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MAZDA EXTENDS ESSENTIAL CAR CARE PROGRAM FOR HEALTHCARE HEROES

Dealers Nationwide Offer Free Standard Oil Changes and Enhanced Vehicle Cleaning for Most Makes and Models Through June 1

IRVINE, Calif. (May 4, 2020) – Mazda North American Operations (MNAO) announced today that its Essential Car Care program, which provides free standard oil changes and enhanced car cleaning services for eligible U.S. healthcare workers at dealers nationwide, will now run through June 1.

"Our family of Mazda dealers and employees feel a deep sense of gratitude to the health care workers during these difficult times, and we are proud to be able to support them in communities across the country," MNAO President Jeff Guyton said. "We've seen the meaningful impact of this program first-hand, and we are excited to continue to give something back as a thank you for their heroic efforts."

The Essential Car Care program, which began on April 16, was developed in partnership with Mazda's U.S. dealer network. The company will invest a minimum of \$5 million as part of the initiative. The program extension will allow healthcare heroes throughout the U.S., including those in some of the hardest hit parts of the country, more time to access this program.

In order to help ensure the safety of healthcare workers and service employees, dealers participating in the Essential Car Care initiative have committed to enhanced vehicle cleaning of high-touch interior and exterior surfaces using Mazda and EPA-approved cleansers. Mazda has also encouraged dealers to continue following the recommendations from the CDC and local public health and government officials, along with workplace personal hygiene practices to help ensure the safety of everyone in the service areas.

Details on the Essential Car Care initiative can be found on MazdaUSA.com.

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. For more information on Mazda vehicles, including photography and B-roll, please visit the online Mazda media center at InsideMazda.MazdaUSA.com/Newsroom.

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