

For Immediate Release: January 13, 2008

MAZDA CX-9 WINS 2008 NORTH AMERICAN TRUCK OF THE YEAR AWARD

DETROIT – The 2008 Mazda CX-9 crossover sport utility vehicle (SUV) was today named the North American Truck of the Year. Determined by 48 automotive journalists from the United States and Canada, the prestigious North American Truck of the Year award recognizes the most outstanding truck of the year, a category that includes conventional pickup trucks, body-on-frame SUVs and the emerging breed of passenger-car-based SUVs known as “crossovers.” Factors considered for the award include innovation, design, safety, handling, driver satisfaction and value for the dollar.

Established in 1994, the North American Truck of the Year award honors vehicles that become new benchmarks in their class or set new standards. The vehicles are judged by various categories including design, safety, fuel economy, handling, performance, comfort, driver satisfaction and affordability.

“This truly is an honor,” said Jim O’Sullivan, president and CEO of Mazda North American Operations, upon receiving the award. “Since we brought CX-9 to market, it’s been a hit with media, customers and dealers alike. This vehicle represents everything a Mazda SUV should be: dynamically styled, powerful, with top-notch craftsmanship and a heck of a lot of fun to drive. Today’s award is proof that says we just might be on to something special.”

The Mazda CX-9 deftly blends sporty driving spirit with seven-passenger sport-utility vehicle (SUV) practicality. CX-9 is powered by a 273-horsepower 3.7-liter V6 engine and features a new Blind Spot Monitoring (BSM) system, which helps see and prevent the unexpected. Priced from \$29,400, the CX-9 is available in three trim levels – Sport, Touring and Grand Touring – and offers cutting-edge safety technology.

- more -

Headquartered in Irvine, Calif., Mazda North American Operations oversees the sales, marketing, parts, accessories 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 México in Mexico City.

###