MAZDA ANNOUNCES 50 WINNERS FOR 2019 PRESIDENT'S CLUB

IRVINE, Calif. (March 9, 2020) – Mazda North American Operations (MNAO) today announced the names of 50 U.S. dealerships recognized with the prestigious 2019 President's Club membership. The designation is one of the highest honors given by MNAO, recognizing dealers who are leading not only in selling Mazda vehicles but in emulating Mazda's Feel Alive, customer-centric culture in their community.

"As we commemorate Mazda's 100th anniversary, it is an honor to recognize these dealerships for constantly delivering on our brand vision and emulating Mazda's customer-centric culture, which is crucial to Mazda's continued growth and success," said Jeff Guyton, President of Mazda North American Operations.

All authorized Mazda dealerships of record as of January 31, 2018, were eligible to participate in the 2019 Mazda President's Club program. Each eligible dealer is assigned to one of four competitive groups, with the groups being determined using an equal weighting of 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 aspect was determined on cumulative year-to-date Mazda Brand Experience Program (MBEP) index scores through December 2019. Mazda is pleased to see the level of performance and customer loyalty grow each year within 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 approximately 620 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.

FULL LIST OF 2019 MAZDA PRESIDENT'S CUP DEALERSHIPS

GROUP	REGION	DEALERSHIP NAME
A	NE	RAMSEY MAZDA
A	PA	OAK TREE MAZDA
A	PA	TUSTIN MAZDA
A	NE	WANTAGH MAZDA
A	SE	MAZDA OF NORTH MIAMI
A	GU	MAZDA SOUTH
A	SE	OCEAN MAZDA
A	PA	CULVER CITY MAZDA
A	PA	GALPIN MAZDA
A	SE	CLASSIC MAZDA
A	PA	CAPITOL MAZDA
A	PA	CARDINALEWAY MAZDA LAS VEGAS
A	SE	SPORT MAZDA
A	SE	GRIECO MAZDA OF DELRAY BEACH
A	NE	WAYNE MAZDA

A	SE	GUNTHER MAZDA
A	NE	MAZDA OF LODI
A	SE	CORY FAIRBANKS MAZDA
A	GU	JEFF HAAS MAZDA
A	PA	BOB BAKER MAZDA
B	SE	MAZDA OF SOUTH CHARLOTTE
B	PA	MAZDA OF EVERETT
B	NE	QUIRK MAZDA
B	MW	WALSER BURNSVILLE MAZDA
B	GU	NORTH PARK MAZDA
B	MW	LUTHER BROOKDALE MAZDA
B	PA	DUBLIN MAZDA
B	GU	ROGER BEASLEY MAZDA GEORGETOWN
B	NE	HAMILTON MAZDA
B	NE	NORTH PENN MAZDA
B	MW	MORRIES MINNETONKA MAZDA
B	NE	PIAZZA MAZDA OF WEST CHESTER
B	PA	PUTNAM MAZDA
B	NE	SMITH HAVEN MAZDA
B	NE	RILEY MAZDA
C	NE	PALISADES MAZDA
C	MW	CLASSIC MAZDA
C	NE	WERNER MAZDA
C	NE	MAZDA OF WEST RIDGE
C	MW	MORRIES INVER GROVE MAZDA
C	NE	COLONIAL MAZDA
C	MW	PUGI MAZDA
C	PA	HORNE MAZDA
C	MW	FRANK BOMMARITO MAZDA
C	MW	BRUNSWICK MAZDA
D	GU	PREMIER MAZDA
D	MW	HOLIDAY MAZDA
D	NE	NORTH END MAZDA
D	MW	SCHERER MAZDA
D	GU	TEAM MAZDA

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