Mazda USA Newsroom

MAZDA NAMES 2017 BEST CAR BRAND BY U.S. NEWS & WORLD REPORT

FOR SECOND YEAR IN A ROW, MAZDA CLAIMS TOP SPOT IN BEST CAR BRAND CATEGORY

IRVINE, Calif. (November 14, 2016) – For the second year in a row, Mazda North American Operations (MNAO) was awarded the "Best Car Brand" award by *U.S. News & World Report*. Beating all other automotive brands that sell cars in the U.S. for the top spot in the 2017 Best Car Brand category further proves that Mazda continues to deliver an outstanding lineup that provides customers with top-performing vehicles across the segments it competes, including compact sedan and five-door with Mazda3; midsize family sedan with Mazda6; and MX-5 Miata soft top and the new 2017 MX-5 RF retractable fastback sports cars.

"We are honored, once again, to be named the Best Car Brand by *U.S. News & World Report,*" said Masahiro Moro, president and CEO, MNAO. "We're passionate about raising the bar on everything a car should be and will continue to deliver exceptional design, features and performance that make Mazda cars the go-to choice for those passionate about the details of what makes a car desirable to own and drive."

Mazda outperformed its rivals specifically for its "well-made interiors and driving dynamics," according to *U.S. News & World Report.*

The Best Vehicle Brands methodology is an objective, analysis-driven assessment of quality across all of a brand's offerings within the four categories (SUVs, Cars, Trucks and Luxury). Brand ratings are based on the U.S. News Best Cars overall scores for each vehicle, which incorporate the consensus opinions of the automotive industry as well as safety and reliability data.

Earlier this year, the 2016 Mazda MX-5 Miata was named Best Sports Car for the Money in the *U.S. News & World Report's* 2016 Best Cars for the Money awards. It surpassed competitors in the category by having the best long-term value without compromising on an outstanding ownership experience. Additionally, the Mazda3 was named to the Best Car for Teens List.

Combined, the 2016 Mazda model year vehicles have already earned more than 100 industry accolades, including being recognized by the U.S. Environmental Protection Agency (EPA) as the most fuel-efficient auto maker for four years in a row.

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.

About U.S. News and Best Cars

Since 2007, Best Cars, the automotive channel of U.S. News & World Report, has published rankings of the majority of new vehicles sold in America. U.S. News annually publishes the Best Cars awards, including Best Cars for the Money and Best Cars for Families. Best Cars had over 45 million unique visitors over the past year, with over 65 percent of visitors actively shopping for a car. Close to 80 percent of active shoppers reported that the U.S. News Best Cars site influenced their car purchasing decision.

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