

MAZDA fuel



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PHOTOS BY JOHN WOOLWERTH

Posing with number 25—a 2007 MAZDA3—Gary Hodges is as smitten with Mazda today as he was in 1983 when he bought his first—a black RX-7.

Flyin' High With Mazda

Retired Air Force officer lands Mazda number 25.

Some people truly labor over their car-buying decisions—painfully deliberating over brands, models, and accessories. Others, however, find the decision much simpler.

Take Gary Hodges, a retired Air Force officer in Ridgeland, SC, who for the past 23 years, has made his car-buying decisions quite easy: He rarely strays from Mazda.

In fact, this loyal customer just bought his 25th Mazda.

Hodges's journey began in 1983, when he purchased his very first Mazda—a black RX-7—after returning from a year-long assignment in Korea. As luck would have it, his new assignment had him stationed at Eglin Air Force base in Ft. Walton Beach, FL—just one mile from a Mazda dealership.

"Every day when I went to and from work, I would turn the corner and see an RX-7 on the lot," he said. "A couple months later—in fact, it was a few days before Christmas—I stopped in to see a beautiful black one. I test-drove it, bought it, and took it home."

That was just the beginning.

After picking up his second Mazda—a B2000 truck—Gary seemed to be on his own personal Mazda mission, consistently buying and trading one of his two Mazda vehicles every other year for the next two decades.

"The thing I've always loved about owning Mazdas is the styling," he says. "Then once I owned them, I realized how trouble-free they were. My cars have never needed anything other than routine oil changes and tire rotation, with just a couple minor exceptions."

Over the years, Gary's lineup has included a

Mazda 626 coupe, an RX-7 convertible, a long list of Mazda pickups, a handful of MX-5s, several Protegés, and a Tribute. Today, Hodges drives a 2005 B2300 truck—his ninth—a 2005 MAZDA6 5-Door s, and he just purchased a 2007 MAZDA3 in Rally White.

In fact, many of these cars followed Gary around the nation, as his domestic military assignments took him to Florida, Arizona, Hawaii, North Dakota, and Texas.

In 1991 after 20 years of service, Gary retired from the military, sold both his cars, and relocated to his hometown of Ridgeland, SC. Once there, he bought another Mazda pickup and planned his next career move—this time into the car business, and, more specifically, as a Sales Manager at the local Mazda dealership. Later, he spent a few years in the housing industry before landing his current sales job at a Jaguar dealership.

"I have bought a few other cars along the way, but it was always right back to Mazda," he says. "Mazda vehicles are just different from everything else. They perform so well and are so reliable. I don't even look anywhere else anymore. I can sell expensive Jaguars all day long, but when it comes to the car that I want to drive, I choose Mazda."

So, even though Gary just bought his 25th Mazda, you can be sure of one thing—there is always room for another one in his future.





Mazda FUEL
is now online on MXConnect.

Click on "Mazda Hot Topics"
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Mazda FUEL® magazine is published by Mazda North American Operations and is an internal publication intended for employees of Mazda dealerships and Mazda North American Operations.

Please address all correspondence to mazdafuel@mazdausa.com or fax to (949) 727-6813.

The content of Mazda FUEL magazine is prepared in accordance with the highest standards of journalistic accuracy and was deemed accurate when written.

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One of our Mazda FUEL readers discovered an incorrect base price for the 2007 Mazda CX-9, which appeared in a MazdaUSA.com Web site screen capture on page 14 of the March/April 2007 issue. The correct starting MSRP is \$29,630. We regret the error.



DDS by the Numbers

Mazda Service departments live and die by their parts orders. Here's a by-the-numbers look at what it takes to get these parts to the dealerships and customers who need them.

Fulfilling Mazda dealership parts orders is one of the most complicated yet critical services MNAO performs. To ensure the most timely, accurate, and cost-effective delivery of these parts, Mazda contracts with Ryder Logistics, who operates a dedicated fleet of trucks (known as Dedicated Delivery Service, or DDS) on Mazda's behalf. Originating from Mazda's three parts distribution centers in the United States and running all night long, five days a week, 52 weeks a year, it takes a lot to keep the parts flowing. Here's a look at DDS's annual statistics:

- 6,532,274 – Number of miles driven
- 1,088,713 – Number of gallons of fuel
- 65,754 – Number of delivery stops
- 55,183 – Number of parts cages delivered
- 55,000 – Average weight in pounds per truck
- 30,497 – Number of parts totes delivered
- 66 – Number of drivers
- 62 – Number of trailers
- 41 – Number of tractors



FUEL FEEDBACK



From a competitive comparison of the new 2007 MAZDASPEED3 to a look inside Mazda's Customer Assistance Center, this issue of Mazda FUEL covers a lot of ground. Be sure to read about the Laguna Hills, CA, dealership where no less than six employees drive the CX-7—a powerful testament to the appeal of Mazda's crossover SUV. Thanks and congratulations to Phillips Mazda Sales Consultant Dave Edison for sharing this story, which earned him a \$100 American Express Gift Cheque.

Remember, our readers' story suggestions often become our most interesting articles, so keep 'em coming. We also welcome your comments about what you read in FUEL. To send us your ideas and/or comments, just fill out the enclosed reply card and drop it in the mail. Thanks!

Just an example of personal belief in Mazda vehicles. My family and I own five different Mazdas: two CX-7s,

one MX-5, one 3, and one 6. We not only sell them but drive them, too. What does that say about my belief in our cars?

Tony Rotz
Sales Consultant
Tumminia Mazda, Olathe, KS

I enjoy sitting down for a few minutes at night and looking over the book (Mazda FUEL). It's always really great info. I would like to see more best practices.

Jeff Sullivan
Sales Consultant
Frema Motors, Goldsboro, NC

We want to hear from you, too. Send us your comments and suggestions on the enclosed reply card. ■



Phillips Mazda's six-pack of CX-7 owners includes (from left) Bijan Borojerdi, Dave Edison, Kostya Spektor, Bill McLain, and Larry Henderson. Not pictured is Rubin Stepanyants.

Photo by Ron Perry

A CX-7 Six-Pack

When Mazda offered an attractive lease deal on the new CX-7 crossover SUV, one California dealership jumped all over it.

Lightning didn't just strike twice at Phillips Mazda in Laguna Hills, CA—it struck six times. That's how many employees took advantage of Mazda's great CX-7 lease offer in the last few months.

It all started last October when Kostya "The Russian" Spektor—Phillips Mazda's likeable Assistant Sales Manager—fell in love with the CX-7's amazing blend of styling, performance, and utility. He jumped out of his leased Pontiac GTO, selected a Copper Red Metallic CX-7 from dealer stock, and slid into Mazda's factory 24-month lease. Little did he know that he would soon inspire a bunch of his co-workers to do the same. So recalls Sales Consultant Dave Edison, who sent a note to *Mazda FUEL* last February to let the magazine know that five employees had already taken delivery of their new CX-7s.

By the time we connected with Edison, the number had grown to an even half dozen. After Kostya took his lease, next up was Sales Consultant Rubin Stepanyants, who traded in his Mercedes-Benz for a Crystal White CX-7. Then the snowball really got rolling as Sales Consultant Bijan Borojerdi leased a CX-7

in Galaxy Gray, Edison adopted a True Silver model, and Used-Car Sales Manager Larry Henderson leased a Crystal White unit. Last but certainly not least was Operations Manager Bill McLain, a former Air Force fighter pilot, who selected another Crystal White model.

"We all love the bold styling," Edison explains. "But we also like the exciting drive and the lease deal. It's a fun, new kind of vehicle—a sports-car drive with the utility of an SUV."

Predictably, so many CX-7s all owned by employees has generated lots of enthusiasm for the product at Phillips Mazda, a family-owned store that has been selling Mazdas since the 1970s.

"The entire dealership now shares our enthusiasm, but it also changes the game with customers," Edison continues. "Now I can point out to the street and show customers three or four of our personal CX-7s parked together, and it really makes a statement. I can also use my personal vehicle to show customers what a CX-7 will really do."

With the dealership's CX-7 drivers ranging from single to grandparent, it was a foregone conclusion that the CX-7s would see many different kinds of duty. So far, the Phillips Mazda team has used them for family outings, skiing and snowboarding excursions, and trips to Las Vegas. "It's a great-performing mountain car and perfect for everyone from well-rounded families to a single guy," Edison concludes. "I have been in the car business since 1979, and I have never seen six people lease the same vehicle. It just doesn't happen."

That is, until now. ■



Direct Marketing Made Easy

Mazda launches CustomerDirect for Service.



Thanks to the new Mazda CustomerDirect (MCD) for Service, the power to boost your business—and increase service loyalty—is now at your fingertips.

Similar to the MCD for Sales program that was launched last May, the new MCD for Service is an online software interface that allows your dealership to create customized, low-cost direct marketing collateral and e-mail communications to promote service offers to your customers.

MCD's Web-based system is accessed via Web Single Logon (WSL) and through the MXConnect Mazda Dealer Extranet. This means that dealership employees can create service announcements from any Internet-connected computer. Once logged on, this innovative tool gives you easy access to customizable marketing templates that are quick, easy, and effective. Simply select your desired service template and value-added message, and you're ready to go.

By following a few on-screen commands, in less than 10 minutes, you can create affordable, high-quality communications that promote current service offers, scheduled maintenance, and service loyalty. And, in as little as 48 hours for e-mail and less than 10 days for regular mail, those messages can be on their way to the targeted audience of your choice. You can also plan your marketing up to 13 months in advance.

The program's innovative tools allow you to target customers in your database using a variety of criteria, including vehicle purchase date, model year of the car, vehicle mileage, distance from dealership, and the date of the last service visit.

What's more, MCD for Service expenses can qualify for co-op reimbursement, and the tool is continually being updated with new, professionally designed templates.

"A Mazda tool that gives dealers the ability to e-mail customers about service promotions is pretty groundbreaking," says Dorothy Diepstraten, Service Marketing Communications Manager. "Essentially, this is Mazda's first service e-mail platform that can be fully created and customized by dealers."

So, if you're ready to spread the word about your dealership's service department and make a bold effort toward increased service loyalty, look no further than MCD for Service. Check it out today. ■

PARTS SALES (YTD THROUGH MARCH 2007)

RANK	DEALER NAME	CITY	STATE
1	JIM ELLIS MAZDA OF MARIETTA	MARIETTA	GA
2	ROGER BEASLEY MAZDA CENTRAL	AUSTIN	TX
3	ROSENTHAL MAZDA - ARLINGTON	ARLINGTON	VA
4	FREEMAN MAZDA	IRVING	TX
5	CORY FAIRBANKS MAZDA	LONGWOOD	FL
6	MARTY SUSSMAN MAZDA	WILLOW GROVE	PA
7	TRUSSVILLE MAZDA	TRUSSVILLE	AL
8	GALPIN MAZDA	VAN NUYS	CA
9	NUCAR MAZDA	NEW CASTLE	DE
10	RON TONKIN MAZDA	PORTLAND	OR
11	GUNTHER MAZDA	FT. LAUDERDALE	FL
12	JIM ELLIS MAZDA OF CHAMBLEE	ATLANTA	GA
13	WANTAGH MAZDA	WANTAGH	NY
14	WAYNE MAZDA	WAYNE	NJ
15	BERGE MAZDA	GILBERT	AZ
16	OCEAN MAZDA	MIAMI	FL
17	LEHMAN MAZDA	MIAMI GARDENS	FL
18	OAK TREE MAZDA	SAN JOSE	CA
19	MORRIES MAZDA	MINNETONKA	MN
20	FAULKNER MAZDA	PHILADELPHIA	PA
21	NELSON MAZDA	TULSA	OK
22	MENLO MAZDA	REDWOOD CITY	CA
23	JOHN HINE MAZDA	SAN DIEGO	CA
24	BROWNING MAZDA	CERRITOS	CA
25	BOUNTIFUL MAZDA	BOUNTIFUL	UT

LABOR SALES (YTD THROUGH MARCH 2007)

RANK	DEALER NAME	CITY	STATE
1	ROSENTHAL MAZDA - ARLINGTON	ARLINGTON	VA
2	ROGER BEASLEY MAZDA CENTRAL	AUSTIN	TX
3	JIM ELLIS MAZDA OF MARIETTA	MARIETTA	GA
4	WALSER BURNSVILLE MAZDA	BURNSVILLE	MIN
5	JOHN HINE MAZDA	SAN DIEGO	CA
6	GALPIN MAZDA	VAN NUYS	CA
7	MORRIES MAZDA	MINNETONKA	MN
8	BROWN'S FAIRFAX MAZDA	FAIRFAX	VA
9	ROSENTHAL MAZDA	VIENNA	VA
10	DELRAY MAZDA	DELRAY BEACH	FL
11	GUNTHER MAZDA	FT. LAUDERDALE	FL
12	JEFF HAAS MAZDA	HOUSTON	TX
13	LOU FUSZ MAZDA	ST. LOUIS	MO
14	UNIVERSITY MAZDA	SEATTLE	WA
15	FAULKNER MAZDA	PHILADELPHIA	PA
16	MAZDA SOUTH	AUSTIN	TX
17	OAK TREE MAZDA	SAN JOSE	CA
18	MAZDA GALLERY	NORWOOD	MA
19	ALMADEN MAZDA	SAN JOSE	CA
20	JOHN KOONS MAZDA	MARLOW HEIGHTS	MD
21	JIM ELLIS MAZDA OF CHAMBLEE	ATLANTA	GA
22	HALL MAZDA	VIRGINIA BEACH	VA
23	CORY FAIRBANKS MAZDA	LONGWOOD	FL
24	KINGS MAZDA	CINCINNATI	OH
25	GAITHERSBURG MAZDA	GAITHERSBURG	MD

CARE SERVICE INDEX (ROLLING 3 MONTHS THROUGH MARCH 2007)

RANK	DEALER NAME	CITY	ST.	SCORE
1T	DICK EDWARDS MAZDA	MANHATTAN	KS	100.00
1T	MAZDA OF WESLEY CHAPEL	WESLEY CHAPEL	FL	100.00
1T	THOMPSON MAZDA	WATERVILLE	ME	100.00
1T	CASCADE MAZDA	WENATCHEE	WA	100.00
1T	WILHELM MAZDA BISMARCK	BISMARCK	ND	100.00
1T	LYNCHBURG MAZDA	LYNCHBURG	VA	100.00
1T	REGANIS MAZDA	SCOTTSBLUFF	NE	100.00
1T	INDIAN MOUND MAZDA	HEATH	OH	100.00
2	SID DILLON MAZDA	FREMONT	NE	99.60
3	SILL-TERHAR MOTORS, INC.	BROOMFIELD	CO	99.00
4T	MURRAY MAZDA	GRESHAM	OR	98.90
4T	CLASSIC MAZDA	MENTOR	OH	98.90
5	AUBURN MAZDA	AUBURN	AL	98.70
6T	SHOWCASE MAZDA	PHOENIX	AZ	98.50
6T	HANSEL MAZDA	SANTA ROSA	CA	98.50
7	HAMPTON MAZDA	HAMPTON	VA	98.40
8	I-79 MAZDA	MOUNT MORRIS	PA	98.20
9	WESTCOTT MAZDA	NATIONAL CITY	CA	98.10
10	RICH MORTON MAZDA	PASADENA	MD	97.50
11T	BLUE RIDGE MAZDA	RAYTOWN	MO	97.50
11T	JENSEN MAZDA	SIoux CITY	IA	97.50
11T	ROSEN MAZDA	WAUKEGAN	IL	97.50
12	LANGS MAZDA OF DAYTON	BEAVERCREEK	OH	97.30
13	HORIZON MAZDA	ROSEBURG	OR	97.10
14	ED MORSE MAZDA	PORT RICHEY	FL	96.90

T = Tie
Results based on financial statement data submitted to MNAO as of April 23, 2007.



The top-three competitors in Mazda's 2007 North American Master Technician Competition are (from left): Mark Wilhelm, Boniface-Hiers Mazda; Danny Lozano, Carson City Mazda; and Raúl May Concha, Mazda Sureste in Mexico.

Mazda Names 2007 Mazda Master Technician of the Year

On April 14, Mazda hosted 14 Master Technicians from the United States, Canada, and Mexico at the company's R&D facility in Irvine, CA for a common purpose: to compete for the coveted title of 2007 Mazda Master Technician of the Year. The competition was fierce and the stakes were high, but these Mazda Master Technicians did their best to win the prize.

During the face-off, each finalist put their technical skills to the test. These service professionals attempted to find and repair customer concerns in identical CX-7 vehicles in a 2-hour time frame. The one to correctly diagnose and repair the most concerns earned the title of 2007 Mazda Master Technician of the Year.

In order to qualify for this annual event, Mazda Master Technicians had the top 10 scores in their region for an online test and an above-average CARE score, and were the top two winners in their regional competition. As a result, the competitors enjoyed an all-expense-paid week in Irvine that included professional development training and an opportunity to enjoy the fun and sun of Southern California.

The 2007 Mazda North American Master Technician Competition winners were:

First Place:

Mark Wilhelm, Boniface-Hiers Mazda, Southeast Region

Second Place:

Danny Lozano, Carson City Mazda, Western Region

Third Place:

Raúl May Concha, Mazda Sureste, Mazda Motor de México

Fourth Place:

Ryan Cilek, Premier Mazda, Gulf Region
 David Duff, Malloy Mazda, Northeast Region
 Steve Gillen, Liberty Mazda, Midwest Region
 Daniel Grenier, Albi Mazda, Mazda Canada, Inc.
 Nhan Le, Hollingsworth Mazda, Gulf Region
 Donald Lowman, Sierra Mazda, Midwest Region
 Peter Mack, Ed Morse Mazda, Southeast Region
 Danis Ouellet, Formule Mazda, Mazda Canada, Inc.
 Phil Ruhl, Gaithersburg Mazda, Northeast Region
 Manuel Amaya Santamaria, Mazda Picacho, Mazda Motor de México
 Matt Smith, Bob Penkhus Mazda, Western Region

Congratulations to Mark Wilhelm, a Master Technician with Boniface-Hiers Mazda in Melbourne, FL, for his first-place finish in this year's Mazda Master Technician Competition.

Mazda extends congratulations to all 14 competitors for their outstanding performances—both in the competition itself, and within their individual dealerships throughout the year. ■

Darlings of the Automotive Media

Mazda models continue to rack up the praise and awards.

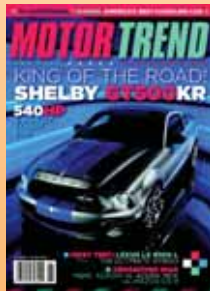
Given all the excitement in Mazda showrooms generated by the company's exciting new lineup, it was just a matter of time before the automotive publishing world caught a raging case of "Mazda Fever." And catch it they did, judging by the number of Mazda models that are the subjects of several recent positive reviews, comparison test results, and awards. Here are the latest and greatest Mazda accolades:

Mazda CX-9

Crossovers are one of the fastest growing automotive segments, so it's no accident that *Motor Trend* magazine featured a comparison of three all-new crossovers in its June 2007 issue—Acura MDX, GMC Acadia, and Mazda CX-9. *Motor Trend* editors ran the competitors through the paces of a 600-mile round trip through the snow-covered roads of the Sierra Summit in California, testing each vehicle's acceleration, braking, and handling and evaluating their features and amenities.

The winner? The Mazda CX-9, with the evaluators especially praising the pairing of its MZI 3.5-liter V6 engine to its Aisin 6-speed sport automatic transmission. *Motor Trend's* final verdict? The Mazda CX-9 offers "the premium blend of performance, utility, and value."

Read the entire article online at www.motortrend.com.



Mazda RX-8

The arrival of a new Audi TT 2.0T prompted *Car and Driver* magazine to match this virtually all-new model against 3 competitors in the affordable sport car class in its June 2007 issue, including the Ford Shelby GT, Mazda RX-8, and refreshed (2006) Nissan 350Z. It was the Mazda RX-8 that pleased *Car and Driver* most, as it once again praised Mazda's rotary rocket for its nimble and responsive chassis, driving ease, and value.

The full comparison is published online at www.caranddriver.com.

MAZDA3

In early April, Kelley Blue Book's kbb.com named the MAZDA3 one of the "Top 10 Coolest New Cars Under \$18,000" based on its styling, performance, and fun-to-drive factor. Also considered were criteria such as safety, fuel economy, environmental impact, interior size, and comfort.

"Fun, stylish, versatile, and substantial, the exceptionally well-rounded MAZDA3 is the only vehicle to make it onto our list the past four years in a row—and every year since its introduction. Suffice it to say, it's cool," said Jack R. Nerad, executive editorial director and executive marketing analyst, Kelley Blue Book and kbb.com.

View the entire list online at www.kbb.com. ■





Photos by Jimmy Sykes



Despite some minor problems, the Lola B07/46 Mazda MZR-R racing team completed 224 laps at the 12 Hours of Sebring race in Daytona in March.

High-Powered Prototype

With an eye towards Le Mans in 2008, this new Mazda-powered ALMS racer is first setting out to win the 2007 ALMS P2 championship.

Mazda's involvement in the American Le Mans Series (ALMS) prototype class is taking a dramatic upswing for 2007 with an all-new Lola-Mazda entry from Wisconsin-based BK Motorsports. The team fielded a Mazda rotary-powered ALMS LMP2 racer in 2005-06, but growing competition in the class and series rules changes meant additional power would be required to remain competitive this year. Enter the new Lola B07/46 chassis with its new Mazda MZR-R racing engine.

Mazda, in cooperation with the British company Advanced Engine Research (AER), has produced an all-new MZR-based race engine. Displacing two liters and weighing just 176 pounds, the engine features an aluminum block with a separate wet sump to maintain an adequate oil supply during extreme cornering. The 16-valve aluminum cylinder head is also special, as are the billet nitrided-steel crankshaft, the racing connecting rods, and pistons. Production-derived components, which will be integrated, include DISI fuel injection. Mazda's longtime partner, Honeywell, has produced a new Garrett turbocharger for the program. Output is estimated at 500 horsepower and 400 lb-ft torque.

The kickoff race was scheduled to be the 55th Annual Twelve Hours of Sebring on March 17, and at press time, BK Motorsports planned to contest the entire 12-race ALMS championship in pursuit of the LMP2 crown. Next year, the team is targeting the LMP2 class at the legendary 24 Hours of Le Mans. Mazda won the race overall in 1991 with the amazing 787B, and the new Lola-Mazda will feature a graphics package reminiscent of that historic car. A custom-engine program will also ramp up for 2008, putting Mazda-powered prototypes on track in Europe and Japan.

Why choose the ALMS prototype class? "For Mazda, sports car racing is the pinnacle of motorsports involvement," says John Doonan, Mazda's Manager of Motorsports Team Development. "Endurance racing is critical to us, and the LMP2 class has become a showcase in which to compete against other manufacturers. The playing field changed with Porsche last year, and now Acura is joining the mix. It's a great place for Mazda to be because it helps us engage with enthusiast buyers, whether they see our cars in person at the track or watch races on TV."

Perhaps best of all, the new race car will make selected appearances at Mazda dealerships, scheduled to begin the week before Sebring at Classic Mazda in Orlando, FL, where the dealership's entire customer base was invited to see the car and meet the drivers. Now that's harnessing the Zoom-Zoom spirit! ■

The Champions of Mazda's Sebring Debut

With only weeks to prepare for the 12 Hours of Sebring race, the MAZDASPEED and BK Motorsports team needed all the help they could rally to debut the all-new Lola B07/46 LMP2 racer, and they got it from the staff at Classic Mazda in Orlando, FL.

On the night the cars arrived in Florida, Chad Rogers, Classic Mazda's General Manager, and his staff worked after sales hours to clear their showroom floor and create a clean, climate-controlled area for the LMP2 team to vinyl wrap the cars. As soon as the cars cleared customs, the team headed straight for the dealership and worked through the night, even using service space and staff for some final prep and assembly. The next day, the cars were transported to the track for technical inspection in a small trailer—also lined up by Rogers.

Then, it was back to Classic Mazda for an owner event that featured the new LMP2 cars and drivers, along with BSI Racing's No. 56 KONI Challenge Mazda MX-5. More than 200 guests, including the local Miata and RX-8 clubs, attended the Sunday night event, where they saw the cars, talked with the drivers, and collected posters and autographs. In a final promotional effort, Classic hosted a mini car show during race days the following weekend.

John Doonan, Mazda's Manager of Motorsports Development, praised the entire effort. "Chad and his team couldn't have been more supportive. They are the perfect example of how what we race relates directly to what we sell. Everything they did they did 'The Mazda Way.'" ■

Showing off the new LMP2 car at Classic Mazda in Orlando, FL, are (from left) drivers Ben Devlin, Jamie Bach, and Raphael Matos, along with MNAO's John Doonan and Classic Mazda's Chad Rogers.





Learn to Race Like a Pro

Now, amateur drivers can learn to race in the same cars that the professionals drive. Get your game on!

The Skip Barber Racing School has announced an all-new iteration of its famous three-day racing school. The Skip Barber MX-5 Cup competition course will use MX-5s built by Skip Barber Racing to the same specifications as the race cars used in the popular Sports Car Club of America (SCCA) Pro Racing SIRIUS Satellite Radio Mazda MX-5 Cup series. That makes this the only three-day racing school in North America where students drive the same cars used in a professional racing series.

Launched at Mazda Raceway Laguna Seca in April, the new program uses a curriculum similar to Skip Barber's proven open-wheel formula-car school, but suitably modified to take advantage of the unique capabilities of the MX-5. The cost, \$3,995, is the same as its formula-car school.

Following Skip Barber's regular formula car three-day school structure, the MX-5 Cup school will offer a 50/50 mix of driving and classroom instruction, guaranteeing plenty of

track time. Best of all, participants who complete the school will receive a certificate they can send to the SCCA to obtain a genuine regional racing license, the same as for graduates of the formula car school.

"No one else has an accredited three-day racing school in a car that's raced professionally—and we think there are a lot of people who will find that very appealing," explains Rick Roso, Motorsports Marketing Manager for Skip Barber. "For many people, racing is about sports cars, so now we have a racing school with one of the best sports cars in the world. It's also perfect for people who intend to go racing in the various regional Spec Miata series or are preparing for Professional MX-5 Cup competition. The bottom line: There are a lot of people who are going to be attracted to this school."

After a one-month startup period at Mazda Raceway, the MX-5 program will expand in late May to Road America in Wisconsin, and then be available from June onward at both Mazda Raceway and Road America. By year's end, the MX-5 school will be available at Skip Barber's bases in Florida, at Sebring and Daytona, and then in the spring of 2008, it will be added to Lime Rock Park in Connecticut.

For more information, visit www.skipbarber.com or call (800) 221-1131. ■



Skip Barber Mazda MX-5 Cup School Car at Mazda Raceway Laguna Seca



Two for Two

After Ed Bergenholtz won back-to-back NHRA championships for Mazda, he decided it was time to give something back.

One of the nicest guys in professional racing recently demonstrated why he is just that. In early February, Ed Bergenholtz presented Robert Davis, Senior Vice President, Research, Development, & Quality, MNAO, with the coveted "Wally Award" he earned for his second consecutive NHRA Pro FWD championship aboard his nearly 1,400-hp MAZDA6 drag car. The reason? Bergenholtz simply wanted to thank Davis for believing in the Bergenholtz Racing team and standing behind them as they clawed their way into the professional drag-racing ranks.

"When we started we didn't have anything—no championships, no nothing—but Robert Davis, Tod Kaneko, Steve Sanders, and the rest of the MAZDASPEED team believed in us," he explains. "To get a championship in 2005 was a big deal, and to repeat in 2006 was off the charts. Mazda never gave up on us, and giving them this award was a way to show our appreciation for supporting our grassroots efforts."



In appreciation for MAZDASPEED's support, (from left) Bergenholtz Racing's Ed and Ron Bergenholtz award MNAO's Robert Davis an NHRA "Wally Award."

In reality, Bergenholtz and his team are most deserving of the support—and their prestigious titles. With uncommon resourcefulness and the inherent strength of the Mazda's MZR four-cylinder engine, Bergenholtz defeated a vastly better-funded General Motors effort with Roush Racing-tuned Chevy Cobalts—not once but two years in a row. The same goes for several other Dodge-, Honda-, and Toyota-backed teams.

For 2007, Bergenholtz Racing plans to defend its championships with the same tenacity it used to win them. "It's still incredible to me that our success stems from the same engine blocks and heads that anyone can buy," Bergenholtz says. "Every Mazda really does have a soul of sports car." ■



A Rear View of the Future

This summer, the Mazda CX-9 will become the first vehicle in North America to offer a backup video display located in the rearview mirror.

If you're at all familiar with the new 2007 Mazda CX-9, you already know that models equipped with the DVD Navigation System also have a handy backup camera that displays a rear view on the navigation screen to improve safety while backing up. While a number of competitive vehicles have similar systems, Mazda has taken the lead as the first manufacturer in North America to offer a back-up video system that does not also require a navigation system.

Starting this summer, available as either a port- or dealer-installed accessory, the CX-9's Rearview Backup-Assist Video Display is contained within a sophisticated electrochromatic rearview mirror, which automatically dims when it senses headlight glare behind the

car at night. Whenever the driver shifts into reverse, a 2.4-inch liquid crystal display (LCD) within the rearview mirror shows an additional panoramic rear image provided by an added lift gate-mounted camera. The display's diagonal active-matrix technology, developed by Gentex Corporation, includes a special "transflective" coating that allows the driver to see both the rearview camera images and the normal rearview mirror images at the same time.

The innovative system neatly solves a dilemma that many customers have when shopping for a new vehicle: They want a rearview camera function but not the expense of a navigation system. Now, the Mazda CX-9 is the first vehicle to offer them a choice.

"Safety is always a top priority for Mazda, and we want all CX-9 customers to have the added security of a rearview backup camera, regardless of the trim level or option package they select," says Jeff Ferrell, Project Manager, CX-9 Accessories for MNAO.

At press time, the price of the Rearview Backup-Assist Video Display was estimated at \$665. That makes it a high-value option when navigation isn't a customer requirement. ■



Precious Cargo

The safety spotlight shines on child passengers in preparation for the summer season.

GENERAL CHILD SEAT USE INFORMATION

Buckle everyone. Children age 12 and under in back!

Families everywhere are getting ready to hit the road for summer vacation, making this the perfect time for Mazda Sales Consultants to focus on child passenger safety when working with parents of young children. Fortunately, Mazda offers a comprehensive lineup of family-friendly vehicles, so there are plenty of opportunities to reinforce the importance of proper installation and use of child-safety and/or booster seats.

Thanks to an increase in the proper use of child-safety seats, booster seats, and seat belts, the number of children who are injured or die in automobile accidents in recent years has decreased. However, motor vehicle crashes remain the leading cause of accidental injury-related death among children ages 14 and under. What's more, it is estimated that nearly four out of every five children who are placed in car seats are improperly restrained. Clearly, more work needs to be done to educate parents about the proper use of child-restraint systems.

Mazda is doing its part to protect young passengers by building into its vehicles a number of active and passive safety features. While it's always best to refer to the vehicle owner's manual for detailed use instructions, as a Mazda Sales Consultant working with parents of young children, you can strengthen your vehicle presentation and delivery by pointing out these features, including:

Tether Anchor System – For use with child-safety seats that require the use of a tether strap. Anchors are embedded behind the rear seat of most Mazda vehicles. See the vehicle's owner's manual for specific anchor locations and use instructions.

LATCH Lower Anchors – The Lower Anchor and Tethers for CHildren (LATCH) system makes child seat installation easier and eliminates the need to use seat belts to secure a child-safety seat. All new vehicles and child seats (except car beds, booster seats, and vests) are now manufactured with the LATCH system. All Mazda vehicles are equipped with LATCH lower anchors for attachment of specially designed LATCH child-restraint systems in the rear seat. In the Mazda CX-7 and CX-9, the LATCH anchors are located in the rear seat folds and rear cargo area, and are identified by a special marking just above the anchor. Many LATCH system child restraints also require the use of a tether. Note that the user must remove a panel cover to access the tether anchor in the CX-7 and CX-9. Once again, please refer to the owner's manual for detailed instructions.

Also, share with your customers these two golden rules of child passenger safety:

- All children age 12 and under should be properly restrained and ride in the back seat.
- A rear-facing safety seat should never be placed in front of an active passenger air bag.

Finally, strongly encourage your customers with young children to thoroughly read their new vehicle's owner's manual about proper child-restraint system use before they attempt to transport child passengers. You can also share with them the Federal guidelines for general child-safety-seat use (see chart), as well as direct them to several consumer Web sites devoted to child passenger safety (see sidebar).

Passenger safety is a top priority at Mazda and most certainly a key concern of most parents when they shop for a new car. So, remember, when you show your customers how to fully leverage the safety features built into Mazda vehicles, you enhance both their safety and satisfaction. ■

	AGE/WEIGHT	SEAT TYPE / SEAT POSITION	USAGE TIPS
INFANTS	Birth to at least 1 year/up to 20 lbs.	Infant-only seat/rear-facing or convertible seat/used rear-facing <i>Seats should be secured to the vehicle by the seat belts or by the LATCH system.*</i>	<ul style="list-style-type: none"> • NEVER use in a front seat where an air bag is present. • Tightly install child seat in rear seat, facing the rear. • Child seat should recline at approximately a 45-degree angle. • Harness straps/slots at or below shoulder level (lower set of slots for most convertible child-safety seats). • Harness straps snug on child; harness clip at armpit level.
	Less than 1 year/20-35 lbs.	Convertible seat/used rear-facing (select one recommended for heavier infants) <i>Seats should be secured to the vehicle by the seat belts or by the LATCH system.*</i>	<ul style="list-style-type: none"> • NEVER use in a front seat where an air bag is present. • Tightly install child seat in rear seat, facing the rear. • Child seat should recline at approximately a 45-degree angle. • Harness straps/slots at or below shoulder level (lower set of slots for most convertible child-safety seats). • Harness straps snug on child; harness clip at armpit level.
PRE-SCHOOLERS/ TODDLERS	1 to 4 years/at least 20 lbs. to approximately 40 lbs.	Convertible seat/forward-facing or forward-facing only or high-back booster/harness. <i>Seats should be secured to the vehicle by the seat belts or by the LATCH system.*</i>	<ul style="list-style-type: none"> • Tightly install child seat in rear seat, facing forward. • Harness straps/slots at or above child's shoulders (usually top set of slots for convertible child-safety seats). • Harness straps snug on child; harness clip at armpit level.
YOUNG CHILDREN	4 to at least 8 years/unless child is under 4'9" (57") tall	Belt-positioning booster (no back, only) or high back belt-positioning booster. NEVER use with lap-only belts; belt-positioning boosters are always used with lap AND shoulder belts.	<ul style="list-style-type: none"> • Booster used with adult lap and shoulder belt in rear seat. • Shoulder belt should rest snugly across chest, rest on shoulder, and should NEVER be placed under the arm or behind the back. • Lap belt should rest low, across the lap/upper thigh area—not across the stomach.

***Mazda Dealer: Always demonstrate the seat belt system's automatic locking mode (ALM) when working with customers who plan to secure child safety seats using seat belts. See owner's manual for complete installation instructions.**

CHILD PASSENGER SAFETY INFORMATION ON THE WEB

Check out these Web sites for detailed information about child passenger safety:

- www.nhtsa.dot.gov
- www.cdc.gov/ncipc/factsheets/childpas.htm
- www.chop.edu/consumer/your_child/wellness_index.jsp?id=-8852#
- www.cpsboard.org



Compared to its key competitors, the 2007 MAZDASPEED3 offers big power and even bigger driving excitement.



Advantage Mazda

If your store is among the 416 MAZDASPEED dealerships in the United States, you've got a lot to celebrate, first with the launch of the all-wheel-drive MAZDASPEED6, and now there's the incredible turbocharged MAZDASPEED3. More than any other new Mazda, the MAZDASPEED3 has impressed the experts at top enthusiast magazines, such as *Car and Driver*, who in January 2007 voted it one of its prestigious "10Best" cars. With its 263-hp engine and aggressive styling, it's made quite a name for itself—and for Mazda. In fact, everything about the MAZDASPEED3 has been designed to provide what young, successful, and social car enthusiasts want—affordable, big performance.

But the competition in the sport compact category is considerable, with more than a dozen vehicles vying for the attention of customers. These range from the lower-end Chevy Cobalt SS to the significantly more costly Subaru Impreza WRX STi and Mitsubishi Lancer EVO. However, the two competitors most seriously cross-shopped by MAZDASPEED3 customers are the Honda Civic Si and the Volkswagen GTI. Let's review how the MAZDASPEED3 excels against each one.



HONDA CIVIC Si

2007 Honda Civic Si Sedan

The Honda Civic was Honda's original "pocket rocket," and it has played a part in the Honda lineup since the CRX Si launched in 1985. Today, the 2007 Honda Civic Si is available as both a Coupe and a Sedan, and it is outfitted with a DOHC i-VTEC engine, limited-slip differential, and sport-tuned suspension. Although its base price is \$950 cheaper than that of the MAZDASPEED3, the Civic Si Sedan lacks the Mazda's turbocharged engine and exciting visual appeal. Some additional MAZDASPEED3 advantages include:

Powertrain & Chassis

- The MAZDASPEED3 has a larger engine—2.3 liters versus the Honda's 2.0-liter engine.
- Significantly more horsepower is produced at a lower rpm—263 hp @ 5,500 rpm for the MAZDASPEED3 versus 197 hp @ 7,800 rpm for the Honda.
- Over twice as much torque at a lower, more usable rpm—280 lb-ft @ 3,000 rpm versus 139 lb-ft @ 6,100 rpm.
- The MAZDASPEED3 has significantly larger disc brakes than the Honda (12.6 inches versus 11.8 inches front/11.0 inches versus 10.2 inches rear).

Exterior

- The MAZDASPEED3 hatchback design has a more dramatic appearance and is more versatile than the Civic Si Sedan configuration.
- Side skirts, a body-color roof rear spoiler, and taillights with clear lenses are standard on the MAZDASPEED3 but not available on the Civic Si.
- Low-beam HID headlights are standard on the MAZDASPEED3 Grand Touring but not available on the Civic Si.
- The Mazda offers 18 x 7.0 aluminum alloy wheels as standard equipment, but they cost extra on the Honda.



- Rain-sensing variable intermittent windshield wipers are standard on the MAZDASPEED3 (Grand Touring only) but unavailable on the Civic Si.

Interior

- The MAZDASPEED3 has automatic climate control versus manual air conditioning on the Civic Si.
- Electroluminescent instrumentation, a trip computer, and a tire-pressure monitor are standard on the Mazda but unavailable on the Honda.
- Leather seating surfaces and door panels are available on the MAZDASPEED3 Grand Touring but not on the Civic Si.
- Alloy foot pedals and manual driver's lumbar support are standard on the Mazda, whereas they are unavailable on the Honda.
- The MAZDASPEED3's 16.5-cu-ft cargo volume is 37 percent larger than the Civic Si Sedan's 12 cu ft.
- The Mazda has greater passenger volume than the Honda (95.3 cu ft versus 88.4 cu ft).
- More front/rear head room (39.1 inches/38.4 inches versus 38.1 inches/36.7 inches).
- More rear leg room (36.3 inches versus 34.6 inches).
- More front/rear shoulder room (54.9 inches/54.0 inches versus 53.6 inches/52.3 inches).
- More front/rear hip room (53.8 inches/52.5 inches versus 51.9 inches/51.0 inches).



VW GTI

2007 Volkswagen New GTI

Introduced as a performance version of the Rabbit in 1983, the original GTI immediately gained a following for its spirited handling and European cachet. Now celebrating its 25th year in the United States, for 2007 the new GTI continues Volkswagen's mission to provide fun-to-drive performance in an economical package. However, the new turbocharged GTI can't touch the MAZDASPEED3's greatest advantage—its amazing horsepower and torque. Some of the best advantages the Mazda offers over the Volkswagen include:

Powertrain & Chassis

- The Mazda has a larger engine—2.3 liters versus the Volkswagen's 2.0-liter engine.
- The MAZDASPEED3 yields significantly more horsepower—263 hp @ 5,500 rpm versus 200 hp @ 5,100 rpm for the VW.
- The MAZDASPEED3 produces 35 percent more torque—280 lb-ft @ 3,000 rpm versus 207 lb-ft @ 1,800 rpm.

Exterior

- The MAZDASPEED3 has a longer wheelbase than the new GTI (103.9 inches versus 101.5 inches) for improved ride quality, easier passenger entry and exit, and a more substantial appearance.
- Side skirts are standard on the Mazda but part of an optional \$1,650 package on the Volkswagen.
- Taillights with clear lenses are standard on the MAZDASPEED3

but not available on the new GTI.

- 18-inch wheels and tires are standard on the Mazda but cost \$750 extra on the VW.
- Rain-sensing variable intermittent windshield wipers are standard on the MAZDASPEED3 (Grand Touring only) and unavailable on the new GTI.

Interior

- Automatic climate control is standard on the MAZDASPEED3 versus optional on the new GTI.
- Electroluminescent instrumentation is standard on Mazda but unavailable on the VW.
- Leather door panels are available on the MAZDASPEED3 Grand Touring but not on the new GTI.
- Alloy foot pedals are standard on the Mazda but are unavailable on the Volkswagen.
- The MAZDASPEED3 has 12 percent more cargo volume than the new GTI (16.5 cu ft versus 14.7 cu ft).
- More rear leg room (36.3 inches versus 35.3 inches).

For complete product information on the 2007 MAZDASPEED3, including target audience, vehicle positioning, and competitive comparisons, see the MAZDASPEED3 section of the 2007 Mazda Product & Comparison Guide. ■

The Mighty MAZDASPEED3

Not only is the MAZDASPEED3 the top pick of sport compacts among Mazda enthusiasts and the Mazda FUEL staff, the auto world's most notable buff books have also joined the party, naming Mazda's new "pocket rocket" the winner of two recent road tests.



In its June 2007 issue, *Road & Track* magazine declared the MAZDASPEED3 its winner after road-testing the sport compact against the Honda Civic Si sedan, Mini Cooper S, Nissan Sentra SE-R Spec V, and Volkswagen GTI. The 800-mile journey that concluded on the twists and turns of Mazda Raceway Laguna Seca left *Road & Track* magazine praising the Mazda's turbo-charged direct-injected engine power and resulting low-end torque, braking power, and seat design.

Car and Driver magazine came to the same conclusion in its comparison test of "Power Toys" in the May 2007 issue. Despite a slightly different lineup—the Subaru Impreza WRX instead of the Honda Civic Si—the MAZDASPEED3 ranked "top overdog of the power toys." "For only \$26,300, you can thrill yourself giddy while publicly claiming that a five-door hatchback is a concession to the practical-pig realities of responsible citizenship," concluded *Car and Driver*.

To get the full story on each road test, check out www.roadandtrack.com and www.caranddriver.com.



Photo by Ron Perry

Customer Satisfaction in Action

One Key to Success

One customer, who had purchased a used car and was only given one key by the dealer, was frustrated by the prospect of paying \$100 for a second key. He called in for assistance, and the agent sent him a Mazda gift certificate to cover the cost of the additional key. Although the cost of providing the second key was minimal from Mazda's perspective, the impact this gesture had on him was monumental.

Read All About It

Another loyal Mazda owner was trying to track down an obscure book on the Mazda RX-8—with no luck—until he reached the Customer Assistance Center. The customer was highly impressed with the agent's friendliness and professionalism, and, of course, his ability to deliver a copy of the sought-after book.

Real-Time Answers

One customer, who had a Mazda RX-8 on order, was frustrated with his local dealership for not providing details on his estimated delivery date. After calling the Customer Assistance Center, he began receiving continual updates on his vehicle order, as well as \$200 in gift certificates as a gesture of good will. The customer was so pleased with the level of customer service he received that he plans to recommend Mazda to all his friends and business associates.

"If our staff can help out in some way, they definitely will," concludes Strohman. "They know this could be a last effort to recover a bad situation and really make an impact on customer loyalty and retention." ■

Mazda's Customer Assistance Center builds the brand one customer at a time.

Some consider customer service one of the toughest jobs there is. But Mazda's Customer Assistance Center makes customer satisfaction and problem resolution a slam dunk—especially when you hear from those on the front lines...Mazda customers themselves.

"I often get letters, e-mails, and phone calls from customers, praising how an agent has handled their situation or resolved an issue," said Linda Strohman, Customer Assistance Center Supervisor. "We give our agents a lot of autonomy in their decision making—to the point where they can literally make decisions about whether to cover a repair or offer some financial assistance—which, many times, helps them control the outcome of the calls."

Check out a few recent examples of Mazda customer satisfaction in action:





TOP 25 RANKING DEALERS

SALES VOLUME (YTD THROUGH MARCH 2007)

RANK	DEALER NAME	CITY	STATE
1	WAYNE MAZDA	WAYNE	NJ
2	ROGER BEASLEY MAZDA CENTRAL	AUSTIN	TX
3	MAZDA SOUTH	AUSTIN	TX
4	CLASSIC MAZDA EAST	ORLANDO	FL
5	GALPIN MAZDA	VAN NUYS	CA
6	CORY FAIRBANKS MAZDA	LONGWOOD	FL
7	GUNTHER MAZDA	FT. LAUDERDALE	FL
8	PREMIER MAZDA	GEORGETOWN	TX
9	MAZDA OF LODI	LODI	NJ
10	PALM BEACH MAZDA	WEST PALM BCH.	FL
11	WALSER BURNSVILLE MAZDA	BURNSVILLE	MN
12	NORCO MAZDA	NORCO	CA
13	SUBURBAN MAZDA OF TROY	TROY	MI
14	INGRAM PARK MAZDA	SAN ANTONIO	TX
15	JIM ELLIS MAZDA OF MARIETTA	MARIETTA	GA
16	BROWN'S FAIRFAX MAZDA	FAIRFAX	VA
17	TUSTIN MAZDA	TUSTIN	CA
18T	PARETTI MAZDA	METAIRIE	LA
18T	D DAHLE MAZDA OF MURRAY	MURRAY	UT
19	BROWNING MAZDA	CERRITOS	CA
20	DELRAY MAZDA	DELRAY BEACH	FL
21	MORRIES MAZDA	MINNETONKA	MN
22	KINGS MAZDA	CINCINNATI	OH
23T	MAZDA KNOXVILLE	KNOXVILLE	TN
23T	OAK TREE MAZDA	SAN JOSE	CA

T = Tie

Results based on financial statement data submitted to MNAO as of April 4, 2007.

TOP 25 MEPP/MEC SALES

SALES VOLUME (YTD THROUGH MARCH 2007)

RANK	DEALER NAME	CITY	STATE
1	TUSTIN MAZDA	TUSTIN	CA
2	WAYNE MAZDA	WAYNE	NJ
3	MORANDE MAZDA	MANCHESTER	CT
4	BOMMARITO MAZDA SOUTH	ST. LOUIS	MO
5	WALSER BURNSVILLE MAZDA	BURNSVILLE	MN
6	BERT OGDEN MISSION MAZDA	MISSION	TX
7	BIDDULPH MAZDA	PEORIA	AZ
8T	NELSON MAZDA	TULSA	OK
8T	JOHN HINE MAZDA	SAN DIEGO	CA
9	FRANK BOMMARITO MAZDA	ELLISVILLE	MO
10T	FAULKNER MAZDA	PHILADELPHIA	PA
10T	NORTH PENN MAZDA	COLMAR	PA
11	AVONDALE MAZDA	AVONDALE	AZ
12T	NORTH PARK MAZDA	SAN ANTONIO	TX
12T	BOUNTIFUL MAZDA	BOUNTIFUL	UT
13	GO MAZDA 104TH	WESTMINSTER	CO
14T	ROGER BEASLEY MAZDA CENTRAL	AUSTIN	TX
14T	WILKINS MAZDA	VILLA PARK	IL
14T	AUTO WEST MAZDA	ROSEVILLE	CA
15	MALLOY MAZDA	WOODBIDGE	VA
16	HILLARD AUTO PARK MAZDA	FORT WORTH	TX
17	DAPHNE MAZDA	DAPHNE	AL
18T	JOHN KENNEDY MAZDA	CONSHOHOCKEN	PA
18T	GALPIN MAZDA	VAN NUYS	CA
19	MAZDA OF CLEAR LAKE	WEBSTER	TX

T = Tie

Results based on data submitted to MNAO as of April 23, 2007.

Got Technology Ideas or Issues?

Take them to the new Technology Mazda Action Team.

Keeping up with technology is not only essential to business efficiency, it's highly important to Mazda customers. As the second youngest in the industry, Mazda's customer base is characterized by a technology expertise that far exceeds all other generations. In fact, these savvy buyers prefer—and often demand—doing business with dealerships via Web sites, Internet portals, and the latest mobile/wireless applications.

That's why last August, MNAO formed a brand-new group wholly focused on the cause—the Technology Mazda Action Team (MAT).

This team is a subgroup of the National Dealer Advisory Council (NDAC) and includes seven dealer members along with members from Mazda corporate. Together, they focus specifically on technology improvements to speed business transactions and appeal to today's youthful buyers. The team is led by Mazda Corporate Information Officer Jim DiMarzio and includes the current NDAC Chairman Robert DeVaux. Members meet every month to discuss a wide variety of issues, ideas, and cutting-edge applications relating to MXConnect, MazdaUSA.com, Mazda Dealers OnLine and individual dealers' Web sites.

For example, one of the team's top priorities is creating an e-commerce site for Mazda accessories. This Web site would enable customers to conveniently purchase parts and accessories online, and could integrate not only with MazdaUSA.com, but also with dealers' individual Web sites.

If you have technology concerns or suggestions—including Web-enabled applications that could appeal to Mazda customers, improvements to the MazdaUSA.com Web site, or MXConnect issues that need to be addressed by Mazda corporate—share them with the new Technology MAT team. They'll gladly bring them to a Technology MAT meeting for direct action or resolution and evaluate their potential for implementation nationwide. ■

DEALER TECHNOLOGY MAT MEMBERS

Jason Hiley,
Hiley Mazda of Hurst, Hurst, TX
(817) 701-1000
jason@hileycars.com

Bill Krouse,
Polar Mazda, White Bear Lake, MN
(651) 429-7791
bkrouse@polarmazda.com

Nick Soranno,
Park Mazda of Wooster, Wooster, OH
(330) 345-8506
nick@parkmazda.com

Robert DeVaux,
Brown's Fairfax Mazda, Fairfax, VA
(703) 660-0860
rdevaux@brownscar.com

Jeff Allen,
Med Center Mazda, Pelham, AL
(205) 226-0929
jkallen@medcentermazda.com

Chris Reeves,
University Mazda, Seattle, WA
(206) 634-1191
chris@umazda.com

Jeff Wilhelm,
Norco Mazda, Norco, CA
(951) 734-1555
jwilhelm@norcomazda.com





New Mobile Web Site Connects With Mazda Buyers on the Go



Whether surfing the Web on a 30-inch flat panel display or a two-by-two-inch LCD screen on a handheld device, all Internet users can now experience MazdaUSA.com.

In February, Mazda launched a new mobile Web site, which allows users—regardless of device, screen resolution, or size—to view content on Mazda's consumer Web site without the need for a mobile-specific browser. An abridged version of the main Web site, Mazda's mobile site offers a ZIP code-based dealer locator in addition to features and specifications of various Mazda vehicles. Future enhancements to the site will include directions to dealerships, inventory search, a vehicle configurator, and the ability to request a brochure.

Explains Rudy Privitelli, Group Manager, Relationship Marketing, MNAO, "Mazda attracts one of the youngest groups of buyers in the industry, and because young buyers are more inclined to use mobile technology and receive marketing messages via cell phones and PDAs (personal digital assistants), we expect this site will continue to gain in popularity as younger consumers reach the point of making car-buying decisions."

Privitelli further explains that younger consumers in particular are increasingly using their mobile devices for information, as much as for communication. "The new mobile site enables Mazda to provide tailored content in an appropriate way and encourages interactivity for future sales," he says.

"We place a high value on giving these hard-to-reach consumers what they want in a personalized fashion, and the new mobile Web site is a perfect example of how we can connect with this audience." ■



MAZDA3 Drives Excitement at Night Shift Events

Amateurs compete to win a seat in Skip Barber Racing School.

Taking full advantage of its partnership with the Skip Barber Racing School, Mazda has cooked up a MAZDA3 Ride and Drive competition held in conjunction with the 2007 Hot Import Nights (HIN) Night Shift events, now underway and traveling to eight major markets across the United States.

The co-branded promotion allows HIN Night Shift attendees to drive a MAZDA3 s 5-Door, accompanied by a Skip Barber professional driving instructor, on a timed autocross course. The top 20 finishers are then entered into a national drawing for the chance to win complimentary tuition to a two-day Skip Barber Racing School. The drawing will be held in late fall 2007.

"Hot Import Nights attracts young, diverse people who are into cars," explains Jim Jordan, Alternative Marketing Manager for MNAO. "They don't watch a lot of TV or read traditional consumer magazines, so this is a great way for them to experience our cars in a relaxed and non-threatening environment."

With the first two events held earlier this year in Pomona, CA and Tampa Bay, FL, HIN Night Shift is scheduled next in San Diego, CA, in early June, then it's on to Pleasanton, CA, Uniondale, NY, Chicago, IL, Las Vegas, NV, and Phoenix, AZ (see event schedule). No pre-registration is necessary to participate in the MAZDA3 Ride and Drive which, judging by the long lines at Pomona and Tampa Bay, is one of the most popular features at these multi-activity events.

"There was a lot of excitement about driving the MAZDA3," says Jordan. "Skip Barber is such a strong brand, and when you couple that with the Mazda brand, it represents a tremendous amount of value to these young enthusiasts."

In addition to the MAZDA3 Ride and Drive, HIN Night Shift events feature bike stunting, drifting, motocross, a car show, and live entertainment. For more information, visit the event Web site at www.nightshiftevents.com. ■

2007 HOT IMPORT NIGHTS NIGHT SHIFT REMAINING EVENTS

- | | |
|------------------|-------------------------------------|
| June 2, 2007 | Coors Amphitheatre, San Diego, CA |
| June 16, 2007 | Alameda Fairgrounds, Pleasanton, CA |
| July 21, 2007 | Nassau Coliseum, Uniondale, NY |
| July 28, 2007 | Soldier Field, Chicago, IL |
| October 6, 2007 | Sam Boyd Stadium, Las Vegas, NV |
| October 13, 2007 | Firebird Raceway, Phoenix, AZ |



Student Genius



Scholarship winner Jessica Lamproe is \$1,000 closer to her education goal after receiving a check from Floyd Traylor Mazda Sales Manager Kelly Johnson (left) and Floyd Traylor himself.

Floyd Traylor Mazda picks the marketing brains of local college students.

For one week in January, some highly unusual attractions adorned the University of Arkansas-Fort Smith campus: brand new Mazda vehicles. The cars, which included a CX-7, CX-9, MX-5, MAZDA3, and MAZDA6, were on site to generate excitement for an equally unusual opportunity: a scholarship competition based on submitting an original marketing plan for a local Mazda dealership.

The brain child of Floyd Traylor Mazda in Ft. Smith, AR, students of all ages and majors could vie for the Floyd Traylor Mazda Scholarship, which awarded \$1,000 to the student who conceived and submitted the most creative and effective multimedia plan to market a specific Mazda vehicle. The scholarship could be used to defray the winner's expenses of tuition, fees, housing, or books beginning with the fall 2007 semester.

"After several discussions, we thought this idea was a perfect way to find out more about our target market—and to learn more about how the Y generation may want to be advertised to," said Kelly Johnson, Floyd Traylor Mazda Sales Manager.

Johnson said the idea for the scholarship came during dealer marketing discussions, combined with a conversation he had with Dr. Karen Webb, Assistant Vice Chancellor for Enrollment Man-

agement, who oversees the university scholarship process and came to the dealership as a customer. The dealership then set up the scholarship with the help of Bill Outhouse of the UA Fort Smith Foundation, through which the scholarship is provided.

The competition parameters called for several components in the marketing plans, including a suggested mix of Internet, television, print, and radio media; a specific Mazda vehicle to promote; and an explanation of the advertising "hook."

After a very close competition—and some last-minute deliberation by a committee of university department heads—the college foundation finally selected a winner: Jessica Lamproe, a UA Fort Smith junior who is working toward a double major in Business Administration and Marketing. Her entry was praised for its originality, creativity, and depth.

"It's been amazing and wonderful to receive this scholarship to help offset my school expenses," said the 20-year-old Lamproe. "I'm absolutely thrilled."

The competition has equally benefited Floyd Traylor Mazda.

"Not only has this scholarship generated a lot of publicity through local radio, newspapers, and television station announcements, it has increased floor traffic at the dealership tremendously," said Johnson. "It's been a huge success." ■





Mazda's Safety Features at a Glance

The safety story for Mazda vehicles just keeps getting better and better, especially in the areas of occupant protection and accident prevention. Consider that the brand's newest models—CX-7, CX-9, MAZDASPEED3, and Tribute—are loaded with standard safety features and technology, such as side-impact air bags, Dynamic Stability Control, Tire-Pressure Monitoring Systems, and Beltminder.

As some of the brightest customers in the marketplace, Mazda

shoppers will appreciate hearing about the high level of safety content offered as standard equipment on several models, making these Mazdas an unbeatable value. The chart below details how current Mazda models are equipped with today's most sought-after safety features and technology, making it easier to point out these features to potential Mazda buyers. For complete information about each feature and system, refer to the owner's manual for the particular vehicle in question. ■

	2007 RX-8	2007 MAZDA6	2007 MAZDA3	2007 MAZDA5	2007 MAZDASPEED3	2007 MX-5	2007 CX-7	2007 CX-9	2008 Tribute
Dynamic Stability Control (DSC)	Opt	Opt	Opt	n/a	Std	Opt	Std	Std**	Std**
Anti-lock Braking System (ABS)	Std	Std	Opt	Std	Std	Std	Std	Std	Std
Tire-Pressure Monitoring System (TPMS)	Std	n/a	Opt	Opt	Std	Opt	Std	Std	Std
Side-Impact Air Bags (SAB)	Std	Std	Opt	Std#	Std	Std	Std*	Std*#	Std*
Rear Center Lap Shoulder Belt	n/a	Std	Std	n/a	Std	n/a	Std	Std	Std
Beltminder	Std	Std	Std	Std	Std	Std	Std	Std	Std
Traction Control System (TCS)	Opt	Std	Opt	n/a	Std	Opt	Std	Std	Std
Lift-Up Window Switches	Std	Std	Std	Std	Std	Std	Std	Std	Std
Crushable Brake Pedal	n/a	Std	Std	Std	Std	Std	Std	Std	n/a

* With Rollover Sensing System ** With Roll Stability Control # With 3-row coverage



Mazda Vehicles Top Reliability Report

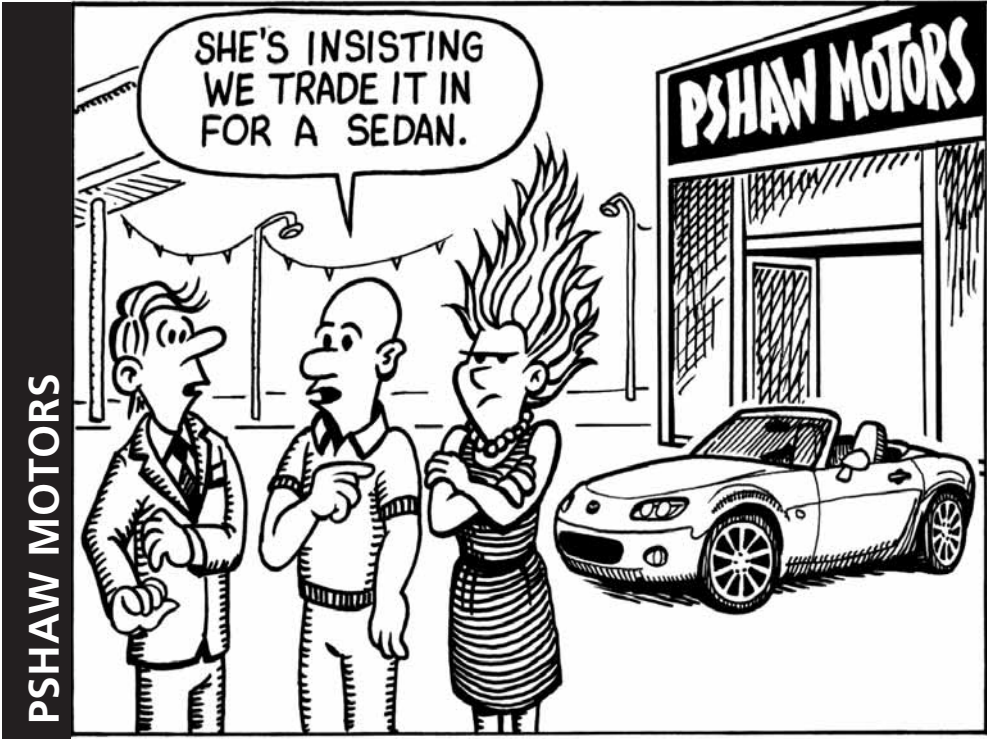
Long known for its stylish and fun-to-drive cars, Mazda now boasts one more claim to fame—reliability—especially after capturing the top spot in one of the world's largest-ever reports on vehicle reliability.

According to the Warranty Direct "Reliability League Table 2007," a report that looks at the reliability of more than 450,000 vehicles from 33 manufacturers across the United States and United Kingdom, nearly 92 percent of the Mazda cars studied, including the MX-5, between three and nine years old, suffered no mechanical failure of any type, making Mazda the top-performing brand.

The "Reliability League Table" shows the number of failures reported for every 100 vehicles covered by policies issued by Warranty Direct, an independent automotive extended-warranty specialist. Mazda was rated number one with a failure rate of just 8.04 percent.

"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, MNAO. "The findings of the 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."

In capturing first place, Mazda vehicles beat out Honda and Toyota, who placed second and third, respectively, with reliability failure rates 8.90 percent and 15.78 percent, respectively. ■



PSHAW MOTORS



SCENICROUTE

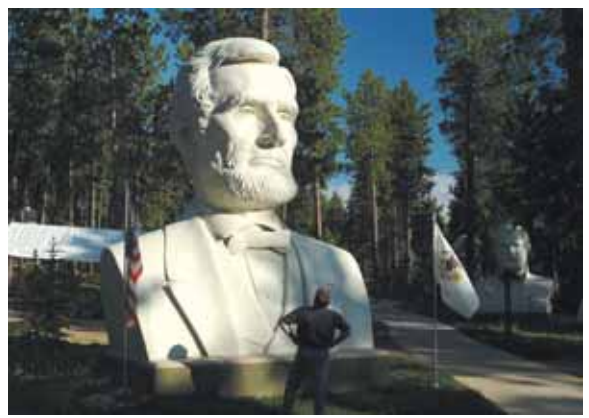


Photo by roadsidesamerica.com

Heads of State

Move over, Mount Rushmore. Tourists who love giant heads of Chief Executives no longer need to endure a long hike to see four carvings in a mountain. Instead, they can visit President's Park, where they can appreciate all the presidents in their larger-than-life form.

Each of the 43 heads are arranged chronologically along a winding path to a rocky knoll of tall pines, with the first American President—George Washington—keeping a close watch over the snack bar.

Each bust is 16 to 20 feet tall, although the seven most notable presidents' heads are rendered at about 12 times life-size. If you want a larger-than-life look at on former American presidents, where should you head? ■

- A. Lead, South Dakota
- B. Bismarck, North Dakota
- C. Sundance, Wyoming
- D. Steele, North Dakota

See below for the answer.

Answer: A. Lead, South Dakota

FUEL Word Search Challenge

Have you got the energy to take the *FUEL* Word Search Challenge? Put your eyes to the test and go for it!

P L T T W E T T J Y C E V C N B M D S L
 I R O C Z E R R G S V D U C O O A E S A
 N L E Q E A I O A I P S O L I N Z D E N
 V O E S I N L V L Y T M A S T Y D I T O
 Z L S L I O N M R O L G O E C A A C O I
 A Y E I N D O O M A U O E B E D S A T T
 W R Y H D O E E C N E B R R T Z P T V P
 S T C M Z E R N A X L R Y I O A E E M O
 A E A M B D K S T D M Q M N R M E D U T
 T C O E I G E U B S F U G G P C D D Q R
 U O C R S C S N A M E L N A C I R E M A
 Z S E E A Y R E V O S S O R C S N L V C
 A C T R S H T D E L I B O M N S V I N T
 T I Z R O S R E T M A R Y H R A R V J O
 L O R D O A O N F S S L G P E L Z E P R
 N U G F D P I R S A L R M Z L C E R V S
 W E U N O A S I I A S P P N I I P Y A N
 S O A G R R S R W E K B W O A T Y S I I
 P T R T T T C U O K S Z C T B R T E C J
 S M S M A S T E R T E C H Z I V O R E Y
 B E M N D A V I S X O L P B L K T V Q B
 R T C S P I L L I H P M E C I T O I R W
 B E R G E N H O L T Z X K X T A R C R F
 R E B R A B P I K S D Z Y B Y K P E R C
 F L O R I D A Q H M K M A R K E T I N G

- | | |
|----------------------------|----------------|
| ACCESSORIES | MXCONNECT |
| AIR FORCE | OPTIONAL |
| AMERICAN LE MANS | PHILLIPS |
| ASSISTANCE | PRESIDENTS |
| BERGENHOLTZ | PROTECTION |
| BK MOTORSPORTS | PROTOTYPE |
| CLASSIC MAZDA | REARVIEW |
| CROSSOVER | RELIABILITY |
| CUSTOMERDIRECT | RESTRAINT |
| DAVIS | SAFETY SEAT |
| DEDICATED DELIVERY SERVICE | SEBRING |
| EDISON | SKIP BARBER |
| FLORIDA | STANDARD |
| HODGES | TECHNOLOGY |
| LAGUNA SECA | TOTES |
| MARKETING | TRACTORS |
| MASTER TECH | TRAILERS |
| MAZDASPEED | TRAYLOR |
| MOBILE | WALLY |
| MSRP | ZOOM ZOOM LIVE |



ZOOM-ZOOM

ON ANY GIVEN WEEKEND, MORE MAZDAS AND MAZDA-POWERED CARS ARE ROAD-RACED THAN ANY OTHER BRAND.



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