MAZDA AWARDED KELLEY BLUE BOOK'S BEST CAR STYLING BRAND

IRVINE, Calif. (April 9, 2015) – Kelley Blue Book's KBB.com announced that Mazda has been awarded the 2015 Brand Image Award for "Best Car Styling Brand." Mazda's KODO—Soul of Motion design language has been well-received since its production-vehicle debut on Mazda CX-5 and has carried through on the refreshed 2016 Mazda6 and Mazda CX-5, upcoming all-new 2016 Mazda CX-3 and 2016 Mazda MX-5 Miata and, of course, Mazda3.

Mazda's KODO—Soul of Motion design language is inspired by the movement of animals in the wild and their ability to showcase power in its purest form combined with agile finesse. The design embodies a strong sense of power and vitality – sleek and sophisticated. KODO's prominent design cues – inside and out – easily distinguish Mazda vehicles. But KODO is also more than looks; its elements improve aerodynamics and efficiency. For more information about KODO—Soul of Motion design, visit http://brand.mazda.com/en/technology/.

KBB.com's 2015 Brand Image Awards are based on consumer automotive perception data from Kelley Blue Book Market Intelligence's Brand Watch study. Brand Watch is an online brand and model perception tracking study tapping into 12,000+ in-market new-vehicle shoppers annually on Kelley Blue Book's KBB.com. For more information on the award, visit http://www.kbb.com/new-cars/brand-image-awards/best-styling-brand/.

Mazda North American Operations is headquartered in Irvine, Calif., and oversees the sales, marketing, parts and customer service support of Mazda vehicles in the United States and Mexico through nearly 700 dealers. Operations in Mexico are managed by Mazda Motor de Mexico in Mexico City. For more information on Mazda vehicles, including photography and B-roll, please visit the online Mazda media center at www.mazdausamedia.com.

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https://news.mazdausa.com/2015-04-09-Mazda-Awarded-Kelley-Blue-Books-Best-Car-Styling-Brand