

2016 MAZDA3 TOPS KBB.COM'S 10 COOLEST CARS UNDER \$18,000 OF 2016 LIST

MAZDA3 REIGNS SUPREME OF 10 COOLEST CARS FOR THIRD STRAIGHT YEAR

IRVINE, Calif. (May 26, 2016) – The 2016 Mazda3 topped the list of the 10 Coolest Cars Under \$18,000 of 2016 by the editors at Kelley Blue Book's KBB.com for the third consecutive year. Mazda3 has been named to the list every year of the vehicle's 13-year existence.

Two longstanding criteria—fun-to-drive and fun-to-own—are critical among the deciding factors of what the KBB.com editors freely admit is a very subjective “cool factor,” the overarching No. 1 criterion for a vehicle to place on this list.

Starting at \$17,845^[1] MSRP, Mazda3 features SKYACTIV® 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 Kelley Blue Book's 10 Coolest Cars Under \$18,000 of 2016 list, visit <http://www.kbb.com/car-reviews-and-news/top-10/coolest-cars-under-18000-2016/2100000712/>.

Mazda North American Operations is proud of its award-winning vehicle lineup. The 2016 model year vehicles have already earned over 100 industry accolades with a recent impressive win from the 2016 MX-5 with two awards for [Word Car of the Year and World Car Design of the Year](#). To learn more about Mazda, visit mazdausamedia.com.

^[1] 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.

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