Mazda USA Newsroom

FIRST-EVER MAZDA CX-90 EARNS 2023 IIHS TOP SAFETY PICK+ AWARD

WASHINGTON, DC (Sept. 12, 2023) – The Insurance Institute for Highway Safety (IIHS) today announced the 2024 CX-90 and CX-90 Plug-in Hybrid (PHEV) have been awarded its highest safety rating, the 2023 *TOP SAFETY PICK+*.

“The stellar performance of these two new SUVs is a testament to Mazda’s commitment to safety,” said IIHS President David Harkey. “We strengthened our award requirements in 2023, and Mazda has stepped up to meet the challenge.”

“Safety is a top priority at Mazda and our engineers work tirelessly to continually improve our crashworthiness and crash avoidance technologies to meet and exceed increasingly rigorous testing standards,” said Mazda North American Operations President and CEO Tom Donnelly. “We are extremely proud to have the 2024 CX-90 and CX-90 PHEV achieve *TOP SAFETY PICK+* for 2023.”

To qualify for the 2023 *TOP SAFETY PICK+*, a vehicle must earn good ratings in the driver-side small overlap front, passenger-side small overlap front, original moderate overlap front and updated side tests. Acceptable or good headlights must be standard across all trims, and a front crash prevention system that earns advanced or superior ratings in both the daytime and nighttime vehicle-to-pedestrian evaluations must be available.

The Mazda3 Sedan, Mazda3 Hatchback, CX-30, CX-5, and CX-50 vehicles have all earned the 2023 IIHS *TOP SAFETY PICK* award.

To learn more about advanced safety at Mazda, 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, Canada, Mexico, and Colombia through approximately 795 dealers. Operations in Canada are managed by Mazda Canada Inc. in Richmond Hill, Ontario; operations in Mexico are managed by Mazda Motor de Mexico in Mexico City; and operations in Colombia are managed by Mazda de Colombia in Bogota, Colombia. 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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