MAZDA CX-3, MAZDA3 AND MAZDA6 EARN 2017 IIHS TOP SAFETY PICK+ HONORS

MAZDA VEHICLES CONTINUE TO BE AMONG THE SAFEST ON THE ROAD, COURTESY OF SKYACTIV TECHNOLOGY

IRVINE, Calif. (December 8, 2016) – Mazda North American Operations (MNAO) today announced that three of its vehicles are once again rated by the independent Insurance Institute for Highway Safety (IIHS) as "Top Safety Pick+" awardees for 2017. The 2017 Mazda CX-3 subcompact crossover SUV, Mazda3 compact sedan and five-door and midsize Mazda6 family sedan each aced a number of the Institute's proprietary collision safety tests.

Evaluations included small overlap front, moderate overlap front, side, roof strength and head restraint tests, where the tested vehicles had to earn a "Good" rating. Additionally, the trio of Mazdas earned "Advanced" or "Superior" rating for front crash-prevention, courtesy of their available Smart City Brake Support and Smart Brake Support automatic emergency braking systems.

Finally, CX-3, Mazda3 and Mazda6 had to pass stringent headlight evaluations to earn the highest "Top Safety Pick+" designation.

Each vehicle was designed from the ground up using SKYACTIV Technology, which is a suite of technologies that includes fuel-efficient engines and transmissions, lightweight but strong chassis, suspension designs that balance comfort and performance, implementing Mazda's safety systems.

"Mazda vehicles are thought of as beautiful with our signature KODO—Soul of Motion design and engaging to drive, but our consistently outstanding performance in safety evaluations also speaks volumes about our engineering excellence, courtesy of SKYACTIV Technology," said Robert Davis, senior VP, U.S. Operations, MNAO. "The IIHS 'Top Safety Pick+' distinction becomes tougher and tougher to earn, yet our vehicles continue to prove their mettle with no compromise—whether it's with safety, outstanding fuel-efficiency or any number of other areas."

Thanks to their available adaptive LED headlights—a class-exclusive feature for the 2017 CX-3—as well as ultra-rigid SKYACTIV-CHASSIS technology and a number of other unique features available in Mazda vehicles, such as straight frame rails that are implemented in every vehicle from the smallest MX-5 Miata to the largest CX-9 to better-withstand collisions due to their high rigidity, these three standouts continue to lead their segments in safety evaluations.

Excluded from 2017 testing thus far are the compact 2017 Mazda CX-5 crossover SUV, which will go on sale in the spring in the U.S., and the midsize, three-row CX-9, which has not been tested yet. MX-5 models are not evaluated in U.S. testing.

The IIHS is an independent, non-governmental safety-testing organization, funded by the insurance industry. For more information, visit IIHS.org.

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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