

## **MAZDA LEADS AUTOBYTEL.COM'S FIRST-ANNUAL BUYER'S CHOICE AWARDS**

### **THREE MAZDA CARS AND CROSSOVER SUVs ARE AMONG THE MOST-RESEARCHED VEHICLES ON SHOPPING PLATFORM'S WEBSITE**

IRVINE, Calif. (January 6, 2017) – Drawing great interest for its award-winning cars and crossover SUVs, Mazda North American Operations has announced that it is the winner of four Buyer's Choice Awards from Autobytel.com. The first-annual Buyer's Choice Awards extrapolated data from October 2015 to October 2016 to find out what vehicles Autobytel.com's approximately 8 million shoppers were interested in—both via site traffic and lead submissions to be contacted by a dealer.

Winners include:

[Mazda MX-5 Miata](#): Convertible category  
[Mazda CX-5](#): Small SUV category and overall SUV winner  
[Mazda CX-9](#): Large SUV category

"This is an exceptional award because it represents the vehicles that are most actively researched and requested to purchase," said Jeff Coats, president and CEO of Autobytel, Inc. "In combination, these two factors are very representative of consumer demand, especially considering the number of consumers that visit Autobytel properties every month and the millions of leads we deliver to our industry partners each year."

Autobytel Inc. provides high-quality consumer leads and associated marketing services to automotive dealers and manufacturers throughout the United States. The company also provides consumers with robust and original online automotive content to help them make informed car-buying decisions. The company pioneered the automotive Internet in 1995 with its flagship website <http://www.autobytel.com/> and has since helped tens of millions of automotive consumers research vehicles; connected thousands of dealers nationwide with motivated car buyers; and helped every major automaker market its brand online.

For more information on all Mazda products, visit [InsideMazda.MazdaUSA.com/newsroom](http://InsideMazda.MazdaUSA.com/newsroom).

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