



For Immediate Release

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Mazda North America Wants You to Feel Alive with Introduction of New Brand Platform

- *Mazda repositions brand for future, makes commitment to fan-first experiences*
- *Mazda embraces Amazon as a social hub for its fans*
- *Mazda will debut new brand anthem ad campaign, “Feel Alive,” during NCAA Championship*

NEW YORK (March 28, 2018) – Mazda North American Operations (MNAO) is blazing a new path for the brand as it prepares for a premium 7th generation product evolution. In a quest to be more relevant, trusted and beloved to fans, MNAO has announced a new brand-focused ad campaign with a commitment to put fans at the center of all brand activities. The new direction comes after a 6-month period of intense consumer research and exploration led by Chief Marketing Officer, Dino Bernacchi.

Mazda will officially launch the new brand platform with the debut of the “Feel Alive” TV spot on April 2, during the NCAA Championship game. “Mazda has always engineered to a feeling. We want to build an emotional connection with our fans by making them feel something profound,” said Bernacchi. “‘Feel Alive’ will be a celebration of human challenge, inspiration, exhilaration and potential and there’s no better moment to reveal it than Championship Monday.”

The new brand platform will also pave the way for unexpected partnerships and integrations with innovative companies like Amazon. The relationship is based on a fresh approach to fan communities and leveraging Amazon as a social channel versus an e-commerce tool. Mazda owners on Amazon have given select models five-star reviews.

“Amazon is consumer-focused, data-driven and very well-aligned with our new brand platform,” said Bernacchi. “We have a vocal and growing community of Mazda fans and owners on Amazon and



we want to support that community with the same energy and attention we give to our other social communities like Facebook and Youtube.”

Mazda is committed to putting fans at the center of the brand starting with the new Mazda6. As the first ship of newly refined 2018 models arrived at the Port of Tacoma earlier this month, Mazda expedited delivery to the local dealership, offering fans in Seattle, Washington, the opportunity to drive, rate and review the new vehicle first. The fans were then flown to New York City, as Mazda VIPs, to experience the campaign launch alongside MNAO executives, dealers and employees.

The brand continued its commitment to fans, hosting a “Thank You, New York” event for local Mazda6 fans and owners on Tuesday evening. The celebration, co-hosted with Amazon, underscores the fact that more Mazda6 vehicles have been sold in New York than in any other city in the U.S., Attendees received an intimate preview of the 2018 Mazda6 and new brand platform.

“Mazda is a brand on the move,” said Bernacchi. “Expect us to continue to rolling-out new partnerships, fan-first programs and products that make you feel alive!”

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 InsideMazda.MazdaUSA.com/Newsroom.

Follow MNAO’s social media channels through [Twitter](https://twitter.com/MazdaUSA) and [Instagram](https://www.instagram.com/MazdaUSA) at @MazdaUSA and Facebook at [Facebook.com/MazdaUSA](https://www.facebook.com/MazdaUSA).

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