

MAZDA3 EARNS KBB.COM '10 COOLEST CARS UNDER \$18,000' TOP SPOT FOR SECOND YEAR IN A ROW

IRVINE, Calif. (May 18, 2015) – The 2015 Mazda3 has been voted as the No. 1 vehicle on Kelley Blue Book's KBB.com "10 Coolest Cars Under \$18,000" for the second year in a row, as voted by KBB.com's editors. Mazda3 has been featured on the annual list of cool cars since hitting the market in 2003, remaining on it for the past 12 years.

"Still riding high on the strength of a well-received redesign for 2014, the 2015 Mazda3, which could be called the reigning king of the Coolest Cars Under \$18,000, claims its spot at the top of our annual list for the second year in a row," said Jack R. Nerad, executive editorial director and executive market analyst for Kelley Blue Book's KBB.com.

The top 10 cars on the list are selected based on two criteria – fun-to-drive and fun-to-own – both important deciding factors of what the editors freely admit is a very subjective "cool factor." Each vehicle is available for purchase at \$18,000 or less, using Kelley Blue Book's exclusive Fair Purchase Price as the yardstick.

Starting at \$16,945^[1] MSRP, Mazda3 features SKYACTIV[®]^[2] TECHNOLOGY, "KODO—Soul of Motion" design and features such as i-ELOOP (which enhances fuel economy), MAZDA CONNECT (infotainment) and i-ACTIVSENSE (safety). This award-winning vehicle is one of the most fuel-efficient vehicles in its class, available in four- and five-door configurations and offered with either a SKYACTIV-G 2.0-liter or 2.5-liter engine. Both six-speed manual and automatic transmissions also are available.

For more information on Kelley Blue Book and the 10 Coolest Cars Under \$18,000, visit www.kbb.com/car-reviews-and-news/top-10/coolest-cars-under-18000-2015/.

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.

^[1] Starting price is manufacturer's suggested retail price (MSRP) for lowest trim level. 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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