

MAZDA fuel

Zoom-Zoom Evolution



2009 MAZDA6

The 2009 MAZDA6 Development Story PAGE 11



**Schooled
in Road Racing**

Page 3



**Champion Master
Technicians**

Page 4



**The Versatile
RX-8 Racer**

Page 8



**Employee Weekend at
Mazda Raceway
Laguna Seca**

Page 9

The Great Cardboard Caper



How one talented high-schooler captured Mazda's Zoom-Zoom spirit.

What's the best thing about being young? The power of dreams. That's exactly what motivated North Carolina high-school student Greg Oakley to build a cardboard replica of Mazda's Le Mans-winning 1991 787B rotary racecar that will soon take up residence in the Mazda Museum in Irvine, CA. Completed over a period of four months, the cardboard racer features moving wheels, opening doors and a removable engine cover, plus a detailed engine complete with spark-plug wires, a turbocharger, pulleys, and even a dry-sump lubrication system inventively crafted from a soybean oil container.

At 16 years old, Greg is proof positive that today's youth has definitely not lost its can-do attitude. He conceived and constructed the entire project by himself and hopes to go to art school to become a commercial photographer after high school.

"I have always liked cars in general, and I enjoy looking at them in pictures and video games, but after a while you wish you could have one," he admits. "So I thought I'd build one for myself."

But why the Mazda 787B? "I was playing Gran Turismo® 3 one day and I had never seen that car before," he continues. "Everyone always talks about Porsches and Ferraris, but they don't think about Mazdas in terms of racing cars, and I really liked the paint scheme with the orange and green and silver. I went online, found a 787B link, and figured out the body shapes."

With a decade of experience scratch-building model cars and ships, Greg was ready for his biggest project yet. Once armed with good photo references, he started building, using thick corrugated cardboard for the racecar's structure and smooth poster board for the body panels. Finally, Greg replicated the intricate 787B paint job with spray cans. As far as scale goes, Greg used his own. "The Mazda is not made to scale," he admits. "It is just how big I wanted it to be." In this case about six feet long, four feet wide, and three feet high.

Once the Mazda was finished, one of Greg's friends, an *AutoWeek* reader, suggested he send a photo to the magazine for use in the playful "But Wait, There's More..." last page. He did so, and a captioned photo of the 787B appeared in the January 14, 2008, issue. And that's when the snowball started. Mazda quickly noticed Greg's cardboard creation and offered to buy it for the museum. The price? A generous \$1,000—with a catch. Greg would donate \$250 of it to charity and keep \$750 for himself. Showing good business sense already, he's planning to use the money for additional building supplies and a digital camera to help start his photography career.

A humorous annotation to the project awaited Greg after the *AutoWeek* and Mazda connections occurred. "First I told my friends I had made this big car out of paper, then that it was in a magazine, and finally that Mazda was buying it," he laughs. "They thought I was lying!" ■



Greg Oakley shaped the body of his replica Mazda 787B rotary racecar out of cardboard and poster board.



Oakley's racer features a removable engine cover (above) and moving wheels (left and below).



Even the car's exhaust system is replicated.



11-13

CONTENTS

2 First Lap

2008 Mazda CX-7 and CX-9 Crash Test Ratings;
FUEL Feedback

3 Spotlight

Ohio Technical College Builds a Mazda MX-5 Racer

4-7 Pit Row

2008 Master Technician Competition Winners;
Top 25 Dealers – Parts and Service;
Tire Registration Reminder; Western Region Full Circle
Walkaround Competition; Brake Into Higher Profits;
Western Region Parts & Service Managers Incentive;
Dealers Share Successes with Remote Managed Inventory

8-10 Fast Track

The “R” in RX-8 Is for Racing; Employee Race Weekend
at Mazda Raceway Laguna Seca;
Mazda Drivers on the Move; Upstart National
Auto Sport Association (NASA) Racing

10 Gear Glitz

Mazda CX-9's Portable DVD System

11-13 Cover Story

Zoom-Zoom Evolved: Behind the Development
of the 2009 MAZDA6

14-15 Front Line

2009 MAZDA6 Training Tour; 2009 MAZDA6
and RX-8 Web-Based Training; Top 10 Dealers – CPO;
Top 25 Dealers – Sales

15-16 Final Stretch

Mazda Receives Japan's Human Rights Merit Award;
CSI Mazda; Mazda Fellowship Program
at Clemson University



5



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SAFETY

CX-7 and CX-9 Ace Another Set of Crash Tests



Both vehicles earn IIHS top marks for frontal and side-impact crashworthiness.

The 2008 Mazda CX-7 and CX-9 have each earned “good” ratings in the Insurance Institute for Highway Safety’s (IIHS) frontal and side-impact crashworthiness ratings, the group’s highest rating possible. The tests were conducted in early 2008 and included a total of nine midsize SUVs.

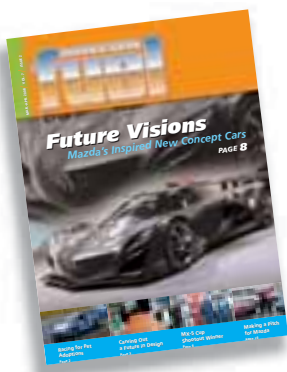
The IIHS frontal crashworthiness evaluations are based on results of 40 mph frontal-offset crash tests. Each vehicle’s overall evaluation is based on measurements of intrusion into the occupant compartment, injury measures recorded on a Hybrid III dummy in the driver seat, and analysis of slow-motion film to assess how well the restraint system controlled dummy movement during the test.

Side evaluations are based on performance in a crash test in which the side of the vehicle is struck by a barrier moving at 31 mph. The barrier represents the front of a pickup or an SUV. Ratings reflect injury measures recorded on two instrumented SID-III dummies, assessment of head protection countermeasures, and the vehicle’s structural performance during the impact.

Last fall, the 2008 CX-7 and CX-9 were also awarded 5-star crash ratings in the National Highway Traffic Safety Administration (NHTSA) frontal and side-impact crash tests, making both vehicles excellent choices for safety-minded buyers. ■



FUEL FEEDBACK



With the 2009 MAZDA6 due to hit Mazda showrooms this summer, now is the perfect time to start boning up on this much-anticipated new model.

That’s just what we did in this issue of *Mazda FUEL* with our cover story on the 2009 MAZDA6 development process. Check out page 11 for this feature on the design inspirations and engineering objectives that have resulted in “Zoom-Zoom Evolution.” This back-story provides a great foundation of information as you prepare for the official product launch, which we’ll cover in our July/August issue.

We also encourage you to read about the Mazda racers and dealership sales and service professionals featured in this issue who are making names for themselves as they strive for excellence in their respective fields. It’s enough to make any Mazda enthusiast proud!

“I always look forward to new issues!”

Robert Ermini

Sales Consultant

Modern Motors Mazda, Tomaston, CT

“This issue of *Mazda FUEL* (January/February 2008) once again was an excellent compilation of interesting facts and stories.”

Roger Brooks

Customer

Faulkner Mazda, Philadelphia, PA

“Since becoming a Mazda Sales Consultant in January 2008, I have learned so much from *Mazda FUEL*. [I have increased] my ability to demonstrate the fabulous Mazda product [and] to help inform our customers about the exceptional insight that makes Mazda not only the best but, in my humble opinion, the U.S. innovating ‘Zoom-Zoom’ team that is unbeatable.”

Jimmy Ross

Sales Consultant

Skagit Mazda, Burlington, WA.

We want to hear from you, too. Send us your comments and story suggestions using the enclosed reply card.



Too Cool at School

At the Ohio Technical College, a high-performance curriculum includes plenty of track time.

Talk about a fast track to success. Not only are students at Ohio Technical College in Cleveland learning about building a Mazda MX-5 racecar from the ground up, but some will also get to wrench on it at the track and, upon graduation, go directly to a pro race team or to work at the Skip Barber Racing School.

Upon opening in 1969, the 924-student technical college initially specialized in diesel powertrain and body repair. But now, thanks to the blossoming national interest in motorsports, racing-specific courses have been added.

"Students in the High Performance & Racing program learn the technology necessary to become a race mechanic," explains Eddie Hoffstrom, the school's Director of High Performance (how's that for a job title?). "The High Performance school is now three years old and still growing. We already have our own building and a 1,500-HP engine dyno, and we are adding a second 1,000-HP dyno and a chassis shop to teach chassis and roll-bar fabrication."

The liaison between Mazda and the Technical College grew through Rob Piekarczyk, an SCCA club racer (in a Protégé and RX-8), the Director of Corporate Sales for the Grand Prix of Cleveland, and an affiliate of the school. When Piekarczyk met Mazda Senior Vice President Robert Davis at an event, their shared passion for Mazda and racing took over, and the rest is history. Mazda became the first import carmaker to get involved with the school, providing a complete MX-5 (which the college raced briefly last year), a spare "body in white" (a bare unibody), along with MAZDASPEED components so the school could build a racecar in the same manner as professional race shops.

"The way Mazda supports grassroots racing is by far the most of any manufacturer, and it makes the biggest impact for direct consumers," Piekarczyk says. "It's also appreciated by the club racers who do a lot to support the corporate brand."

At press time, the MX-5 project was underway with seam welding and a roll cage already completed, and the original donor car disassembled and its components inventoried. The first scheduled event for the new car was a NASA race at Mid-Ohio Sports Car Course on April 12-13, 2008. Seasoned drivers (including Piekarczyk) will pilot the car in this race, in this summer's "Longest Day at Nelson"—a grueling 24-hour annual race in Wisconsin—and possibly in one or two Grand-Am KONI Challenge events to be determined. Along the way, students will do the majority of the maintenance and preparation work.

"When the school wanted to get into road racing, I thought it would be good for students to both build and campaign the car," adds Piekarczyk. "The racing won't be on a national scale to start with. It's more of a learning tool for the students, but it will also get some publicity for the school, which is an added bonus."

For more information, go to www.ohiotechnicalcollege.com, click on Programs, Automotive, and then High Performance & Racing. ■



A succession of Ohio Technical College students have worked to disassemble an original Mazda MX-5 and modify it for Grand-Am KONI Challenge racing.



Mazda Names 2008 Master Technicians of the Year



Beau Jacobsen of Roger Beasley Mazda Central competes in the 2008 Master Technician Competition.

This year, new rules, simplified qualifications, and awards meant a whole new Master Technician Competition. Thus, it was no surprise when the participation proved as strong as ever.

Master Technicians across the nation had only one criterion to qualify: be among the top 10 online test scorers in their respective regions. After achieving this feat, finalists moved on to compete head-to-head against their strongest regional competitors.

On April 12, this technical showdown took place. Each region hosted a similar competition, in which their 10 semi-finalists faced off for the prize. In a race against time—and each other—each put their technical skills to the test in a two-hour, hands-on competition, as they tried to diagnose and repair the most concerns Mazda planted in identical 2008.5 MAZDA3i 2.0L Touring AT vehicles.

And unlike previous years, there were multiple winners instead of one. In fact, the top two participants per region to correctly diagnose all the concerns effectively—and in the least amount of time—all shared the glory of winning the 2008 Master Technician Competition.

These winners earned a five-day trip to Kauai for themselves and a guest in June. Plus, the top four winners from the U.S., Canada, and Mexico competitions will compete in the MazTech World Contest at Mazda Motor Company in Japan this July. ■

Congratulations to the winners of the 2008 Master Technician Competition:

Gulf Region

1st	Beau Jacobson	Roger Beasley Mazda Central	Austin, TX
2nd	Tan Huynh	Miller Mazda	Waco, TX

Midwest Region

1st	Michael Capizzi	Borgman Mazda	Grandville, MI
2nd	Daniel Gleason	The Autobarn Mazda	Countryside, IL

Northeast Region

1st	Charles Sladky	Eagle Mazda	Riverhead, NY
2nd	Mark Reifsnyder	John Holtz Mazda	Rochester, NY

Southeast Region

1st	Mark Wilhelm	Boniface-Hiers Mazda	Melbourne, FL
2nd	Brian Adkins	Skyland Mazda	Asheville, NC

Western Region

1st	Steve Woolley	Go Mazda 104th	Westminster, CO
2nd	Matt Smith	Bob Penkhus Mazda	Colorado Springs, CO

TOP 25 RANKING DEALERS

PARTS SALES (YTD THROUGH MARCH 2008)

RANK	DEALER NAME	CITY	STATE
1	JIM ELLIS MAZDA OF MARIETTA	MARIETTA	GA
2	NUCAR MAZDA	NEW CASTLE	DE
3	FREEMAN MAZDA	IRVING	TX
4	MARTY SUSSMAN MAZDA	WILLOW GROVE	PA
5	GALPIN MAZDA	VAN NUYS	CA
6	ROGER BEASLEY MAZDA CENTRAL	AUSTIN	TX
7	ROSENTHAL MAZDA - ARLINGTON	ARLINGTON	VA
8	BOUNTIFUL MAZDA	BOUNTIFUL	UT
9	MORRIES MAZDA	MINNETONKA	MN
10	RON TONKIN MAZDA	PORTLAND	OR
11	WAYNE MAZDA	WAYNE	NJ
12	BERGE MAZDA	GILBERT	AZ
13	GUNTHER MAZDA	FT. LAUDERDALE	FL
14	CORY FAIRBANKS MAZDA	LONGWOOD	FL
15	TRUSSVILLE MAZDA	TRUSSVILLE	AL
16	INGRAM PARK MAZDA	SAN ANTONIO	TX
17	OCEAN MAZDA	MIAMI	FL
18	JOHN HINE MAZDA	SAN DIEGO	CA
19	OAK TREE MAZDA	SAN JOSE	CA
20	NORTH PARK MAZDA	SAN ANTONIO	TX
21	LEHMAN MAZDA	MIAMI GARDENS	FL
22	NELSON MAZDA	TULSA	OK
23	MAXON MAZDA	UNION	NJ
24	BROWNING MAZDA	CERRITOS	CA
25	WHITTEN BROS. MAZDA	RICHMOND	VA

LABOR SALES (YTD THROUGH MARCH 2008)

RANK	DEALER NAME	CITY	STATE
1	ROSENTHAL MAZDA - ARLINGTON	ARLINGTON	VA
2	GUNTHER MAZDA	FT. LAUDERDALE	FL
3	WALSER BURNSVILLE MAZDA	BURNSVILLE	MN
4	ROGER BEASLEY MAZDA CENTRAL	AUSTIN	TX
5	JIM ELLIS MAZDA OF MARIETTA	MARIETTA	GA
6	MAZDA SOUTH	AUSTIN	TX
7	BROWN'S FAIRFAX MAZDA	FAIRFAX	VA
8	OAK TREE MAZDA	SAN JOSE	CA
9	MORRIES MAZDA	MINNETONKA	MN
10	GALPIN MAZDA	VAN NUYS	CA
11	JOHN HINE MAZDA	SAN DIEGO	CA
12	ROSENTHAL MAZDA	VIENNA	VA
13	JIM ELLIS MAZDA OF CHAMBLEE	ATLANTA	GA
14	UNIVERSITY MAZDA	SEATTLE	WA
15	CAPITOL MAZDA	SAN JOSE	CA
16	DELRAY MAZDA	DELRAY BEACH	FL
17	MAZDA GALLERY	NORWOOD	MA
18	JEFF HAAS MAZDA	HOUSTON	TX
19	FAULKNER MAZDA	PHILADELPHIA	PA
20	LIBERTY MAZDA	WAKEFIELD	MA
21	CORY FAIRBANKS MAZDA	LONGWOOD	FL
22	FITZGERALD MAZDA	FREDERICK	MD
23	GAITHERSBURG MAZDA	GAITHERSBURG	MD
24	KINGS MAZDA	CINCINNATI	OH
25	NORTH PENN MAZDA	COLMAR	PA

CARE SERVICE INDEX (ROLLING 3 MONTHS THROUGH MARCH 2008)

RANK	DEALER NAME	CITY	ST.	SCORE
1T	KC SUMMERS MAZDA	MATTOON	IL	100
1T	SOUTHLAND MAZDA	NATCHEZ	MS	100
1T	CARSON CITY MAZDA	CARSON CITY	NV	100
1T	JEFF WYLER MAZDA	BATAVIA	OH	100
1T	G & G MAZDA	DODGE CITY	KS	100
1T	MORONG FALMOUTH MAZDA	FALMOUTH	ME	100
1T	COGSWELL MAZDA	RUSSELLVILLE	AR	100
1T	ALLIANCE MAZDA	ROCKY MOUNT	NC	100
1T	WALKER MAZDA	BARRE	VT	100
1T	APOSTOLAKIS MAZDA	CORTLAND	OH	100
2	BILL GATTON MAZDA BRISTOL	BRISTOL	TN	99.7
3	BERT OGDEN MISSION MAZDA	MISSION	TX	99.6
4T	MILO GORDON MAZDA	LAWTON	OK	99.1
4T	PREBUL MAZDA	DALTON	GA	99.1
5	QUALITY MAZDA	TUSCALOOSA	AL	99
6	WEISLEDER MAZDA	BRICK TOWN	NJ	98.8
7T	HOLLINGSWORTH RICHARDS MAZDA	BATON ROUGE	LA	98.7
7T	LIBERTY MAZDA	LIBERTYVILLE	IL	98.7
8	ANTIOCH MAZDA	ANTIOCH	CA	98.5
9	COOK MAZDA	ABERDEEN	MD	98.3
10	BILL SMITH MAZDA	SOUTHERN PIN	NC	98.2
11	CHAMPION MAZDA	OWENSBORO	KY	98.1
12T	CRAIN MAZDA	LITTLE ROCK	AR	97.9
12T	COLONIAL MAZDA	INDIANA	PA	97.9
13	RELIABLE MAZDA	SPRINGFIELD	MO	97.8

T = Tie

Results based on financial statement data submitted to MNAO as of April 16, 2008.



Selling Tires?

Don't forget the tire registration.

If you're using the Mazda Tire Center, there's no doubt your tire sales are on the rise. By selling tires in the service department, you're discovering a great new way to drive profits, satisfy customers and eliminate a common point of defection.

But you may not be doing all you can to fully protect your customers.

Think about it: If the tires you and your family were riding on were involved in a safety-related recall, wouldn't you want to be directly notified of this potential life-threatening hazard?

When the National Highway Traffic Safety Administration (NHTSA) or tire manufacturer orders a tire recall, it involves a serious safety issue. These recalls aim to remove potentially unsafe tires from the highway as quickly as possible to protect people from serious injury. With consumer safety in mind, the National Highway and Motor Vehicle Safety Act of 1966 was mandated by federal law and is the only realistic way to accomplish this objective.

That's why, as a Mazda dealer, you're required by federal law to offer registration to all tire customers—and can be fined by the government if you fail to do so.

Following this three-step process will help ensure your dealership is following the law—and doing your best to protect tire consumers:

- Always give customers the tire registration forms required by law whenever you sell replacement tires.



- Make sure the registration form includes your dealer name, address, tire brand, number of tires sold, and the complete DOT tire identification code of each tire sold.
- Encourage the consumer to complete the form and mail it in, so they can be notified in the event their tires are recalled.

To learn more about the tire registration process or obtain registration forms, call the Mazda Tire Center at (888) MT-Center (888-682-3683) or go to MXConnect, select Parts, then Mazda Tire Center. ■



Photos by Ron Perry

Full Circle Specialists Walk Their Way to Success in Regional Competition

Top finisher earns a trip to Cancun.

Thanks to the Full Circle Walkaround inspection process, dealerships can turn every service visit into an opportunity to build customer loyalty. And the more complete the inspection, the better the results.

On March 1, Service Consultants from throughout the Western Region had a chance to test their walkaround presentation skills in a regional competition in Southern California.

These competitors, however, were no strangers to the walkaround process. Each had won their district-level competitions before they came together in Irvine for the final showdown—a chance to earn the title of Western Regional winner.

The two-day event kicked off with a welcome dinner to celebrate the district winners' accomplishments. By the next morning, however, the heat was on.

Competitors met in the Mazda "showroom" lobby, where each Service Consultant performed a five- to seven-minute Full Circle Walkaround inspection with a mock customer. Using the "Coach's Clipboard" checklist as a scorecard, four judges ranked each competitor on their presentations skills, friendliness, listening skills, and thoroughness. This score, combined with each competitor's results from the recent "There's Cash in the Drive" incentive, determined the winner.

Congratulations to Peter Gonzalez from People's Mazda in Las Vegas, who walked away with top honors and the grand prize of an all-inclusive trip for two to Cancun, Mexico. The second-place winner, Randy Westergard from Bountiful Mazda in Bountiful, UT, won \$1,000; and third-place winner, Peter Potman from Capitol Mazda in San Jose, CA, won \$750.

"Not only was this event a great reward for top-performing Service Consultants, it was a great chance for them to learn walkaround tips from their colleagues, so they can further improve their walkaround skills," said Becky Simmons, Western Region Sales Process Manager. "This competition really helped strengthen dealers' attention to the walkaround process—and the importance of showing customers that Mazda is willing to go the extra mile." ■

Full Circle Walkaround Western Regional Finalists

Kevin Brickey – Foothills Mazda, Spokane, WA

Steve Litwin – Long Beach Mazda, Long Beach, CA

Eric Okalski – Berge Mazda, Gilbert, AZ

Bobby Smith – JN Mazda, Honolulu, HI

George Taleon – Mazda of Stockton, Stockton, CA

Brian Vanaagten – Milam Mazda, Puyallup, WA

Corey Weber – Huntington Beach Mazda, Huntington Beach, CA

Jeff Williamson – Kiefers Mazda, Eugene, OR



Brake Into Higher Profits

Mazda's Lifetime Limited Warranty makes brake sales a "shoe in."

A natural thing happens when you install a tire or change a flat—you can't help but inspect the brakes. And if they need to be replaced, there's no better time to do it.

While this connection may seem obvious, many Mazda dealers are capitalizing on it like never before, thanks to the success of the Mazda Tire Center. And the sales opportunity only gets better when customers learn about Mazda's Lifetime Limited Warranty on brake pads and shoes.

Indeed, offering tires and brakes together makes a great package deal for customers—and can drive a new stream of service revenue into your dealership.

In February, Mazda launched a new marketing

campaign to promote the Lifetime Limited Warranty on Mazda brakes. The slogan: "Our Brakes Stop. Our Warranty Doesn't." can be found on a variety of point-of-sale materials, including dealership banners, sales sheets for Parts Managers, and MCD mailers going out to customers.

If you're one of the many dealers enjoying success through the Mazda Tire Center, brake inspections are the natural next step to your sales process. And if you're not yet using the Mazda Tire Center, this may be the perfect time to jump in the game.

Learn more about how your dealership can benefit from the Mazda Tire Center by calling (888) 682-3683 (888-MT-CENTER), or visit MXConnect/Parts/Mazda Tire Center. ■

Driving Service Profits

Western Region Managers earn high-speed rewards at Mazda Raceway Laguna Seca.

In early March, 18 Western Region Service and Parts Managers were treated to a spectacular driving event in reward for placing among the top finishers in the region's first-ever Mazda Raceway Laguna Seca Challenge.

To earn their spot, each manager successfully increased his or her dealership's customer pay labor and customer pay parts sales over the course of six months.

As a result, these top performers were treated to an all-inclusive, two-night stay in Monterey, CA, including a full day of professional driving instruction at the Skip Barber Driving School at Mazda's spiritual home—the Mazda Raceway Laguna Seca. With

the track all to themselves, the winners enjoyed a half-day of personalized instruction, followed by a chance to pull out all the stops behind the wheel of one of the best race cars in the world, the Mazda MX-5 Cup Car.

"This incentive was a great way to support our strategic efforts this year and a tremendous reward for Service and Parts Managers on a job well done," said Wenslow De La Mora, Regional Service and Parts Manager. "We not only exceeded our sales objectives, we really got our dealers focused on what they needed to do at the retail end, such as promoting customer pay items and being consistent with the Full Circle Walkaround inspections." ■

Congratulations to the Following Winners

Alan Carothers – Service Manager, Oak Tree Mazda, San Jose, CA
Cliff Kemp – Service Director, Lee Johnson Mazda, Kirkland, WA
Ann Hurst – Service Manager, D. Dahle Mazda, Murray, UT
Tim Perez – Service Manager, Auto West Mazda, Roseville, CA
Darrell Lindsey – Service Manager, Lithia Mazda of Fresno, Fresno, CA
Steve Eglet – Service Manager, Foothills Mazda, Spokane, WA
Mo Pashtunyar – Service Manager, Hayward Mazda, Hayward, CA
Brian Muratsuka – Service Manager, JN Mazda, Honolulu, HI
Bob Silcox – Service Manager, Spradley Barr Mazda, Pueblo, CO
Ron Steury – Service Manager, Kiefer's Eugene Mazda, Eugene, OR
Clark Hayes – Service Manager, Sil Tehar Mazda, Broomfield, CO
Jerry Stanton – Parts Manager, Bob Hall's Mazda, Yakima, WA
Jack Sona – Service Director, Performance Mazda, Farmington, NM
Frankie DeOcampo – Parts Manager, Oak Tree Mazda, San Jose, CA
Steve Roberts – Parts Manager, Lee Johnson, Kirkland, WA
Bill Heistermann – Parts Manager, Spradley Barr Mazda, Pueblo, CO
Rossalio Flores – Parts Manager, Lithia Mazda of Fresno, Fresno, CA
Jim Fitch – Service Director, Earnhardt's Chandler Mazda, Chandler, AZ





Expo Mazda's Parts Manager, John Clabaugh (also below) puts RMI to the test and yields great results.

Remote Managed Inventory (RMI) in Action

Dealers share their successes with this process improvement tool.



Effectively managing parts inventory in a busy Mazda dealership is no small task. It requires knowing what's on your shelves, what's selling, and what opportunities you have to sell more. If done right, this process can help dealers optimize parts performance, minimize obsolescence, and better meet customer demand—all while maximizing their parts investment and fueling business growth.

Despite the sheer complexities, many Mazda dealerships have found the key to success—participating in the Remote Managed Inventory (RMI) program.

Take, for example, John Clabaugh, Parts Manager for Expo Mazda in Kingwood, TX, who claims that without RMI, his dealership would still be purchasing thousands of dollars worth of parts that would eventually become idle capital.

Other dealers are experiencing newfound cost savings. Al Arthur, Parts Manager for Amato Mazda in Milwaukee, WI, is among them. He credits RMI with saving his dealership between \$20,000 and \$30,000 in special-order control processes alone.

Still others, like Scott Mazda in Allentown, PA, are finding new ways to eliminate obsolete inventory.

"When the Scott Group bought a Mazda dealership in 2006, we took on a ton of obsolete parts," said Dave Dumpel, Parts Director. "When Mazda introduced the RMI program, we decided to jump in head-first to try to beat our obsolescence challenge, and that's exactly what we've been able to do."

"Right now, I've got very little obsolete inventory left—maybe \$1,000 worth of our \$80,000 inventory. Not only that, our active inventory is all 10 months old or less. The processes are working so well, I've even started using them in some of our other automotive franchises."

"Since joining the RMI program late last year, our off-the-shelf fill rate has improved considerably," agreed Tad Watson, Parts Manager for Reno Mazda. "We're consistently about 96 to 97 percent now, up from our average in the 80s before."

Other dealerships have used RMI to drive efficiencies across the board.

"Since we initiated the Mazda RMI program last year, we've experienced improvements in almost all areas of our parts department," said Bill DiRusso, Parts Manager for Nucar Mazda in New Castle, DE. "Because of the RMI program and its attention to detail, our inventory is as accurate as ever and will continue to be. Having all the right parts in stock, with the right quantities, at the right time, has given us an increase in business—not just in retail, but in wholesale, as well."

If you're ready to achieve better fill rates, reduce idle inventory, and improve customer satisfaction, consider joining the RMI program. For details, contact the RMI Support Center at (888) 231-6689 or email rmi@admi-usa.com. ■



John Koenig (left) and Dave Dumpel of Scott Mazda use RMI to combat parts obsolescence.



The “R” in RX-8 Is for Racing

From mild to wild, here’s how the Mazda rotary rolls in the racing world.

Everywhere you look these days, the Mazda RX-8 is practicing its winning ways. From capturing this year’s 24 Hours of Daytona GT class to amateur road-racing and autocross events, the secret is definitely out that the RX-8 offers premium performance in its class. And for good reason. The RX-8 is extremely well balanced, provides responsive and predictable handling, offers terrific brakes and efficient aerodynamics, and its RENESIS rotary engine boasts amazing durability. Now let’s discover how the RX-8 is modified to compete in some of America’s top sports-car series.



Robert Davis Racing NASA PTB RX-8

NASA Performance Touring

As detailed in “Scratching the Speed Itch” on page 10, NASA rules accommodate a wide range of car modifications—with your choice of improvements determining which class you race in. Mazda’s Robert Davis actually fields four cars in three different NASA Performance Touring classes, each of which features safety upgrades like a roll cage, racing seat and harness, window net, and fire system.



SpeedSource's 24 Hours at Daytona-winning Grand-Am GT RX-8

The RX-8 running in the basic PTD class is essentially stock except for the safety equipment mentioned above. But two more-developed PTC entries include a MAZDASPEED cold-air induction system, stiffer springs, and sway bars that improve power and cornering. Finally, the PTB RX-8 adds an exhaust header for still more horsepower and deletes the interior for reduced weight.

Grand-Am KONI Challenge Series

To build a KONI Challenge RX-8, Florida-based SpeedSource starts with a base car without a sunroof and removes the interior, emissions equipment and catalytic converter. The engine is disassembled and blueprinted, and a programmable ECM and high-capacity radiator are added—as are an eight-point roll cage, carbon-fiber seat, six-point seatbelts, racing steering wheel, window net, and fire system.

SpeedSource founder Sylvain Tremblay loves the RX-8’s stock brakes and ABS, and only upgrades the brake lines and pads. Wheels are 8x17-inch racing units that accept the required 225/45-17 Hoosier radials, while body modifications include a MAZDASPEED front fascia, side skirts and rear wing.

Grand-Am Rolex Sports Car Series

Dramatically more modified is the SpeedSource RX-8 that won this year’s Daytona 24-Hour GT class. The build starts with a tubular frame, a 420-HP three-rotor engine from the Japanese-market twin-turbo Cosmo, and a rear-mounted transaxle for ideal weight distribution.

Headlights, taillights, door hinges and mechanisms, fender vents, trunk hinges, and numerous engine sensors are production RX-8 components, while the lightweight carbon-fiber body panels match the shape of their production counterparts.

“The Grand-AM GT RX-8 is really a ‘silhouette’ racer,” says Tremblay. “It is so far removed from its street cousin that it’s just a completely different animal.” ■



Hickham Motorsports races their No. 71 RX-8 in the ST class of the Grand-Am KONI Challenge Series.



Weekend Warriors

Mazda employees take on Mazda Raceway Laguna Seca for some of the best racing times of their lives.

There are job perks, and then there are job perks so incredible that you have to call your best friends and tell them all about it.

On March 22-23, Mazda employees got a perk worth calling about—an invitation to drive at speed around Mazda Raceway Laguna Seca during an exclusive track weekend. Conceived by MAZDASPEED's Jim Jordan a few years ago, the idea of the program is to share the fun of high-performance track driving that so many Mazda customers and racers enjoy. Not only were Mazda employees invited, but they could also bring family members and friends along.

This year Mazda employees once again jumped at the \$150 opportunity. The only catch was that for insurance reasons, no Mazda-owned company cars were allowed on track. So throughout the weekend, Laguna Seca's breathtaking Corkscrew turn—and the rest of the historic circuit that hosts such events as the American Le Mans Series, *SPEED* World Challenge, MotoGP and the Monterey Historic Races—was filled with employees happily zapping around in their own personal vehicles. These included everything from Mazdas to Mustangs and Corvettes as well as motorcycles like Ducati and Yamaha. As Jordan explains, many Mazda employees also enjoy sport-bike riding, and enough of them signed up to fill two separate run groups.

To keep things safe and secure on track, drivers and riders were divided into different groups so that novices could run confidently with other beginners and intermediates, and advanced pilots could fly with the fast crowd. With 20-minute sessions clicking off all weekend long, everyone got their fill of track time, finally heading home with worn tires and sore cheeks from plenty of big grins on the track.

If you missed this year's event, stay tuned for the 2009 Mazda Employee Weekend next spring. It's Mazda's Zoom-Zoom spirit at its best! ■



MNAO employee Brian Sim



MNAO's Bill Gordon



Dane Cameron

Fast Moves

Five drivers on Mazda's "racing ladder" climb up a rung in 2008.

Mazda's racing ladder system was designed as a pathway for helping young talent get to the pros. What began as a great concept is now an indisputable success as five recent "ladder" champions are moving to bigger series in 2008. As a huge bonus, they're certain to provide positive exposure for the Mazda brand along the way. Here's where the "Class of 2007" is heading.

Fifteen-year-old Connor De Phillippi won the Skip Barber Karting Scholarship Shoot-out and now moves to the Skip Barber National Championship.

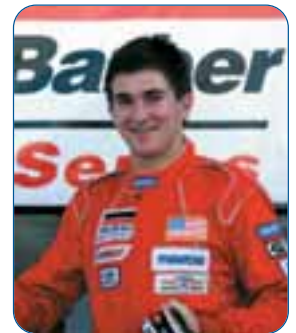
Joel Miller, winner of the 2007 Skip Barber National Championship, moves to the Star Mazda Championship.

The 2007 Star Mazda Champion Dane Cameron moves to the Atlantic Championship, which continues despite the recent closure of parent organization Champ Car.

After winning the Club Racing Formula Mazda shootout, Brad Rampelberg will race in the MX-5 Cup.

Jason Saini, winner of the 2007 MX-5 Cup, will drive a Tri-Point Engineering MAZDA6 in *SPEED* World Challenge.

In other news, *SPEED* World Challenge MAZDA6 driver Charles Espenlaub moves from Tindol Motorsports to Tri-Point Engineering; former Audi driver Chip Herr moves to a Tindol Motorsports MAZDA6; and actor/racer Patrick Dempsey will pilot a Hyper Sport Engineering RX-8 in the Grand-Am GT class. ■



Connor De Phillippi



Joel Miller



Brad Rampelberg



Scratching the Speed Itch

With 10,000 members, upstart NASA is offering a new model for grassroots road racing.

On a big flat-screen TV at the back of the living room rages the latest SPEED World Challenge race with Mazdas, Acuras and BMWs howling nose-to-tail through a rapid-fire series of turns. At the front of the room is a window overlooking the driveway and your own personal MAZDA6. Or MAZDA3. Or MX-5 Miata. Or Protegé. Your head swings between the two attractions, considering the possibilities. Could I race that car? Would I? Should I?

Yes, says the National Auto Sport Association. NASA was founded in 1991 on the premise that a lot more people would engage in motorsports if a national organization catered to how they actually want to use their cars. As a result, much of NASA's efforts go into helping people who want to drive on the track but don't want to race. The beauty of its High Performance Driving Events is that you can literally get up off the couch, drive to any one of NASA's major locations across the country, and enjoy the thrill of speed. No special equipment is required except for a helmet. Adding to the appeal is a class structure that ensures you'll always run with others your own speed. You may begin lapping with Civics and Corollas, but put some racing tires and a supercharger on your Miata and you may soon challenge Vipers and Vettes.

NASA's second focus is racing, where rules likewise pit you against competitors your own speed—whatever your talent and budget allows. Engaging in wheel-to-wheel competition racing requires car modifications including a roll cage, fire extinguisher, and window net, plus a helmet and driving suit. So how much fun is it? There's no better Mazda endorsement than when Senior Vice President Robert Davis formed his own NASA team including four RX-8s, and rosters indicate more and more up-and-coming racers are choosing NASA as their racing point of entry.

Find out more at www.nasaproracing.com. ■

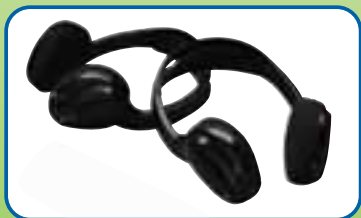


Movie Fun on the Run

The flagship CX-9 gets one of the industry's first portable DVD systems.

Mazda Accessory Operations has just made the 2008 CX-9 even more attractive to active families with the addition of a removable DVD system. Available as a port-installed option or a dealer-installed accessory on CX-9 models with the Moonroof and BOSE® package, the Dockable Entertainment System can play DVD movies, audio CDs, MP3 and WMA files—while also doubling as a console for Nintendo Game Boy® Advance.

As you probably know, the CX-9 already has an optional DVD system for vehicles without a moonroof, but until now, the unique packaging requirements of moonroof-equipped models prevented the inclusion of a DVD system. Now that's been solved by Accessory Operations Engineers. With its big 10.2-inch LCD screen and dual speakers, the portable system lets users continue enjoying movies, music or games after reaching their destination. A durable lithium-ion battery allows ample playtime without an external power source, and the system also includes a 110-volt power converter.



"When docked in the CX-9, audio may be channeled through the CX-9's BOSE audio system or through a pair of included wireless headsets. A wireless remote operates the DVD/CD player, while a separate wireless controller operates the Game Boy, whose game cartridges plug into a dedicated port," says Tim Reissmueller, Accessory Planning Manager. "As an additional selling point, Mazda CX-9 customers may remove the player from the docking station, which allows them to use the unit away from the vehicle."

System installation requires a "main kit" (part number 0000-8F-Z20) that includes the player with remote, two wireless headphones, wireless Game Boy controller, and a 110-volt power converter. A separate installation kit (part number 0000-8F-N11) is also required. The Dockable Entertainment System is warranted for 12 months/12,000 miles or for Mazda's 36-month/36,000-mile new-vehicle limited warranty, whichever is greater at the time of purchase. ■



**Hiroshi Kajiya, 2009 MAZDA6
Project Manager**

Zoom-Zoom Evolved

How unique Japanese design concepts and relentless engineering efforts resulted in the most refined expression of Zoom-Zoom yet...the 2009 MAZDA6.

For months, the release of the all-new Mazda Atenza in Japan and MAZDA6 in Europe has prompted speculation about just what consumers can expect of its North American sister—the 2009 MAZDA6. After its official reveal, the world now knows that Mazda's next-generation midsize sedan is longer, wider, and roomier than its predecessor. It also sports beautiful new styling inside and out and is loaded with impressive features and state-of-the-art technology.

But hard specifications, amenities, and technology are just part of the 2009 MAZDA6. In fact, some of the most intriguing stories behind this all-new model involve the unique design philosophies, ambitious design objectives and extensive testing that occurred during its development. While it is a little premature to get into the key features and functional improvements of the new MAZDA6, Mazda *FUEL* is pleased to provide this behind-the-scenes look at its development—an exceptional process that ultimately led to what Mazda now proudly refers to as the Evolution of Zoom-Zoom.



Mazda engineers tested prototypes in extreme conditions to perfect the new MAZDA6's climate control system.

Start With an Artist's Approach

Seita Kanai, Mazda's Director and Senior Managing Executive Director of R&D, is the genius behind the original MAZDA6, which was introduced in 2002. While the current model was Mazda's undisputed ambassador of Zoom-Zoom and set the design direction for the company's entire lineup, it was Kanai who decided to return to "the basics" when it came time to design the next-generation MAZDA6. This meant reconsidering the bottom line: What are the most important factors in the North American market? What exactly does Mazda mean when it says Zoom-Zoom?

With these questions constantly driving their creativity, Kanai pushed the design and development team to approach the 2009 MAZDA6 development program in an entirely new way.

"We are not designing a mere product but a piece of art," he advised. "If we focus on this as a product only—price, marketing, and the commercial aspects—we will face restrictions that will not be best for the consumer. If we think we're working on a piece of art, we won't compromise."

Thinking like artists and resisting traditional boundaries, the project team set to work and identified some meaningful artistic concepts that have come to play an important role in the final product. One such driver was the concept of the welcome ceremony practiced at traditional Japanese inns, which plays a key part in giving the MAZDA6 its emotionally rewarding interior and distinct Japanese design quality.

As explained by Kenji Satani, the Interior Assistant Manager of the project, the welcoming process at a traditional Japanese inn is unique in that upon a guest's arrival, the entire staff at the inn—from the bellhop to the front desk employee to the kitchen staff and maid—assemble together at the inn's entrance to greet the guest. Everyone is focused on the guest's arrival.

The 2009 MAZDA6 greets its driver in much the same way, using movement, illumination, and sound to focus all attention on the driver. The minute a driver opens its door, the seat returns to

the driver's custom-set position. The instrument panel undergoes a gradual illumination similar to the dawning of a new day, signaling the driver that the car is ready to perform. In concert, these special touches contribute to what is a very personal and satisfying experience.

Minding the Space Between

In keeping with their goal to create a MAZDA6 for the North American driver, Mazda design engineers also set out to provide more interior space. However, they were careful not to sacrifice the feeling of security and control offered by the original MAZDA6's cockpit. The trick was to find a balance—to design a cockpit that was surrounding but spacious, as opposed to confining. They found that balance in the Japanese concept of *ma*.

Originally a concept related to music, *ma* is the interval between musical notes—the empty space. Japanese artists believe that this empty space can be used to achieve various emotions, such as in the case of the MAZDA6 interior peace, comfort, security, and stability. Guided by this concept, the team designed a cockpit that is marked by sweeping lines that extend up from the base of the instrument panel and across it, continuing onward and across the doors. When coupled with materials that convey a more European feel and Japanese design distinction, larger and better cushioned seats, and a more intuitive instrument panel layout and design, the 2009 MAZDA6 brings a new level of Zoom-Zoom inside the car, giving its driver a sense of calm and security.

Tests, Tests, and More Tests

Beyond the emotional connection, Mazda sought to achieve some real but challenging physical improvements in the MAZDA6 related to perceived quality. Top on the list was reduced noise, vibration, and harshness (NVH).

From the earliest development stages, Mazda engineers put their prototypes through a series of wind tunnel tests, each time further refining their designs to maximize aerodynamics. Later, Mazda engineers work side-by-side with the manufacturing experts at AutoAlliance International (AAI), the assembly plant slated to build the 2009 MAZDA6, to further refine the vehicle's quietness, reduce wind resistance, and improve its ride stability.

"We set out to exceed expectations this time around," said Greg Brown, General Manager, AAI MAZDA6 Launch Team. "We did lots of testing on North American roads, which can be very inconsistent and poor. We took a hard look at the vehicle's general insulation, identified air leaks, and, together, figured out how to eliminate the leaks."

To assist in the process, the team used a high-tech instrument that forces air into the vehicle's cockpit, making it possible to easily detect any leaks. Once identified, engineers revised their designs to block and eliminate the unwanted air-



The 2009 MAZDA6 development team in Flat Rock, MI.



The 2009 MAZDA6 employs an all-new shift configuration that optimizes its performance on North American roads.

flow. All this testing and refinement paid off in a vehicle with a remarkable drag coefficient and superb ride comfort and quality.

But the testing didn't stop there. Mazda engineers put the MAZDA6 through extensive prototype testing on roads throughout North America, during which they evaluated the vehicle's climate control system. Specifically, they wanted to ensure comfortable and reliable performance in the extreme cold of Canada and the unrelenting heat in places like Arizona, Florida, and Mexico. After three cold-weather tests conducted in Canada during winter months and two hot-weather tests driving through Mexico during the summer, engineers arrived at a system that delivers optimal heating, cooling, and blower performance for a range of North American climates.

A team of 10 Mazda engineers also participated in a long-tread test designed to further evaluate the vehicle's general handling and performance, NVH, and ride comfort. Starting out in Flat Rock, MI, they took turns driving three different MAZDA6 models to Florida, then along the southern coastal states, up through the Midwest, and on to Los Angeles. It was during the month-long trek that they discovered the proper shift configuration for U.S. driving and achieved an impressive improvement in the vehicle's acceleration—a development that Mazda plans to use in all its future North American products.

The Evolution of Zoom-Zoom

Clearly, the MAZDA6 development process was itself evolutionary in nature, with Mazda engineers constantly searching for and discovering new ways to provide a more evolved expression of Mazda's Zoom-Zoom driving experience. One look at the new MAZDA6, and then one drive, and you will know that Zoom-Zoom has a new shape. It's the 2009 MAZDA6—more dynamic, more personal, and more satisfying than ever.

Look for complete details about the all-new 2009 MAZDA6 in the July/August 2008 *Mazda FUEL*.

Making Tracks With the Media

Initial reviews of the 2009 MAZDA6 are in, and it's all good! Take a look at what some of the most influential automotive writers in North America are saying about Mazda's new midsize sedan.

"For the 2009 redesign, Mazda created a modified, larger platform just for the U.S. market, creating a true rival to the Toyota Camry, Honda Accord and Nissan Altima."

—Mark Rechtin, *Automotive News*

"After a few hours of driving early preproduction samples around Southern California, we think mission accomplished. Steering is light and alive, yet it grooves in on straight ahead when the path calls for it. Slack has been zeroed out of brake-pedal motion. Ride is well controlled without being harsh, and noises, both road and wind, are dialed way back. Bottom line: The MAZDA6 was never like this. Think Mazda 7."

—Pat Bedard, *Car and Driver*

"The 2009 MAZDA6 now sits squarely in the middle of the midsize family sedan segment. It's no longer the sedan to buy just to be different, although its appealing shape still counts for something in a class dominated by soulless styling."

—Ed Hellwig, *Edmunds*

"Bold new bodywork sets the stage for this Mazda's grand entrance, melding contour and edge into a far more compelling presence than the outgoing iteration."

—Bob Nagy, *MotorTrend*

And there's more. To see additional media reviews of the 2009 MAZDA6, visit MazdaUSA.com. ■



Get Up Close and Personal With the 2009 MAZDA6

Coming this summer, your MAZDA6 training session!

The 2009 MAZDA6 is just a few months away from showroom delivery and promises to be well worth the wait. The sporty new model is more refined, more mature, and sexier than ever. And it's bound to be at hit for your dealership sales, as well. Mazda expects sales volume for the new MAZDA6 to nearly double over the previous year.

To make the most of this exciting debut, have your sales and service personnel attend the upcoming MAZDA6 Launch Event, a one-of-a-kind dealer training that's coming your way this summer.

During this interactive event, MNAO is offering 384 in-dealership sessions, each of which includes training on new MAZDA6 features, a competitive comparison, volume targets, technology discovery, and vehicle-delivery techniques. The sessions also include a real-world Mazda Test Drive Experience using your dealership's test-drive route.

Other dealerships can participate in one of five in-market training sessions conducted at hotel venues across the country. These three-hour morning and afternoon static training sessions will feature the MAZDA6, as well as video training on the Mazda Test Drive Experience.

Whichever training event you choose, your dealership is bound to benefit from getting the right information at the right time in the right place with this training experience. And your investment will certainly pay off when you see your MAZDA6 sales skyrocket in coming months.

Watch for more information and registration details coming your way soon. ■

2009 MAZDA6 and RX-8 Web-Based Training

Mazda offers two new tools for success.



As a Mazda Sales or Service Consultant, you're always looking for ways to help your dealership increase sales, drive customer satisfaction, and enhance service profits. Very soon, you'll be seeing two new Web-based training courses that can boost your product knowledge—and therefore, your success rate. Check out what's coming your way this spring:

2009 MAZDA6 Web-Based Training

Launching in May, two new courses—one for Sales Consultants and one for Service Consultants—provide everything these dealership professionals need to know about the upcoming, totally new 2009 MAZDA6. And when we say “totally new,” we mean it. The new vehicle features a stiffer, wider, longer, and taller chassis; a brand-new, eye-catching design inside and out; a pair of powerful new engines; and a host of technologies usually reserved for the luxury segment. Don't miss this chance to get all the details on the much-anticipated next-generation MAZDA6.

2009 Mazda RX-8 Web-Based Training

As with previous Mazda RX-8 Web-based training, the new 2009 RX-8 online courses offer specific training for Mazda Sales Consultants and Service Consultants. In these revamped courses, you'll learn the most exciting features of Mazda's hottest sports car, including a multitude of new features that make it even better for 2009. You'll also get up to speed on the RX-8's newly updated-styling, Bilstein-equipped R3 performance model and its array of all-new technology features. As always, these courses focus on what's most relevant and useful to Mazda Sales or Service Consultants.

For more information on these and other training opportunities, visit www.MazdaState.com. ■



TOP 25 RANKING DEALERS

SALES VOLUME (YTD THROUGH MARCH 2008)

RANK	DEALER NAME	CITY	STATE
1	WAYNE MAZDA	WAYNE	NJ
2	GALPIN MAZDA	VAN NUYS	CA
3	MAZDA SOUTH	AUSTIN	TX
4	DELRAY MAZDA	DELRAY BEACH	FL
5	ROGER BEASLEY MAZDA CENTRAL	AUSTIN	TX
6	CORY FAIRBANKS MAZDA	LONGWOOD	FL
7	MAZDA OF LODI	LODI	NJ
8	INGRAM PARK MAZDA	SAN ANTONIO	TX
9	MORRIES MAZDA	MINNETONKA	MN
10	MAZDA OF WESLEY CHAPEL	WESLEY CHAPEL	FL
11	PARETTI MAZDA	METAIRIE	LA
12	OPEN ROAD MAZDA	EDISON	NJ
13	MAXON MAZDA	UNION	NJ
14	BROWNING MAZDA	CERRITOS	CA
15	CLASSIC MAZDA EAST	ORLANDO	FL
16	PALM BEACH MAZDA	W PALM BEACH	FL
17	NORTH PARK MAZDA	SAN ANTONIO	TX
18	TUSTIN MAZDA	TUSTIN	CA
19	WANTAGH MAZDA	WANTAGH	NY
20	KINGS MAZDA	CINCINNATI	OH
21T	BROWN'S FAIRFAX MAZDA	FAIRFAX	VA
21T	GUNTHER MAZDA	FT. LAUDERDALE	FL
22	MAZDA OF ESCONDIDO	ESCONDIDO	CA
23	PREMIER MAZDA	GEORGETOWN	TX
24	JIM ELLIS MAZDA OF MARIETTA	MARIETTA	GA

T = Tie

Results based on financial statement data submitted to MNAO as of April 1, 2008.

TOP 10 CPO SALES

SALES VOLUME (YTD THROUGH MARCH 2008)

RANK	DEALER NAME	CITY	STATE
1	JIM ELLIS MAZDA OF MARIETTA	MARIETTA	GA
2	MED CENTER MAZDA	PELHAM	AL
3	PREMIER MAZDA	GEORGETOWN	TX
4	OAK LAWN MAZDA	OAK LAWN	IL
5	MAPLE SHADE MAZDA	MAPLE SHADE	NJ
6	MAPLE SHADE MAZDA, TURNERSVILLE	SICKLERVILLE	NJ
7	WAYNE MAZDA	WAYNE	NJ
8T	FAULKNER MAZDA	PHILADELPHIA	PA
8T	JAKE SWEENEY MAZDA	CINCINNATI	OH
8T	KIEFER'S EUGENE MAZDA	EUGENE	OR

T = Tie

Results based on financial statement data submitted to MNAO as of April 16, 2008.

FINALSTRETCH



Mazda President Hisakazu Imaki (center holding award) attends the Japan Human Rights Merit awards ceremony at Mazda headquarters in Hiroshima.

Mazda Receives Japan's Human Rights Merit Award

"Mazda is dedicated to various human rights protection activities in order to nurture the individual abilities of each and every employee and enhance our organizational capabilities. Working together with government and industry associations, we want to spread the message of respect for human rights in Mazda and in society. Mazda is honored to receive this award and we

will continue to expand and evolve our human rights activities."

In honor of its commitment to human rights throughout its corporate activities, Mazda Motor Company received a Human Rights Merit Award at a ceremony held at Mazda's Hiroshima headquarters in early March. The award was presented by the Hiroshima Legal Affairs Bureau on behalf of Japan's Ministry of Justice and the National Federation of Consultative Assemblies of Civil Liberties Commissioners.

"Mazda's corporate activities, both within and outside the company, are based on respecting human rights. Our Human Rights Declaration states, 'Mazda should strive to become the leading company in Japan for respecting human rights and for the ethical treatment of employees,'" said Mazda's President, Hisakazu Imaki.

The Human Rights Merit Award recognizes significant achievements in the field of human rights protection by individuals or organizations. Recipients are recommended by the national and district directors of the Legal Affairs Bureau and prefectural Consultative Assemblies of Civil Liberties Commissioners. The award was established in fiscal year (FY) 2006 and was given for the first time in FY2007 (April 2007-March 2008). Mazda is the first corporation to receive the award, in recognition of the establishment of the company's Human Rights Committee and its human rights protection activities both within and outside the company, which are conducted under the Human Rights Declaration. ■



Mazda Invests in Automotive Education With New Fellowship Program at Clemson University



Clemson University's Esin Gulari, Dean of the College of Engineering and Science, and MNAO's Robert Davis celebrate Mazda's new fellowship program at the university.

In March, Mazda became the first Asian automotive manufacturer to partner with the Clemson University International Center for Automotive Research (CU-ICAR), a state-of-the-art education program in the Southeast that focuses on automotive research

and other transportation and advanced manufacturing issues.

As part of the partnership, the Mazda Foundation pledged an initial \$30,000 to CU-ICAR for the Mazda Annual Graduate Fellowship Program, from which three \$10,000 fellowships will be provided to graduate students majoring in automotive engineering at the university. The fellowships are performance-based and renewable for up to three years for a potential total of \$90,000.

In addition, Mazda plans to donate a CX-7, drive trains, sub-assemblies, and other automotive components to be used as learning tools by Clemson students and faculty.

"We are thrilled to affiliate with this dynamic new research facility with support from both the Mazda Foundation and Mazda North American Operations," said Robert Davis, Senior Vice President, Product Development and Quality, MNAO, and a 1985 Clemson graduate. "The work that CU-ICAR graduate students undertake now will lay the foundation for groundbreaking advancements in the automotive industry in the future."

Mazda's new fellowship program at CU-ICAR reflects the company's commitment to youth and education and is among several other college scholarship programs sponsored by the Mazda Foundation. ■

CSI Mazda

Mazda specialists team up to help solve a crime.

A group of Mazda dealership and MNAO employees recently helped the police in Greenburgh, NY, track down and arrest a suspect in a fatal hit-and-run accident.

As part of the accident investigation, Greenburgh Police detectives contacted Rob Diaz, Parts Manager at Westchester Mazda, to see if he could identify a vehicle part left at the accident scene. Initially Diaz was told the part was from a Mazda CX-7 and asked his District Parts and Service Manager, Mark Bailey, for help with tracking down its VIN. The request and photos eventually ended up with Daniel Zaner, MNAO's Quality KCAP Plant Liaison, who verified the part was from the front fascia of an Ice Blue 2008 Mazda Tribute. Armed with this information, Zaner worked with the part's supplier to determine a probable range of build dates that might help pinpoint the VIN.

In the meantime, the Greenburgh Police and Westchester Mazda learned the part was in fact from a 2008 Tribute, so

the lead detective decided to check out the Enterprise car rental agency down the street in the off chance one of their Tribute's was involved. As luck would have it, the part matched a recently damaged Enterprise rental. Detectives identified the driver and made an arrest later the same day.

The case got a final boost the next morning when Zaner sent the investigators a VIN list and sales information for 18 possible vehicles, 17 of which were sold to Enterprise. The police matched the wrecked vehicle's VIN to a vehicle on the VIN list, confirming they seized the right vehicle.

"Unfortunately, we've had requests like this before," said Diaz. "As good as it feels to help out, it still doesn't give this family their father back." ■



PSHAW MOTORS



SCENICROUTE



Photo by roadsideamerica.com

Bureau of Investigations

In the "Home Furnishings Capital of the World," there stands a familiar sight—a "can't be missed" chest of drawers. But this one differs greatly from the standard bedroom fixture—specifically, its extraordinary height.

The original sight was built in the 1920s by the city's Chamber of Commerce. A 20-foot-tall building-with-knobs served as a local "bureau of information." But in 1996, the building was completely renovated and covered in the current attraction, the 38-foot-tall Goddard-Townsend block front chest. Two gigantic socks dangle from a drawer, officially symbolizing the city's hosiery industry. Where can you go to see this unique delight?

- A. New Bedford, MA
- B. Dover, NH
- C. Danville, VA
- D. High Point, NC

See below for the answer.

Answer: D. High Point, NC

FUEL Word Search Challenge

Have you got the energy to take the *FUEL* Word Search Challenge? Put your eyes to the test and go for it!

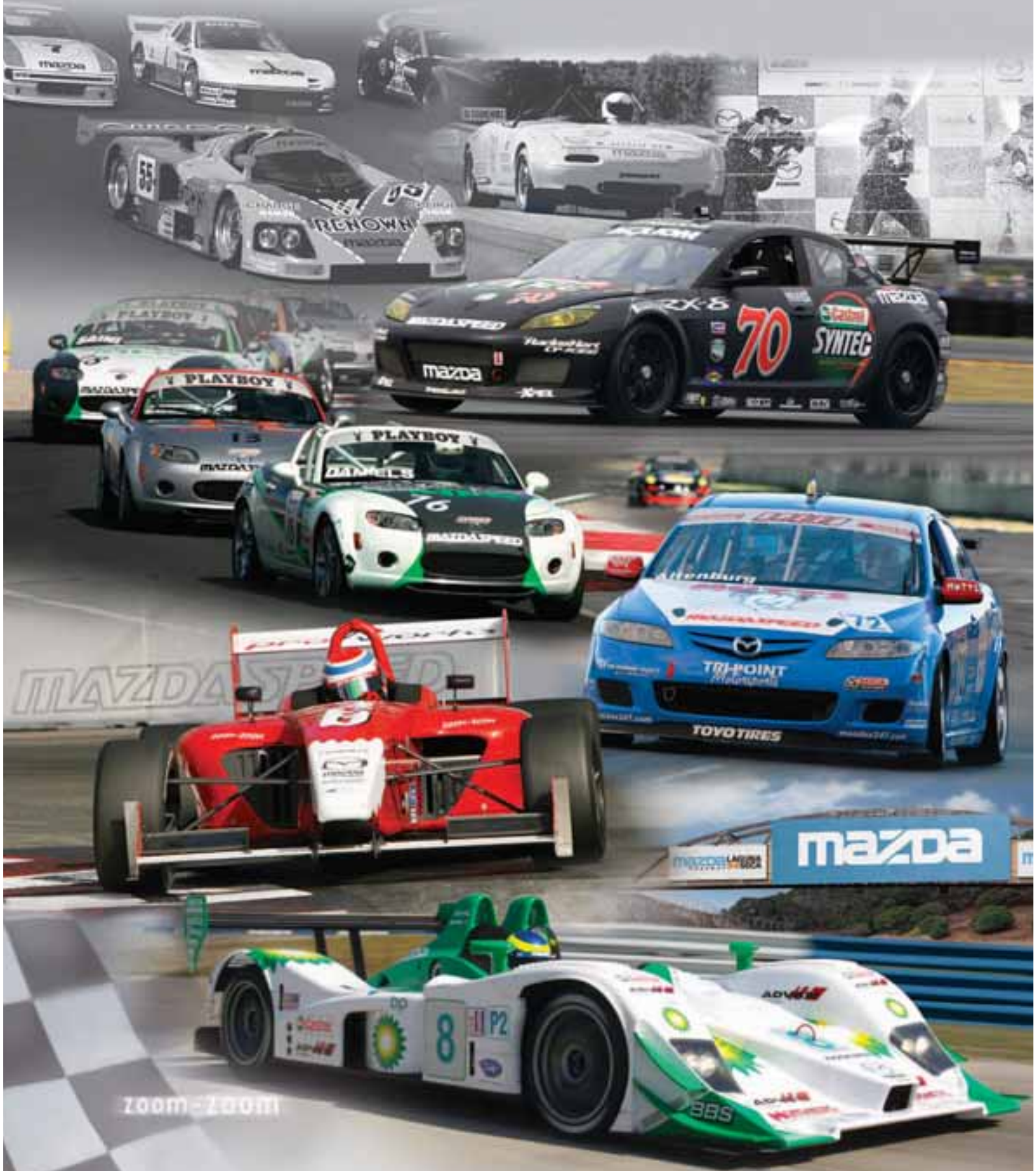
D	F	D	N	A	L	E	V	E	L	C	N	F	Y	C
V	V	U	S	C	L	J	S	J	O	W	A	I	L	H
J	T	T	L	E	L	I	J	M	H	O	I	N	A	R
I	H	J	M	L	S	E	P	C	Q	J	C	A	E	G
N	P	A	R	E	C	E	M	X	Z	C	I	T	E	N
A	N	P	N	E	T	I	A	S	U	G	N	A	S	I
S	E	E	I	I	G	Z	R	C	O	E	H	S	I	R
G	R	L	T	L	X	I	C	C	C	N	C	B	R	E
R	I	I	B	M	L	A	S	E	L	S	E	E	P	E
A	O	T	U	A	E	I	R	T	X	E	T	O	R	N
N	G	Z	P	Z	K	I	H	H	R	S	R	X	E	I
T	N	O	L	D	T	C	L	P	E	A	E	V	T	G
U	I	O	Q	A	G	P	O	H	E	C	T	M	N	N
R	N	M	D	S	V	R	C	D	P	D	S	I	E	E
I	I	Z	Q	P	P	T	E	T	M	K	A	H	O	Y
S	A	O	J	E	S	P	G	B	J	F	M	Z	R	N
M	R	O	S	E	U	E	V	O	L	U	T	I	O	N
O	T	M	W	D	T	F	Y	Z	U	E	M	D	I	C
R	E	B	R	A	B	P	I	K	S	U	P	Q	R	O
G	R	A	N	D	P	R	I	X	X	H	K	M	O	U
E	N	T	E	R	T	A	I	N	M	E	N	T	A	C
L	A	N	O	I	G	E	R	Z	M	M	W	Q	K	R
Z	D	A	Y	T	O	N	A	R	F	D	D	P	L	T
E	C	R	U	O	S	D	E	E	P	S	T	X	E	Q
T	Q	R	C	R	I	M	E	S	C	E	N	E	Y	K

CLEMSON
CLEVELAND
COMPETITION
CRIME SCENE
DAYTONA
DE PHILLIPPI
DOCKABLE
ENGINEERING
ENTERPRISE

ENTERTAIN-
MENT
EVOLUTION
FULL CIRCLE
GRAND PRIX
GRAN TURISMO
LE MANS
MASTER TECH-
NICIAN

MAZDASPEED
MAZDA TIRE
CENTER
NHTSA
OAKLEY
RAMPENBERG
REGIONAL
REGISTRATION
RENESES

SATANI
SKIP BARBER
SPEEDSOURCE
TRAINING
WESTCHESTER
ZOOM ZOOM



**ON ANY GIVEN WEEKEND, MORE MAZDAS ARE
ROAD-RACED THAN ANY OTHER CAR.**



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