Mazda USA Newsroom

MAZDA CX-3 EARNS 2016 IIHS TOP SAFETY PICK+ RATING

WASHINGTON, DC (June 15, 2016) – Mazda North American Operations (MNAO) today announced that the2016 CX-3 subcompact crossover has been named as a "2016 Top Safety Pick+" recipient by the non-profit Insurance Institute for Highway Safety (IIHS).

In IIHS testing, vehicles are subjected to a variety of rollover and collision tests, many of which exceed the speed and forces of Federal crash requirements; the small-overlap front crash test is one of the latest and one of the most stringent. The IIHS notes that approximately 25 percent of traffic fatalities occur in small-overlap crashes, which put more force onto a smaller piece of the car's structure than other current frontal-collision tests.

To attain Top Safety Pick+ honors, a vehicle must earn the highest rating of "Good" for 2016 in five body-structure categories, including small-overlap crash-testing, and have an advanced rating in available collision-prevention technologies like automatic braking—a new requirement in this year's evaluations.

The 2017 Mazda CX-3 comes standard with a SKYACTIV-G 2.0-liter engine producing 146 horsepower at 6,000 rpm and 146 lb-ft of torque at 2,800 rpm, with all trim levels equipped with SKYACTIV-DRIVE six-speed automatic transmission. In front-wheel-drive configuration, it nets a class-leading[1] EPA-estimated[2] fuel economy of 29 mpg city/34 mpg highway/31 mpg combined (27 mpg city/32 mpg highway/29 mpg combined with predictive i-ACTIV AWD).

All CX-3 models also come with MAZDA CONNECT™, a seven-inch, full-color touchscreen infotainment suite that is integrated with a commander control knob and Bluetooth hands-free phone pairing and audio streaming. MAZDA CONNECT™ helps drivers and passengers safely keep connected while on the go, integrating phone controls, radio, internet radio services, and available navigation into a single system. Additionally, all 2016 CX-3s also have a backup camera, push-button starter, and remote keyless entry.

Available safety features offered on the CX-3 include Blind Spot Monitoring (BSM), Rear Cross-Traffic Alert (RCTA), Adaptive Front-lighting System (AFS), Active Driving Display pop-up head-up display, and daytime running lights and tail lights.

Additionally, the Grand Touring i-ACTIVSENSE package includes Mazda Radar Cruise Control, Smart City Brake Support, Smart Brake Support, High Beam Control System, Lane Departure Warning System, rain-sensing wipers and auto on/off headlights.

The 2017 Mazda CX-3 goes on sale at the beginning of July, priced from an MSRP[3] of $19,960.

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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[1] Subcompact Crossover Utility Vehicle class of vehicles consists of the following vehicles: 2016 Mazda CX-3, 2016 Mini Cooper Countryman/Paceman, 2016 Chevrolet Trax, 2016 Buick Encore, 2016 Nissan Juke, 2016 Mitsubishi Outlander Sport, 2016 Honda HR-V, 2016 Jeep Renegade and 2016 Fiat 500X with entry-level engines when paired with automatic transmissions.

[2] Fuel economy is EPA estimated. Actual customer mileage will vary.

[3] MSRP does not include $900 for destination charges or additional tax and title fees. Dealers set actual sale prices.

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