Mazda CX-30s drive from Baltic to Arctic using sustainable fuel

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Author:

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Kim writes: “At Wheels-Alive we have been saying for a very long time that sustainable fuels have a vital role in helping to leave behind fossil fuels, while enabling internal combustion engined vehicles to play their part in reducing greenhouse gases. Mazda has just proved this point by taking 12 new CX-30s on an epic drive, powered by sustainable fuels.”

Mazda tells us:

(Photograph and all words from Mazda).

- To test the new 140ps e-Skyactiv G engine, 12 Mazda CX-30s drove from Malmo to Tromso.

- All cars on the trip were powered by SUSTAIN 100 per cent biofuel with zero fossil fuel content.
- The Mazda UK Heritage Fleet has been powered by sustainable fuel from SUSTAIN since June 2023.

As a demonstration of Mazda's multi-solution approach to powertrains, 12 Mazda CX-30s drove over 1,300 miles across Sweden, Finland and Norway – powered exclusively by sustainable fuel to highlight the potential it has to reduce greenhouse gas emissions when used as a replacement for fossil fuels.

Leaving Malmo in Sweden on the cusp of the Baltic Sea, the CX-30s drove to Tromso in Norway over 200 miles north of the Arctic Circle – reaching the Norwegian Sea coastal town after a journey of 1,344 miles powered entirely by a 100-per cent biofuel from SUSTAIN. Recently introduced to the 2025 Mazda CX-30, the 140ps e-Skyactiv D 2.5-litre petrol engine features cylinder de-activation and is coupled to Mazda's M Hybrid mild-hybrid system, improving fuel economy and emissions in real world tests over the outgoing 2.0-litre entry-point engine in the CX-30. The introduction of this well-established engine to the 2025 Mazda CX-30 and 2025 Mazda3 line-up is part of Mazda's multi-solution approach to powertrains, where we continue to develop petrol and diesel engines as well as hybrids, plug-in-hybrids, mild-hybrids and battery electric vehicles.

This engine development blended with electrification is a well-established example of Mazda's powertrain innovation enhancing vehicle efficiency. This approach is well-suited to a compelling alternative to fossil fuels that is now gaining traction – offering a way to reduce greenhouse gas emissions, alongside efficient electrified combustion engines. The Baltic to Arctic drive is just one example of Mazda's commitment to demonstrate the role sustainable fuel can play in the transition away from fossil fuel. Mazda UK has powered its Heritage Fleet with sustainable fuel since 2023, while the same year an MX-5 was the first car to complete a lap of a racing circuit in all four UK home nations while sustainably fuelled and last year a quartet of MX-5s became the first cars to drive from Land's End to John O' Groats using sustainable fuel.

All of these activities took place using fuel from SUSTAIN and they demonstrated the role sustainable fuels can play in transitioning modern and classic cars away from fossil fuel. They also highlight how sustainable fuels could complement Mazda's Multi-Solution approach to achieving climate neutrality.

The CX-30s on this trip across Sweden, Finland and Norway to the top of Europe, were powered by a 100 per cent second-generation biofuel, manufactured by SUSTAIN. Made from sustainable components manufactured from agricultural waste that would not otherwise be used for animal or human consumption, these biofuels utilise the carbon that already exists in our atmosphere, captured by plants as they grow and

then re-released in the internal combustion process. This contrasts with fossil fuels which release additional Co2 that is currently locked underground.

For more information on SUSTAIN please see 'Notes' below.

Averaging more than 40 mpg across the drive, the 2025 Mazda CX-30 e-Skyactiv G cars required no modification to run on the sustainable fuel, again highlighting the flexible nature of this solution. Commenting on the drive, Jeremy Thomson, Managing Director, Mazda Motors UK, said: "at Mazda we will continue to develop the internal combustion engine to meet consumer demand in parallel with our battery electric development, as part of our multi-solution approach. In Japan we are researching and developing engines to run on biofuel as well as algae fuels and synthetic fuels, and in Europe we are a member of the e-fuel alliance".

Adding, "our drive to the very north of Europe demonstrates the capability of the Mazda CX-30 in extreme conditions and the benefits of the internal combustion engine and advanced biofuels. In total we will have saved approximately 317kg of CO2 per car on a 1300-mile journey by using SUSTAIN advanced biofuel".

David Richardson, Director at SUSTAIN, said: "working with Mazda on this drive from the Baltic to the Arctic on 100% sustainable biofuel is something we're extremely proud of. Electric vehicles are increasing in numbers, but there are still many millions of combustion engine cars on our roads. Activities like this help show how easily we can reduce the emissions from those vehicles, promoting this option to the many people who still don't know what sustainable fuels are or how they work. If we want to make the most of this technology, we need to raise awareness, address the misunderstandings and secure support from those in power to enable sustainable fuel production to be scaled up, which could happen relatively quickly. After all, there is no silver bullet solution to tackle the environmental impact of the automotive sector – it's time we start using all the available technologies to give us the best chance to make a real difference."

Notes about SUSTAIN:

SUSTAIN was launched by Coryton, part of the ASPEN Group, in 2021 as part of its mission to create a cleaner future. The pioneering brand focuses on developing fuels with sustainable components that contribute towards the push for net zero impact, without compromising on performance or engine protection. From biofuels to e-fuels, the SUSTAIN range uses a combination of the latest sustainable technologies as they mature.

The fuels currently derive predominantly from second-generation biofuels manufactured from agricultural

waste, such as straw, by-products or waste from crops which wouldn’t be used for consumption. This material utilises the carbon that already exists in our atmosphere, which the plants absorb as they grow, recycling it, rather than releasing additional CO2, as fossil fuels do.

Through products such as SUSTAIN Racing and SUSTAIN Classic, SUSTAIN has already celebrated some fantastic milestones in the motoring industry and it plans to continue this success long into the future. Tested in the deserts of the Dakar Rally to the waters of Windermere, the fuels are designed to meet the performance and sustainability criteria outlined by various governing bodies in the motorsport and transport sectors. SUSTAIN Classic became the first publicly available fuel designed for classic cars using sustainable components when it launched in 2023. Compatible with all vehicles using standard forecourt fuel, it can currently be purchased at Bicester Heritage and a range of further stockists. The range includes three different levels of sustainable content to suit a range of customer needs and price points – from 33% to 80%. An even greater range of SUSTAIN Racing fuels are available, including fuels with up to 100% sustainable content, in order to meet the requirements of different racing teams and competitions.

https://sustain-fuels.com/