

MAZDA CELEBRATES RESURGENCE IN CHARLOTTE

THREE NEWLY DESIGNED DEALERSHIPS SEE GROWTH THROUGH RENEWED DIRECTION

WASHINGTON, D.C. (August 31, 2016) – Mazda North American Operations (MNAO) and Charlotte Mazda Dealers are celebrating a business resurgence in the Charlotte market, where three brand new Mazda Retail Evolution dealerships now proudly stand.

The Retail Evolution store design, as adapted by the Charlotte dealerships, is part of a national redesign direction provided by MNAO. When new design outlines were established in 2014, the idea was to provide a facility direction that more closely fit with the forward-thinking evolution of the Mazda brand, and to address the current trends in purchasing behavior. Overall, the design looks at the evolution of the in-dealership experience through the eyes of the customer, and seeks to offer an experience customers naturally want to seek out. By addressing those needs, Mazda strives to deliver a premium experience that customers expect and deserve.

In 2009, there were only two Mazda dealerships in the Charlotte market—down from six dealers in previous years. Mazda began searching for candidates and dedicated resources to rebuild the Mazda brand back into the community. Charlotte is now home to three new Retail Evolution facilities, Mazda of South Charlotte, Keffer Mazda and Independence Mazda. The new dealerships not only seek to enhance the experience Charlotte customers receive but also to evoke a deep sense of pride from their employees in the workplace.

While the redesigned stores are helping to drive business, the resurgence in Charlotte market is the result of more than just a makeover. Mazda took time to look for the right locations, the right facilities and the right operators to join Mazda in the support of rebuilding the brand's presence in the area. Through that process, Mazda of South Charlotte was appointed in September 2011 and in May of this year, they moved into a new ground-up, state-of-the-art Retail Evolution facility. In July 2013, Keffer Mazda was appointed in the North and recently moved into a ground-up, state-of-the-art Retail Evolution facility as well. In May 2014, Mazda also expanded its representation in the East, with Independence Mazda, a sister story to Keffer Mazda. The dealership recently finished renovations of their Retail Evolution facility.

Recent data proves that Mazda truly does have something to celebrate in the Charlotte market. Overall, Charlotte market sales are up 15 percent year-over-year and the customer experience is markedly improved.

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.

#

Contact: Tamara Mlynarczyk, Mazda North American Operations, 202-431-6325

<https://news.mazdausa.com/2016-08-31-Mazda-Celebrates-Resurgence-in-Charlotte>