

MAZDA3 ANNOUNCED AS ONE OF AUTOTRADER'S 2015 BEST CARS FOR DOG LOVERS

IRVINE, Calif. (August 26, 2015) – The dog days of summer may be behind us, but Mazda3 is still lapping up awards, with the latest being Autotrader's "Best Cars for Dog Lovers." This marks the 16th award for Mazda3 in the last eight months – 4.7 dog years to Mazda's canine audience.

Mazda3 is one of nine vehicles that fetched Autotrader's dog-friendly award for 2015. Autotrader's editors looked at criteria such as having fold-flat rear seats, a rear lift gate, a low ride height, airy cabin and underfloor storage to determine its award-winners.

According to Autotrader, more than 56 percent of dog-owners shop for vehicles suited for the pets. One in four have or would consider taking a pet on a test-drive to gauge whether a vehicle is a good fit for a four-legged friend.

Although this is Mazda's first win for this award, Mazda is no stranger to the animal world. Mazda Motorsports has been actively promoting shelter animal adoptions since 2007. Mazda Motorsports has worked hand-in-paw with the SPCA for Monterey County, located directly across the street from Mazda Raceway Laguna Seca, helping to raise money for the animal shelter and promote adoptions.

The 2016 Mazda3 carries a starting MSRP^[1] of \$17,845 and comes with a 155-horsepower, SKYACTIV-G 2.0-liter engine and six-speed SKYACTIV-MT manual transmission. Available features include a SKYACTIV-DRIVE six-speed automatic transmission, 2.5-liter SKYACTIV-G engine with 184 horsepower, high-intensity adaptive xenon headlights, leather seating surfaces, heated front seats and Mazda Radar Cruise Control (MRCC).

With striking KODO—Soul of Motion design, inside and out and sophistication en masse, the only feature a dog might not appreciate would be Mazda3's eye-catching available Soul Red exterior paint color. Dogs are color-blind, of course.

The 2016 Mazda3 is available in dealers nationwide.

Additional information about Autotrader's Best Cars for Dog Lovers can be found at:

<http://www.autotrader.com/best-cars/9-must-shop-cars-for-dog-lovers-242929>

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 \$820 for destination and handling (\$865 in Alaska). Dealers set actual prices. MSRP, options and availability subject to change.

<https://news.mazdausa.com/2015-08-26-mazda3-one-autotraders-2015-best-cars-dog-lovers>