



For Immediate Release

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## **Mazda Partners with ChangeUp, Inc. To Implement Retail Evolution Design Program**

*– Partnership Will Support Implementation of Evolved In-Dealership Experience –*

IRVINE, Calif. (June 14, 2017) – In an effort to further engage with customers and evolve the dealership experience, Mazda North American Operations (MNAO) today announced that it has selected ChangeUp, Inc. as a new partner, tasked with implementing the Retail Evolution dealers design program. Through the partnership, MNAO and ChangeUp will focus on the company's long-term design goal for all active exclusive dealerships.

"The dealership is, in many cases, the only place where our customers interact with the brand on a consistent basis," said Masahiro Moro, president and CEO of Mazda North American Operations.

"As Mazda continues to evolve—from our vehicles, to our employee workforce—the dealership experience is an important area of focus in making sure that our customers have a great experience with Mazda, in a way that remains consistent across our brand."

The program, which will be managed by ChangeUp's Orange County, California office, will work closely with MNAO during the design and implementation phases—leading onsite dealer consultations, reviewing the current dealership and determining specific needs based on input from the dealership management team. In addition to initial consultations, ChangeUp will assist in developing plot plans, elevation considerations and floor plans to ensure that all requirements are incorporated into the proposed design. Once approved by MNAO, ChangeUp will assist in reviewing architectural plans during several phases of the design process, all to ensure that requirements as set forth in the Retail Evolution design program have been met.

"We are creating a new and highly collaborative path forward that will yield outstanding results," said Lee Carpenter, CEO and partner of ChangeUp, Inc. "We are confident that our partnership will



help create dynamic dealerships that connect and engage consumers with the Mazda brand, while achieving an even higher level of efficiency and effectiveness.”

The Mazda Retail Evolution dealership design program was first announced in 2014 as a way to provide dealers with a professional dealership design focused on ensuring the best customer experience possible. The new design concept features an open concept floor plan, offering a new level of business transparency with a look and feel enhanced through the use of natural materials resulting in a strong curb appeal and a comfortable environment.

ChangeUp, Inc. delivers strategic, future-focused experiences through deep insights and applied imagination wherever people and brands intersect. Comprised of experienced leaders with decades of global-agency experience with award-winning talent. From insight-driven brand strategy, to innovative planning and design, ChangeUp is a full-service design, architecture and branding firm with diverse clients across industries: Retail, CPG, Restaurants, Hospitality and Automotive.

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 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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