

MAZDA CLAIMS TOP SPOT IN RECENT RELIABILITY SURVEY

IRVINE, Calif. – Mazda vehicles have claimed the top place in one of the world’s largest- ever reports on vehicle reliability. Nearly 92 percent of the Mazda cars studied, aged between three and nine years old, suffered no mechanical failure of any type – outperforming all other brands.

The report, which was issued by independent automotive extended-warranty specialists, Warranty Direct, looked at the reliability of more than 450,000 vehicles from 33 manufacturers, across the United States and United Kingdom. The resulting ‘Reliability League Table’ shows the number of failures reported for every 100 vehicles covered by Warranty Direct’s policies. Mazda was rated number one with a failure rate of just 8.04 percent of vehicles aged between three and nine years old.

“The exceptional build-quality and long-term reliability of Mazda vehicles is something we have been proud of for quite some time,” said Jim O’Sullivan, President and CEO, Mazda North American Operations. “The findings of this recent report reinforce what we’ve believed all along – that Mazda reliability is not just very good, it’s the best. These results are proof that Mazda builds stylish and exciting vehicles without sacrificing quality or reliability.”

Headquartered in Irvine, Calif., Mazda North American Operations oversees the sales, marketing, parts and customer service support of Mazda vehicles in the United States, Canada and Mexico through nearly 900 dealers. Operations in Canada are managed by Mazda Canada, Inc., located in Ontario, Canada, and in Mexico by Mazda Motor de Mexico in Mexico City.

Warranty DIRECT ‘Reliability League Table’ 2007

TOP 10 RESULTS

| Manufacturer | Incidence Rate %* |
|--------------|-------------------|
| 1 Mazda | 8.04 |
| 2 Honda | 8.90 |
| 3 Toyota | 15.78 |
| 4 Mitsubishi | 17.04 |
| 5 Kia | 17.39 |
| 6 Subaru | 18.46 |
| 7 Nissan | 18.86 |
| 8 Lexus | 20.05 |
| 9 Mini | 21.90 |
| 10 Citroen | 25.98 |

* Number of mechanical failures reported by policy holders for every 100 vehicles aged between three and nine years old.

Disclosure:

Survey conducted by Warranty Direct of 450,000 vehicles in the U.S. and the U.K. across 33 manufacturers, based upon the number of mechanical failures reported by policy holders for every 100 vehicles. Mazda results based on 542 U.K. policies and 9958 U.S. policies. Mazda U.S. models represented in survey are 1998-2001 Mazda 626 and 1999 Mazda Miata.

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