

## **MAZDA MX-5 MIATA TAKES TOP SEGMENT HONORS IN J.D. POWER INITIAL QUALITY SURVEY**

IRVINE, Calif., June 18, 2015 /PRNewswire/ — The third-generation Mazda MX-5 Miata is finishing up its model run on a high note, as it was recently awarded top honors in its segment for J.D. Power's annual Initial Quality Survey (IQS) for the sixth year in a row.

J.D. Power surveyed more than 86,000 people during the first 90 days from which they purchased or leased a new vehicle made during the 2015 model year, with the 2015 Mazda MX-5 taking the overall top spot in the "Compact Sporty Car" segment. The third-generation MX-5 roadster was named the IQS segment award recipient for all but one year of its model run, which began in 2006.

"This marks a great bookend for our third-generation MX-5 ahead of welcoming in the all-new 2016 model," said Robert Davis, senior vice president of operations, Mazda North American Operations. "Enthusiasts the world over have fallen in love with MX-5 for more than 25 years because of its performance, reliability, ease of use and, most of all, the smile it puts on the face of everyone who drives one. We expect that to continue into the next generation of our flagship roadster."

The 2016 MX-5 goes on sale in July with an MSRP starting at \$24,915\*, not including \$820 for destination and handling (\$865 in Alaska), taxes or any additional fees.

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](http://www.mazdausamedia.com).

\*Independent dealers set actual prices on new vehicle inventory.

Logo - <http://photos.prnewswire.com/prnh/20131205/MM28870LOGO>

SOURCE Mazda North American Operations

For further information: Jacob Brown, Mazda North American Operations, (949) 727-6751; Eric Booth, Mazda North American Operations, (949) 727-6144

---

<https://news.mazdausa.com/2015-06-18-mazda-mx-5-miata-takes-top-segment-honors-j-d-power-initial-quality-survey>