

MEDIA RELEASE
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MAZDA STANDOUTS SWEEP 2012 AUTOMOTIVE AWARDS

Mazda has capped off an already stellar 2012 by scooping a bevy of major automotive awards, including Car of the Year in two of the country's preeminent awards.

The gongs have gone to Mazda's outstanding small SUV, the Mazda CX-5, with a total of seven awards, and its powerful BT-50 ute which picked up a further three.

The versatile CX-5 captured the hearts of New Zealanders since its launch in April, a fact that has been reflected in it winning two of the country's most notable automotive awards – the AMI Insurance NZ Autocar Car of the Year and the APN New Zealand Herald Car of the Year.

Other major awards picked up by the CX-5 in 2012 include the National Business Review Crossover of the Year; Company Vehicle Magazine 4x4 Car of the Year; NZ4WD Magazine Recreational 4WD of the Year; AMI Insurance Autocar Magazine Crossover/SUV of the Year; and AA Motoring Writers' Guild Best in Class Small/Medium SUV.

This follows a remarkable global reception for the CX-5 which culminated in it being announced the 2012 – 2013 Car of the Year in Japan late last month.

Mazda's new workhorse ute, the 2012 Mazda BT-50, has also capped off a strong year in the local market with three notable awards – Company Vehicle Magazine Ute of the Year; NZ4WD Magazine 4WD Ute of the Year; and NZ4WD Magazine Overall 4WD of the Year.

Andrew Clearwater, Managing Director of Mazda New Zealand, says the awards are welcome recognition for a strong year which has seen unprecedented demand in several of Mazda's key segments.

"These industry accolades come on the back of a year in which Mazda launched two of its most outstanding and in-demand vehicles to date in the CX-5 and BT-50," says Clearwater.

"Both vehicles have performed strongly in their market segments, the CX-5 in particular which immediately became the highest selling small SUV in the country on launch. That the CX-5 is the first of many new-generation Mazda's incorporating a long line of new technologies, advancements and innovations we believe speaks strongly for our future strength and the outstanding product offering we bring to the market."

"Mazda is extremely proud of these awards and looks forward to a new year that will see the continuation of our new-generation brand story with the launch of another game changer in the all-new Mazda6."