Mazda USA Newsroom

MAZDA EARNS 'BEST CAR STYLING' AWARD FROM KELLEY BLUE BOOK

The obsession in the details has paid off for Mazda yet again, as Kelley Blue Book's KBB.com has awarded Mazda with the 2017 Brand Image Award for "Best Car Styling Brand."

While the design of the compact Mazda3, midsize Mazda6 and MX-5 Miata roadster and RF retractable fast back sports car were all that the KBB.com experts needed to crown Mazda with the award, it goes without saying that Mazda's KODO—Soul of Motion design language continues to fascinate consumers and automotive enthusiasts.

Mazda vehicles are designed to look pure and refined, with distinct design cues shared across Mazda's lineup.

Mazda's passion for creating the ultimate form of beauty has proved successful on a global scale with consecutive appearances on the finalist list for the World Car Design of the Year (WCDOTY) as well. The 2016 Mazda MX-5 Miata took home the win in 2016 followed by the 2017 Mazda CX-9 being named a finalist in the same category this year.

KBB.com's 2017 Brand Image Awards are based on consumer automotive perception data from Kelley Blue Book Strategic Insights' Brand Watch™ study. Brand Watch is an online brand and model perception tracking study tapping into 12,000+ in-market new-vehicle shoppers annually on Kelley Blue Book's KBB.com.

For more information about KODO—Soul of Motion design, visithttp://insidemazda.mazdausa.com/the-mazda-way/design/.

For more information about the 2017 Kelley Blue Book Brand Image Awards, please visithttps://www.kbb.com/new-cars/brand-image-awards/.

For more information on Mazda products, please visitInsideMazda.MazdaUSA.com/newsroom.

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