4th August 2021

Mazda scores highly in 2021 Driver Power consumer survey

* The highest ranked Japanese brand, Mazda was 4th overall out of 29 brands in 2021 Driver Power.
* Ranked third overall out of 75 cars scored – the Mazda CX-5 was named Best Mid-Size SUV.
* The Mazda CX-5 also received a Gold award for exterior design and a Bronze award for reliability.

Mazda has achieved a strong performance in the 2021 Auto Express Driver Power new-car ownership survey. Now in its twentieth year, the Driver Power survey sees the readers of Auto Express Magazine vote on their cars across 10 categories, assessing areas such as reliability, practicality, handling and performance over a series of 35 questions. One of the most comprehensive and respected new car ownership surveys in the UK, this year Driver Power graded 75 cars from 29 brands.

From this huge sample of UK cars and owners, the Mazda brand finished fourth out of 29 brands and was the highest placed Japanese manufacturer. The Mazda CX-5 was the third most popular car in the survey taking the overall Car of the Year Bronze medal as well as being named Best Mid-Size SUV in the survey. Commenting on the CX-5’s performance, Auto Express Editorial Director, Steve Fowler, said: “according to owners, Mazda’s CX-5 is something of a star. Not only was it the best rated mid-size SUV – the most competitive class in the entire Driver Power survey – but it also topped the exterior category thanks to its stunning design and strong build quality, talents that helped the CX-5 finish third overall in our survey of the 75 best cars on sale today.”

Adding, “led by the CX-5’s exceptional performance, it’s no surprise that Mazda as a brand put in a deeply impressive appearance in our 2021 Driver Power results - finishing fourth behind only Porsche, Tesla and Kia. This result is testament to the all-round ability of Mazda’s model range”.

Commenting on the Driver Power results Mazda Motors UK Managing Director, Jeremy Thomson, said: “I’m delighted to see the results of this year’s Driver Power survey and Mazda’s strong performance. Recognition of our products is always great, but this is especially important because it’s our customers who are rating us. The Mazda CX-5 has always been a car that’s had huge popularity with owners and it’s great to see it coming out as top Mid-Size SUV, as this sector is more competitive than ever.”

Adding, “ever since the launch of the first-generation CX-5 in 2012, this SUV has always been a hugely successful car in the UK market that’s loved for its style, practicality and dynamic appeal. The second-generation car only enhanced that further and thanks to successive updates and refinements it’s remained right at the top of the class. To date, more than 3.1million have been sold globally making it Mazda’s best-selling model, while here in the UK, the CX-5 accounts for 26 per cent of our new car sales and it’s a car that performs consistently strongly in the used market as well.”

Commenting on Mazda’s overall result, Jeremy, said “I’m particularly delighted to see Mazda score so highly in the overall ranking, outscoring all of the traditional mainstream premium brands. Mazda’s mission is to create stylish and great to drive cars that have the love of driving at the heart of their appeal, alongside reliability, quality and a unique sense of Japanese premium - so strong results in a consumer survey that directly asks our customers to rate their cars, highlights how people enjoy their Mazda ownership experience, which is crucial.”

- Ends –

Further press information is available at [www.mazda-press.co.uk](http://www.mazda-press.co.uk)

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