

## 2020 MAZDA CX-30 EARNS IIHS "TOP SAFETY PICK" AWARD

WASHINGTON, DC (March 13, 2020) – The Insurance Institute for Highway Safety (IIHS) today announced that the 2020 Mazda CX-30 has earned its 2020 TOP SAFETY PICK award when equipped with specific headlights.

To qualify for the 2020 TOP SAFETY PICK award, the CX-30 earned good ratings in all six IIHS crashworthiness evaluations, including the driver-side small overlap front, passenger-side small overlap front, moderate overlap front, side, roof strength and head restraint tests. It also needed advanced or superior ratings for both vehicle-to-vehicle and vehicle-to-pedestrian front crash prevention, as well as an acceptable or good headlight rating.

“Safety is a top priority with Mazda, and we are proud to have the CX-30 earn the 2020 IIHS TOP SAFETY PICK award,” said Mazda North American Operations President Jeff Guyton. “We are committed to providing the most advanced safety technologies in our vehicles, and we continue to challenge ourselves to create unique products and technologies, which provide our customers a confident, relaxing, joyful driving experience.”

Mazda’s i-Activsense is an umbrella term covering a series of advanced safety technologies which make use of detection devices such as milliwave radars and cameras. They include active safety technologies that support safer driving by helping the driver to recognize potential hazards, and pre-crash safety technologies which help to avert collisions or reduce their severity in situations where they cannot be avoided. Mazda’s i-Activsense advanced safety technologies include Advanced Smart City Brake Support with Pedestrian Detection, Smart Brake Support with Collision Warning, Smart Brake Support, Mazda Radar Cruise Control with Stop & Go Function, Blind Spot Monitoring with Rear Cross-Traffic Alert, Lane Departure Warning System with Lane-Keep Assist, Driver Attention Alert, High Beam Control, Adaptive Front-Lighting System, and Traffic Sign Recognition.

The CX-30 joins the Mazda CX-9, when equipped with specific headlights, as a TOP SAFETY PICK for 2020.

The Mazda3 Sedan and Hatchback, Mazda6, CX-3, and CX-5 vehicles have earned the IIHS 2020 TOP SAFETY PICK+ award. IIHS noted Mazda as a standout, earning more TOP SAFETY PICK+ awards than any other automaker.

To learn more about Mazda’s i-Activsense advanced safety technology, please visit the MazdaUSA.com website – <https://www.mazdausa.com/why-mazda/safety>.

The IIHS is an independent, non-governmental safety-testing organization, funded by the insurance industry. For more information, visit <https://www.iihs.org/ratings/top-safety-picks>.

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 approximately 620 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](https://www.mazdausa.com/newsroom).

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