For immediate release 1st March 2016

**All-new Mazda MX-5 named Car of the Year in 2016 UK Car of the Year Awards**

* The all-new Mazda MX-5 named overall Car of the Year in the 2016 UK Car of the Year Awards.
* Mazda’s iconic roadster also takes the Open Top Car of the Year accolade.
* The all-new Mazda2 wins the Supermini of the Year title at UK Car of the Year Awards.

Mazda has taken triple honours in the 2016 UK Car of the Year Awards, including claiming the overall Car of the Year accolade with the all-new Mazda MX-5. An independent set of awards specifically aimed at naming the best new cars on the market in the United Kingdom, the UK Car of the Year awards are judged by 27 of Britain’s leading automotive journalists with road tests carried out on British roads.

Taking the overall Car of the Year title the all-new Mazda MX-5 has added to its impressive awards tally, which includes 2016 What Car Awards Best Convertible, 2015 Auto Express Awards Best Roadster and 2015 Scottish Car of the Year Best Drop Top. Also named 2015 Japan Car of the Year, the latest incarnation of the iconic roadster has reaffirmed Mazda’s dominance of the affordable sports car sector.

Maintaining the driver-focused ethos that has made the Mazda MX-5 the best-selling two-seater sports car of all time, the engineering philosophy behind the all-new MX-5 has allowed Mazda to retain the agility, fun and engagement that has always defined it, while at the same time meeting ever-increasing safety and efficiency requirements, alongside improved refinement.

The lightest MX-5 since the iconic original, the all-new Mazda MX-5 is shorter, lower and wider than the outgoing car, with the smallest overhangs and lowest centre of gravity yet. These dynamic proportions combined with Mazda’s KODO: Soul of Motion design philosophy ensure that the all-new Mazda MX-5’s styling reflects its focus on driving pleasure in an unmistakably contemporary and dynamic way.

Commenting on the MX-5, UK Car of the Year judge John Challen said “with the latest MX-5, Mazda has created the perfect roadster. A lightweight engaging, simplistic and even practical vehicle, which is an absolute pleasure to drive. Fellow judge Mat Joy added, “27 years on and still no-one has come close to rivalling what is seemingly a straight forward recipe. Light, compact and simple, driving the MX-5 makes you wonder why anyone would consider anything else. All sports cars should drive like this.” While Paul Hudson succinctly commented, “the MX-5 is simply right for most people, most of the time.”

Mazda’s success in the 2016 UK Car of the Year Awards also extended to the hotly contested Best Supermini category, with the all-new Mazda2 coming out on top against stiff competition in the award for the finest car in Britain’s biggest-selling automotive sector.

Commenting on the all-new Mazda2’s victory, UK Car of the Year judge Al Suttie said, “It’s huge fun to drive, but not at the expense of affordable running costs or practicality.” Tim Pollard added, “The Mazda2 is such a polished supermini, it sums up everything that Mazda are doing brilliantly right now in a bijou and polished all-round package, while Chris Russon said “a great little car with big car finesse.”

Launched 12 months ago, the all-new Mazda2 combines Mazda’s unique SKYACTIV technology with its striking KODO: Soul of Motion design philosophy, to bring new levels of technical sophistication, active safety and driving pleasure to the supermini sector. Having already been crowned 2015 Car of the Year by Car Dealer Magazine, the UK Car of the Year Best supermini award adds to its growing prize count.

Commenting on Mazda’s success in the UK Car of the Year Awards, Jeremy Thomson Mazda Motors UK Managing Director said, “I’m delighted that the all-new Mazda MX-5 has added another prestigious award to its growing tally of accolades. The MX-5 embodies all that is great about our products. Its fun to drive character has earned it a place in the hearts of driving enthusiasts the world over, and today it’s the ultimate example of how our SKYACTIV Technology and KODO design philosophy help us deliver stylish, spirited and great to drive cars. We’re thrilled by both the media and customer reaction to our new roadster and more than ever the MX-5 sets the benchmark as the one of the world’s best and most affordable sports cars.”

“The all-new Mazda2 is another example of how our SKYACTIV technology and KODO design merge to create stylish, efficient and involving cars. It brings new levels of refinement, style, quality and technology to the supermini sector, while at the same time delivering a little bit of MX-5 magic with its fun to drive handling. Given the level of competition in this class, we’re especially happy that the UK Car of the Year Awards has recognised the all-new Mazda2 with their Best Supermini title. ”

 - Ends -

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

Interactive Press Packs for all models are available at [www.mazdamediapacks.co.uk](http://www.mazdamediapacks.co.uk)

Visit our media blog at [www.mazdasocial.co.uk](http://www.mazdasocial.co.uk)

Follow us on Twitter @mazdaukpr

*For further information please contact one of the following:*

Graeme Fudge, PR Director | T: 01322 622 691 | E-mail: gfudge@mazdaeur.com

Owen Mildenhall, PR Manager | T: 01322 622 713 | Email: omildenhall@mazdaeur.com

Lois Cavanagh, Press Officer | T: 01322 622 650 | Email: lcavanagh@mazdaeur.com

Martine Varrall, Press Officer | T: 01322 622 776 | Email: mvarrall@mazdaeur.com

Ref: 160301FINAL