



For Immediate Release

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Mazda Announces 2017 President's Club Dealerships

- Mazda Dealerships Recognized for Excellence in Sales Performance and Customer Satisfaction -

IRVINE, Calif. (March 13, 2018) – Mazda North American Operations (MNAO) today announced the names of the 2017 President's Club dealerships. The President's Club designation is one of the highest honors given by MNAO, recognizing dealerships across the country for providing superior customer experiences, together with achieving top sales performance among similar-sized dealerships. Only the top 50 dealerships in the combined categories are named to the Mazda President's Club each year.

"We believe that delivering a great customer experience should live at the center of our business practices," said Masahiro Moro, president and CEO of MNAO. "I'm proud to recognize these dealerships for consistently delivering our brand vision by providing the very best customer experience to those in their local community. These dealerships not only excel in sales performance, but have remained committed to delivering a culture that seeks to build a special bond with our fans and our customers."

All authorized Mazda dealerships of record as of January 31, 2017, were eligible to participate in the 2017 Mazda President's Club program. Each dealer is then assigned to one of four competitive groups, with the groups being determined using an equal weighting of each dealer's average annual sales for the previous three years and the expected registrations within each dealer's area of operation. Each group had a capped number of winners. Group A was capped at 20, Group B was capped at 15, Group C was capped at 10 and Group D was capped at 5.



Based on the grouping, Mazda then looked at the customer experience factor. Entry into the President's Club demands renewed emphasis on customer retention; a major area of focus for Mazda. The customer experience score was determined on cumulative year-to-date Mazda Brand Experience Program (MBEP) index scores through December 2017. Mazda is pleased to see the level of performance and customer loyalty grow each year with this elite group of President's Club dealers.

Mazda North American Operations is headquartered in Irvine, California, and oversees the sales, marketing, parts and customer service support of Mazda vehicles in the United States and Mexico through nearly 700 dealers. Operations in Mexico are managed by Mazda Motor de Mexico in Mexico City. For more information on Mazda vehicles, including photography and B-roll, please visit the online Mazda media center at InsideMazda.MazdaUSA.com/Newsroom.

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MAZDA PRESIDENT'S CLUB WINNERS

DEALERSHIP NAME	CITY	STATE	GROUP
Bob Baker	Carlsbad	CA	A
Brunswick Mazda	Brunswick	OH	C
Capistrano Mazda	San Juan Capistrano	CA	C
Capitol Mazda	San Jose	CA	A
Cardinaleway Mazda at S.S	Mesa	AZ	A
Cardinaleway Mazda Las Vegas	Las Vegas	NV	A
CJ Wilson Mazda	Countryside	IL	B
Classic Mazda	Orlando	FL	C
Cory Fairbanks Mazda	Longwood	FL	A
Dublin Mazda	Dublin	CA	B
Frank Bommarito Mazda	Ellisville	MO	C



Frema Mazda	Goldsboro	NC	D
Galpin Mazda	Van Nuys	CA	A
Garden City Mazda	Hempstead	NY	A
Grieco Mazda of Delray Beach	Delray Beach	FL	A
Gullo Mazda of Conroe	Conroe	TX	C
Gunther Mazda	Ft. Lauderdale	FL	A
Hamilton Mazda	Hamilton Township	NJ	C
Heritage Mazda of Bel Air	Bel Air	MD	C
Jeff Haas Mazda	Houston	TX	A
John Hine Temecula Mazda	Temecula	CA	B
Luther Mazda	Brooklyn Center	MN	B
Mastria Mazda	Raynham	MA	D
Mazda Burlingame	Burlingame	CA	B
Mazda of Everett	Everett	WA	B
Mazda of Gladstone	Gladstone	OR	B
Mazda of North Miami	Miami	FL	A
Mazda of South Charlotte	Pineville	NC	B
Mazda South	Austin	TX	A
Morries Chippewa Valley Mazda	Chippewa Falls	WI	D
Morries Minnetonka Mazda	Minnetonka	MN	A
Nelson Mazda of Cool Springs	Franklin	TN	C
North Park Mazda	San Antonio	TX	A
North Penn Mazda	Colmar	PA	B
Oak Tree Mazda	San Jose	CA	A
Piazza Mazda of West Chester	West Chester	PA	B
Puente Hills Mazda	City of Industry	CA	A
Quirk Mazda	Quincy	MA	B
Ramsey Mazda	Rasmey	NJ	B
Riley Mazda	Stamford	CT	C
Riverside Mazda	Riverside	CA	A
Romano Mazda	Syracuse	NY	B
Scherer Mazda	Peoria	IL	D
Schwartz Mazda	Shrewsbury	NJ	C
Sport Mazda	Orlando	FL	B
Tumminia Mazda	Olathe	KS	D



Tustin Mazda	Tustin	CA	A
Walser Burnsville Mazda	Burnsville	MN	B
Wantagh Mazda	Wantagh	NY	A
Wayne Mazda	Wayne	NJ	A