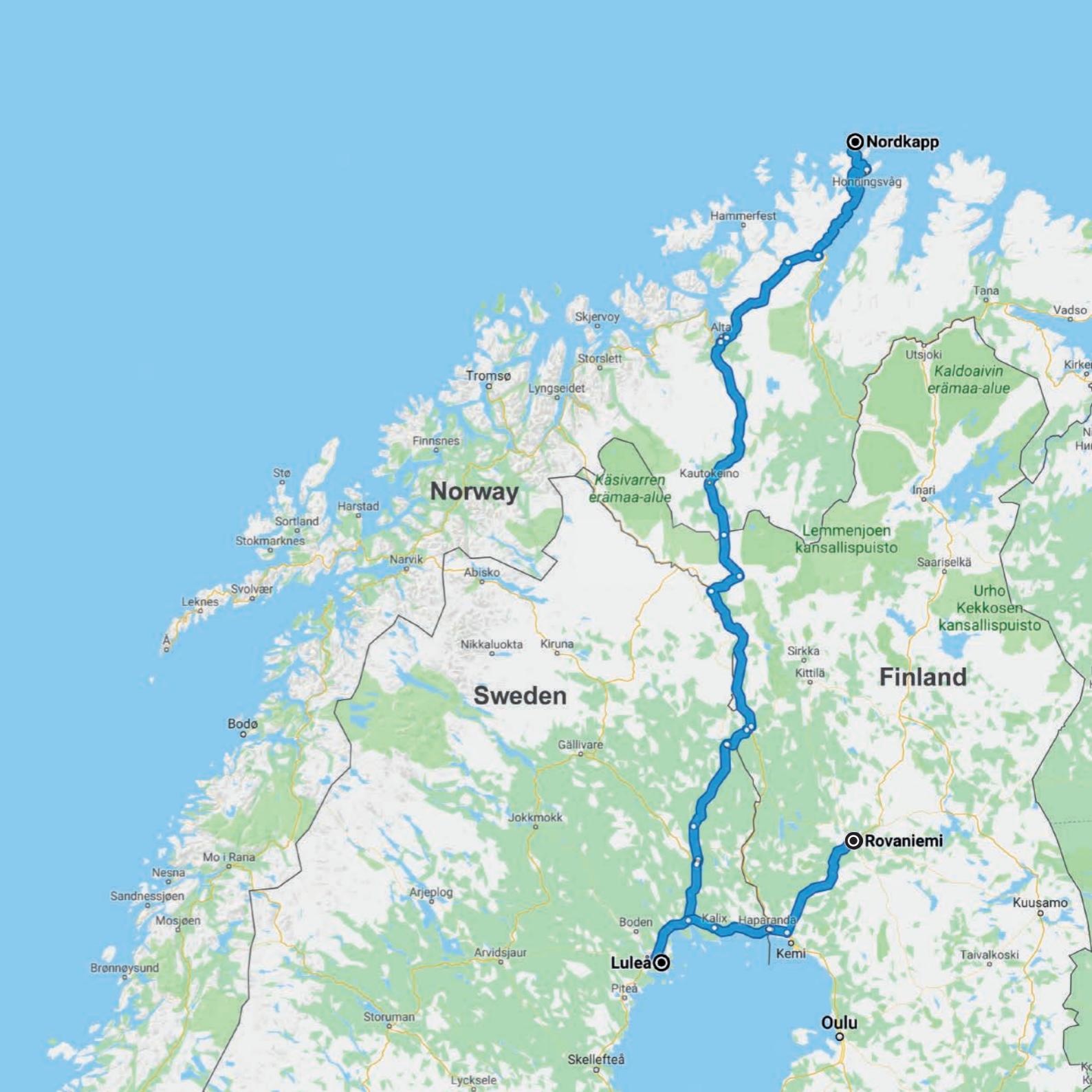
UPDATED 2019 MAZDA CX-5: ARCTIC DRIVE

Welcome to the Arctic Circle. Ahead of you lies an exhilarating drive with Mazda across the stunning terrain of Europe's remote north – a journey that will take in some of Scandinavia's most isolated and dramatic backdrops.

Fitted with Mazda's intelligent new-generation all-wheel drive system, the updated 2019 Mazda CX-5 is ready to take on the elements.



WELCOME TO THE ARCTIC CIRCLE





UPDATED 2019 MAZDA CX-5

Launched in 2012, the original CX-5 was the first Mazda to feature both Kodo design and Skyactiv technology. It set new dynamic standards, changing perceptions of how engaging a compact SUV could be. With the second generation CX-5 of 2017, Mazda's engineers delivered an SUV that takes the Jinba Ittai car-and-driver as-one design and engineering philosophy to the next level.

Complimented by the introduction of G-Vectoring Control (GVC), the first of Mazda's Skyactiv-Vehicle Dynamic technologies, it became more comfortable, refined and responsive. Such attributes have earned Mazda's ground-breaking SUV high praise globally, and it was a top three finalist in the 2018 World Car of the Year awards.

The updated, 2019 CX-5 builds on the many and diverse strengths of the second generation model with refinements focused on two key areas - cabin quality and technology, and driving dynamics.

Numerous interior elements have been refined and upgraded to raise the quality of both the cabin environment and its HMI technology.

A new, high grade interior package features genuine Nappa leather, real wood decorative panels and other high-quality materials. This package also includes a seven-inch TFT LCD display that can show a variety of information, mounted in the centre of the driver's instrument cluster. And front-seat ventilation is adopted on models with leather upholstery.

The climate-control panel has been redesigned to further enhance the interior's horizontal design flow. Rotary switches and dials such as the commander control are given a new design for a more refined look and feel. LED foot lamps are newly adopted for both front and rear seats, and a light has been added inside the glove box. A new frameless rear-view mirror is adopted for a cleaner look.

In addition, on-board connectivity has been evolved to support both Apple CarPlay and Android Auto, allowing users to operate both iPhone and smartphone apps via the Mazda MZD Connect system.

Complimenting these interior enhancements, the 2019 CX-5 achieves an even higher level of balance between linear response to driver inputs and ride comfort, through suspension refinements utilizing Mazda's latest research and advanced technologies.

Measures implemented across the system, including revisions to the front and rear dampers and stabilizers, greatly enhance the ease of control during low G-force manoeuvres and smoothness and stability during high G-force manoeuvres.

Combined with the optimised characteristics of the electric power assist steering system, the evolved suspension system realizes a smoother, superior ride by producing more linear damping forces even with quite subtle inputs from the road, while steadily suppressing bounce caused by large inputs.

G-Vectoring Control (GVC) GVC is an unfelt companion that realises smooth, efficient vehicle behaviour, constantly helping the driver feel at one with the car –something that is at the very heart of Mazda's Jinba Ittai driver-and-car-as-one ethos. Now the updated CX-5 features G-Vectoring Control Plus (GVC Plus), an advanced version with direct yaw moment control via the brakes, contributing to enhanced vehicle stability.

When cornering, GVC Plus lightly applies brake force to the outer wheels as the steering wheel is returned to the centre position, providing a recovery moment to restore the vehicle to straight line running. As a result, the car handles emergency avoidance manoeuvres better, and offers more confidence-inspiring controllability in various situations, including lane changes at high speeds and driving on slippery surfaces such as snowy roads.

The updated 2019 Mazda CX-5 is available with a choice of three Euro 6 Temp-compliant engines: a SKYACTIV-D 2.2 turbodiesel (6,5 - 7,7 l/100km, 171 - 189 g/km CO₂^{*}) and SKYACTIV-G 2.0 (7,4l - 7,7 l/100km, 168 - 188 g/km CO₂^{*}) and SKYACTIV-G 2.5 (7,9 - 8,8 l/100km, 179 - 197 g/km CO₂^{*}) direct-injection petrol units.

Sharper and better to drive than ever, with greatly improved refinement, the 2019 CX-5 is set to cement this vehicle's reputation as one of the SUV segment's most enjoyable driver's cars.



^{*}Vehicles are homologated in accordance with the type-approval procedure WLTP (Regulation (EU) 1151 / 2017; Regulation (EU) 2007/715)

INTELLIGENT ALL-WHEEL DRIVE

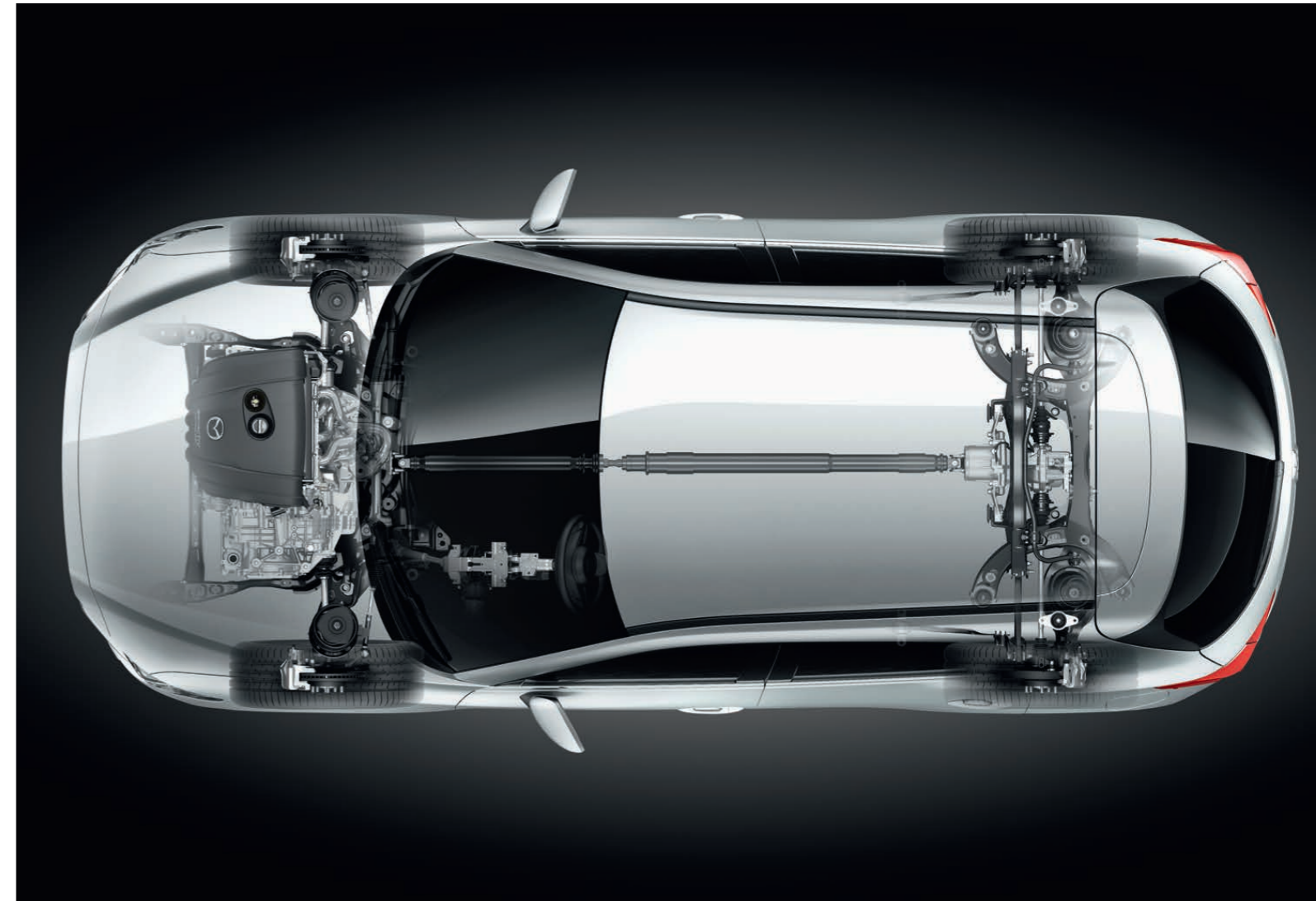
Mazda's new-generation intelligent all-wheel drive has been developed to maintain the connection between driver and road in all circumstances and conditions. Staying true to the spirit of Jinba Ittai regardless of grip levels, whilst at the same time ensuring there's no sacrifice in fuel efficiency, it has been significantly improved by the adoption of ball bearings for all its power take-off and rear differential unit bearings.

This is the first Mazda car to also feature tandem ball bearings in locations where a high level of rigidity is required under heavy load. The load-bearing rotation of the balls within the bearings has resulted in a dramatic reduction in resistance of some 30% compared to the previous system, and a commensurate 2% improvement in real-world fuel economy.

Mazda's intelligent AWD system uses 27 sensor signals to monitor road conditions and driver intentions, such as outside temperature, windscreen wiper activation, road gradient, steering angle and throttle application, instantly determining how power should be split between the front and rear wheels. The Active Torque Control coupling sends the right amount of torque to the right place at exactly the right time, maximising front and rear grip by precisely calculating how much grip is required at each wheel, even when road conditions are constantly changing.

While some lesser systems wait for individual wheels to lose grip before adjusting torque split, Mazda's intelligent AWD anticipates and instantaneously diverts drive to the rear-wheels ahead of front wheel slip. This intuitive set-up also delivers superb fuel efficiency by ensuring that the updated 2019 CX-5 doesn't unnecessarily transmit torque to the rear wheels when conditions don't demand it.

With a focus on fuel efficient front-wheel drive, under most normal driving conditions torque split to the rear wheels can vary from as little as 1% to 50%. Designed to deliver grip, handling agility, driver confidence and fuel efficiency, Mazda's new-generation i-ACTIV AWD system works perfectly in conjunction with winter tyres in extreme snow and ice environments.





THE LULEA ARCHIPELAGO

Squatting on the chilly coastline of the northernmost reaches of the Gulf of Bothnia - which usefully prevents Sweden and Finland from biffing into each other - Lulea is the largest city in Swedish Lapland.

Just offshore, sprayed haphazardly over the seascape like wedding confetti on a churchyard path, some 1,312 islands and skerries (a skerry being a diminutive rocky islet good for nothing but the drying of cormorant wings and the inadvertent beaching of pleasure boats) make up the world's only archipelago immersed in brackish water; the Atlantic Ocean off the Norwegian port of Narvik, for instance, contains ten times more salt than this part of the Gulf of Bothnia.

Most of the islands are uninhabited save for a profusion of berries best served with reindeer stew, and an attendant blizzard of diverse, plump and highly contented bird life. No matter their size, however, all of the islands do have one thing in common - they're getting larger.

Due to something geology boffins call 'post-glacial rebound', the land is rising at from 0.8 to 1 centimetre annually, so the shoreline can retreat by as much as 100 metres in one person's lifetime. Hence, the islands are growing in size, but the waters and harbours are becoming shallower. Because of this process, in 1649 the entire city of Lulea was forced to move to its present location since the channel to its previous site had become too shallow.

A bonus for the regularly-beaten-warm-by-birch-switch Scandinavian outward-boundah, fresh water freezes far more readily than its saline cousin, and the brackish waters surrounding this sea side town freeze up to a meter thick each winter. Whereupon the council carves a 17km part ice-skating rink, part walking trail onto the once-wet patch surrounding the town, whilst - to the delight of SR.N6 aficionados - hovercraft take over summer ferry services to the populated islands of the archipelago.





SAMI CULTURE

A drive of just 100km north from Lulea takes you into the Arctic Circle, and Lapland. Stretching across northern Norway, Sweden, and Finland and into the Kola Peninsula of Russia, Lapland is the conventional name for the region, derived from Lapp, the name Scandinavians ascribed to the Sami people, who have sparsely inhabited the region for several thousand years. Have a care, though; today the Sami call the region Sapmi, and consider Lapp to be a derogatory term.

Southern and central Lapland occupies the zone of the taiga; swampy coniferous forest and saturated land pockmarked with a teenage acne of bogs and swamps. Further north and at higher elevations, forests of pine and spruce give way to the dwarf birch, heath, and lichens of the tundra, whilst Norwegian Lapland is largely open, windswept and littered with reindeer.

As a semi-nomadic people, the reindeer-herding Sami traditionally maintained permanent dwellings and spent part of their time living in tents. The permanent homes were either frame buildings or sod huts. The Sami tent, called a lavvo, has a circular framework of poles leaning inward like the teepee or wigwam of Native Americans, and a floor of birch twigs covered with layers of reindeer fur.

Though northern Norway is still home to several hundred thousand reindeer, only some 2,600 Sami people make their living from herding them today. This traditional reindeer country has been intruded upon by permanent farming, forestry, mining, and hydroelectric and even industrial enterprises. And many of the Sami have adopted a sedentary life and intermarried with Scandinavians and Finns. Those who still practice reindeer herding have liberty of movement across the open boundaries of Finland, Norway, and Sweden.

A reindeer in Scandinavia but a caribou in North America, the only member of the deer family in which both sexes grow antlers is superbly adapted to life within the Arctic Circle. Traversing vast tracts of harsh terrain, including wide rivers and inlets of the Arctic ocean, as they migrate, reindeer can run at up to 80 km/h and swim effortlessly at about 10km/h.

Their footpads adapt to the seasons; expansive and sponge-like for maximum grip on the soft, wet tundra in summer, but shrinking and tightening in winter to expose the rim of the hoof which cuts into the ice and crusted snow for grip, and also allows the animal to dig for its favourite food, lichen. Best of all, reindeer have no internal body clock, enabling their sleep-wake cycle to easily cope with the long polar days and polar nights.

Sami is rich in words that describe reindeer, with words for different colours, sizes, antler spreads, and fur textures. Other words indicate how tame a reindeer is or how good it is at pulling sleds. There is actually a separate word describing a male reindeer in each year of his life. There are also hundreds of words that differentiate snow according to its age, depth, density, and hardness. For example, terms exist for powdery snow, snow that fell yesterday, and snow that is soft underneath with a hard crust on top.

The Sami have by far the oldest culture in large areas of Northern Norway and, happily, it's currently experiencing a strong renaissance. For it seems we still have much to learn from a people who've spent millennia surviving in semi-darkness and sub-zero temperatures for months on end. Indeed, when the temperature falls below -40 C, Sami boots lined with blister sedge will keep your feet warmer than any of the latest fads in Arctic survival equipment.





NORDKAPP - THE NORTH CAPE

Nearer to the North Pole than to Oslo, Nordkapp has made a good living out of billing itself as the northernmost point in continental Europe. In fact, it isn't. Technically, it's on an island, Mageroya, so the honours actually go to Knivskjelodden, a stout snowshoe hike away, which boasts the triple tourist trip-hazard of being far less dramatic, inaccessible by vehicle, and utterly unpronounceable.

Stand atop the vertiginous cliff that separates the Nordkapp plateau from a turbulent Barents Sea beating itself into a fury of spray and spume over 305m below, and the only dry land between you and the North Pole is the distant Svalbard archipelago.

Despite Nordkapp's sub-polar oceanic climate and a sun which refuses to rise between the beginning of September and the middle of April, a branch of the Gulf Stream makes landfall here, so, even at these latitudes, the open sea never freezes, which doesn't happen anywhere else in the world...

And this, for at least three reasons, is a Good Thing. Firstly, year-round access to a particularly bountiful sea means the guano-gummed cliffs of northern Norway are home to the indescribable hubbub of hundreds of thousands of nesting razorbills, auks, storm petrels, gannets and puffins.

Secondly, the coastal waters teem with life; harbour porpoises, dolphins and humpback whales are often seen close inshore, and one of the more monstrous fruits of a 12 month-long fishing bonanza is a relatively new arrival to Norway, the king crab. The species was released into the Murmansk Fjord by Soviet biologists in the 1960's, and thrived, clattering ever westward on those spindly limbs. Pass the mayonnaise...

Finally, the fact that the sea never freezes means that the only area of Norway populated by the pant-wettingly dangerous polar bear remains the Svalbard archipelago. Interestingly, the news that the same is true of that sabre-toothed lard-arse the walrus leaves tourists unmoved. Perhaps because the majority feel they have a fighting chance of outrunning one.

ROVANIEMI - GATEWAY TO THE ARCTIC CIRCLE

Those of you travelling from Lulea to Rovaniemi will have the pleasure of spending most of your journey driving through the most stable, safest and best-governed country in the world. Better yet, the 2018 UN World Happiness Report ranks Finland the happiest nation on earth...

Quite how 5.5 million Finns have so quickly and absolutely pulled themselves up by their elk-skin bootstraps whilst living under the mantle of such an unspeakably inhospitable climate for nine and half months of the year is anyone's guess. But something of a clue was once delivered with legendary Finnish sang froid by rally supremo Juha Kankkunen: 'In the summer we fish and f..., erm, make love', he said. 'In the winter, we don't go fishing.'

Happily, it seems that a second activity can now be added to this admirably single-minded approach to the winter months - kalsarikanniit. Literally translated as 'drinking at home, alone, in your underwear', this equally encouraging second string to the Finns' permafrost pastime bow is better known as 'pantsdrunk', and clearly knocks the Danish hygge and Swedish lagom lifestyle choices into a cocked hat.

Better yet, pantsdrunk is also official Finnish foreign policy. Three years ago, the Ministry of Foreign Affairs' Unit for Public Diplomacy launched emojis of both a man and a woman drinking in their underwear in armchairs to represent Finnish culture.

As well as being one of the happiest places in the world, then, Rovaniemi is - despite a population of just 63,000 souls- also the largest city by land area in the European Union, covering some 8,016.75 square kilometres.

The administrative capital and commercial centre of Finland's northernmost province, Lapland, Rovaniemi is situated about 6 kilometres south of the Arctic Circle thus rendering its status as the 'official' home town of Santa Claus somewhat dubious. The city's standing, however, as one of the best places in the world to witness the Northern Lights is beyond doubt.



AURORA BOREALIS - THE NORTHERN LIGHTS

Named after the Roman goddess of Dawn, Aurora, and the Greek name for the north wind, Boreas, by the Italian astronomer Galileo in 1619, the Aurora Borealis is a spectacular light show that occurs when electrically charged particles released by the Sun enter the earth's atmosphere and collide with the molecules of gases such as oxygen and nitrogen.

Their quantity related to the strength of sunspot and solar flare activity on the Sun's surface, free electrons and protons carried on the solar wind are largely deflected by the Earth's magnetic field. However, this field is weaker at the poles, allowing some particles to enter the atmosphere.

Variations in aurora colour relate to the type of gas particles involved. The most common colour is green, produced by oxygen molecules located some 60 miles above the Earth. Rarer red auroras are produced by high altitude oxygen, at heights of up to 200 miles, whilst blue or purple auroras are produced by nitrogen.

The Northern Lights are strongest when an active area of the Sun's surface faces the Earth. The most spectacular displays thus occur at roughly 27-day intervals -the time it takes for the Sun to rotate once. October, February and March are the best months for witnessing this extraordinary phenomenon, between the hours of 10pm and 2am.



'MUSH'

Lapland plays host to some of the coldest inhabited places on Earth, with a lowest ever recorded temperature of -50 degrees Celsius. At -32 degrees the hairs in your nose freeze and stick together (you can try this humorous handicap to breathing at home; just cram each nostril full of deep-frozen tinsel).

Now, the blame for mankind's ability to survive, let alone thrive in, such a hostile environment must be laid squarely at the door of the Siberian husky. The 'short-faced wolf' was originally bred by natives of the Chukchi Peninsula in the Siberian Arctic, whose hunter-gatherer culture relied on them at almost every level. Indeed, the phrase 'three dog night' stems from their practice of keeping Huskies in bed with them for warmth.

With a double coat, extra eyelids to keep the eyes moist and protected, a nose that dries at night to avoid freezing and the ability to regulate its metabolism so that it never becomes completely exhausted, a husky can withstand temperatures as low as -60 degrees Celsius.

A sled team comprises up to 12 dogs attached, by a veritable cat's cradle of rope through which they are endlessly chewing, to a wooden sled lashed together with strips of hide, rather than screws, to allow flexing over rough terrain.

Huskies, often disconcertingly sporting one blue and one brown eye -a condition known as heterochromia, are running fools. At a mere -10 to -20 degrees -the norm for early March here, they'll run flat out for 6 hours a day, at up to nearly 30mph. The only way to stop a team is to literally throw an anchor off the back of the sled. And, even exhausted, they'll be howling to be on the move again almost immediately.

However, those lured by the patter of paws, the burp of snow beneath runners and the gentle creak of sled timber bindings should beware... Huskies consume 8000 calories per day -four times the intake of a man.

And, blended and tossed aloft by those tireless paws, the decidedly unwholesome side effect of said appetite all too literally strikes sled passengers on a regular basis, leaving them inclined to vote the noisy blue fug of two-stroke Ski-Doo exhaust emissions fractionally more acceptable than the husky equivalent.



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SPECIFICATIONS

For full updated 2019 Mazda CX-5
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