

## 2017 MAZDA CX-9 EARNS STRATEGIC VISION'S 'TOTAL QUALITY IMPACT' AWARD

### CX-9 CONTINUES TO IMPRESS BUYERS, ADDING TO ROSTER OF AWARDS

IRVINE, Calif. (August 30, 2017) – Much like Mazda's entire lineup, CX-9 continues to garner praise from media and consumers alike. The [2017 Mazda CX-9 three-row crossover SUV](#) further adds to the list of recognitions, earning Strategic Vision's Total Quality Award as the top midsize crossover SUV in its segment.

Mazda's standout crossover SUV remains the flagship of Mazda's lineup, positioned to push the brand to new, aspirational heights. Strategic Vision clearly agreed with its Total Quality Impact report, which is a complete, holistic measure of the total quality of vehicle ownership experience, encompassing the positive and negative product experience, including reliability, driving excitement and other aspects of dealership experiences—all energized by the emotional response associated with the experiences. Strategic Vision surveyed customers about even the smallest details, including sound of the engine, quality of the interior seat material and the overall performance.

A major reason Strategic Vision bestowed the CX-9 with its Total Quality Impact Award is because it meets and exceeds owner expectations by providing a premium driving and passenger experience, courtesy of an award-winning, turbocharged SKYACTIV-G 2.5T engine, which delivers excellent performance in everyday driving scenarios, and an interior that is pleasing to the sight and touch with available Nappa leather, real aluminum trim and rosewood supplied by premium Japanese guitar-maker Fujigen. It is with these qualities that Mazda is seeing CX-9 conquest sales from premium and luxury brands.

Additionally, complementing what customers see and feel when they drive CX-9 is the peace of mind they get with its safety credentials. The 2017 Mazda CX-9 was recently named as an Insurance Institute for Highway Safety [Top Safety Pick+](#), the highest designation the nonprofit organization awards. Mazda is the only automaker in North America to have a full line of vehicles rated as Top Safety Pick+ when equipped with available headlights and safety systems.

With a starting MSRP<sup>[1]</sup> of \$31,520, Mazda CX-9 provides a remarkable value, from its crafted details to its sleek KODO—Soul of Motion design.

For more information about the 2017 CX-9, visit: <https://insidemazda.mazdausa.com/vehicle-page/2017-cx-9/>.

For more information about Strategic Vision, visit: <https://www.strategicvision.com/>.

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 nearly 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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<sup>[1]</sup> MSRP does not include \$940 destination charge (\$985 in Alaska) or taxes, fees or additional charges.

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Additional assets available online:

**[PHOTOS](#)** <sup>(1)</sup>

<https://news.mazdausa.com/2017-08-30-2017-Mazda-CX-9-Earns-Strategic-Visions-Total-Quality-Impact-Award>