

2016 MAZDA CX-9 WINS LUXURY VEHICLE AWARD FROM EBONY MAGAZINE

MAZDA'S NEW THREE-ROW, MIDSIZE CROSSOVER NAMED "PRETTY BOY" IN EBONY'S ANNUAL NEW VEHICLE AWARDS ISSUE

IRVINE, Calif. (February 19, 2016) – The [2016 Mazda CX-9](#) midsize, three-row crossover has been named as one of the EBONY Magazine best-in-class new vehicles, earning the title of "Pretty Boy" among the new crop of luxury-oriented vehicles hitting the market.

All-new for 2016, CX-9 moves upmarket with its new Signature trim level, including Nappa leather, rosewood sourced from Japanese guitar-maker Fujigen and real aluminum trim throughout its spacious interior. Its exterior adopts Mazda's dynamic KODO—Soul of Motion design theme, heightened by the first application of Machine Gray, a color complementing CX-9's curvaceous body with a liquid metal-like quality. Further heightening its appearance are standard LED headlights and tail lights and optionally available 20-inch wheels and signature grille lighting.

"From its proud grille to its dual exhaust, and everything in between, we've designed a vehicle that paints the direction for where we want the Mazda brand to go, now and in the future," said Julien Montousse, director of design, Mazda North American Operations. "We're honored to be recognized by EBONY, as we believe CX-9 is a bold crossover that makes a statement in its segment."

In addition to its eye-catching looks, CX-9 gains a host of new technologies, including its SKYACTIV-G 2.5T turbocharged engine that can deliver a punchy 310 lb-ft of torque from just 2,000 rpm. It was designed for real-world power delivery and class-leading fuel-efficiency without a hybrid system. CX-9 is also available in front- or i-ACTIV all-wheel drive, a predictive drivetrain system that calculates internal and external parameters 200 times per second through 27 sensors to best-allocate power to the wheels so that the driver never notices a loss in traction in inclement conditions. Such parameters are gathered from use of wipers, internal and external temperatures, hill angles, steering wheel angles and more.

Pricing and availability will be announced closer to the 2016 Mazda CX-9's late spring on-sale date.

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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