2015 MAZDA3 NAMED AS KBB.COM'S MOST TECH-SAVVY CAR FOR LESS THAN $20,000

IRVINE, Calif. (April 15, 2015) – Kelley Blue Book's KBB.com named the 2015 Mazda3 as the most tech-savvy vehicle available for less than $20,000, highlighting Mazda3's features in its "10 Tech-Savviest Cars Under $20,000" list.

KBB.com noted that Mazda3 is available with a "full suite of easy-to-use multimedia options and is by far the most affordable car you can get with an infotainment controller in the center console."

The MAZDA CONNECT™ seven-inch touchscreen infotainment system with console-mounted multifunction commander control is standard on Sport, Touring and Grand Touring trim levels. MAZDA CONNECT™ features integrated Bluetooth® phone pairing and audio streaming, available navigation, voice-operation, diagnostic and trip information displays, AM/FM/HD radio, SMS text message auto deliver and voice reply and Pandora®/Aha™/Stitcher™ audio streaming.

The entry 2015 Mazda3i SV sedan starts at $16,945[1] and comes with a standard SKYACTIV-G 2.0-liter engine that produces 155 horsepower and nets 29 mpg city/41 mpg highway. Mazda3 sedan and five-door models also have an available 2.5-liter SKYACTIV®[2] TECHNOLOGY engine that yields 184 horsepower and can net up to 39 mpg highway. Both engines are available with either a six-speed manual or six-speed automatic transmission.

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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[1] Starting price is manufacturer's suggested retail price (MSRP). MSRP does not include $820 destination charge (Alaska $865), title, taxes, license, options and dealer charges. Actual prices set by dealer and may vary.

[2] SKYACTIV is a registered trademark of Mazda Motor Corporation (MC).

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