



For Immediate Release

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## **Mazda Announces 2016 President's Club Dealerships**

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

IRVINE, Calif. (March 22, 2017) – Mazda North American Operations (MNAO) today announced the names of the dealerships that have earned the 2016 President's Club designation. The designation, given by MNAO, recognizes dealerships across the country for providing exemplary customer experiences together with top sales performance amongst similar-sized dealerships. The top 50 dealerships in the combined categories are named to the President's Club each year.

“As we set our long-term focus on the customer experience, the work that these dealerships have done to uphold that standard is something to be celebrated,” said Masahiro Moro, president and CEO of MNAO. “I’m proud to recognize these dealers who are leading the way, not only from a sales perspective, but by building strong bonds with their customers—ultimately creating a culture where the entire dealer team is focused on the customer experience and creating customers for life.”

All authorized Mazda dealerships of record as of January 31, 2016, were eligible to participate in the 2016 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 capped at 15, Group C 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. The customer experience



score was determined on cumulative year-to-date Mazda Brand Experience Program (MBEP) index scores through December 2016. 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 more than 600 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](http://InsideMazda.MazdaUSA.com/Newsroom).

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#### MAZDA PRESIDENT'S CLUB WINNERS

DEALERSHIP NAME	CITY	STATE	GROUP
Bountiful Mazda	Bountiful	UT	C
Browning Mazda	Cerritos	CA	A
Capistrano Mazda	San Juan Capistrano	CA	C
Capitol Mazda	San Jose	CA	A
CardinaleWay Mazda Mesa	Mesa	AZ	A
CJ Wilson Mazda	Countryside	IL	B
Classic Mazda East	Winter Park	FL	B
Colonial Mazda	Danbury	CT	C
Cory Fairbanks Mazda	Longwood	FL	A
Earnhardt Mazda	Scottsdale	AZ	C
Frema Mazda	Goldsboro	NC	D
Fremont Mazda	Newark	CA	A
Galpin Mazda	Van Nuys	CA	A
Garden City Mazda	Hempstead	NY	A
Grieco Mazda of Delray Beach	Delray Beach	FL	A
Groove Mazda	Centennial	CO	B
Gunther Mazda	Ft. Lauderdale	FL	A
Jeff Haas Mazda	Houston	TX	A
John Hine Mazda	San Diego	CA	A



Kings Mazda	Cincinnati	OH	B
Lancaster Mazda	East Petersburg	PA	C
Mastria Mazda	Raynham	MA	D
Mazda Burlingame	Burlingame	CA	C
Mazda of Elk Grove	Elk Grove	CA	B
Mazda of Escondido	Escondido	CA	A
Mazda of Everett	Everett	WA	B
Mazda of North Miami	Miami	FL	A
Mazda of South Charlotte	Pineville	NC	B
Mazda South	Austin	TX	A
Momentum Mazda of Gastoni	Gastonia	NC	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
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
Ray Price Mazda	East Stroudsburg	PA	D
Roger Beasley Mazda Georgetown	Georgetown	TX	B
Romano Mazda	Syracuse	NY	B
Sansone Mazda	Avenel	NJ	C
South Tacoma Mazda	Tacoma	WA	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
Young Mazda	Easton	PA	C