



For Immediate Release

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## **Mazda Sets Out on Cross-Country Road Trip with All-New 2017 Mazda CX-5 Test Drive Experience**

*– Fifteen-City Ride and Drive Tour to Take New Vehicle Test Drive to the Next Level –*

IRVINE, Calif. (April 28, 2017) – Following its much anticipated arrival in dealerships, Mazda North American Operations is taking the all-new [2017 Mazda CX-5](#) on a fifteen-city, nationwide “Experience the All-New 2017 Mazda CX-5” tour where prospective customers<sup>1</sup> will have the opportunity to understand why driving a Mazda is so special, all while experiencing Mazda’s latest approach to craftsmanship, engineering and design, and how that’s embodied in the all-new CX-5.

The cross-country tour will include “Intercept” events, or the more traditional ride and drive experience at a set location and “Mastercraft” events, which will feature special events in Los Angeles, Philadelphia and Chicago, inviting Mazda owners to explore the “Mastercraft” behind a certain product or craft that aligns with the Mazda brand.

“Our goal is to engage our audience in an impactful way, in a location that’s convenient and familiar to them,” said Russell Wager, vice president of marketing for Mazda North American Operations. “By allowing our customers to engage with our brand and our vehicles in an environment that is fun and interactive, we create the opportunity for potential customers to experience our personality as a brand. Ultimately, we hope they have such a great time during their drive experience that they consider joining the Mazda family, when searching for their next vehicle.”

Participants of the “Intercept” component will be guided through the city on a quest to learn more about the vehicle and the unique Mazda driving experience. During the tour, participants will learn first-hand how a lighter vehicle can ultimately make the drive more fun; that safety features can

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<sup>1</sup> All driver participants must have a valid U.S. driver’s license, be 18+ years or older, sign a waiver form and pass a breathalyzer test. Passenger participants must be at least 13 years of age. All passenger participants must sign a waiver or if under 18 years of age have either a parent or legal guardian sign a waiver on their behalf. All participants must wear closed-toe shoes.



enhance, and not overtake, the driving experience; how technology can help support the driving experience, not take away from it; and how Mazda's Jinba Ittai driving philosophy directly translates to the driver's everyday experience in the vehicle.

### MAZDA CX-5 RIDE & DRIVE SCHEDULE

<i><b>DATES</b></i>	<i><b>CITY</b></i>
April 29-30	Los Angeles, CA
May 6-7	Dallas, TX
May 12-13	Houston, TX
May 20-21	Miami, FL
May 27-28	Orlando, FL
June 2-3	Washington, D.C.
June 10-11	Philadelphia, PA
June 17-18	New York, NY
June 24-25	Boston, MA
July 1-2	Cleveland, OH
July 8-9	Chicago, IL
July 15-16	Minneapolis, MN
July 22-23	Denver, CO
July 29-30	Seattle, WA
August 5-6	San Francisco, CA

When Mazda's designers and engineers went back to redesign the all-new 2017 model, they emboldened it with a new, more refined KODO—Soul of Motion design, premium interior and added refinement and technologies. CX-5's exterior draws in the eyes and never lets them go, honed in several new colors, including the lustrous Soul Red Crystal that brings a show-car-like finish to everyday drivers. Inside, the driver and passengers will notice a hushed cabin and smoother ride, thanks to an obsessive attention to detail and Mazda-exclusive technologies like G-Vectoring Control that uses the throttle and steering to smooth CX-5's ride and build driver confidence. With all of the refinements, Mazda stayed focused on creating the best-driving vehicle in its segment—a hallmark of the Mazda brand and an area that further sets CX-5 apart from the competition.



To follow the journey, and to get up-to-date information on driving opportunities in your area, visit Mazda's interactive website at [InsideMazda.MazdaUSA.com/Experience-CX-5](http://InsideMazda.MazdaUSA.com/Experience-CX-5) and join the social conversation by following Mazda on Facebook or Twitter, using #MazdaCX5 and #DrivingMatters.

Mazda North American Operations is headquartered in Irvine, California, and oversees the sales, marketing, parts and customer service support of Mazda vehicles in the United States and Mexico through more than 600 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 [InsideMazda.MazdaUSA.com/Newsroom/](http://InsideMazda.MazdaUSA.com/Newsroom/).

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