Mazda USA Newsroom

MAZDA3 WINS 2020 WORLD CAR DESIGN OF THE YEAR

THE SECOND MAZDA TO WIN THE AWARD

HIROSHIMA, Japan (April 8, 2020) – The Mazda3 won the 2020 World Car Design of the Year award, one of the special awards of the World Car Awards (WCA). The Mazda3 is the brand's second to be named World Car Design of the Year, following the Mazda MX-5 winning the award in 2016.

"Mazda is honored to be recognized with this prestigious award," said Masahiro Moro, Chairman and CEO of Mazda North American Operations. "While we're pleased to receive this good news, we remain focused on the health and safety of our employees, dealers, customers, and communities. We look forward to celebrating with our Mazda family in the future."

In pursuit of Mazda's design philosophy, Car as Art, the Mazda3 adopts a matured Kodo design—which has received recognition around the world. Taking inspiration from Japanese aesthetics, Mazda adopted a "less is more" approach when designing the Mazda3 and stripped away superfluous elements from the car's form. The result is a unique design that creates subtle undulations of light and shadows gliding over the car's smooth body, crafting a natural and powerful expression of vitality. Furthermore, despite sharing the same model name, the hatchback and sedan models have distinct personalities—the design of the hatchback is emotive, the sedan elegant.

100 YEARS OF MAZDA

Mazda marks one hundred years of existence this year, during which we have always built cars that provide driving pleasure with the aim to brighten people's lives in any era. Looking to the next century, we will continue providing our car-loving customers with exceptional products, designs, technologies and experiences, to create that special feeling of wanting to treasure and hold onto your Mazda for as long as you can.

World Car of the Year was established in 2004 by an international group of automotive journalists. This year's judging panel consisted of 86 journalists from over 25 different countries. The 2020 results were announced by the World Car Awards in Toronto on April 8 local time.

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.

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