

## MAZDA COMMITS TO MAKING AUTOMATIC BRAKING STANDARD ON NEW VEHICLES

WASHINGTON, March 17, 2016 [PRNewswire/](#) — Mazda North American Operations (MNAO) announced today that it will make Automatic Emergency Braking (AEB) standard on all of its new vehicles by September 1, 2022, as part of its [i-ACTIVSENSE](#) safety technologies strategy.

AEB helps to prevent crashes and to reduce their severity by applying a vehicle's brakes automatically. The systems use on-board sensors such as radar, cameras or lasers to detect an imminent crash, warn the driver, and prepares the vehicle by adjusting the brake pads closer to the brake discs, and if the driver does not take sufficient action, apply the brakes.

This technology is already standard or available on select trim levels of [Mazda3](#), [Mazda6](#), [CX-3](#) and [CX-5](#), but will become standard over all trim levels on all Mazda vehicles sold in the U.S.[1]

Mazda's i-ACTIVSENSE is an umbrella term covering a series of advanced safety technologies which make use of detection devices such as milliwave radars and cameras. They include active safety technologies that support safe driving by helping the driver to recognize potential hazards, and pre-crash safety technologies, which help to avert collisions or reduce their severity in situations where they cannot be avoided.

"Mazda's safety philosophy is based on understanding, respecting, and trusting the driver, because driving matters," said Masahiro Moro, president and CEO, MNAO. "To that end, Mazda is committed to implementing both passive and active safety technologies on our vehicles to help drivers in unpredictable driving situations."

To watch a video on Mazda's Smart City Braking System visit [https://www.youtube.com/watch?v=IHn0SJmI\\_wE](https://www.youtube.com/watch?v=IHn0SJmI_wE).

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).

[1] Current versions of AEB available on certain Mazda vehicles are referred to as Smart City Brake Support and Smart Brake Support, each is intended to operate under certain potential collision situations. Smart City Brake Support operates under certain low speed conditions (2-18 mph) and Smart Brake Support under certain higher speed conditions (above 10 mph). While very helpful, these active safety technologies are not a substitute for safe and attentive driving. Factors including movement and shape of the object in front of the vehicle, weather and road conditions can all impact automatic brake control and collision warning.

Logo - <http://photos.prnewswire.com/prnh/20131205/MM28870LOGO>

SOURCE Mazda North American Operations

For further information: Tamara Mlynarczyk, Mazda North American Operations, (202) 467-5092

<!-- ITEMDATE: 2016-03-17 09:08:00 PDT -->

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