MAZDA NAMED 2016 BEST CAR BRAND BY U.S. NEWS & WORLD REPORT

MAZDA FIRST RECIPIENT OF THE NEW AWARD

IRVINE, Calif., Nov. 12, 2015 /PRNewswire/ — Mazda North American Operations was today awarded 2016 Best Car Brand by *U.S. News & World Report*. This marks a banner year for Mazda that includes the introduction of the redesigned MX-5 Miata, the new CX-3 and the recently showcased RX-VISION Concept, among other innovations.

Mazda is the first recipient of the 2016 Best Car Brand award. This new award is part of the newly introduced 2016 Best Vehicle Brands award series which joins the website's annual Best Cars for the Money and Best Cars for Families awards. The new awards are limited to four categories: 2016 Best Car Brand, 2016 Best SUV Brand, 2016 Best Truck Brand and 2016 Best Luxury Brand.

The Best Vehicle Brands methodology uses the combined overall scores from the U.S. News Best Cars rankings across all models in each of the award classes. The overall ranking scores are based on analysis of published, credible reviews from the automotive press, as well as safety and reliability data.

Earlier this year, the 2015 Mazda CX-9 was named Best Large SUV for the Money and the 2015 Mazda5 was named Best Minivan for the Money in the *U.S. News & World Report's* 2015 Best Cars for the Money awards.

Follow the conversation at @mazdausa or learn more at insidemazda.mazdausa.com

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.

About U.S. News and Best Cars
Since 2007, Best Cars, the automotive channel of U.S. News & World Report, has published rankings of the majority of new vehicles sold in America. U.S. News annually publishes the Best Cars awards, including Best Cars for the Money and Best Cars for Families. Best Cars had over 45 million unique visitors over the past year, with over 65 percent of visitors actively shopping for a car. Close to 80 percent of active shoppers reported that the U.S. News Best Cars site influenced their car purchasing decision.

Logo – http://photos.prnewswire.com/prnh/20131205/MM28870LOGO

SOURCE Mazda North American Operations

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