

MAZDA



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Mazda EZ-6/Mazda6e Wins 2026 World Car Design of the Year Award

— Mazda Earns the Award for the Third Time, Following the Mazda3 in 2020 —

HIROSHIMA, Japan - At the 2026 World Car of the Year Awards hosted by the World Car Awards (WCA), Mazda EZ-6/Mazda6e from Mazda Motor Corporation (Mazda) won the 2026 World Car Design of the Year (WCDOTY), one of the special awards. This marks the third time a Mazda model has earned this award, following the Mazda Roadster (known overseas as the Mazda MX-5) in 2016 and the Mazda3 in 2020.

The awards were officially launched in January 2004 with automotive journalists around the world. For the 2026 award, the winner was selected from ninety eligible models through votes cast by 98 automotive journalists worldwide. The final results were announced by the World Car Awards (WCA) on April 1st local time in New York, USA.



MAZDA 6e (European specification model)

The Mazda EZ-6/Mazda6e represents a new challenge in Mazda's journey toward electrification, pursuing both preservation and innovation of the distinctive design that Mazda has cultivated over the years. Under Mazda's design theme, "KODO – Soul of Motion," and based on the concept of "Authentic Modern," the model combines vibrant, life-inspired forms with a sense of advanced modernity befitting a battery electric vehicle (BEV), while achieving a beautifully proportioned coupe silhouette. Through sculptural forms and meticulous craftsmanship created by the human hand, Mazda has delivered a design that continues to offer the joy of driving and moving mobility experience even in the era of electrification.

The Mazda EZ-6 is a BEV launched in China in October 2024. It combines Mazda's signature design and Jinba-ittai driving performance – the oneness between man and machine - with the electric and smart technologies of its collaborative partner^{*1}. The Mazda6e was developed based on the Mazda EZ-6 with further refinement to meet the driving performance and functionality needs of each market. It went on sale in Europe in September 2025, and plans are in place to introduce the model also in Australia, ASEAN, and other regions in 2026 as Mazda intends to respond to the growing demand for BEV in these markets.

Mazda will continue to pursue the "Joy of Driving" under its core value of "Radically Human," and aim to deliver the "Joy of Living" by creating moving mobility experiences in our customers' daily lives.

*1 Chongqing Changan Automobile Co., Ltd.

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