

ALL-NEW 2019 MAZDA3 WINS FIRST AWARD: GAAMA 'BIGGEST BANG FOR YOUR BUCK'

MAZDA3 CREATING NEW STANDARD AMONG COMPACT VEHICLES

WASHINGTON, DC (April 3, 2019) – Following its recent global reveal at the Los Angeles Auto Show, the all-new 2019 Mazda3 has picked up its first award. Members of the influential Greater Atlanta Automotive Media Association (GAAMA) voted the 2019 Mazda3 as their “Biggest Bang for Your Buck” vehicle at the 2019 Atlanta International Auto Show.

“Mazda has strategically placed the Mazda3 in a class above,” said Daryl Killian, president of the Greater Atlanta Automotive Media Association. “With all-wheel drive, sedan and hatchback options, Mazda has removed any justifiable reason for consumers to look elsewhere and with a premium all-wheel drive model coming in under \$30,000, why would they?”

Having sold more than 6 million units since its 2003 debut, the all-new Mazda3 is a global strategic model that has driven Mazda’s growth from both a brand and business perspective. The 2019 Mazda3 sets a new milestone as the first production model to lead Mazda into a bold new era. Blending beautiful second generation Kodo design language and exhilarating driving dynamics, Mazda3 was developed to inspire and create an emotional bond with its customers in two very distinct ways. Despite sharing the Mazda3 moniker, the hatchback and sedan models have distinct personalities—the design of the hatchback is emotive, the sedan elegant.

The all-new Mazda3 offers what few do in this segment—all-wheel drive. Combined with unique G-Vectoring Control Plus, the Mazda3 with i-Activ AWD performs exactly as the driver intends. Based on its philosophy of designing the car around the human being, Mazda has dramatically enhanced the car’s fundamental driving attributes such that accelerating, turning and braking feel completely natural to the driver.

Other available features include windshield-projected, full-color Active Driving Display head-up unit, leather seats, power moonroof, signature front and rear LED lighting and Adaptive Front-lighting System. It also adds a BOSE® 12-speaker premium audio system as part of the preferred package, and paddle shifters when equipped with Skyactiv-Drive six-speed automatic transmission.

“The automotive press has had glowing things to say about the sleek and elegant Mazda3 sedan and bold and powerful Mazda3 hatchback,” said Masahiro Moro, chairman and CEO of Mazda North American Operations and senior managing executive officer, Mazda Motor Corporation. “We’re honored to receive GAAMA’s ‘Biggest Bang for your Buck’ award as further affirmation that we are reimagining and designing cars people are excited to drive.”

The 2019 Mazda3 is currently on sale starting at an MSRP¹ of \$21,000.

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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Contact:

Tamara Mlynarczyk, Mazda North American Operations, 202-431-6325

Emily Taylor, Mazda North American Operations, 949-727-6182

[1]Manufacturer’s Suggested Retail Price does not include \$920 for destination and handling or additional taxes or fees. Dealers set actual

sale prices.

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