

2019 MAZDA3 EARNED IIHS TOP SAFETY PICK AWARD

MAZDA VEHICLES CONTINUE TO BE AMONG THE SAFEST ON THE ROAD

WASHINGTON, DC (May 9, 2019) – The Insurance Institute for Highway Safety (IIHS) today announced that the 2019 Mazda3 hatchback and sedan have both earned “TOP SAFETY PICK” awards. The hatchback earns the award with standard equipment, while the sedan qualifies when equipped with optional front crash prevention technology.

To qualify as a 2019 TOP SAFETY PICK, a vehicle must earn good ratings in the driver-side small overlap front, moderate overlap front, side, roof strength and head restraint tests, as well as a good or acceptable rating in the passenger-side small overlap front test. It also needs an advanced or superior rating for front crash prevention and a good or acceptable headlight rating.

The Mazda3, redesigned for the 2019 model year, was rated for the first time in the newest IIHS crash test configuration — the passenger-side small overlap front test. Both the hatchback and sedan earned good ratings in this test.

Standard in the 2019 Mazda3 hatchback, and all Select, Preferred, and Premium packages for the sedan, is Mazda’s superior-rated front crash prevention system, Smart Brake Support, which detects and responds to vehicles and pedestrians. The system avoided collisions in 12 mph and 25 mph IIHS track tests. Also built-in is Mazda’s prominent line up of Blind Spot Monitoring with Rear Cross Traffic Alert, Lane Departure Warning, Lane Keep Assist, and Mazda Radar Cruise Control with Stop & Go, automatic on/off LED headlights with High Beam Control, and rain-sensing windshield wipers. A new feature, Driver Attention Alert, has also been added. This system alerts the driver when it detects driver fatigue or decreased attentiveness.

“Mazda constantly has an eye on the future, and we are dedicated to providing our drivers with advanced vehicles that build driver confidence,” said MNAO President Jeff Guyton. “This IIHS recognition is a testament to the efficacy of Mazda’s Proactive Safety Philosophy and we will continue to strive to meet the highest safety standards.”

Mazda3 is on sale now with a starting MSRP of \$21,000 for the sedan and \$23,600 for the hatchback.

The IIHS is an independent, non-governmental safety-testing organization, funded by the insurance industry. For more information, visit [IIHS.org](https://www.iihs.org).

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.

Follow MNAO’s social media channels through [Twitter](https://twitter.com/MazdaUSA) and [Instagram](https://www.instagram.com/MazdaUSA) at @MazdaUSA and Facebook at Facebook.com/MazdaUSA.

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