KELLEY BLUE BOOK ANNOUNCES MAZDA AS WINNER OF BEST PERFORMANCE BRAND AND BEST CAR STYLING BRAND AWARDS

Kelley Blue Book announced Mazda as the winner of two 2018 Brand Image Awards for “Best Performance Brand” and “Best Car Styling Brand.” This is Mazda’s second consecutive year for the “Best Car Styling Brand” award, while it is the first time Mazda has earned “Best Performance Brand.”

These awards recognize Mazda’s dedication toward an excellent driving experience, encapsulating both beauty and performance. Mazda’s lineup is styled through the lens of its elegant KODO—Soul of Motion design. Meticulously engineered and artfully crafted, Mazda’s lineup of award-winning vehicles are a study in what happens when an automaker obsesses over even the smallest details. From body construction and engine technology to the chassis and transmission, Mazda’s innovative, lightweight SKYACTIV Technology combines performance with efficiency, deriving greater enjoyment from driving.

Mazda’s performance credentials are led by the MX-5 Miata sports car. But everything from Mazda’s smallest vehicles to its largest, the three-row Mazda CX-9 crossover SUV, adheres to the commitment of providing a spirited driving experience rather than simply transportation.

The Kelley Blue Book Brand Image Awards recognize automakers’ outstanding achievements in creating and maintaining brand attributes that capture the attention and enthusiasm of the new-vehicle buying public. Award categories are calculated among luxury, non-luxury and truck shoppers. The 2018 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 the 2018 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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