

MAZDA fuel

Fall Preview

The 2008 Mazdas page 8



**Motorsports
Marketing Machines**
Page 3



**Racing Rookie Santos
Makes His Mark**
Page 7



**Road Trip for MNAO
Accessories Engineers**
Page 14

**The Benefits
of Pedal Power**
Page 16

Decades of Dedication

Seventeen Mazdas later, one Spokane resident is a model for brand loyalty.

When a customer purchases more than 21 vehicles from the same dealership, you know he's serious about loyalty. And when 17 of them are Mazdas, that's not just dealership loyalty—that's a testament to the Mazda brand.

Such is the case with Paul Nicolai, a Spokane, WA, resident, coordinator of the Substance Abuse Treatment Program for the local U.S. Veterans Affairs Medical Center, and faithful patron of his local dealership, Foothills Mazda, also in Spokane.

Nicolai's patronage at Foothills Mazda began in the '70s—back when the dealership was still known as Spokane Lincoln Mercury—and continued long after the dealership added the Mazda franchise in 1981.

In 1988, just after the dealership finished its new Mazda showroom, Nicolai dropped in, seeking a car for one of his four children. He needed a car that offered front-wheel drive and exceptional handling for snowy conditions, ultimately settling on a 1988 Mazda 626 that he describes as "flawless in the snow" and "extremely reliable all around."

That first purchase kicked off a series of Mazda purchases that has included two more 626s as well as 929s, B-Series trucks, Millenias, MAZDA3s, MX-5s, Tributes, MPVs, and, most recently, the new CX-7.

When asked about his favorite, he didn't need to think hard.

"For me, it was definitely the dark blue 1992 Mazda 929," he replied. "It was the first of a new Mazda body style and, in my opinion, the best-looking car I've ever owned. It was a great combination of classic styling and refinement. If they hadn't discontinued that line, I'm sure I'd still be buying these cars today."

"On the other hand, my wife's favorite was the four-wheel-drive MPV, which came in very handy when our children were



Photos by Ryan Lindberg

Multiple Mazda owner Paul Nicolai has been purchasing his vehicles from the same Mazda dealership in Spokane, WA, since the 1970s.

younger," he said. "That car was extremely reliable and one of the best snow cars we ever had."

As far as Nicolai's loyalty to Foothills Mazda, his feelings are equally strong.

"It's a dealership where I can go to buy a car without a lot of pressure—a place where I'm treated as a friend instead of just a customer," he said. "They've got an excellent paint shop, an expert service department, very knowledgeable service writers, and a sales team that knows their products inside out. It's like the Nordstrom of car dealerships."

"Whenever we're interested in a new car, Foothills Mazda makes sure we can test drive anything we want," he said. "In fact, it was actually a test drive of the CX-7 that led to that sale. As soon as my wife got in, she said 'This is exactly what I've been looking for,' and we brought it home last Thanksgiving. It's perfect for the two of us—and still gives us the space we need to take road trips with our two dogs."

Ironically, since the Nicolais brought their CX-7 home, their neighborhood has picked up two more.

"I have referred dozens of people to the Foothills Mazda dealership over the years," says Nicolai. "My philosophy is, if you show loyalty to a quality dealership, they'll show loyalty to you."

"In my case, I have a quality product backed by a quality dealership... what could be better? I will be buying Mazdas well into the future. Today, Mazda is fully diversified and they now offer a complete line of products to meet a variety of needs." ■



Foothills Mazda Sales Manager Phil Agnew (right) and Sales Consultant John Zent (left) congratulate Phil Nicolai on his most recent purchase, a Mazda CX-7.

CONTENTS



6



7



14

2 **First Lap**

Introducing *Zoom-Zoom* Magazine; *FUEL* Feedback

3 **Spotlight**

Motorsports Marketing Machines

4 **Feature**

All Eyes on the Ownership Experience

4-5 **Pit Row**

Top 25 Dealers—Parts and Service; New Mazda Parts Packaging; Accessory Parts and Installation Web Site

6-7 **Fast Track**

Safe Ways to Drive Fast; SCCA SPEED World Challenge Driver Roberto Santos; Climbing the Racing Ladder

8-11 **Cover Story**

The 2008 Mazda Model Lineup

12-13 **Front Line**

Mazda Core Product Roadshow; Top 25 Dealers—Sales; Top 25 Dealers—MEPP/MEC; Top 25 Dealers—MDOL; Top 10 Dealers—CPO; A New Look for MazdaState.com

14 **Gear Glitz**

MNAO Accessory Development Engineers Go to Japan

15 **On Your Mark**

The Create Demand Mazda Action Team; 2007-2008 MNAO Auto Show Schedule

16 **Final Stretch**

Bountiful Mazda Cycling Club; Liberty 128 Mazda's Cycling Philanthropists; New Stars on Cars Labeling

8-11

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New *Zoom-Zoom* Magazine Hits the Streets

There's a new communication vehicle at work—enhancing brand awareness and building community among Mazda owners around the world.

It's the new, global Mazda magazine, *Zoom-Zoom*.

This consumer magazine, which will publish twice a year, just mailed its first issue in September, going to approximately 1.52 million Mazda owners worldwide. The issue was translated into several different languages and will be used in a number of major markets around the world, including Europe, Japan, the United States, Canada, Australia, and New Zealand.

Zoom-Zoom features lifestyle-related articles that are of common interest to Mazda owners around the world, as well as local articles that only appeal to specific markets. For example, the first issue includes a story about a huge indoor beach in Japan that's attracting surfers from far and wide. Another article highlights the experience of driving an MX-5 through a famous road that curves through the Italian Alps.

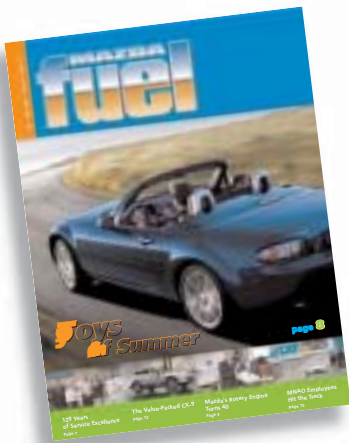
"Our hope is that owners will read the magazine and come away thinking that Mazda is a company that understands their interests," said Bill Gordon, Group Manager of MNAO's Consumer Insight and



Marketing Communications. "Because of that, owners will develop a stronger affinity to the Mazda brand and repurchase from Mazda again in the future."

Right now, the *Zoom-Zoom* distribution list includes people who have recently purchased Mazda vehicles, as well as those who purchased several years ago but will be facing a repurchase decision soon. And the distribution list will certainly grow over time to include new owners as they come in.

If your dealership hasn't seen the debut issue yet, watch your mail in coming weeks for the arrival of *Zoom-Zoom*. ■



It's here...the new model year, and the *Mazda FUEL* staff knows anticipation is running high among those of you who can't wait to check out all that is new and improved with Mazda's 2008 lineup. Well, we aim to please, and hope we hit the mark with our main feature this issue: a rundown of the entire 2008 Mazda model line, which includes a look at the enhancements that make these already great vehicles better than ever.

While new products dominate this issue, there are plenty of other interesting stories to round out your knowledge of what's going on around Mazda. Read on for insight into the always exciting world of Mazda motorsports, an announcement about new business opportunities for our dealerships' Parts and Service operations, and profiles on some Mazda movers and shakers—dealership employees and customers alike. Before you dive in, though, join us in congratulating our \$100 American Express Gift Cheque winners for this issue: Jeremy Claeson, District Sales Manager for MNAO's Western Region, who tipped us off to our featured loyal Mazda customer, Paul Nicolai; as well as our two Mazda cycling enthusiasts—Mike MacDonald and Lee Morin—who shared their stories about cycling for good causes. Congratulations, gentlemen!

"All of us at Hayward Mazda love the magazine and look forward to reading it every new issue. We feel that it's great to get a magazine that informs us about what's going on with Mazda. Thanks!"

Rod Farzad

Internet Fleet Manager

Hayward Mazda, Hayward, CA

"Your article sold me! While I was having my 2001 Protegé with 97,000 miles serviced, I read your magazine. I knew I would be in the market soon. After reading the article "Grille to Grille, Advantage Mazda" (May/June 2007), you did all my homework for me with the comparisons—no need to look further. I'm 65, and I wanted a fun and exciting car to drive. The MAZDA3 hatchback with sunroof and a 6 CD changer was my choice, and approved of course by my wife of 44 years. [Mazda] provided affordability, yet didn't skimp on the basics. [Mazda's] dramatic design and appearance does outshine the competition."

Douglas C. Hendryx

Customer

Classic Lincoln-Mercury Mazda, Denton, TX

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



Motorsports Marketing Machines

Dealerships tap into their local Mazda motorsports scene to build awareness and sales.

Mazda's success on racetracks across America is trickling down to the retail level, helping more and more enterprising Mazda dealers build name awareness and increase their vehicle, parts, and service sales.

"It's a natural marketing opportunity," explains John Doonan, MNAO's Manager of Mazda Motorsports Team Development. "Amateur racing is as popular as ever, and Mazda the most raced brand. Several of our dealers have hooked into their local racing scene with mutually rewarding sponsorships."

Saul Rosen, a long-time Mazda dealer and former member of Mazda's National Dealer Advisory Council, was one of the first to mine the marketing opportunities in Mazda motorsports. Rosen's dealership in Waukegan, IL—Rosen Mazda Waukegan—has supported local Sports Car Club of America (SCCA) racer Harry Manning of Racine, WI, since 1995.

"Harry came to me 12 years ago and made me a proposal," recalls Rosen. "He bought his Miata from me, then we gave him a discount on parts and did all the work on his car. In turn, Rosen Mazda is the main logo on his car, and he supports our special events. For example, when we held the grand opening event for our Retail Revolution store, Harry dressed up in his racing gear, brought his car, and spent the day talking with customers and letting them sit in the car. People love that stuff!"

Over the term of their partnership, Manning raced his Miata in the SCCA Showroom Stock B class and won a national championship, bringing great visibility to the Rosen Mazda name. He currently competes in Spec Miata for the SCCA Central Division, racing in what is his second car from the dealership.

Like the Rosen Mazda/Manning partnership, Richard Fisher, Dealer Principal of Autobarn Mazda Evanston (Illinois) and Autobarn Mazda Countryside (Illinois), has sponsored SCCA racer Jason Saini's climb to championship status. Saini, who started out in Spec Miata racing, recently delivered the big payoff, winning the 2007 SIRIUS Satellite Radio Mazda MX-5 Cup Championship. Fisher's Autobarn Mazda has sponsored Saini since the MX-5 Cup was formed in 2006.

In addition to the increased awareness and sales, racing sponsorships also help Mazda dealers build rewarding relationships beyond the track.

"We're a MAZDASPEED dealer, and there's no question that our involvement in the local racing scene helps us move MAZDASPEED parts and benefits our service business," says Nick Soranno, Dealer Principal of Park Mazda of Wooster in Wooster, OH. His dealership sponsors Rob Piekarczyk, who races his RX-8 in the SCCA Touring 3 class. They also have an affiliation with Ken Simonson, who like Manning, pilots a Miata in SCCA Showroom Stock B racing.

"Our visibility on the track has generated excitement and goodwill among the local MAZDA6 Club and Miata Club," confirms Soranno. "We have a lot of interaction with members from both clubs, which definitely helps our sales and service business."

Other Mazda dealers who have invested in local racing include Mazda of Bedford in Bedford, OH, where Dealer Principal Bill Klonaris supported the Cleveland Grand Prix with two dozen vehicles for its pre-race driver parade. In Tustin, CA, Dealer Principal John Patterson's Tustin Mazda sponsors Laura Olsen and her Showroom Stock B MX-5.

No matter the driver, the racing class, or location, these dealers agree that the key to a successful sponsorship is one that is mutually beneficial. "We get lots of requests for sponsorships, but in the end we want to make sure they do as much for us as we do for them," concludes Soranno. "That's when it really works." ■



Rosen Mazda Waukegan has sponsored SCCA racer Harry Manning for 12-plus years, seen here competing in Spec Miata racing.



Autobarn Mazda Dealer Principal Richard Fisher (right) celebrates with SCCA driver Jason Saini and Team MER crew chief (and Saini's girlfriend) Juliann Pokorny upon winning the 2007 Mazda MX-5 Cup Championship.



SCCA racer Rob Piekarczyk approached Park Mazda of Wooster about a sponsorship, offering in return to send vehicle, parts, and service business their way.

All Eyes on the Ownership Experience

A new Mazda department takes customer relationships to the next level.



In the spirit of making customers Mazda owners for life, Mazda North American Operations has formed a new organization that consolidates all the company's current customer relationship-building efforts into one department. Called the Customer Experience Department (CED), this new function aims to surpass traditional customer relationship management (CRM) organizations by addressing the broader customer experience in an effort to turn current Mazda customers into Mazda enthusiasts and to create more Mazda enthusiasts by appealing to new customers.

"Establishing profitable, long-term relationships with our customers is a key objective of our long-term business strategy," explains Mike Ray, who, as MNAO's Director of Customer Satisfaction & Loyalty Division, oversees the new department. "While most companies have CRM departments, we believe it's important to focus on the entire ownership experience, which goes beyond just having a relationship."

To this end, the new Customer Experience Department works to understand the wants and needs of current and potential Mazda customers and tailor communications to meet their needs using a variety of mediums, including online, email, direct mail, and via the Mazda dealer body. In addition, all CED activities concentrate on delivering the Mazda-branded experience of fun at every customer touch point.

"Our goal is to determine how to best serve our customers over their lifetime and then create an unrivaled ownership experience that consistently exceeds their expectations," confirms Ray.

In forming the new Customer Experience Department, Mazda has brought together the customer relationship operations currently supporting Service, Parts, and Sales/Marketing. The realignment is expected to generate more effective communications and a more consistent ownership experience. The CED also includes a new Analytics group, which will be responsible for identifying customer groups and segments for specific communications and then measuring and evaluating the effectiveness of MNAO's customer communication and retention strategies.

"After attending a global customer retention meeting in Australia a few months ago, it became very clear that we as a company can be doing so much more to give our customers a more satisfying ownership experience. We formed a steering committee to study the opportunities, and the Customer Experience Department is a direct result of the recommendations," says Ray. "And while the creation of this new department is an important step in the right direction, we can't lose sight of the fact that everyone at Mazda plays a critical part in ensuring our customers have a rewarding ownership experience. Customer retention is an enterprise-wide effort." ■

TOP 25

(YTD THROUGH JULY 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	NUCAR MAZDA	NEW CASTLE	DE
6	TRUSSVILLE MAZDA	TRUSSVILLE	AL
7	CORY FAIRBANKS MAZDA	LONGWOOD	FL
8	MARTY SUSSMAN MAZDA	WILLOW GROVE	PA
9	GALPIN MAZDA	VAN NUYS	CA
10	RON TONKIN MAZDA	PORTLAND	OR
11	GUNTHER MAZDA	FT. LAUDERDALE	FL
12	WAYNE MAZDA	WAYNE	NJ
13	OCEAN MAZDA	MIAMI	FL
14	BERGE MAZDA	GILBERT	AZ
15	WANTAGH MAZDA	WANTAGH	NY
16	JIM ELLIS MAZDA OF CHAMBLEE	ATLANTA	GA
17	MORRIES MAZDA	MINNETONKA	MN
18	LEHMAN MAZDA	MIAMI GARDENS	FL
19	OAK TREE MAZDA	SAN JOSE	CA
20	FAULKNER MAZDA	PHILADELPHIA	PA
21	BROWNING MAZDA	CERRITOS	CA
22	JOHN HINE MAZDA	SAN DIEGO	CA
23	MAZDA SOUTH	AUSTIN	TX
24	NELSON MAZDA	TULSA	OK
25	BOUNTIFUL MAZDA	BOUNTIFUL	UT

(YTD THROUGH JULY 2007)

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

(ROLLING 3 MONTHS THROUGH JULY 2007)

RANK	DEALER NAME	CITY	ST.	SCORE
1T	TODEY MAZDA	OXNARD	CA	100
1T	MCCURLEY INTEGRITY MAZDA	PASCO	WA	100
1T	QUALITY MAZDA	TUSCALOOSA	AL	100
1T	DICK EDWARDS MAZDA	MANHATTAN	KS	100
1T	GO MAZDA 104TH	WESTMINSTER	CO	100
2	REEDMAN TOLL MAZDA	LANGHORNE	PA	99.5
3	MCKAY MAZDA	JEFFERSON CITY	MO	99.4
4	LAKELAND MAZDA	SHEBOYGAN	WI	99.2
5T	CON PAULOS MAZDA	TWIN FALLS	ID	99.1
5T	JAY MAZDA	COLUMBUS	GA	99.1
6T	COGSWELL MAZDA	RUSSELLVILLE	AR	98.9
6T	FLOOD MAZDA	WAKEFIELD	RI	98.9
6T	ROBERTS MAZDA	HICKORY	NC	98.9
7T	EDDIE ACCARDI MAZDA	POMPANO BEACH	FL	98.3
7T	STEINBRING MAZDA	ALEXANDRIA	MN	98.3
8T	ROB SIGHT MAZDA	KANSAS CITY	MO	98.2
8T	PREBUL MAZDA	DALTON	GA	98.2
9T	JEFF WYLER MAZDA	BATAVIA	OH	97.9
9T	GORMAN MCCRACKEN MAZDA	LONGVIEW	TX	97.9
9T	IRWIN MAZDA	FREEHOLD	NJ	97.9
10	WORLD CAR MAZDA	NEW BRAUNFEL	TX	97.8
11	ATZENHOFFER MAZDA	VICTORIA	TX	97.7
12T	GATEWAY MAZDA, INC.	AURORA	CO	97.6
12T	BRIAN HARRIS MAZDA	SLIDELL	LA	97.6
13	CASCADE MAZDA	WENATCHEE	WA	96.9

T = Tie

Results based on financial statement data submitted to MNAO as of August 15, 2007



Mazda's Packaging Makeover

Worldwide effort boosts brand image and protection.

Walk into any dealer parts department, and you'll likely see a wide variety of Mazda packages—each featuring different designs and branding styles.

But thanks to a recent worldwide initiative, Mazda Corporate is in the process of turning this variety into consistency.

About a year ago, the company launched a standardized packaging approach that enhances the Mazda brand image and promotes the value of Genuine Mazda Parts. These new package designs and parts labels were first applied to high-volume and high-visibility parts sourced from Mazda Japan and began to appear on North America-sourced parts this past summer.

"We want everyone in the supply chain to recognize Genuine Mazda Parts," said Gregg Thacker, Manager of Parts Supply Planning and Brand Protection.

But the transition won't happen overnight.

"It will take a while to burn through all the inventory in the supply chain, so dealers may not see the new packages—even on high-volume parts—for a few months. This will be a rolling implementation, steadily increasing over time."

The new packaging strategy also increases Mazda's behind-the-scenes brand-protection efforts.

"There are people out there trying to make their packages look like Mazda's so they can pass off counterfeit parts as Genuine Mazda Parts," explains Thacker. "But with our new packaging designs and brand-protection features, we can readily identify counterfeit parts and take necessary actions. We currently receive many valuable tips from dealers, leading to actions against infringers, and expect the number of tips to increase as we better identify Genuine Mazda Parts."

In addition to the new packaging appearance, MNAO is working to improve the packaging strength.

"We realize that some packaging is not arriving in good condition, and an MNAO team is working with suppliers and MNAO's partners to develop more robust packaging," says Thacker.

If you encounter possible counterfeit parts or packaging that could be stronger, please alert Mazda's Brand Protection group at brandgrp@mazdausa.com, or contact your regional representative. ■

Quick and Easy Access to Accessory Parts and Installation Data

Revamped Web site provides instant answers.

Ever had a customer come into your dealership needing an accessory replacement part or had a Service Technician need the accessory installation instructions to complete a repair?

Fortunately, these problems can be easy to solve with a simple visit to Mazda's Accessory Parts and Installation Web site.

Launched several years ago, this site provides a wide range of accessory parts and installation instructions. Parts lists as well as information on how to install, use, adjust, and repair vehicle accessories are provided in a simple-to-use format. Since its debut, the site has grown tremendously and was recently revamped to accommodate the expansion.

"When we originally created this Web site, it only contained about 60 parts and instruction files. Today it offers more than 800. We have also reduced the cycle time to update the site from weeks to hours," said Gregg Thacker, Manager of Parts Supply Planning and Brand Protection.

The number of dealer hits has also increased exponentially.

"During the first six months of 2007, more than 12,000 visitors accessed the Web site more than 132,000 times," he said. "This

helps cut down on the number of calls to the Mazda Dealer Assistance Group (DAG) from dealers who need accessory parts or installation information. We believe this site helps dealers 'Fix It Right the First Time' and empowers them to resolve customer requests more quickly."

Be sure to check out the site today. It is listed on the new MXConnect Accessory Home page or available directly at the above link. And don't forget to make this site your first stop for any accessory parts or installation questions. On the off chance you can't find what you need, call the DAG team. They will address your concern and ensure updates are made, reflecting Mazda's goal of continuous improvement for the site. ■



https://portal.mazdausa.com/dealershome/service_parts/accy_website/index.htm



2 Fast 4 the Street

Sometimes the exciting world of tuner cars gives way to a dark side—unsafe street driving. There are plenty of ways to drive fast responsibly. Here's how.



Whether it's for fun or the first step to a racing career, karting offers a safe and satisfying way to fill your need for speed.

With all the tasty high-performance cars available for sale today—plus the booming aftermarket and movies like *The Fast and the Furious*—driving too fast on the street is a powerful temptation for young drivers. Sadly, we've all read the newspaper reports of illegal racing ending in tragedy, but there is a great option for those who want to test their driving chops—take it to the track. Here are five affordable ways to enjoy high-performance driving in a perfectly legal manner.

Karting

Sprint karts represent the best bang for the buck in racing. Weighing just 160 pounds and powered by high-revving single-cylinder engines, they park your hindquarters an inch off the track and corner harder than even the best sports cars. Mazda recently entered into a partnership with six karting organizations to help bring kart racers into the family. See the July/August 2007 *Mazda FUEL* (page 6) for more information.

Track Days

Probably the simplest way to discover Mazda's Zoom-Zoom spirit is at a "track day," which racetracks from coast to coast offer to a wide range of clubs. Costs vary, but any track day will be cheaper than being cited for street racing. Your nearest club may already promote these events, so try finding one in your area by typing in "sports car club" and your state into your Web browser's search engine.

Autocross

Timed autocross competition provides a great way to experience engine, handling, and braking performance—without the high speeds of a track. Groups like the Sports Car Club of America (SCCA) put on autocrosses across the country, magically turning open parking lots into competitive arenas with strategically placed cones and timing lights. Autocrosses can be highly demanding, with rapid-fire decision-making and precise car control skills essential.

Drag Racing

Another great way to exercise your car is the local all-comers night at the local drag strip. For a nominal fee, you can take numerous passes down the quarter mile—and get a timing slip to prove how fast you went. Check out www.staginglight.com/links/trackfinder to locate a drag strip in your area.

Spec Miata

A race-prepared preowned Spec Miata racecar can be purchased for less than \$10,000. Add a regional SCCA racing license and safety gear, and you can head to the track for road racing on a budget. Big fields and even bigger excitement are reasons why even seasoned veterans keep returning to the amateur Spec Miata series year after year. Visit www.scca.org or www.nasaproracing.com to learn more. ■



Photos by Digital Race Photography

The SCCA sponsors autocross days across the country—a great way for amateur drivers to challenge a vehicle's handling and braking performance.



A racing natural, rookie driver Roberto Santos is quickly making his mark on the SPEED World Challenge racing circuit.

Photo by Juha Lievonen



Photo by by Jordan D'Alessio

Race Ready

For Mexico's young Roberto Santos, competing in the SCCA SPEED World Challenge isn't just a flight of fancy; it's a rocket ride.

Racing holds many surprises, and one of the most delightful this year has been the emergence of Roberto Santos in the SCCA SPEED World Challenge series. Driving a Tri-Point Motorsports MAZDA6, the 22-year-old Monterrey, Mexico, native finished sixth in only his fourth event. That is impressive for a World Challenge rookie, but get this—Santos started racing last December and had driven just five races before joining Tri-Point.

How did he catch on so fast—and move up so quickly? You might call it a convergence of good fortune, natural skill, and fantastic timing. Now a Los Angeles resident, Santos is fortunate to possess the reflexes, situational awareness, and steely nerves that racing demands. He also comes from a family with the means to support his quest to eventually drive ALMS prototypes. "This is my 'college year' of racing," he laughs. "I say that because this season is costing the equivalent of three or four years in college."

Tri-Point is an equally huge part of the equation. Owner Craig Nagler agreed to provide a car for Santos because he showed the ability to go fast, interpret vehicle dynamics, and take direction in testing. "I love the MAZDA6," Santos says. "It's easy to control and drive, but I am putting a lot of work into it. I am getting coaching and lessons from Jeff Altenburg, renting cars at every track, and looking at data after every session. This is my year, and I'm going for it!"

We're with you all the way, Roberto! ■

Climbing the Racing Ladder

Mazda's partnership with Skip Barber Racing School pays dividends for racers, while building the company's motor-sports reputation.

As reported in the July/August 2007 *Mazda FUEL*, Mazda and Skip Barber have entered into a multiyear agreement that makes Mazda vehicles the official vehicles at this premium racing school. Permanent locations in Lime Rock, CT; Braselton, GA; Sebring, FL; Road America, WI; and Monterey, WI; enable aspiring racers to experience the MAZDA3, MX-5, and RX-8 (and eventually Mazda-powered formula cars) for themselves. The school also travels to more than 20 other tracks with its collection of formula cars and will eventually add its quickly growing fleet of MX-5 Cup cars.

Naturally, connecting with racing-school participants is a great way to spread the gospel of Mazda across America. But the part-

nership with Skip Barber Racing School has another purpose—to build a racing "ladder system" that provides a clear path for young drivers on their way up. Similar to baseball's farm system, this racing ladder is the brainchild of MNAO Senior Vice President Robert Davis, who wanted to position Mazda as the company racers strive to connect with during their careers.

Though still in its formative stages, the ladder system is already working. Raphael Matos started in karting then graduated from the Skip Barber Racing School. He went on to win the BFGoodrich/Skip Barber National Presented by Mazda championship, then stepped up to Star Mazda—and won that title. Last year and this, Matos has been racing and winning in the Champ Car Atlantic Championship Powered by Mazda series, and at press time, he was leading the points standings.

This ladder system even provides an annual scholarship for deserving drivers. For instance, the champion of each year's Skip Barber National series earns a fully funded ride in Star Mazda for the following year—a value of more than \$350,000. Now that's a graduation present. ■

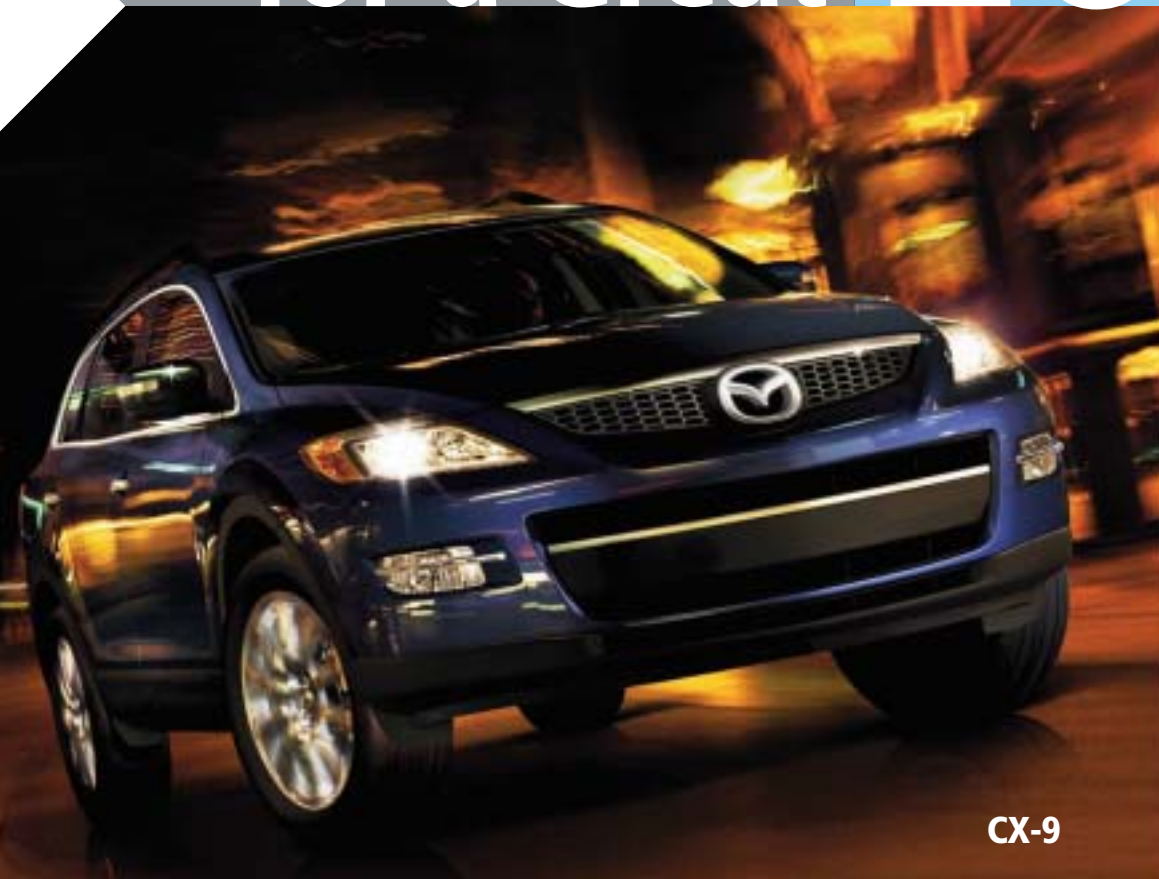


Raphael Matos, now competing in the Champ Car Atlantic series, climbed his way into professional racing by following a path that mirrors the Mazda racing ladder.

Photo by Jimmy Sykes

Get Ready
for a Great

2008!



CX-9

With a redesigned Tribute, more power for the CX-9, and improvements across the rest of Mazda's product range, 2008 is shaping up to be a memorable sales year indeed.

A look at Mazda's product launches over the past five years shows how forcefully the company is evolving. From new core vehicles like the MAZDA3, MAZDA5, and MAZDA6, to enthusiast favorites like the MX-5 and RX-8, to giant-killers like the MAZDASPEED3, the Zoom-Zoom company has proven that it really

understands the U.S. market—and is here to win. Now for 2008, Mazda's broadest and most powerful lineup ever becomes even more appealing with a completely redesigned Tribute that's ready to command its SUV segment, a Tribute hybrid for California, and other improvements, including a Tire-Pressure Monitoring System (TPMS) on all models. Here's a preview of the vehicles that are promising to make 2008 one of Mazda's best years ever.

CX-9

Introduced last year, the seven-passenger CX-9 remains Mazda's flagship crossover SUV. Combining elegant interior design and appointments with contemporary styling and a high degree of versatility, the CX-9 immediately extended Mazda's reach into the growing three-row crossover SUV market competing against the likes of Honda, Toyota, and even near-luxury makes, such as Acura, Infiniti, and some European automakers. Now, the CX-9 story gets even better for 2008, with an all-new 3.7-liter V6 engine, producing 273 hp and 270 lb-ft torque (10 hp and 21 lb-ft torque more than the 2007 3.5-liter engine), and in the fall of 2007, Grand Touring models will have an available Blind Spot Monitoring (BSM) system. This positions the CX-9 very strongly against competitive SUVs, including the Honda Pilot, Acura MDX, Toyota Highlander, and Volvo XC90.



MAZDA6

Simplified and improved for 2008, the MAZDA6 model range now includes the Sports Sedan and 5-Door, with the Wagon and MAZDASPEED6 discontinued. Regardless, the focus of the Sports Sedan and 5-Door remains the same as in 2007—to be the smartest choices in the midsize segment. To bolster their appeal for '08, the Touring model now receives a security alarm and Bose® audio system, while the Sport Value Edition includes 17-inch alloy wheels and side-sill extensions, a power driver's seat adjuster, leather-wrapped steering wheel, in-dash 6-disc CD changer, and a security alarm. Both the Touring and Sport Value Edition models also receive a power moonroof as a stand-alone option. One thing that hasn't changed is the competitive set—key targets include the Honda Accord, Nissan Altima, and Toyota Camry.



MX-5

The world's best-loved sports car returns for 2008 with improvements that make driving safer, more comfortable, and more fun. Besides TPMS, these include a manual driver's seat lifter that expands the MX-5's comfort for a wider range of drivers and a user-friendly in-dash 6-disc CD changer standard on the Touring and Grand Touring models. The improvements further strengthen the MX-5's appeal to drivers who desire plenty of fun in the sun. But the MX-5 goes much further with its alluring exterior and interior styling, race-proven 2.0-liter 166-hp engine, convenience features, such as Mazda's Advanced Keyless Entry System, paddle shifters for the available 6-speed automatic transmission, and safety features, like standard side-impact air bags. And for the second year in a row, J.D. Power and Associates named the MX-5 "Highest Ranked Compact Sporty Car in Initial Quality" in its 2007 Initial Quality Study (IQS).* The latest MX-5 challengers include the Honda S2000, Pontiac Solstice, and Saturn Sky.



MX-5 with PRHT

The manual soft top on the MX-5 has always been easy to use. But when the Power Retractable Hard Top (PRHT) arrived last year as a 2007 model, it immediately gained critical acclaim from the media and customers alike. No wonder—when the "Open" button is pressed, the entire hard top lifts, folds, and disappears inside a separate storage area in just 12 seconds. That's quicker than any competitor. Better still, the folded hard top doesn't compromise trunk space, so customers never have to adjust their luggage to drive with the top down. Competition? In its price segment, the MX-5 with PRHT has precisely none.



RX-8

For 2008, the Mazda RX-8 remains the most unique sports car in the industry. From its athletic exterior design with unique freestyle doors, to its twin-rotor RENESIS rotary engine and competition pedigree, the RX-8 celebrates its fifth model year with a special 40th Anniversary model that honors the first production Mazda rotary car, the 1967 Cosmo. Scheduled for delivery in early 2008, it features unique 18-inch alloy wheels, blue tint fog lamps, and fantastic Metropolitan Gray exterior paint. Under the hood is a unique silver engine cover, and for the first time ever, the RX-8 receives a Bilstein®-equipped suspension. Inside is the pièce de résistance, a special Cosmo Red leather interior. Otherwise, the 2008 RX-8 is unchanged, and it still offers an amazing combination of coupe styling with a surprisingly accessible rear seat, a smooth rev-happy engine, track-ready chassis credentials, and even a genuine Bose audio system. Its broad range of features strongly positions it against the Infiniti G37 Coupe, Mitsubishi Eclipse Coupe, and Nissan 350Z.

*Mazda MX-5 Miata received the lowest number of problems per 100 vehicles among compact sporty cars in the proprietary J.D. Power and Associates 2006 Initial Quality StudySM. Study based on responses from 63,607 new-vehicle owners, measuring 251 models and measures opinions after 90 days of ownership. Proprietary study results are based on experiences and perceptions of owners surveyed in February-April 2006. Your experiences may vary. Visit jdpower.com.



Tribute

A rugged new exterior on the 2008 Mazda Tribute characterizes it as a tough, go-anywhere adventure vehicle, while distinguishing it from the crossover styling found on the CX-7 and CX-9. New elements for the Tribute include a completely freshened exterior with standard fog lamps and 16-inch alloy wheels. In addition, its upscale, comfortable new interior offers increased cargo capacity and uses more environmentally sensitive materials. Standard safety technologies include Dynamic Stability Control (DSC), Roll Stability Control (RSC), and a Traction Control System (TCS). Besides addressing the needs of traditional SUV customers, the changes help Tribute provide even more value and utility over the Honda CR-V, Hyundai Tucson, and Kia Sportage.



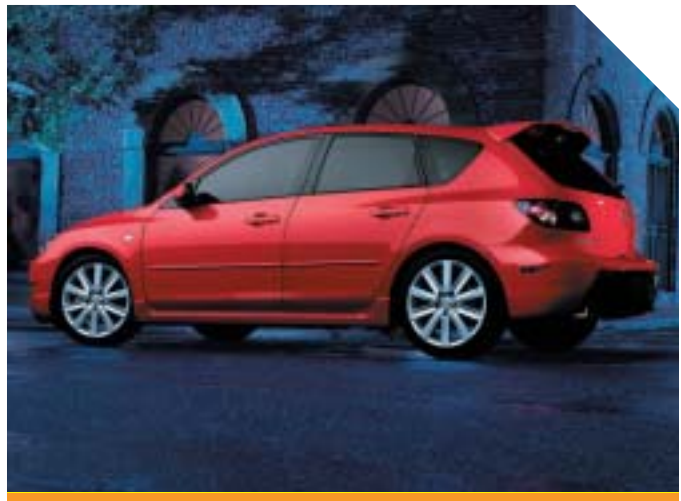
Tribute HEV

Environmentally aware drivers will welcome the addition of the remarkable Tribute HEV (Hybrid Electric Vehicle) to the Mazda lineup. The first hybrid Mazda available in America, the Tribute HEV went on sale in August in California only. A true hybrid, the Tribute HEV is capable of running on nickel-metal-hydrate battery power only (at speeds up to 25 mph) via its 94-hp electric motor, or with a combination of battery power and its 133-hp, 2.3-liter Atkinson-cycle engine. An electronically controlled continuously variable transmission (eCVT), a special electronic control system, and a choice of front- or four-wheel drive keep the power flowing smoothly. The bottom line is maximum in-city fuel economy and a worthy competitor to the existing Ford Escape Hybrid, Mercury Mariner Hybrid, and Toyota Highlander Hybrid.



MAZDA3

Available in both 4-Door and 5-Door versions, the MAZDA3 is expected to remain Mazda's top-selling vehicle for 2008. But it's really no wonder why—with the 4-Door model's European sophistication, performance, and high marks in quality and safety, it has become an easy choice for savvy compact sedan customers. Injecting the same virtues into a hatchback creates the MAZDA3 5-Door, a true Zoom-Zoom vehicle for the young at heart. This year, the MAZDA3 s Sport models (both 4-Door and 5-Door) receive standard side-impact air bags and side air curtains, helping it compete against the Honda Civic and Nissan Sentra.



MAZDASPEED3

Based on the popular MAZDA3 5-Door and introduced for 2007, the MAZDASPEED3 offers massive "bang for the buck" and has earned rave reviews from the media and customers alike, thanks largely to its 263-hp direct-injected turbocharged and intercooled engine. The MAZDASPEED3 continues with no changes for 2008—which means competitors like the Honda Civic Si Sedan and Volkswagen GTI will be worried all over again.



MAZDA5

The MAZDA5 has carved out a nice piece of territory for itself since its 2006 launch thanks to its athletic styling, roomy 6-passenger interior, great versatility, and sports car-like driving dynamics. Not to mention its very affordable price. Now a host of changes make the 2008 MAZDA5 even more competitive, including a freshened exterior design, newly-styled 17-inch alloy wheels, LED taillights on Touring and Grand Touring models, and an exciting new exterior color palette. Engineering changes include a new 5-speed automatic transmission that actually improved its EPA fuel economy for highway driving (despite tougher new mileage calculations). Inside are new rear cool-air vents, additional arm rests, a standard auxiliary audio input jack, and new colors. In addition, the Grand Touring model now gets standard auto on/off headlights, rain-sensing wipers, heated door mirrors, a security alarm, and a Bluetooth® hands-free phone system. Top competitors include the Honda Odyssey, Kia Rondo, Toyota Matrix, Toyota RAV4, Honda CR-V, and Toyota Sienna.



CX-7

With the aggressive styling of a crossover vehicle and the soul of a sports car, the Mazda CX-7 helped change the crossover SUV market when it launched last year. For 2008, the CX-7 continues with its unique blend of styling, performance, and creature comforts. It offers a potent array of engineering features, including a turbocharged and intercooled 244-hp direct-injection spark-ignition engine (similar to the MAZDASPEED3 engine), along with a six-speed automatic transmission with manual mode, and up-scale 18-inch alloy wheels. Further strengthening its value equation, the 2008 CX-7 can now safely use either regular unleaded or premium unleaded fuel—although premium unleaded is still recommended for best performance. Competition includes the Honda CR-V, Nissan Murano, and Toyota RAV4—although only the Murano competes with the CX-7 in styling.



B-Series Truck

With a choice of 2.3-liter four-cylinder (B2300) or 4.0-liter V6 (B4000) power, the Mazda B-Series pickup remains one of the best values in the truck market. To strengthen the appeal for both of these models, the 3.0-liter V6 (B3000)—which previously occupied the center of the B-Series range—has been discontinued for 2008. Both remaining models are available with a choice of smooth five-speed manual or automatic transmission (except for the B4000 Cab Plus 4 SE, which comes standard with the automatic). Enhancements for the B2300 include upgraded shock absorbers for enhanced ride quality, while the B4000 model gets a lower ride height for improved handling, and the B4000 SE model gets a standard front suspension skid plate for stronger off-highway performance. Competitors include the Chevrolet Colorado, Ford Ranger, GMC Canyon, and Toyota Tacoma.

Read up on the entire 2008 Mazda model lineup, including each model's key features and competitive advantages, in the 2008 Mazda Product & Comparison Guide, due to be released in January, 2008. ■



Mazda Core Product Roadshow

Get set for the final encore.

MNAO Facilitator John Brennan reviews key attributes of Mazda's "core four" products during last spring's in-dealership Mazda Core Product Roadshow.

If you were among the Mazda dealership employees who attended the Mazda Core Product Roadshow this past spring, you already know it was a one-of-a-kind in-dealership training event that dove deep into Mazda's core lineup: the MAZDA3, MAZDA6, Mazda CX-7, and Mazda CX-9.

But if your dealership missed this exciting event, you still have another opportunity to get in on all the product knowledge and enthusiasm surrounding Mazda's "core four."

This fall, an in-market training event will be coming your way—stopping in cities around the nation. Just like its springtime tour, this multimedia learning event will give Mazda sales and service professionals in-depth product knowledge to increase on-the-job effectiveness and strategies for enhancing customer satisfaction.

Details about the fall Core Product in-market training event are available on MazdaState.com. Be sure to take advantage of this opportunity to "Get to the Core With Mazda's Four!" ■



Dealer Feedback on the Spring Core Product Roadshow...

"The class was excellent. I learned more about Mazdas than I thought I would have learned."

"This was a fantastic training session in which I had no question that could not be answered."

"This training was great. I learned a lot."

"I got good knowledge from this that I will use everyday."

"Very enjoyable. I learned quite a bit."

"Great class. Made me realize that every day in this business is a learning session."

TOP 25

(YTD THROUGH JULY 2007)



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

T = Tie

Results based on financial statement data submitted to MNAO as of August 2, 2007.

TOP 25

(YTD THROUGH JULY 2007)



RANK	DEALER NAME	CITY	STATE
1	FRANK BOMMARITO MAZDA	ELLISVILLE	MO
2	BIDDULPH MAZDA	PEORIA	AZ
3	BOMMARITO MAZDA SOUTH	ST. LOUIS	MO
4	WAYNE MAZDA	WAYNE	NJ
5	NORTH PARK MAZDA	SAN ANTONIO	TX
6	WALSER BURNSVILLE MAZDA	BURNSVILLE	MN
7	BOMMARITO MAZDA	SAINT PETERS	MO
8	NELSON MAZDA	TULSA	OK
9	TUSTIN MAZDA	TUSTIN	CA
10	BERT OGDEN MISSION MAZDA	EDINBURG	TX
11	JOHN HINE MAZDA	SAN DIEGO	CA
12	HILLARD AUTO PARK MAZDA	FORT WORTH	TX
13	NELSON MAZDA	ANTIOCH	TN
14	FAULKNER MAZDA	PHILADELPHIA	PA
15	LEE JOHNSON MAZDA	KIRKLAND	WA
16	MORRIES MAZDA	MINNETONKA	MN
17	NORTH PENN MAZDA	COLMAR	PA
18	MAZDA OF CLEAR LAKE	WEBSTER	TX
19	LANCASTER MAZDA	LANCASTER	CA
20	TOWN NORTH MAZDA	RICHARDSON	TX
21	GALPIN MAZDA	VAN NUYS	CA
22	OAK TREE MAZDA	SAN JOSE	CA
23	BOUNTIFUL MAZDA	BOUNTIFUL	UT
24	WILKINS MAZDA	VILLA PARK	IL
25	EARNHARDT'S CHANDLER MAZDA	TEMPE	AZ

Results based on financial statement data submitted to MNAO as of August 15, 2007.



TOP 25 MDOL SALES

SALES MATCHBACK

(ROLLING TREND FEB. 15, 2007-JUNE 15, 2007)

RANK	DEALER NAME	CITY	STATE
1	HERITAGE MAZDA OF BEL AIR	BEL AIR	MD
2	BURT MAZDA	CENTENNIAL	CO
3	KEY MAZDA	HARDEEVILLE	SC
4	KINGS MAZDA	CINCINNATI	OH
5	AUTO TOWN MAZDA	MILWAUKIE	OR
6	NORCO MAZDA	NORCO	CA
7	WAYNE MAZDA	WAYNE	NJ
8	ROYAL MOORE MAZDA	HILLSBORO	OR
9	CORY FAIRBANKS MAZDA	LONGWOOD	FL
10	PADUCAH MAZDA	PADUCAH	KY
11	MAZDA OF WESLEY CHAPEL	WESLEY CHAPEL	FL
12	TRACY MAZDA	TRACY	CA
13	BOB KING MAZDA	WINSTON-SALEM	NC
14	PARK MAZDA OF WOOSTER	WOOSTER	OH
15	MAZDA OF THOUSAND OAKS	THOUSAND OAKS	CA
16	OAK TREE MAZDA	SAN JOSE	CA
17	HERITAGE MAZDA	OWING MILLS	MD
18	NELSON MAZDA	TULSA	OK
19	COOLEY MAZDA	RENSSELAER	NY
20	EDDIE ACCARDI MAZDA	POMPANO BEACH	FL
21	CYPRESS COAST MAZDA	SEASIDE	CA
22	NORTH PENN MAZDA	COLMAR	PA
23	HANSEL MAZDA	SANTA ROSA	CA
24	GAITHERSBURG MAZDA	GAITHERSBURG	MD
25	PARK MAZDA	AKRON	OH

Results based on financial statement data submitted to MNAO as of June 15, 2007.

TOP 10 CPO SALES

SALES VOLUME (YTD AS OF AUGUST 29, 2007)

RANK	DEALER NAME	CITY	STATE
1	MED CENTER MAZDA	PELHAM	AL
2	JIM ELLIS MAZDA OF MARIETTA	MARIETTA	GA
3	MAPLE SHADE MAZDA, TURNERSVILLE	SICKLERVILLE	NJ
4	MAPLE SHADE MAZDA	MAPLE SHADE	NJ
5	PREMIER MAZDA	GEORGETOWN	TX
6	HANCOCK MAZDA	MESQUITE	TX
7	OAK LAWN MAZDA	OAK LAWN	IL
8	BROWNING MAZDA	CERRITOS	CA
9	TOM BUSH MAZDA	JACKSONVILLE	FL
10	AUTO WEST MAZDA	ROSEVILLE	CA

Results based on financial statement data submitted to MNAO as of August 29, 2007.

A New Look for MazdaState.com



The newly redesigned MazdaState.com gives users access to the national training calendar and ILT enrollment right from the home page.

If you've been on MazdaState.com recently, you may have noticed some changes. That's because the site has been enhanced with a whole new look and feel and now offers improved navigation and information that is easier to access than ever before.

Officially launched in May, the redesigned site offers a variety of new features, including:

- Tabbed pages and updated graphics
- Advanced search capabilities
- An instructor-led training (ILT) enrollment option from the home page
- More intuitive applications for course enrollments, approvals, and cancellations
- A national training calendar
- A library of downloadable launch materials for new vehicles

"Some of these new features—like the national training calendar and ILT enrollment from the home page—are things the dealers have wanted for a while," said Sandra Meeder, MNAO Retail Training Specialist. "We're excited to deliver these streamlined features and know they'll help make life easier for both dealers and field reps. For example, having the national training calendar at their fingertips will definitely decrease the amount of time spent looking up dates and locations of upcoming training courses."

If you haven't yet explored the new world of MazdaState.com, there's no better time. A great way to start is through the site tutorial, which provides a step-by-step view of each of the new content tabs. Plus, the "What's New" section can give you a quick overview of the newest training courses and the opportunity to enroll immediately.

For further assistance, call the Mazda Systems Help Center toll free at (800) 421-6507. ■



Getting a Jump-Start on Accessories Quality

An early trip to Japan helps MNAO's accessory engineers design parts that please.

Seems like most automotive accessories are afterthoughts. They're even sold on the "after market." But not Genuine Mazda Accessories. If anything, Mazda gives as much forethought to the planning, design, and engineering of its accessories lineup as it gives any of its vehicles. After all, it's the forethought that yields higher-quality parts and greater customer satisfaction—the hallmarks of Mazda's industry-leading accessories lineup.

Nothing illustrates this commitment more than MNAO Accessory Development's recent trip to Japan. Made last June, the two-week mission enabled MNAO accessory engineers from Flat Rock, MI, to meet face-to-face with their engineering



Jonathan Butts, Accessory Development Engineer, reviews vehicle specifications for a future Mazda model, during accessory prototype evaluations.

opment), Christopher Allen (Accessory Development Engineer), and Jonathan Butts (Accessory Development Engineer). Together, they worked extensively with the vehicle prototypes, evaluating the current parts, checking fit, and determining what changes were needed.

"We were also able to identify requests to make to R&D for incorporating provisions into early vehicle development, such as holes, weld-nut, pre-wiring and other designs, that will aid with the installation of MNAO accessories," explained Matsumoto. "This too affects the quality of the vehicle and the accessories."

All in all, the group describes the venture as a success and credits the Global Accessories Department for their support. "They were very helpful to us," said Matsumoto. "They contacted R&D to obtain the prototypes, provided garage space, made sure we had what we needed to get the job done, and optimized the use of our time in Hiroshima."

MNAO's engineers are also confident that by the time these new products launch, Mazda's investment in their travel to Japan will yield excellent returns—reduced development and manufacturing costs, better-quality accessories, and happier customers.

"This is something we would like to continue, not only for the earlier access to vehicle prototypes, but also to increase and improve communication among MNAO and MC engineers," concludes Matsumoto. "Periodic face-to-face meetings help build strong relationships with our counterparts at MC and better products for our customers." ■



Chris Allen, Accessory Development Engineer, uncovers an advanced Mazda prototype in preparation for Accessory functional evaluation checks.

counterparts in Mazda's Global Accessories Department and gave them ultra-early access to the company's most secretive new-vehicle prototypes—some products of which are up to two years away from public introduction. Typically, MNAO engineers don't get their hands on new vehicle prototypes until just a few months before launch.

"This was the first time our engineers were able to see a number of different prototypes and work with MC (Mazda Corporate) engineers this early in the vehicle development process," explained Jack Stavana, Director of Accessory Operations, MNAO. "Not only does early access support accessory quality and customer satisfaction, it also helps our engineers avoid any problems later in the development process that could lead to a last-minute change before launch or even a delayed launch—all of which add up to increased costs or customer disappointment."

Armed with a number of current MNAO accessory parts and engineering drawings, three members of MNAO's Accessory Development department participated in the overseas mission. They included Takao Matsumoto (Manager of Accessory Development),



Takao Matsumoto (right), Manager of MNAO Accessory Development, coordinates top-secret Mazda prototype access with Yukio Ohkawauchi, Manager of Global Accessory Development in Hiroshima.



Got Retail Promotion Ideas?

Get to know the Create Demand Mazda Action Team.

Creating vehicle demand at the dealership level is an important part of the Mazda business strategy. That's why for the past several years, MNAO has maintained the Create Demand Mazda Action Team (CD-MAT)—a group of five regional dealers plus an MNAO regional manager who meet monthly to focus on the goal of driving demand for Mazda vehicles.

"This team gives MNAO a direct line of communication to the retail network, both to tell us what's going on at the dealership level and also to give us ideas about various activities that could create additional demand," explains Scot Rasmussen, Group Manager of Retail Marketing and Incentives.

Through monthly conference calls and three face-to-face meetings each year, the team helps identify specific vehicle issues in terms of inventory and showroom dynamics, as well as potential retail marketing strategies and sales-incentive solutions. The team also serves as a sounding board for MNAO marketing and point-of-sale ideas and proposals, to gather dealer input before they get executive approval and are implemented.

For example, this team helped MNAO recognize the strategic marketing opportunity of offering 24-month leasing as a response to favorable rates and residuals. Thanks to this recommendation, the company was able to create a unique competitive advantage by offering 24- and 36-month leases.

"In addition, this team continues to be involved in our Tier 2 advertising efforts—regularly giving suggestions about proposed television ads, storyboards, and scripts," said Rasmussen. "Virtually every single ad has been improved through the input of the CD-MAT."

If you have ideas or suggestions that could affect vehicle promotion at the dealer level, the Create Demand MAT would love to hear from you. Contact one of the following team members today:

Create Demand MAT Members

John Bommarito, Frank Bommarito Mazda, Ellisville, MO
(636) 391-0073
jbommarito@bommarito.net

Peter Donnelly, MNAO Regional Manager
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Joe Shaker, Bay State Mazda, Framingham, MA
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joshaker@htauto.com

Ready to Show 'Em Off

2007-2008 MNAO Auto Show Schedule

With so many exciting choices among its 2008 model lineup, you'll want to be sure to mark your calendar to attend one (or more) of these events to see not only what's new on the Mazda showroom floor, but also to check out the competition. Note: Events shown in boldface type indicate the major industry shows. ■

AUTO SHOW

- Orange County Auto Show (Anaheim, CA)
- SEMA (Las Vegas, NV)
- Seattle International Auto Show (Seattle, WA)
- San Antonio Auto Show (San Antonio, TX)
- Tampa Bay International Auto Show (Tampa Bay, FL)
- Sacramento International Auto Show (Sacramento, CA)
- South Florida International Auto Show (Miami, FL)
- Central Florida International Auto Show (Orlando, FL)
- Charlotte International Auto Show (Charlotte, NC)
- Connecticut International Auto Show (Hartford, CT)
- Los Angeles International Auto Show (Los Angeles, CA)**
- Arizona International Auto Show (Phoenix, AZ)
- San Francisco International Auto Show (San Francisco, CA)
- Motor Trend International Auto Show (Las Vegas, NV)
- New England International Auto Show (Boston, MA)
- Austin New Car Show (Austin, TX)
- Memphis Auto Show (Memphis, TN)
- San Diego International Auto Show (San Diego, CA)
- Indianapolis International Auto Show (Indianapolis, IN)
- Silicon Valley International Auto Show (San Jose, CA)
- Utah International Auto Show (Salt Lake City, UT)
- North American International Auto Show (Detroit, MI)**
- Pennsylvania Auto Show (Harrisburg, PA)
- Greater St. Louis International Auto Show (St. Louis, MO)
- Washington Auto Show (Washington, D.C.)
- Auto Expo of the Midlands (Omaha, NE)
- Portland Auto Show (Portland, OR)
- Houston Auto Show (Houston, TX)
- Michigan International Auto Show (Grand Rapids, MI)
- Philadelphia Auto Show (Philadelphia, PA)
- Buffalo International Auto Show (Buffalo, NY)
- Auto Expo Syracuse (Syracuse, NY)
- Motor Trend International Auto Show (Baltimore, MD)
- Chicago Auto Show (Chicago, IL)**
- Jacksonville Auto Show (Jacksonville, FL)
- Spokane International Auto Show (Spokane, WA)
- Cincinnati Auto Show (Cincinnati, OH)
- Louisville New Car Show (Louisville, KY)
- Cleveland Auto Show (Cleveland, OH)
- Greater Milwaukee Auto Show (Milwaukee, WI)
- Greater Rochester International Auto Show (Rochester, NY)
- New Orleans International Auto Show (New Orleans, LA)
- Kansas City International Auto Show (Kansas City, MO)
- First Hawaiian Auto Show (Honolulu, HI)
- Oklahoma City Auto Show (Oklahoma City, OK)
- Minneapolis/St. Paul Auto Show (Minneapolis, MN)
- Columbus Auto Show (Columbus, OH)
- Greater Tarrant County Auto Show (Ft. Worth, TX)
- Tulsa Auto Show (Tulsa, OK)
- Nashville Auto Show (Nashville, TN)
- New York International Auto Show (New York, NY)**
- Denver Auto Show (Denver, CO)
- Greater Lehigh Valley Auto Show (Bethlehem, PA)
- Dallas Auto Show (Dallas, TX)
- Albany Auto Show (Albany, NY)
- Knoxville News-Sentinel New Car Show (Knoxville, TN)
- Pittsburgh International Auto Show (Pittsburgh, PA)
- Atlanta Journal-Constitution Int'l Auto Show (Atlanta, GA)
- *Tentative Show Date

PUBLIC SHOW DATES

- October 4-7, 2007
- October 30- November 2, 2007
- October 31-November 4, 2007
- November 8-11, 2007
- November 8-11, 2007
- November 9-12, 2007
- November 9-18, 2007
- November 15-18, 2007
- November 15-18, 2007
- November 16-18, 2007
- November 16-25, 2007**
- November 22-25, 2007
- November 22-December 2, 2007
- November 23-25, 2007
- November 28-December 2, 2007
- December 7-9, 2007
- December 14-16, 2007
- December 26-30, 2007
- December 27, 2007-January 1, 2008
- January 10-13, 2008
- January 18-21, 2008
- January 19-27, 2008**
- January 23-27, 2008
- January 23-27, 2008
- January 23-27, 2008
- January 24-27, 2008
- January 24-27, 2008
- January 26-February 3, 2008
- January 31-February 3, 2008
- February 2-10, 2008
- February 6-10, 2008
- February 6-10, 2008
- February 7-10, 2008
- February 8-17, 2008**
- February 15-17, 2008
- February 15-17, 2008
- February 21-24, 2008
- February 22-24, 2008
- February 23-March 2, 2008
- February 23-March 2, 2008
- February 27-March 2, 2008
- February 29-March 2, 2008*
- March 5-9, 2008
- March 6-9, 2008
- March 6-9, 2008
- March 8-16, 2008
- March 8-17, 2008
- March 13-16, 2008
- March 13-16, 2008
- March 21-23, 2008
- March 21-30, 2008**
- March 26-30, 2008
- March 27-30, 2008
- April 2-6, 2008
- April 6-8, 2008
- April 10-13, 2008
- April 17-21, 2008
- April 19-27, 2008



The Bountiful Mazda Cycling Club's race team, which includes Bountiful Mazda President Mike MacDonald (right).

Wheels of Good Fortune

Bountiful Mazda lends its name, support, and legs to a local bicycle club and race team.

For those who have never been to Bountiful, UT, the town is situated in a spectacular setting just north of Salt Lake City and boasts lush pastures, rolling hills, and majestic views of the surrounding Wasatch Mountains. In every respect, the community is "bountiful." As such, it is also home to many outdoor enthusiasts.

One of these adventurers is Mike MacDonald, an avid and competitive cyclist who also happens to be President of Bountiful Mazda, Mazda's first Retail Revolution dealership. In true entrepreneurial form, MacDonald has combined his love of cycling with his loyalty to the Mazda brand to sponsor the Bountiful Mazda Cycling Club, an organization that offers social, training, and competitive riding for cyclists in Bountiful and surrounding Davis County.

MacDonald began riding with the cycling club six years ago, and within a year, had decided to sponsor the organization. Since then, his dealership financially supports the club and their various social and competitive events. In addition to participating in the club's organized social rides, MacDonald is a member of its amateur race team, competing in the Masters Class in local and regional races, as well as the National Masters Championship. However, the club's biggest race of the year is the Logan, UT, to Jacksonville, WY, (LOTOJA) race, a 203-mile race that is the longest sanctioned road race in the United States and is completed in one day, taking anywhere from nine to 12 hours to finish. To prepare, MacDonald and his teammates ride six times a week, anywhere from 50 to 100 miles each ride.

Much like the Bountiful Mazda dealership, the Bountiful Mazda Cycling Club is also a community-minded organization that gets involved with a variety of events to benefit local charities and causes. Recently, the racing team participated in a cycling fundraiser for the Huntsman Cancer Institute at the University of Utah. They also ride in the Tour de Cure, a fundraiser for diabetes research.

Whether the club is socializing, racing, or fundraising, MacDonald is proud of his dealership's affiliation. "The recreational and competitive cycling community is very big in Utah," explains MacDonald. "So, our involvement directly supports the community. It also generates tremendous goodwill and excellent exposure for the Mazda brand." ■

A Ride to Save Lives

Bountiful Mazda isn't the only Mazda dealership to discover the fundraising powers of the basic bicycle. Two Mazda dealership professionals—Lee Morin, Service Manager, and Mike Maguire, General Manager, of Liberty 128 Mazda in Wakefield, MA—recently cycled in the Pan-Mass Challenge, a 196-mile two-day ride that raises money for The Jimmy Fund, which supports cancer research at the Dana-Farber Cancer Institute in Boston, MA. In their last few years of participation, the two cycling enthusiasts have raised more than \$20,000 for the cause.



Mike Maguire (left) and Lee Morin before one of their 50-mile training rides.

"This is a feel-good event because you're basically doing it for others," says Morin.

This was Morin's sixth year riding in the Pan-Mass and the fourth year for Maguire. To train, the pair rides four to five days a week, covering 40 to 50 miles each outing. Each year, their efforts are supported by family members, friends, coworkers at Liberty 128 Mazda, and even some dealership vendors.

Adds Morin, "We've both had family members affected by cancer, so it's a cause that really hits home." ■

Stars on Cars ...and More!

Monroney labels for 2008 models now reflect government safety ratings.



The window sticker associated with the auto business's proverbial "sticker price" is no longer just about vehicle pricing. In addition to new estimated fuel economy ratings (as covered in the March/April 2007 *Mazda FUEL*), Monroney labels (the official name) for 2008 models will reflect government crash test ratings.

Mazda is complying with the "Stars on Cars" law—legislation passed by the U.S. Congress this past year that requires automakers to include star ratings based on National Highway Traffic Safety Administration (NHTSA) crash test results on the new vehicle window, along with its MSRP and EPA fuel economy ratings. The new vehicle price stickers contain NHTSA safety ratings in three areas: front and side crash tests as well as the non-destructive rollover test. All three tests use a five-star rating, with five stars being the safest. More information on the tests is available at www.safercar.gov.

"Mazda is happy to make our crash ratings more accessible to consumers, which helps them make smarter purchase decisions," said Dan Ryan, MNAO's Manager of Government and Safety Affairs. ■



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!

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

ACCESSORIES
 ACTION
 AUTOCROSS
 AUTO SHOW
 BOUNTIFUL
 CORE
 CREATE DEMAND
 DEVELOPMENT
 DRAG RACING
 ENGINEER

EXPERIENCE
 FOOTHILLS MAZDA
 GLOBAL
 HIROSHIMA
 INSTALLATION
 KARTING
 LOYAL
 MARKETING
 MAZDASPEED
 MAZDA STATE

MXCONNECT
 NHTSA
 PAUL NICOLAI
 RAPHAEL MATOS
 RELATIONSHIP
 ROBERTO SANTOS
 SCCA
 STRAWBERRY
 TAKAO MATSUMOTO
 TEAM



SCENICROUTE

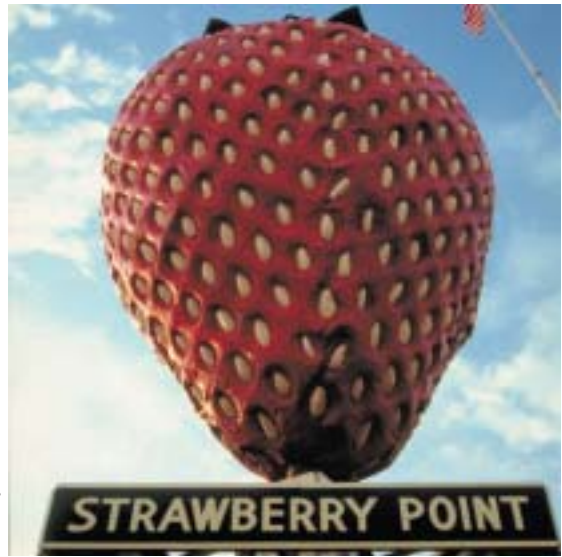


Photo by roadsideamerica.com

Big Pickin's

On the highways and byways of America, some sights are sweeter than others. Take, for example, this huge and lovable strawberry—one of numerous fruit mascots claimed by communities that pride themselves on their successful strawberry crops.

Indeed, this tasty fruit is produced from coast to coast, but only one city can claim to having the “World’s Largest Strawberry”—a fiberglass sculpture that stands 15 feet tall in front of one town’s city hall. It was designed by a local ad agency and dedicated in the late 1960s to herald the city’s strawberry-producing prowess.

If you’d like to visit this “berry” impressive attraction, where would you go? ■

- A. Strawberry, AZ
- B. Poteet, TX
- C. Strawberry Plains, TN
- D. Strawberry Point, IA

See below for the answer.

Answer: D. Strawberry Point, IA

PSHAW MOTORS



Makes you re-evaluate the whole SUV thing, doesn't it?



★★★★★ 5-STAR CRASH TEST RATING / FRONT & SIDE — NHTSA*
MAZDA CX-7 STARTING AT \$24,345**

*Government star ratings are part of the National Highway Traffic Safety Administration's (NHTSA) New Car Assessment Program (NCAP). **2008 MAZDA CX-7 FWD Sport starting at \$24,345. CX-7 Grand Touring FWD with optional Technology Package as shown \$30,900. MSRP excludes tax, title and license fees. Actual dealer price may vary. See dealer for complete details. Please remember to properly secure all cargo. ©2007 Mazda Motor of America, Inc.



THE MAZDA CX-7 CROSSOVER SUV. Your perception of how an SUV should look, act and feel is about to get a turbocharged jolt. CX-7 merges sports-car-inspired design with 5-passenger room in a shape that makes everything else look obsolete. Think SUVs can't be refined? CX-7's available leather-trimmed seating, one-touch fold-flat seats and smart use of space will change your thinking. There's even a lockable storage bin that can hold your laptop. Available voice-activated navigation with rearview camera and Bose® Centerpoint® Surround System with AudioPilot® are further proof that this is not your typical SUV. Need more evidence? Go to MazdaUSA.com.

