

## **MAZDA AND WYOTECH PARTNER TO TRAIN NEXT-GENERATION AUTOMOTIVE TECHNICIANS**

IRVINE, Calif. (Aug. 13, 2015) – Mazda North American Operations (MNAO) today announced a three-year partnership with WyoTech, one of the country's premier technical training institutes, which will allow students to graduate as certified Mazda technicians. WyoTech is part of Zenith Education Group (Zenith), a system of nonprofit career colleges. Mazda will also use WyoTech's state-of-the-art training facilities in Blairsville, Pa. and Laramie, Wyo. to train its top dealership personnel on advanced courses throughout the year. The classes, which are offered at no charge, began last month.

"Well-trained technicians are a key component to our customer's satisfaction, so it is an honor to partner with WyoTech," said Jim O'Sullivan, president and CEO, MNAO. "Mazda is focused on improving the dealership experience and fixing customers' cars right, the first time. We look forward to this WyoTech program supporting these initiatives and helping make top-tier technicians available to Mazda customers."

The Mazda certification course offers a curriculum of web-based modules supplemented by instructor-led classes. To support the program, Mazda has donated more than 20 vehicles, specialized tooling and equipment, in addition to several current model year vehicles rotated out annually for current year technology.

"It is a privilege to partner with Mazda in offering our students a valuable opportunity to earn in-demand skills and graduate as certified Mazda technicians," said Karen Turner, senior vice president of student success for Zenith. "Our top priority is ensuring that our students have a clear path to in-demand careers with definitive labor market value and the opportunity for advancement. We recognize that our graduates' career prospects are considerably enhanced by working directly with the employers who hire them. By working with Mazda and its dealerships, we are able to accurately assess local workforce needs and help match our certified graduates with those job opportunities."

WyoTech's Blairsville and Laramie student populations come from all across the country and, through this new program, they will have access to Mazda's U.S. network of more than 640 dealerships as they seek employment. Mazda has estimated that its dealers will hire about 100 certified graduates from each campus location annually as entry-level technicians. For each pre-certified graduate a Mazda dealership hires, it saves roughly \$6,000 that it would otherwise spend sending a new employee through required courses and training.

Beyond graduation, WyoTech alumni employed by Mazda dealerships will have the opportunity to continue their career development and pursue Master Technician certification through the dealership and existing Mazda Training Centers. Mazda trainers will work at the Laramie and Blairsville campuses approximately 12 times per year to conduct advanced training courses using WyoTech's first-rate facilities. These courses are open to existing dealership personnel first, with any remaining spots made available to qualified WyoTech students in the Mazda program.

### **About Mazda North American Operations**

Mazda North American Operations is headquartered in Irvine, Calif., and oversees the sales, marketing, parts and customer service support of Mazda vehicles in the United States 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 [www.mazdausamedia.com](http://www.mazdausamedia.com).

### **About WyoTech**

WyoTech was founded more than 50 years ago in Laramie, Wyoming, and has since become one of the premier providers of technical training in the U.S. In its state-of-the-art facilities, WyoTech offers training for mechanical and technical occupations in automotive, diesel, collision/refinishing, motorcycle and marine technology.

### **About Zenith Education Group**

Built on a commitment to put students first, Zenith Education Group (Zenith) is a nonprofit provider of career

school training, with 48 Everest and WyoTech schools in 15 states and online. We are dedicated to promoting the success of students and graduates—measured by program completion and job placement rates.

**Contact:**

Nick Beard: Mazda North American Operations 949-727-6567

Eric Booth: Mazda North American Operations 949-727-6144

[Shannon Creamer](#): GPG for Zenith Education Group 646-495-1915

---

<https://news.mazdausa.com/2015-08-13-mazda-wyotech-partner-train-next-generation-automotive-technicians>