MAZDA3 HATCHBACK WINS STRATEGIC VISION TOTAL QUALITY IMPACT AWARD

MAZDA3 WOWS IN SMALL MULTI-FUNCTION CAR SEGMENT

The 2016 Mazda3 hatchback was awarded Strategic Vision's Total Quality Award, landing it top honors among the Small Multi-Function Car segment.

Strategic Vision has captured in its unique Total Quality Impact score the complete, holistic measure of experience that encompasses positive and negative product experience, including reliability, driving excitement and other aspects of dealership experiences—all energized by the emotional response associated with the experiences.

According to Strategic Vision, "Mazda3 Hatchback surpasses all its competition by delivering more than is expected in a segment that is often just more functional than delivering extra touches. Its overall profile of what is delivered for the price creates value and a positive image."

The owner-driven survey takes all parts of the ownership experience into account and is followed up with a survey addressing consumer values, emotions, attitudes, interests and brand images.

"I purchased my Mazda 3," one owner said, "because it had the backup camera and blind spot monitor standard without paying for lots of extras that I did not need."

Starting at an MSRP of $17,845[1], 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.

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 InsideMazda.MazdaUSA.com.

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[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.

Additional assets available online:
PHOTOS (1)

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