

MAZDA3 RECEIVES ALG AWARD FOR HIGHEST RESIDUAL VALUE IN MID-COMPACT SEGMENT

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[2010 MAZDA3](#)

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IRVINE, Calif. (December 2, 2009) ? The 2010 MAZDA3 was today named the Best Mid-Compact Car for value retention by ALG. Additionally, the MAZDA6 sport sedan and the Mazda CX-9 crossover SUV ranked third place in their respective classes. And, in its highest finishing position ever, the Mazda brand was ranked third in predicted resale value, up from sixth position in 2009.

ALG honors vehicles in 19 individual industry segments that they predict will retain the highest percentage of the purchase price after a three-year period. This all-important value retention recognition provides consumers with peace of mind when choosing a new vehicle.

?As one of every three Mazdas sold around the world is a MAZDA3, this award speaks not just to the quality of an individual vehicle, but to the overall strength of the Mazda brand,? said Jim O?Sullivan, President and CEO, Mazda North American Operations. ?We are pleased to be recognized by ALG for having vehicles that are not only fun to drive, but have some of the highest resale values.?

All-new for 2010, the MAZDA3 boasts a level of refinement, sophistication and fun-to-drive dynamics that are not found in other compact vehicles. MAZDA3 is available in either four-door sedan or five-door hatchback body styles, and with a choice of two engines and two transmissions, and is the company?s best-selling vehicle, with over two-million sold worldwide since 2003.

ALG determines the award winners after carefully studying the competition in each segment, historical vehicle performance and industry trends. Vehicle quality, production levels relative to demand and pricing strategies are among the key factors that affect ALG?s residual value forecasts.

?We believe Residual Value remains the best metric for evaluating the overall strength of an automotive brand, and we congratulate Mazda for the proven success of its MAZDA3,? said James Clark, General Manager of ALG. ?The ALG Residual Value Awards are recognized throughout the industry and by consumers as the mark of a healthy brand; winning this award is a testament to an exceptionally strong product and all of us at ALG are pleased to recognize that accomplishment.?

Based in Santa Barbara, California, ALG is a leading provider of data and consulting services to the automotive industry. ALG publishes the ?Automotive Lease Guide? ? the standard for Residual Value projections in North America, and has been forecasting automotive residual values for over 40 years in both the U.S. and Canadian markets. ALG is a company of DealerTrack Holdings, Inc. (Nasdaq: TRAK).

Celebrating its 40th Anniversary in the United States in 2010, Mazda North American Operations is headquartered in Irvine, Calif. and 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; and in Mexico by Mazda Motor de Mexico in Mexico City.

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