

# mazda line

## New Program Provides Management Training

Mazda Central has instituted a program devoted to management development and training for its field representatives.

"The first phase of the program is a five-day course designed to sharpen our field force's ability to analyze individual dealer's operations and counsel those dealers on better business management," said Jerry Murphy, Mazda Central's dealer development manager.

A pilot run of the course was conducted during the week of May 12 for key field managers.



*First Class* — All the participants in Mazda Central's first management seminar, held in Dallas last May, got together for this picture.

## Mazda Comeback To Be Featured at ADWEEK Seminar

When Mazda first introduced the rotary engine to car buyers in the United States, it proved immensely popular.

Then the Arab oil embargo hit. The rotary engine's strong point at the time was performance, not fuel economy, and sales dropped to a low of 41,202 in 1976.

Mazda had a line of fuel efficient piston-engine cars, but the public associated Mazda only with the rotary.

"That presented us with a real marketing challenge," said Duane Bowen, Mazda Central's marketing manager.

How Mazda met that challenge and built sales back up to new company record levels will be the subject of a seminar to be given by Bowen and Welton Mansfield and Jim Barr from

Rick Kline, of the Northwood Institute, is the course instructor. The institute's main campus is in Michigan, and its academic focus is on automotive retailing courses.

"This kind of training demonstrates our commitment to our staff and our dealers," Murphy said.

An advanced course will also be offered to field reps.

That course deals with the computer simulation of a dealership business management situation in which four dealers are located in the same city. The field rep analyzes data about the dealerships and then forecasts business management decisions for all the departments at each dealership.

"The computer then gives back results from the forecasts instantly — it's very realistic," said Murphy.

Enough seminars will be conducted to instruct the entire field force, so all of Mazda's field personnel can look forward to benefiting from the business management training program.

Foote, Cone, and Belding/Honig, Mazda's advertising agency.

The seminar will be part of advertising publication ADWEEK's First Annual Western Creative and Marketing Workshop on September 9 and 10.

"Certainly one of the key factors in our turnaround was the introduction of the GLC in 1977, which established Mazda as a maker of a top economy car with an outstanding price/value ratio," Bowen said.

"Then, of course, we got the rotary into the right package — the RX-7," he added. The RX-7 is now one of the hottest selling cars in the world.

"The car has been so well received that now we again use the rotary as a strong selling point, because of its uniqueness, its power, its improved economy, and its reliability," Bowen said.

## Rally Drivers Race Over Hill, Over Dale

As dangerous as life is on the track, at least the drivers don't have to worry about getting lost. Or about a miscalculation sending them over a cliff.

The rally driver, however, does have such worries, and a few others to boot.

Rallies basically fall into two categories: Performance and Time-Speed-Distance (TSD). In TSD rallies, the driver and his navigator, called a co-driver, set out to follow a set of detailed, but often deliberately obscure, route instructions. Success rides on the navigator's ability to untangle the route, mileage, and speed directions, and on the driver's ability to execute. Speeds, generally speaking, are leisurely.

Not so in performance rallying. There, the emphasis is placed on a series of high speed dashes along challenging stretches of hinterland roads closed to the public. These dashes are called stages.

The performance rallyist also depends heavily on his navigator, since neither driver nor navigator have ever seen the rally course before.

One wrong turn while you're flying down a narrow, rugged dirt road at 120 mph and you wind up flying into a forest, or off a cliff.

The Sports Car Club of America runs an 11 event performance rally series called the PRO Rally Championship. After eight events to date, two of

the top three competitors are in Mazdas.

Rod Millen, who drives an RX-7, is in second place, and John Woolf, in an RX-3, is in third. Both Millen and Woolf are veteran rally drivers who hail from New Zealand.

The success of the Down Under drivers has kept Mazda up top, or near the top, in the manufacturers' standings all season. Currently, Mazda is in second place.

Like all rally cars, Millen's RX-7 and Woolf's RX-3 are street legal, although they are specially prepped and modified to withstand the beating they take on the rugged rally courses.

Rally cars also carry a number of special powerful headlights, since at least part of virtually every rally is run in the dark.

And if that doesn't encourage navigator accuracy, nothing will.



*Rally Runners* — Rod Millen (left) and John Woolf both drive Mazdas in the SCCA's PRO Rally series. The car pictured is Millen's specially prepared RX-7 rally rocket.

## July Sales Jump Pushes Yearly Total To New Record Level

Mazda's U.S. dealers had a tremendous month in July after four straight months of sales just below the record figures recorded in 1979.

"We're selling Mazdas as fast as, or faster than, we can get them to our dealers. Our products offer high quality and high value — an unbeatable combination," said Rod Hayden, Mazda Central vice president.

The 15,558 cars and trucks sold last month marked a hefty 28 percent increase over the July 1979 figure of 11,306.

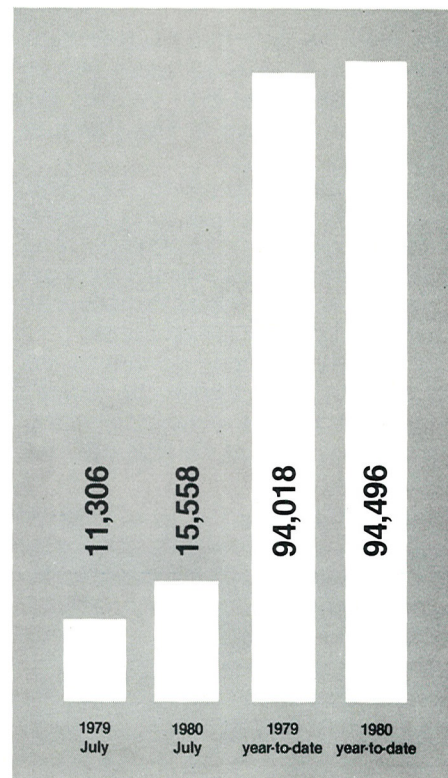
The big month pushed the year-to-date figure to 94,496, a bit higher than the total at this time last year.

Since 1979 was Mazda's best year ever, it looks as if 1980 may set a new record. Keep the champagne ready.

5,786 GLCs, 4,926 626s, 4,044 RX-7s, and 802 B2000 trucks were sold in the U.S. in July.

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## Just One Look . . .



*Record Pace* — Business for Mazda's U.S. dealers was brisk in July. So brisk, in fact, that the monthly total has pushed the year-to-date figure above the record level reached at this time in 1979.



*Bandstand Grandstand* — Dick Clark, host of ABC's American Bandstand, interviews one of the young couples hoping to win a Mazda GLC Sport in the show's annual national dance contest. Two GLC Sports will be awarded when the contest ends in September.



Mazda's Fleet of RX-7s Continues Dominating IMSA GTU Class Racing; RS Contests Still Too Close To Call

After two straight 1-2-3 finishes for the fleet of Mazda RX-7s competing in the International Motor Sports Association's GTU class, IMSA officials put their heads together to come up with a way to put some competition back in GTU events, which also feature Datsuns and Porsches.

The answer they came up with was adding 187 pounds to the minimum racing weight of the RX-7.

The first outing for the heftier Mazdas was at the Golden State International Raceway (formerly Sears Point) on July 27.

All GTU followers watched with great interest as the RX-7s took to the track for qualifying laps on a blisteringly hot day.

Any doubt about whether or not the RX-7s could hang in there with the added weight disappeared in a cloud of exhaust when the qualifying got underway and the Mazdas began roaring around the track.

When the dust had settled, the top four qualifiers — in order, Walt Bohren, Brad Frisselle, Jeff Kline, and Bob Bergstrom — were all in RX-7s.

Bohren took the pole away from Frisselle on the last circuit in qualifying, and at race time, they jumped out ahead of the pack and turned it into a

two-car race for the first 21 laps.

On lap 22 a stationary gear went bad on Frisselle's car and took him out of the race.

Bohren then breezed to the win uncontested, and Paul Newman, in a Datsun 280ZX, inherited second.

Bergstrom finished third and Kline fourth.

But the Mazda gang went right back to making winning as easy as 1-2-3 in the next outing, at Oregon's Portland International Raceway.

Walt Bohren captured his third straight pole position, edging out Akai/Amsoil Racing Beat teammate Jeff Kline by only .068 of a second.

Brad Frisselle, who went into the Portland race still holding the lead in the GTU drivers' standings, didn't get a qualifying time after his crew inadvertently dumped water in his fuel tank prior to the qualifying laps.

Consequently, Frisselle started the race dead last on the grid, thereby losing any real chance at defending his lead in the standings.

He gave it his best shot, however. Frisselle had passed 15 cars and grabbed third place after only eight laps.

But that would be as far as he would get, as Bohren and Kline ran away

from the field and took first and second.

The win was Bohren's third in a row. He made it four by finishing first in the next race, an endurance event at Mosport Park in Canada. Bohren co-drove with Kline in the battle.

Brad Frisselle, co-driving with Roger Mandeville, finished second at Mosport, and another RX-7, driven by Pierre Honegger and Ernesto Soto was third.

The showing locked up the GTU manufacturers' title for Mazda for the 1980 season, even though three events have yet to be run. Bohren, Frisselle, and Kline are 1-2-3 in the GTU drivers' standings.

Champion Spark Plug Challenge

In the Champion Spark Plug Challenge series for RS cars, Mazda holds a 14 point edge over Datsun in the manufacturers' standings.

Campaigning in Mazda RX-3s, Roger Mandeville, Jim Downing, Joe Varde, and newcomer Stan Barrett have been giving drivers' standings leader Rob McFarlin, who drives a Datsun 200SX, and Patrick Jacquemart, in a Renault Le Car, a run for their money.

At Golden State, Downing took pole position and worked hard to hang on to the lead in the face of constant challenges from Jacquemart and McFarlin.

In the end, however, both got by, with Jacquemart winning and McFarlin finishing second.

A beat back were Downing and Mandeville, while Varde took 6th.

Barrett, who set the land speed record driving the Budweiser rocket car last December, was a respectable eighth in only his second RS race ever.

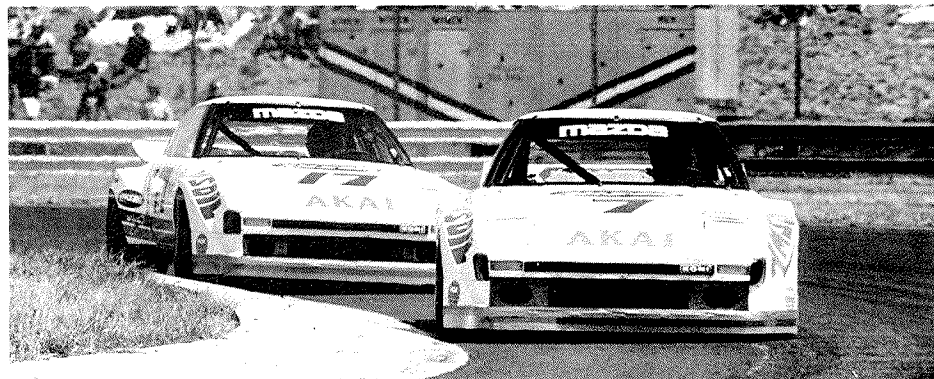
In the Portland outing, Jacquemart snuck through a snarling pack of RX-3s for the win.

Right behind him, in order, it was Varde, Downing, Mandeville, and Barrett.

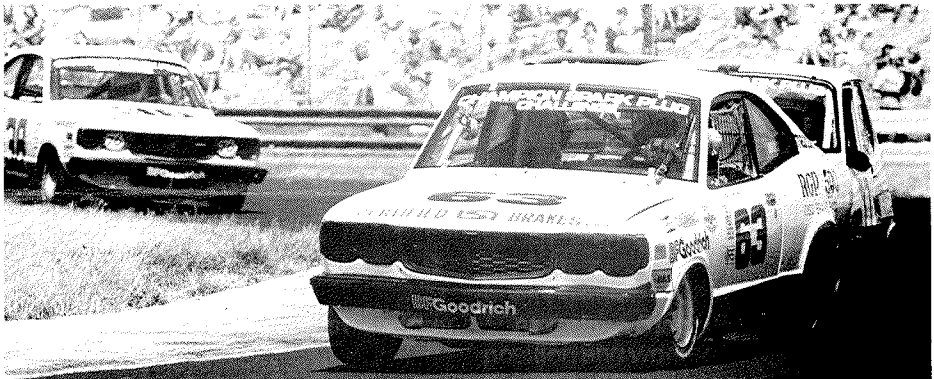
McFarlin's engine had blown in the early going, so Downing gained some ground on him in the drivers' standings.

McFarlin leads by 12 points going into the final three races of the season.

If Downing can overtake him, there is an excellent chance that Mazda will sweep the manufacturers' and drivers' championships in both the RS and GTU series.



A Matched Set — In their Mazda RX-7s, Akai/Amsoil Racing Beat teammates Walt Bohren (in car #7) and Jeff Kline (in car #17) were 1-2 in GTU at Portland.



Leading Edge — Jim Downing, in his Mazda RX-3, had Patrick Jacquemart right on his tail in the early going at Portland. Roger Mandeville's RX-3 (at left) was hot on their heels.

Employees Have Hot Time At Gulf's Company Picnic

Spirit was the only thing higher than the mercury on July 12 when Mazda Gulf employees and their families got together for a picnic at Houston's H and H Guest Ranch.

Though the temperature was over 100 degrees, there was a big turnout for the company-sponsored event, and the heat didn't keep anyone from playing in one of the softball or volleyball games held during the afternoon.

Of course, that may be due to the fact that the players knew the sprawling guest ranch has a huge swimming pool and a saloon on the premises for cooling down.

For those who didn't want to brave the walk to the saloon, picnic organizer Jim Goolsby, MDG's administrative manager, saw to it that there was



The Other Guys — On the other side of the net, the players were: Front row: (l to r) Candy Banik, Steve Noyola; Second row: Leah Failla, Tisa Marshall, Kathy Martin; Back row: Debbie Hippler.

plenty of beer and soda on hand.

The picnic ran from 1 to 7 p.m., and it included a catered barbecue dinner.

A few of those who attended thought they'd rather try their hand at catching their dinner and did some fishing at the ranch's stocked pond.

The day's activities also included a merry-go-round and other rides for the kids at the ranch's amusement pavilion and an old-fashioned hay ride.

About the only facility at the ranch the MDG crowd didn't use was the rodeo ring.

Yet, with all the activity, there was still ample opportunity just to sit, talk, and sip cool drinks.

In short, there was something for everyone, and by all accounts, what everyone had was a good time.

Transition

Welcome! The following people joined Mazda recently:

Mazda Central  
Debbie Ashlock  
Karen Amaral  
Mary Lopez  
Vicki Mitchell

Mazda Pacific  
Barbara Bruce  
Peter Cesario  
Betty Houchins

Mazda Great Lakes  
Ann Baar  
Julianne Burns  
Craig Chapman

The following personnel changes were made recently:

Port Allen

Joseph Gremillion, from maintenance helper to technical trainee.

Port Hueneme

Matt Makela, from parts helper to driver.

Mazda Central

Marilyn Howell, from payroll/personnel supervisor to personnel administrator.  
Kerry Keple, from Mazda Pacific distribution coordinator to Mazda Central distribution port operations coordinator.  
Tina Volz, from telex operator to secretary.

Mazda Pacific

Phil Verga, from customer relations manager to district service and parts manager.

Mazda Great Lakes

Kathy McAlary, from accounting department clerk to parts department clerk-typist.  
Lynn Buchanan, from secretary to marketing assistant.  
Jerry Field, from market research manager to marketing manager.  
Godon Mast, from programmer to systems/programming manager.  
Bill Peuler, from warehouse locator to assistant warehouse manager.

Congratulations to Mazda Central employees Lynn Hull, Marilyn Collins, and Sandy Howell!

Lynn, a planning and operations secretary, became Mrs. George Kopp on June 8.

Personnel administrator Marilyn became Mrs. Sandy Howell on July 19. Sandy is a quality assurance supervisor.

Congratulations of a different sort to Mazda Northwest's Alan Childers and Montie Griffin, and to Mazda Central's Ram Govil.

Alan's wife Sheila gave birth to their daughter Brooke on June 28.

Montie's wife Debra gave birth to their son Mark on July 13.

Ram's wife Neru gave birth to their daughter Pooja on May 29.



Volleyball Action — At the Mazda Gulf picnic, employees and their families enjoyed a volleyball match despite the heat. Front row: Ted Seidel; Second row: (l to r) Ronnie Stach, Jim Seidel; Third row: Leslie and Stephanie Kuroiwa; Back row: Pete Lassen, Sarah Walling.