

## GOOD HOUSEKEEPING NAMES MAZDA3 'BEST COMPACT' CAR FOR 2016

### MAZDA3 WINS FOR PERFORMANCE, STYLE AND FAMILY FRIENDLINESS

IRVINE, Calif. (January 12, 2016) – Adding to its long list of accolades, the [2016 Mazda3 5-Door s Grand Touring](#) has been selected as the 'Best Compact' vehicle for *Good Housekeeping/Car and Driver's* inaugural '2016 Best New Car Awards.'

*Good Housekeeping* worked with *Car and Driver*, the leading authority on all things automotive, to screen a preliminary list of the top 160 vehicles down to 41 across four categories: Compact, Sedan, Eco and Crossover. Then, the engineers from the Good Housekeeping Institute logged 2,000+ miles on real roads, assessing everything from performance, safety features, and family friendliness, to price, infotainment systems, usability, storage and intuitive design. Mazda3 remains popular for its stylish design and sophisticated [MAZDA CONNECT](#)<sup>TM</sup> system that set it apart from the competition.

"The sleek [KODO design](#) and Mazda's [SKYACTIV Technologies](#) are what differentiates Mazda from other automakers," said Robert Davis, Senior VP of U.S. Operations, Mazda North American Operations (MNAO). "We are proud that *Good Housekeeping* and *Car and Driver* have recognized Mazda3's quality and value by naming it the Best Compact Car for 2016."

Additionally, safety and reliability contribute to the family friendliness of the Mazda3. The Mazda3 sets the bar for standards of safety, having been awarded as a 2015 Top Safety Pick+ by the Insurance Institute for Highway Safety and earning the highest five-star overall safety rating from the National Highway Traffic Safety Administration. Notably, the Mazda3 was also selected this year as a [Car and Driver 10Best](#) honoree.

Starting at \$16,945<sup>[1]</sup> MSRP, Mazda3 features SKYACTIV<sup>®</sup><sup>[2]</sup> TECHNOLOGY, "KODO—Soul of Motion" design and features such as i-ELOOP (which enhances fuel economy), MAZDA CONNECT (infotainment) and i-ACTIVSENSE (safety). This award-winning vehicle is one of the most fuel-efficient vehicles in its class, available in four- and five-door configurations and offered with either a SKYACTIV-G 2.0-liter or 2.5-liter engine. Both six-speed manual and automatic transmissions also are available.

For more information on *Good Housekeeping's* 2016 Best New Car Awards, visit [Goodhousekeeping.com/carawards](http://Goodhousekeeping.com/carawards).

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](http://www.mazdausamedia.com).

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<sup>[1]</sup> Starting price is manufacturer's suggested retail price (MSRP) for lowest trim level. MSRP does not include \$835 destination charge (Alaska \$880), title, taxes, license, options and dealer charges. Actual prices set by dealer and may vary.

<sup>[2]</sup> SKYACTIV is a registered trademark of Mazda Motor Corporation (MC).

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