2016 MAZDA CX-3 AND MX-5 MIATA WIN AWARDS FROM HISPANIC MOTOR PRESS

MAZDA CX-3 CROSSOVER AND MX-5 MIATA EARN TOP HONORS

IRVINE, Calif. (December 8, 2015) – The Hispanic Motor Press has honored Mazda North American Operations (MNAO) with best-in-segment awards for 2016, naming the 2016 CX-3 as the best subcompact crossover and the2016 MX-5 Miata the best sports car.

“We are honored to receive these awards for our two newest products. They now join theMazda3 and Mazda6, which were awardees last year,” said Jim O’Sullivan, president and CEO, MNAO. “These awards confirm what we are seeing in sales as Hispanics buy Mazdas at a higher percentage than the general population.”

The winners of the sixth-annual awards were assessed and selected out of approximately 100 vehicles, based on the “typical Hispanic family in the United States.” Jury Director Ricardo Rodriguez-Long brought together a group of judges including Hispanic auto journalists and other Hispanic media leaders that reviewed and drove the vehicles and then selected the winners in each category.

CX-3 starts with an MSRP from $19,960[1] and comes standard with a SKYACTIV-G 2.0-liter engine producing 146 horsepower at 6,000 rpm and 146 lb-ft of torque at 2,800 rpm, with all trim levels equipped with a quick-shifting SKYACTIV-DRIVE six-speed automatic transmission. In front-wheel-drive configuration, it nets a class-leading[2] EPA-estimated fuel economy[3] of 29 mpg city/35 mpg highway/31 mpg combined (27 mpg city/32 mpg highway/29 mpg combined with predictive i-ACTIV AWD).

All CX-3 models also come with MAZDA CONNECT™, a seven-inch, full-color touchscreen infotainment suite that is integrated with a commander control knob and Bluetooth hands-free phone pairing and audio streaming. MAZDA CONNECT™ helps drivers and passengers safely keep connected while on the go, integrating phone controls, radio, internet radio services like Pandora and Aha by Harmon, and available navigation into a single system.

The 2016 MX-5 has a starting MSRP of $24,915[4]. It comes with a torquey, quick-revving 2.0-liter SKYACTIV-G engine, paired with either a standard SKYACTIV-MT six-speed manual transmission or an available six-speed automatic. Standard features in the 2,332 lbs. sports car include Bluetooth phone pairing and wireless audio streaming, LED headlights and tail lights and a USB input for phone charging and audio streaming. Available features for MX-5 Club include a limited-slip rear differential, Bilstein® suspension, Brembo® front brakes, and Bose® premium audio system. MX-5 Grand Touring is available with heated leather seating surfaces, blind spot monitoring, lane-departure warning, a Bose® premium audio system, and adaptive LED headlights.

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.

For more information on the Hispanic Motor Press Awards, please visitwww.hispanicmotorpressawards.com.

---

[1] Manufacturer suggested retail price does not include tax, title, destination or additional fees. Destination fee is $880 ($925 in Alaska). Dealer sets actual prices.

[2] Subcompact Crossover Utility Vehicle class of vehicles consists of the following vehicles: 2016 Mazda CX-3, 2015 Mini Cooper Countryman/Paceman, 2015 Chevrolet Trax, 2015 Buick Encore, 2015 Nissan Juke, 2015 Mitsubishi Outlander Sport, 2016 Honda HR-V, 2016 Jeep Renegade and 2016 Fiat 500X with entry-level engines when paired with automatic transmissions. Class may vary from EPA-specified categories.

[3] Fuel economy is estimated by the U.S. EPA. Actual customer mileage will vary.

[4] Manufacturer suggested retail price does not include tax, title, destination or additional fees. Destination fee is $820 ($865 in Alaska). Dealer sets actual prices.

---

https://news.mazdausa.com/2015-12-08-2016-Mazda-CX-3-and-MX-5-Miata-Win-Awards-from-Hispanic-Motor-Press