

MAZDA NAMED NICA'S OFFICIAL AUTOMOTIVE AND SUV PARTNER NATIONWIDE AND PRESENTING SPONSOR OF NICA REGIONAL EVENTS IN MULTI-YEAR PARTNERSHIP

IRVINE, Calif., Sept. 16, 2026 /PRNewswire/ -- The National Interscholastic Cycling Association (NICA) today announced a new multi-year partnership with Mazda North American Operations (MNAO), naming Mazda NICA's Official Automotive and SUV Partner nationwide and the Presenting Sponsor of NICA Regional Events. The agreement runs through 2029 and puts Mazda's support behind NICA's nonprofit mission to build strong minds, bodies, character, and community through mountain biking.

The partnership is a natural fit. Both NICA and Mazda believe movement can change people, not just move them. NICA believes bikes are powerful tools to build strength, resilience, and character in young people. Mazda likewise describes its purpose as enriching "life-in-motion", putting humans at the center of everything it does. Whether it's a student-athlete finding their rhythm on a climb or a driver connecting with the road ahead, both organizations are united by the belief that movement builds people up.

Mazda also recently announced a multi-year partnership with Trek, a longtime supporter of NICA and one of the nonprofit's other major partners. These complementary investments demonstrate Mazda's confidence in the bicycle as a tool for personal development, and in the positive impact cycling communities have on families.

As the Official Automotive and SUV Partner, Mazda will have a significant impact on the NICA community. "At NICA, everything we do is in service of youth development — building confidence, community, and a lifelong love of the sport in a positive, welcoming environment for every rider and family," said Amanda Carey, NICA's President. "Partners like Mazda, who invest at every level and for years to come, help us grow that community and reach even more young people who deserve a place to belong."

That national commitment comes into sharpest focus this fall, when Mazda serves as Presenting Sponsor of NICA's three Regional Events, the marquee weekends where NICA student-athletes and their families travel to ride, race, learn and connect with each other: Eastern Regionals in Charlottesville, Virginia (October 24–25), Central Regionals in Fayetteville, Arkansas (November 7–8), and Western Regionals in St. George, Utah (November 14–15). NICA's Regional Events have grown quickly in recent years; the organization's most recent Eastern Regional Event alone brought together more than 2,500 riders, coaches, parents, and volunteers. The addition of Mazda's presence will be a keystone of the experience for the community. From a one-of-a-kind expo experience to a signature trailside feature, Mazda's spirit of omotenashi will be in full force at each stop.

"Movement has always been at the heart of the Mazda brand, not simply to get from one place to another, but as a way to enrich our lives," said Brad Audet, chief marketing officer, Mazda North American Operations. "NICA shares that belief, which is exactly why this partnership made sense to us. Together, we're proud to support the young student-athletes and communities that make youth mountain biking such a powerful expression of confidence and potential."

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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About the National Interscholastic Cycling Association (NICA)

The [National Interscholastic Cycling Association](#) (NICA) started in Berkeley, California, USA in 2009. It has since expanded across the United States and now, internationally. NICA supports a network of over 26,000 young riders and 16,000 adult coaches annually with its mission to build strong minds, bodies, character, and community through mountain biking. With local

teams, dedicated coaches, and world-class events, NICA empowers young people to grow both on and off the bike, improving mental health, and fostering confidence, leadership, and lasting friendships – all while leaving a positive impact on the world and gaining a lifelong love of cycling. NICA is a 501(c)3 nonprofit organization that exists by virtue of generous foundations, donors, and partners. For more information on NICA visit www.nationalmtb.org, follow @nationalMTB on Facebook, Instagram, and LinkedIn, or call (510) 524-5464.

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For further information: Drew Cary, Mazda North American Operations, media@mazdausa.com; Em Meier, Senior Marketing & Communications Manager, NICA, media@nationalmtb.org

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