MAZDA LAUNCHES REDESIGNED MAZDAUSA.COM

NEW SITE DEVELOPED TO BETTER ALIGN WITH STRATEGIC VISION WHILE IMPROVING CUSTOMER EXPERIENCE

IRVINE, Calif. (July 6, 2016) – In an effort to align with Mazda's move to the near-premium landscape and better engage with customers throughout the car buying, and owning, process, Mazda North American Operations has launched a redesigned website. The new site, which can be found at MazdaUSA.com, will better meet the needs of customers, improving the customer experience when researching vehicles for their car buying decision.

"As customer shopping behavior changes, Mazda customers of today are changing as well," said Russell Wager, vice president of marketing for Mazda North American Operations. "While our customers continue to trend toward being slightly older than before, those buyers are more affluent and more tech savvy, making it imperative for us to meet them where they are."

To address the needs of the Mazda customers of today, the new site was developed to feature an intuitive, user-friendly platform with enhanced shopping tools and seamless navigation. A 2014 McKinsey report[1] notes that the average buyer visits just 1.6 auto dealerships during the car-purchasing process and that one-third of customers would consider buying a car online. This data shows a vast change in customer shopping behavior and a stronger reliance on online research during the purchase process, providing an opportunity to develop a site that better addresses this change in consumer behavior.

To achieve this, Mazda focused on developing the platform with more relevant upfront content and by providing links that are easily accessible and prominent. With less clicks to access the shopping tools, Mazda shoppers can more easily build and price a vehicle, while checking on local inventory, and for the first time they are able to do all of this on their mobile device. Current owners also benefit from the redesign, with an easily-accessible owners section that features helpful reference materials on the brand and the vehicles they own.

Just as Mazda has created a unified look of their entire vehicle line up, through KODO – Soul of Motion design language, Mazda is now working to create a unified look for the entire brand —engaging their customers in a unified way across all interfaces. The newly designed website is another important step in the evolution of the Mazda brand.

The new site was developed and designed with the help of Mazda's creative partner WPP's Garage Team Mazda, along with global digital agency Mirum.

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 www.mazdausamedia.com.

# # #

[1] McKinsey&Company. (2014). Innovating automotive retail. Retrieved from http://www.mckinsey.com/industries/automotive-and-assembly/our-insights/innovating-automotive-retail

---