



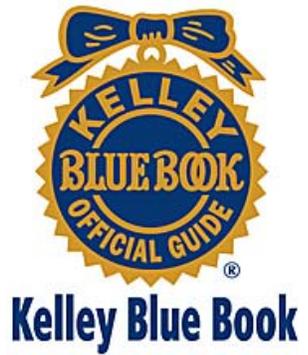
MAZDA NAMED MOST AFFORDABLE COST-OF-OWNERSHIP AUTOMOTIVE BRAND FOR SECOND CONSECUTIVE YEAR BY KELLEY BLUE BOOK'S KBB.COM

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



IRVINE, Calif., Feb. 5, 2014 /PRNewswire/ --

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 "2014 5-Year Cost to Own Award," for overall brand, the highest and most prestigious award among the 5-Year Cost to Own Awards from Kelley Blue Book.



"Hard work and dedication to building the best possible vehicles has brought Mazda to its second consecutive year earning the 5-year Cost to Own Award for the overall Mazda brand," said Jim O'Sullivan, president and CEO, MNAO. "Mazda's new generation of vehicles continue to perform very well against the competition, not only with driving dynamics and fit and finish, but fuel economy and overall cost of ownership, and this award is additional proof of that."

"New-car shoppers naturally want to know how much a car will cost upfront; however, they also should consider what vehicles will save them money down the road," said Dan Ingle, vice president of vehicle valuations for Kelley Blue Book.

KBB.com cites Mazda's ability to offer consumers a low Kelley Blue Book® Fair Purchase Price, **excellent fuel economy** thanks to SKYACTIV® TECHNOLOGY, **low insurance costs and excellent residual values**, which help boost consumer confidence when buying a Mazda.

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 2014 5-Year Cost to Own Award for Mazda means that this experience can be had across multiple car-lines in the Mazda brand, including **Mazda3, Mazda6, 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 KBB.com 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 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 2014 Kelley Blue Book 5-Year Cost to Own Awards, visit <http://www.kbb.com/new-cars/5-year-cost-to-own-awards>.