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Mazda3 Tops Kelley Blue Book's Coolest New Cars for the Fifth Year in a Row

IRVINE, Calif. (May 23, 2018) – MP3 players, DVDs and PDAs – not many things have remained “cool” over the past 15 years. The compact Mazda3 is an exception, however, appearing on Kelley Blue Book's 10 Coolest Cars list every year since the car debuted in 2003. To make the recognition even cooler, Mazda3 takes the No. 1 spot for the fifth year in a row.

“Available in both sedan and hatchback form, the Mazda3 offers practicality that appeals to compact car buyers, with sportiness that makes even daily chores more fun,” said Michael Harley, executive editor for Kelley Blue Book.

Two longstanding criteria – that the vehicle is both fun-to-drive and fun-to-own – are critical among the deciding factors of what Kelley Blue Book editors freely admit is a very subjective “cool factor,” which is also the overarching No. 1 criterion for a vehicle to place on this list. Each vehicle is available for purchase starting at under \$20,000, using Kelley Blue Book's Fair Purchase Price as the yardstick.

The [2018 Mazda3](#) carries a starting MSRP¹ of \$18,095 and receives [newly standard features in all trim levels](#) that continue to reinforce the philosophy of putting people first. More safety features include the newly standard Smart City Brake Support automatic emergency braking that can help provide occupants with enhanced peace of mind. Available as a sedan or a hatchback, this compact car is able to handle all sorts of lifestyles, from active to family and everything in between. While passengers can appreciate the premium interior features, the driver will enjoy the driving dynamics set by the philosophy of *Jinba Ittai*—a harmony between the car and the driver. Mazda3's

¹ MSRP does not include \$895 for destination and handling (\$940 in Alaska), taxes, title or additional fees. Dealers set actual sale prices.



safety and driving dynamics are complemented by its KODO—Soul of Motion design, standing out for its purity of design in addition to its purpose and substance.

For more information about Kelley Blue Book and the 10 Coolest Cars Under \$20,000 for 2018, please visit: <https://www.kbb.com/car-news/all-the-latest/coolest-new-cars-under-20000/2100005410/>.

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 700 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.

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