Mazda USA Newsroom

REPEAT IS SWEET: MAZDA 3 AND MX-5 MIATA EARN 2017 CAR AND DRIVER 10 BEST AWARDS

MAZDA3 LANDS ON LIST FOR FOURTH CONSECUTIVE YEAR, MX-5 RF JOINS SOFT TOP

IRVINE, Calif. (November 16, 2016) – With more than 40 makes and more than 400 new vehicle models on sale today in the U.S., earning a *Car and Driver* magazine 10Best award is no small feat.

Yet, Mazda earned two of the 10 spots in the 2017 10Best awards, with its 2017 Mazda3 compact sedan and five-door models and the combined 2017 MX-5 Miata soft top and MX-5 RF retractable fastback models representing the automaker. Mazda3 earned its fourth-consecutive *Car and Driver* award and seventh total[1] since the nameplate was introduced as a 2004 model. MX-5 has earned back-to-back 10Best awards—15 in all. *Car and Driver's* 10Best awards are unique in that they allow previous winners to defend their titles against new entries in their segments.

In all, Mazda has earned 25 of the 10Best awards, tying BMW for the third-most among individual marques.

"'Driving Matters' is a tenet our company believes in, from entry-level employees to our engineers and executives," said Masa Moro, president and CEO, Mazda North American Operations (MNAO). "It's more than just a tagline. To us, it means delivering cars that are thrilling to drive—not just because they're fun, but because they're pleasing to the eye with KODO—Soul of Motion design, soothing to the soul and elicit an emotional connection because they're so intuitive.

"We strive to build the kinds of cars and crossovers that simply make owning a Mazda a rewarding experience, and we're thankful to *Car and Driver* for recognizing MX-5 and Mazda3 as vehicles that truly make driving a pleasure."

The 2017 Mazda3 carries a base MSRP[2] of $17,845 and comes standard with Mazda's industry-exclusive G-Vectoring Control (GVC). GVC is the first technology of Mazda's SKYACTIV-VEHICLE DYNAMICS suite, using its engine as an aid to assist steering and handling linearity and control. Mazda3 is available in sedan and five-door and is newly available for 2017 with its full i-ACTIVSENSE safety features and manual transmission in the same model, as well as several features like Smart City Brake Support new to the mid-range Mazda3 Touring trim level.

The 2016 MX-5 roadster has a starting MSRP[3] of $24,915 and $31,555 for the all-new 2017 MX-5 RF. It comes with a torquey, quick-revving 2.0-liter SKYACTIV-G engine, paired with either a standard SKYACTIV-MT six-speed manual transmission or an available six-speed automatic.

To read more about this year's Car and Driver 10Best, visit CarAndDriver.com.

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] Including Mazdaspeed3 models.
[2] Manufacturer suggested retail price does not include tax, title, destination or additional fees. Destination fee is $835 ($880 in Alaska). Dealer sets actual prices.
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