

MAZDA CX-5 AND MAZDA6 EARN SUPERIOR RATINGS FROM IIHS

WASHINGTON, D.C. (August 26, 2015) – The 2016 Mazda CX-5 and Mazda6 each received a “Superior” rating from the Insurance Institute for Highway Safety (IIHS) in its latest evaluation of crash prevention systems.

The 2016 Mazda CX-5 and Mazda6 can both be equipped with Mazda’s i-ACTIVSENSE advanced safety technologies, an umbrella term covering a series of advanced safety features developed in line with Mazda Proactive Safety, which make use of detection devices such as milliwave radars and cameras. They include active safety technologies that support safe driving by helping the driver to recognize potential hazards and pre-crash safety technologies that help to avert collisions or reduce their severity in situations where they cannot be avoided.

The 2016 CX-5 Grand Touring model features Mazda’s Blind Spot Monitoring (BSM), which helps detect vehicles approaching from the blind spot areas at the sides and rear. BSM also incorporates Mazda’s Rear Cross Traffic Alert (RCTA) function, which alerts the driver when it detects vehicles approaching from either side as the driver backs up. Mazda’s Blind Spot Monitoring (BSM) and Mazda’s Rear Cross Traffic Alert (RCTA) function are standard on the Touring and Grand Touring trims.

The CX-5 Grand Touring also offers optional Smart Brake Support (SBS), which helps avoid frontal collisions or minimize damage when travelling mid- to high-speed by automatically braking when the vehicle senses an emergency ahead and Mazda Radar Cruise Control (MRCC), which automatically controls the vehicle speed to maintain the safe following distance in accordance with the target speed set by the driver. MSRP on CX-5 starts at \$21,795^[1]. Both Smart Brake Support (SBS) and Mazda Radar Cruise Control (MRCC) are part of the optional i-ACTIVSENSE Package available for the CX-5 Grand Touring.

The 2016 Mazda6 offers a wide variety of advanced safety technologies and further strengthens safety performance. Mazda6 and its advanced safety technologies deliver greater driving pleasure and peace of mind, while adding further polish to the value offered by Mazda’s flagship model. The Mazda6 Grand Touring’s optional Technology package adds Mazda’s Smart Brake Support (SBS), Blind Spot Monitoring (BSM) and Rear Cross Traffic Alert (RCTA) function, among a long list of other safety-enhancing features. Mazda6’s MSRP begins from \$21,495^[2].

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 MSRP does not include \$880 for destination and handling (\$925 in Alaska). Dealers set actual prices. MSRP, options and availability subject to change.

² MSRP does not include \$820 for destination and handling (\$865 in Alaska). Dealers set actual prices. MSRP, options and availability subject to change.

SOURCE Mazda North American Operations

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