

MAZDA LEADS INDUSTRY IN IIHS 2025 TOP SAFETY PICK+ AWARDS: MOVES CLOSER TO GOAL OF ELIMINATING TRAFFIC FATALITIES

WASHINGTON, March 13, 2025 /PRNewswire/ -- The Insurance Institute for Highway Safety (IIHS) has announced the winners of its 2025 *TOP SAFETY PICK* and *TOP SAFETY PICK+* awards and Mazda is proud to receive eight *TOP SAFETY PICK+* awards, more of the absolute highest award in vehicle safety than any other brand. The awarded vehicles include the 2025 model year Mazda3 Sedan, Mazda3 Hatchback, CX-30, CX-50 including CX-50 Hybrid, CX-70, CX-70 PHEV, CX-90 and CX-90 PHEV.

To earn these esteemed awards, vehicles must achieve top ratings in IIHS's front and side crash tests, pedestrian front crash prevention assessments and come with standard acceptable- or good-rated headlights. With each year IIHS strengthens the award criteria, making the 2025 awards program the toughest yet.

"The success of our awards program depends on automakers' commitment to safety," IIHS President David Harkey said. "Kudos to Mazda for meeting this challenge with eight *TOP SAFETY PICK+* winners, the most of any brand."

Mazda has risen to the top through outstanding performance in IIHS's newest crash test that requires heightened rear seat occupant protection, with all tested models earning a top, Good rating. It was accomplished through the addition of rear seat belt pretensioners and load limiters and advanced airbags to our already robust structures, which Mazda proudly offers as standard equipment across all models. For Mazda, making safer cars is about more than just protecting the people riding in them. In our approach to advanced crash avoidance technologies, Mazda has also ensured that our crash avoidance systems are tuned to consider pedestrians in a variety of lighting conditions.

"Mazda's dedication to keeping our customers and their passengers safe in the pursuit of eliminating traffic fatalities is evidenced in these latest awards from IIHS," said MNAO President and CEO Tom Donnelly. "We deeply appreciate IIHS continually challenging the industry with ever moving targets with their rigorous crash testing that reflect real-world crash scenarios."

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>.

About Mazda North American Operations

Proudly founded in Hiroshima, Japan, Mazda has a history of sophisticated craftsmanship and innovation, and a purpose to enrich life-in-motion for those it serves. By putting humans at the center of everything it does, Mazda aspires to create uplifting experiences with our vehicles and for people. 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 news.mazdausa.com.

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