MAZDA DEALERSHIPS RECOGNIZED FOR EXCELLENCE IN SALES PERFORMANCE AND CUSTOMERS SATISFACTION

IRVINE, Calif. (Feb. 19, 2019) – Mazda North American Operations (MNAO) today announced the names of the 2018 President's Club dealerships. The President's Club designation is one of the highest honors given by MNAO, recognizing dealerships across the country for providing superior customer experiences, together with achieving top sales performance among similar-sized dealerships. Only the top 50 dealerships in the combined categories are named to the Mazda President's Club each year.

"It's an honor to recognize these dealerships for how they consistently deliver on our brand vision, emulate what it means to be customer-centric and demonstrate Brand Value Management, which is crucial to Mazda's continued growth and success," said Masahiro Moro, president and CEO of MNAO. "These dealerships not only excel in sales performance, but also remain committed to delivering a culture that seeks to build a special bond with our fans and our customers."

All authorized Mazda dealerships of record as of January 31, 2018, were eligible to participate in the 2018 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 was capped at 15, Group C was 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; a major area of focus for Mazda. The customer experience score was determined on cumulative year-to-date Mazda Brand Experience Program (MBEP) index scores through December 2018. 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 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 and Instagram at @MazdaUSA and Facebook at Facebook.com/MazdaUSA.

Download the full list 2018 President's Club dealerships.

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