Mazda USA Newsroom

MAZDA ADJUSTS PRICING ON SELECT 2026 MODELS, EFFECTIVE MAY 4, 2026

IRVINE, Calif. (May 4, 2026) – Mazda North American Operations (MNAO) will implement mid-year pricing adjustments for select 2026 model year vehicles. Effective May 4, the following models will receive MSRP[1] increases.

REVISED MSRP FOR SELECT MAZDA MODELS ARE AS FOLLOWS:

Vehicle	Starting MSRP
2026 Mazda3 Sedan	$24,650
2026 Mazda3 Hatchback	$25,650
2026 CX-30 2.5 S models	$26,375
2026 CX-70	$42,750
2026 CX-90	$39,300

These figures do not include destination and handling (D&H), taxes, title or additional fees. This will not impact existing dealer inventory or port vehicles that already have window labels. The 2026 CX-5 (all models), CX-30 Turbo models, CX-50 (all models), CX-70 and CX-90 3.3 Turbo Premium Plus, and MX-5 Miata (all models) are not affected.

For more information on the 2026 Mazda line-up, please visit MazdaUSA.com.

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] MSRP does not include charges or destination and handling (D&H), taxes, title or additional fees. D&H charges are $1,235 ($1,280 in Alaska) for Mazda3; $1,495 ($1,540 in Alaska) for CX-30; $1,530 ($1,575 in Alaska) for CX-70 and CX-90. Dealers set actual sale prices.

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