MAZDA3 WINS 'MOST LOVED' VEHICLE IN ITS CLASS AWARD

IRVINE, Calif., Nov. 13, 2015 /PRNewswire/ — The 2016 Mazda3 has been awarded "Most Loved Vehicle" in the small car segment by analysis organization Strategic Vision's Customer Love Index Report.

The Customer Love Index Report measures the pinnacle of the vehicle ownership experience and the main driver of brand and product loyalty: Love. Evidenced by Mazda3's best October sales month since 2012 with 8,342 vehicles sold, representing an increase of 15.1 percent year-on-year, there are plenty of customers falling in love with Mazda's award-winning compact car.

According to the report, "most vehicles in the small car segment tout economic factors. To set itself apart from its tight competition, the Mazda3 satisfies the economic factors while adding bonuses that people love, such as performance and styling."

The report continues: "Mazda3 holds its own in security-related measures and completely dominates in the more leverageable categories, including freedom, self-esteem and harmony," and concludes that "performance and styling contribute greatly to excitement and individuality" of Mazda3.

The 2016 Mazda3 is available at dealers nationwide with a choice of 155-horsepower, 2.0-liter or 184-horsepower, 2.5-liter SKYACTIV-G engines in addition to six-speed manual or automatic transmissions. Pricing for the 2016 Mazda3 starts at an MSRP[1] of $17,845.

Strategic Vision, the publisher of the Customer Love Index Report, also compiled the premier consumer feedback database in the world for the automotive industry through the New Vehicle Experience Study (NVES), which is in its 21st year.

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.							

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, or Eric Booth, Mazda North American Operations, (949) 727-6144

---

https://news.mazdausa.com/2015-11-13-Mazda3-Wins-Most-Loved-Vehicle-In-Its-Class-Award