



## **MAZDA NAMED MOST AFFORDABLE COST-OF-OWNERSHIP AUTOMOTIVE BRAND BY KELLEY BLUE BOOK'S KBB.COM**

*- Mazda's Vehicle Lineup Offers the Lowest 5-Year Cost of Ownership in the U.S. -*

IRVINE, Calif. (February 5, 2013) – Mazda North American Operations (MNAO) today announced that it has been recognized by Kelley Blue Book's KBB.com as having the most affordable five-year cost of ownership among any other automotive manufacturer. As a result, Mazda is the recipient of the "2013 5-Year Cost to Own Award" while the Mazda5 received the "2013 5-Year Cost to Own Award" in the Minivan/Van class from Kelley Blue Book.

"This award celebrates everything Mazda has been working toward over the past few years so we are honored to receive this recognition from KBB.com," said Jim O'Sullivan, president and CEO, MNAO. "As we move forward with our new sixth-generation of products that showcase improved quality, fuel efficiency and driving dynamics, owning a Mazda will continue to be an enjoyable experience that doesn't have to break the bank to maintain."

"New-car shoppers often are most concerned with the upfront cost of a vehicle; however, consumers would be wise to consider their purchase from a more holistic standpoint by examining the total cost to own a vehicle over the initial five-year ownership period," said Dan Ingle, vice president of vehicle valuations for Kelley Blue Book. "Kelley Blue Book's 5-Year Cost to Own winners provide the top options in multiple categories and at the brand level."

KBB.com cites Mazda's ability to offer consumers low maintenance costs and, thanks to SKYACTIV®<sup>1</sup> TECHNOLOGY, excellent fuel economy in combination with consumer confidence in Mazda's low depreciation. Thanks to these factors, Mazda is able to offer consumers an ownership experience that is both enjoyable and affordable, two things that don't always accompany each other. Best of all, the 2013 KBB.com 5-Year Cost to Own Award for Mazda means that this experience can be had across all carlines in the Mazda brand, including Mazda2, Mazda3, Mazda5 and CX-5.

The 5-Year Cost to Own Awards honors the vehicles and brands (luxury and non-luxury) with the lowest projected ownership costs, based on Kelley Blue Book's 5-Year Cost to Own data for new cars for the initial five-year ownership period. While depreciation (or loss of value) and fuel costs may be the greatest expense incurred in owning a vehicle, there are other factors that can have

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<sup>1</sup> SKYACTIV is a registered trademark of Mazda Motor Corporation (MC).



a significant impact on a consumer's pocketbook. Available on Kelley Blue Book's KBB.com, 5-Year Cost to Own information takes into consideration depreciation, expected fuel costs, finance and insurance fees, maintenance and repair costs, and state fees for new models. Kelley Blue Book's 5-Year Cost to Own Awards, like all new- and used-car information provided by KBB.com, exist to help shoppers make more informed new-car buying decisions by breaking down typical ownership cost details and naming the brands and models with the lowest projected five-year total.

For more information about the 2013 Kelley Blue Book 5-Year Cost to Own Awards, visit <http://www.kbb.com/car-reviews-and-news/top-10/5-year-cost-to-own-awards-2013/>.

Founded in 1926, Kelley Blue Book, The Trusted Resource®, is the only vehicle valuation and information source trusted and relied upon by both consumers and the industry. Each week the company provides the most market-reflective values in the industry on its top-rated website [www.kbb.com](http://www.kbb.com), including its famous Blue Book® Trade-In and Suggested Retail Values and Fair Purchase Price, which reports what others are paying for new cars this week. The company also provides vehicle pricing and values through various products and services available to car dealers, auto manufacturers, finance and insurance companies as well as governmental agencies. KBB.com provides consumer pricing and information on cars for sale, minivans, pickup trucks, sedan, hybrids, electric cars, and SUVs. Kelley Blue Book Co., Inc. is a wholly owned subsidiary of AutoTrader Group.

Mazda North American Operations is headquartered in Irvine, Calif., and oversees the sales, marketing, parts and customer service support of Mazda vehicles in the United States and Mexico through nearly 700 dealers. Operations in Mexico are managed by Mazda Motor de Mexico in Mexico City. For more information on Mazda vehicles, including photography and B-roll, please visit the online Mazda media center at [www.mazdausamedia.com](http://www.mazdausamedia.com).

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