EPA REPORT NAMES MAZDA THE MOST FUEL-EFFICIENT AUTO MANUFACTURER IN THE U.S.

SKYACTIV TECHNOLOGY DELIVERS TOP FUEL EFFICIENCY SPOT FOR THIRD CONSECUTIVE YEAR

WASHINGTON (December 16, 2015) – The U.S. Environmental Protection Agency (EPA) noted in its most recent Light Duty Fuel Economy Trends report that Mazda Motor Corporation is the most fuel-efficient auto manufacturer in the U.S. With the highest fleet-wide adjusted fuel economy performance of 29.4 miles per gallon (MPG), and the lowest CO_2 emissions of 328, Mazda led the chart for model year (MY) 2014.

For the third consecutive year, Mazda has achieved the highest fuel efficiency of any other mainstream automotive manufacturer in the industry, without offering a hybrid or electric vehicle. Mazda's unique SKYACTIV Technology has made this level of efficiency possible. SKYACTIV is a suite of component and engineering technologies intended to cut vehicle weight and improve engine efficiency for outstanding environmental and safety performance, without sacrificing the brand's renowned driving pleasure.

"At Mazda, Driving Matters and so does fuel economy," said Jim O'Sullivan, president and CEO, Mazda North American Operations. "Using SKYACTIV Technology, Mazda has been able to achieve class-leading fuel efficiency in nearly every segment it competes in. This achievement verifies that Mazda has evolved to offer what others can't, vehicles that are of high-quality, great looking, fun-to-drive and fuel efficient."

Mazda's SKYACTIV TECHNOLOGY can be found throughout its vehicle line up including the Mazda3, Mazda6, CX-5 and in the all-new MX-5 Miata and CX-3. The Mazda CX-3 crossover utility vehicle has been rated with an EPA-estimated fuel economy as high as 29 mpg city/35 mpg highway, which positions CX-3's fuel economy as class-leading among all 2015 and 2016 subcompact crossover utility vehicles.

Arriving in 2016, the all-newMazda CX-9 will feature a new SKYACTIV 2.5 liter direct injection turbocharged gasoline engine. The CX-9 aims to offer customers a combination of great performance in everyday driving situations and excellent fuel economy.

Mazda has also been named by *U.S. News and World Report* as the 2016 Best Car Brand.

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.

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