THE ULTIMATE DAILY ESCAPE: NEW MAZDA RESEARCH SHOWS A MAJORITY OF MOMS WOULD TRADE DAILY DELIGHTS FOR THE PERFECT DRIVE

IRVINE, Calif. (April 29, 2026) – For the modern mom, true luxury isn't defined by a logo on the grille, but by the feeling of a vehicle cabin designed around her. According to a survey commissioned by Mazda North American Operations (MNAO)[1], many parents see their vehicle as the ultimate daily escape and a personal sanctuary to decompress and reflect. The desire for a premium experience is so strong that a majority of moms are willing to trade daily delights in exchange for a vehicle that delivers an intuitive, high-quality drive.

The survey data also shows over half of moms are willing to give up alcohol (64%), gym memberships (52%), their favorite podcasts (57%), sweet treats (55%), manicures and pedicures (52%), and dining out (51%) for an entire year to drive their dream vehicle for a year. The research also redefines "luxury," indicating that for nearly eight out of ten moms (79%), a vehicle's comfort, performance, and technology make it stand out more than a luxury brand name. This is further supported by the 68% of moms who would prefer a high-quality vehicle from a mainstream brand with no loan payments over a luxury vehicle with a manageable one. When it comes to a vehicle feeling high quality and well-made, the most advanced safety and driver-assist features are important to nearly all moms (93%).

"The vehicle cabin has become a personal retreat, especially for parents navigating demanding lives," said Jennifer Morrison, Director of Vehicle Safety at Mazda North American Operations. "It's a place where they can reclaim a sense of self. The survey data uncovers that today's moms prioritize safety and the intuitive, high-quality experience of the drive itself over a traditional luxury nameplate. At Mazda, we believe you shouldn't have to choose. We are dedicated to designing vehicles that are not only havens of peace and thoughtful design but also deliver a soul-stirring drive and the safety features moms want, all without comprise."

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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[1] MNAO commissioned Burson Insights, Data & Intelligence to conduct the Mazda Sounding Board survey of n=1,000 vehicle owners in the U.S. who have purchased a vehicle in the past five years. The survey was conducted February 6-10, 2026 online using the PureSpectrum panel. The margin of error is approximately 3.1%.

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