

mazda line

Full Circle Service Program Aims To Satisfy Mazda Owners, Dealers, And Technicians

Mazda Central has begun a new comprehensive service program, dubbed Full Circle Service, for Mazda owners.

The program will be available only to customers in the 31-state area served by Mazda Central.

"Our responsibility to our customers doesn't end when a sale is made. Solid satisfaction with the service our dealers offer Mazda owners – for as long as they own their cars – is the goal of the new Full Circle Service program," said Rod Hayden, Mazda Central vice-president of general operations.

The owner will receive a simple maintenance schedule in his owner's manual for the routine work suggested during the warranty period. Past that period, the Full Circle Service program sets up a special maintenance sche-

dule designed to catch any minor problems before they can become major – and costly – ones.

Periodic reminders for such servicing will be mailed directly to Mazda owners. To further encourage Mazda owners to keep their vehicles well maintained, Full Circle Service dealers will advertise special servicing bargains and free 12-point diagnostic inspections for Mazda owners in their areas.

"It is, of course, essential that we give this kind of program support, which we have done by broadening our training program for Full Circle Service dealers' mechanics," said Mr. Hayden.

The program certifies mechanics at technician, senior technician, master technician, and Mazda Service Guild

member levels for: completing technical training in specific, rigorous courses in Mazda servicing; earning National Institute of Automotive Servicing Excellence certification; and length of service with Mazda products.

"When our technicians reach the fourth and highest level – membership in the new Mazda Service Guild – they will be among the most highly qualified mechanics found anywhere," Mr. Hayden said.

To receive Full Circle credit for training courses, technicians will be required to pass a proficiency exam at the end of the course.

"We're counting on a lot of help from all of Mazda Central's district service and parts managers to help us demonstrate to the dealers just

how valuable a program Full Circle Service can be," said Mr. Hayden.



Full Circle Service – This logo will identify the Full Circle Service program participants.

New GLC Draws Rave Reviews From The Press

During the summer, Mazda hosted a number of important automotive journalists on a trip to the Toyo Kogyo factory in Hiroshima.

The purpose of the trip was to preview the all-new 1981 front-wheel drive GLC.

Major magazines like Car and Driver, Road & Track and Motor Trend were represented at the preview. Because of the time needed to print and distribute such publications, stories appearing now were actually written several months ago. For that reason, the magazine journalists were

given the opportunity to drive and test the new GLC before it was available in the United States.

The journalists were given free reign to evaluate the GLC's engineering and styling, and also to put the car through its paces at Mazda's sophisticated test facility – the Miyoshi proving grounds.

The journalists' opinions of the new GLC have been universally favorable and, in some cases, absolutely enthusiastic.

Patrick Bedard of Car and Driver said of the 1981 GLC: "If you look it

over carefully and drive it around the block a few times, you'll come away with the impression that some of the best minds in Japan's automobile business must have somehow come together . . ."

He went on to say, ". . . the GLC's steering gear is nothing short of unprecedented. It's a rack-and-pinion – a first for Mazda and a rarity on Japanese cars in general. Road feel through the wheel is very good . . ." and, "This is a serious small car. It's roomy. It's comfortable beyond the normal small car standard . . . Somehow, the GLC has turned out even roomier than its external dimensions would lead one to expect."

Motor Trend's Bob Nagy also praised the GLC: "By waiting until

now to introduce a front-drive subcompact, Mazda had both the opportunity and the responsibility to make the best use of all existing FWD technology. They have indeed handled the challenge, creating a car that combines sprightly performance, a high level of comfort, and excellent overall driveability, with truly outstanding roominess."

In the Road & Track article, Dennis Simanaitis stated that Mazda had made its Great Little Car even greater. He said, ". . . the new GLC is just slightly larger than the car it replaces . . . But these slight increases combined with the change to fwd give considerably better packaging, all wrapped up in an exterior envelope that's good looking without being in any way faddish."

1981 Ad Campaign Builds On Successful Past Themes

Mazda's nationwide 1981 advertising campaign expands upon the successful strategies developed in 1979 and 1980. This year the campaign again concentrates on Mazda's superior price/value and conceptualizes for the first time the technical sophistication of Mazda's products.

"In 1980, we turned Mazda's engineering concepts into a marketing position from which we developed the advertising strategy," said Rod Hayden, Mazda Central vice president of general operations.

"This year we've taken the strategy one step further and stress technical sophistication in addition to Mazda's excellent price/value," he added.

The campaign will utilize both major magazines and network television to deliver Mazda's message. The familiar Mazda theme, "The more you look, the more you like," will remain.

For magazines, Mazda will continue to advertise in Newsweek, Time, Sports Illustrated, U.S. News and World Report, and the three major car magazines.

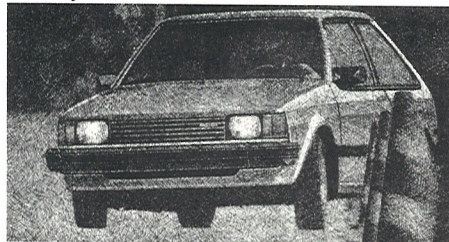
The agency has also developed a special 60-second commercial for the new front-wheel drive GLC, and will run 30-second spots for the 626 coupe and RX-7.

RX-7 network television commercials will be concentrated on CBS's NFL Football series and the ABC Weekend News.

In addition, Mazda TV commercials will run on the syndicated NFL Football highlights show called "Review and Preview," shown throughout the country.

The campaign was launched October 13.

What car company
hit 3 worldwide bulls-eyes
3 years in a row?



Mazda. And here comes No. 4.

The all-new GLC is Mazda's answer to the challenge of the 1980s, when increasingly more will be expected of an economy car. A time when any new economy car must meet many seemingly conflicting demands. We wanted cars to be a fuel-efficient, high-quality car that would serve the varied needs of a family. One that offered unusual comfort, plus more interior room and luggage space than ordinary economy cars. One that was fun to drive, with best performance, nimble handling and precise steering. To build a car that was right for the times, we knew we had to advance front-wheel-drive technology to a new state of the art. We redesigned, re-engineered and refined many major component areas. These advancements now show in handling, ride, driving characteristics, powertrain response, room and comfort. And markedly improved fuel efficiency. The all-new GLC combines all these advancements into one harmonious package unlike any other front-wheel-drive economy car. And the technical sophistication that made it happen is only the beginning. Because we've committed all our resources to continue to fine-tune our products to meet the changing needs of the world.

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Quality Image – This corporate ad for Mazda, featuring the 1981 GLC, is appearing now in Fortune and automotive trade magazines.

Another Strong Month Keeps Sales Total High

Through September, Mazda's 1980 sales in the U.S. are running at a company record clip.

Though sales for the month were down slightly from the September 1979 figure, it seems certain that Mazda will end 1980 with the highest U.S. sales in company history.

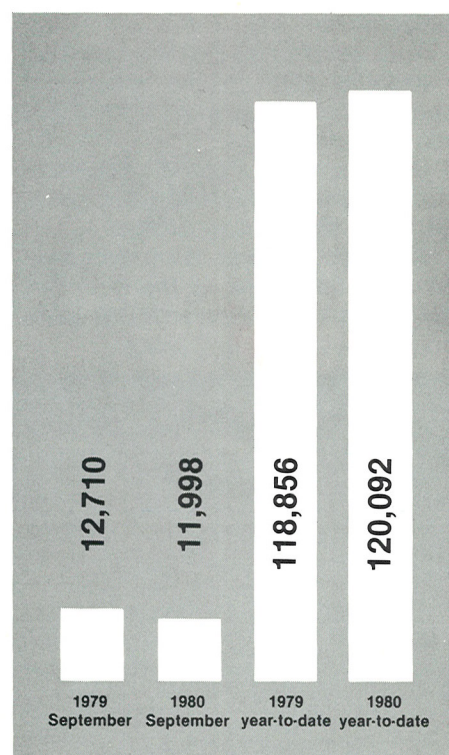
11,998 Mazda cars and trucks were sold in September, compared to 12,710 in September 1979.

That brings the 1980 total to 120,092. The comparable 1979 total was 118,856.

3,894 GLCs, 4,042 RX-7s, 3,452 626s, and 610 B2000 trucks were sold in September.

"With all of the praise our new GLC has received from the press and the public, we are confident that the rest of 1980 will see a lot of Mazdas sold," said Rod Hayden, Mazda Central vice president.

Just One Look . . .



Up, Up and Away! – Mazda sales in the U.S. continued at a record pace in September. The 1981 models, which went on sale October 1, are expected to boost sales to a year-end total of 170,000.

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New Port Operations Begun In California

In mid-July, Mazda opened an additional west coast port facility in Benecia, California.

The site is not far from San Francisco, and was chosen to supplement Mazda Central's unloading and delivery capabilities.

Benecia represents Mazda's third port on the west coast - import operations are already established at Port Hueneme, further south in California, and at Tacoma in Washington state.

The first load of Mazdas arrived at Benecia on July 25 - 1,812 cars destined for distribution by Mazda Gulf.

Mazdas Starring In TV Shows And Movies

Mazdas have starring roles in a number of television series, TV movies, and feature films.

The 626 has appeared regularly on the popular Eight Is Enough series, and will also be seen on TV in a special entitled Return of Frank Cannon, and in TV movies An Eclipse of Reason, Great American Traffic Jam, and Reunion.

In feature films, the 626 will appear opposite Bo Derek in Change of Seasons, George Segal in Carbon Copy, and Kristy McNichol in Blinded

Benecia will, however, serve primarily the needs of Mazda Pacific. About 1500 vehicles per month are expected to be unloaded for Mazda Pacific, according to Benecia port manager Bob Woodward.

Some deliveries for other distributorships will also be processed through Benecia.

The christening ceremony for the new port facility is scheduled for December. The Mazda site at the port covers 12 permanently leased acres and an additional 8½ acres that can be leased on a short-term basis as needed.

By The Light.

The RX-7 will also get a lot of exposure in feature films, co-starring with: Shirley MacLaine in Loving Couples, William Holden in S.O.B., and Dennis Dugan in The Howling.

The GLC and the B2000 are featured in a number of TV shows, movies, and feature films as well.

So be sure and watch for Mazda's stars on both the big and little screens in the months to come.

RX-7 Driver Bohren Is GTU Drivers' Champ, Frisselle And Kline To Vie For 2nd At Daytona

Mazda RX-7 drivers Walt Bohren, Jeff Kline, and Brad Frisselle have all had outstanding seasons in this year's International Motor Sports Association's GTU competition.

With one race remaining on the schedule, Bohren has clinched the drivers' title, and Kline leads Frisselle by only four points in the battle for 2nd.

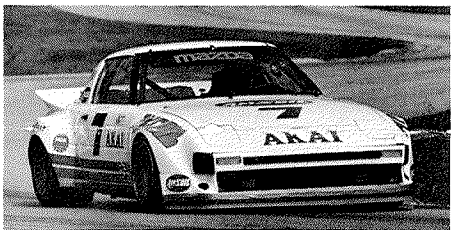
Kline took over 2nd place from Frisselle by winning easily at Road Atlanta on September 21, a race that Frisselle missed because his wife Terry was expecting the couple's second child.

Since Brad, Jr. hadn't arrived by race time, Frisselle stayed home in California.

That meant that Bohren, who had a sizeable lead in the standings, would be champion even if he didn't race again in 1980.

Consequently, Bohren's Akai/Amsoil Racing Beat teammate Jeff Kline, was given the drive at Atlanta.

The Racing Beat team has only one RX-7 remaining of the pair that they began the season with due to an accident at a race in Canada.



Winning Look - With Jeff Kline at the wheel, the Akai/Amsoil Racing Beat Mazda RX-7 was 1st in GTU at Road Atlanta.

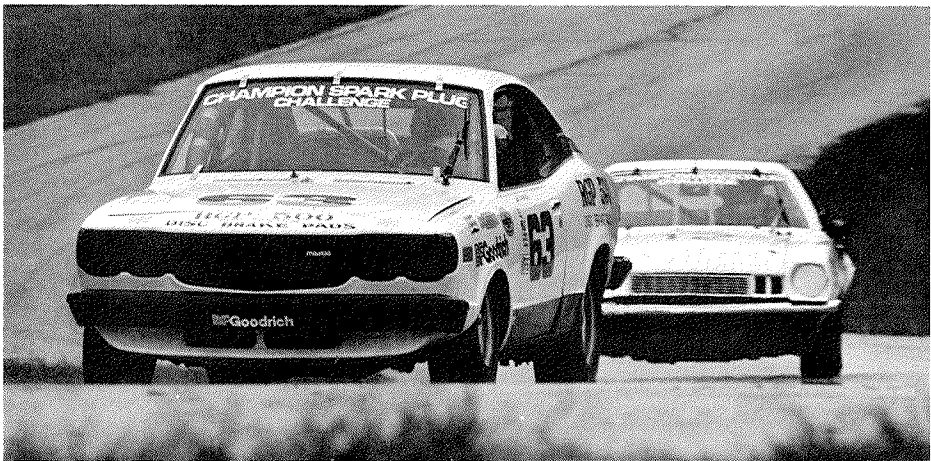
So, Kline had a clear shot at taking over 2nd place. He made the most of it.

Kline drove the fastest qualifying lap, and so began the race at the front of the pack. He stayed there from start to finish, with his only challenger being Bill Koll in a Porsche 911.

Koll pressed Kline in the early laps of the race, but down the stretch his mount was no match for Kline's RX-7.

Kline won by 3.4 seconds, and will have a showdown with Frisselle at Daytona on November 30 to determine who will be runner-up to Bohren in the GTU standings.

Mazda has already won the manufacturers' championship in IMSA GTU.



The Contender - Jim Downing kept his hopes for the 1980 RS drivers' championship alive with a 2nd place finish at Road Atlanta. Downing drives a Mazda RX-3.



Tennis, Everyone? - (l to r) Tisa Marshall, Dave Taney, Tony Araki, Mark Rigling, W.A. Rigling, Sarah Walling, Joe Nalley, Jack Schneider, Jeff Wright, Bob Kuntze, Steve Noyola, Jim Seidel, and Pete Lassen were all at Mazda Gulf's tennis tournament.

Mazda Gulf Tennis Tournament Held

Mazda Gulf held its annual tennis

doubles tournament on a hot August 19 evening.

According to Gulf's Debbie Hippler, the play was fast and furious - although a few of the spectators were caught nodding off to sleep.

Judging from their performance, General Operations Manager Jim Seidel and his partner Jeff Wright might have been asleep as well. They were awarded the tournament's coveted "Losers' Trophy," all in good fun.

Tony Araki, assistant to Mr. Ogawa, and Pete Lassen, distribution manager, were the winners of the tournament.

After the tournament, the players and spectators celebrated with pizza and beer at Spanky's in Houston.

Transition

Welcome! The following people joined Mazda recently:

Mazda Central

Steve Bever
Jerry Cat
Millie Contreras
Virginia Coquia
Jim Fedele
Bill Hopson
Irene Martin
Pat Moser

Mazda Gulf

Lora Norward
David Welch

Mazda Northwest

Sharon Johnson

Mazda Pacific

Peter Cesario
Richard Dischinger
Kim Genrich
Michael Murty

Carolyn Sander, from warranty clerk to transportation claims adjustor.

Mazda Pacific

Jim Hancock, from management trainee to district service and parts manager.

Matt Jhu, from warehouseperson to shipping leadman.

Mike Miner, from district service and parts manager to customer relations manager.

Port Hueneme

Art Hitchings, from quality control and shipping supervisor to assistant port operations manager.

Two all-Mazda weddings have occurred recently. Best wishes to Patrice Valeriani, Mazda Central data processing secretary, and Mazda Pacific warehouseperson Danny Tucker, who were married on September 20. Best wishes also go out to Mazda Northwest's Lisa Gess and Wes Martin who married on October 4.

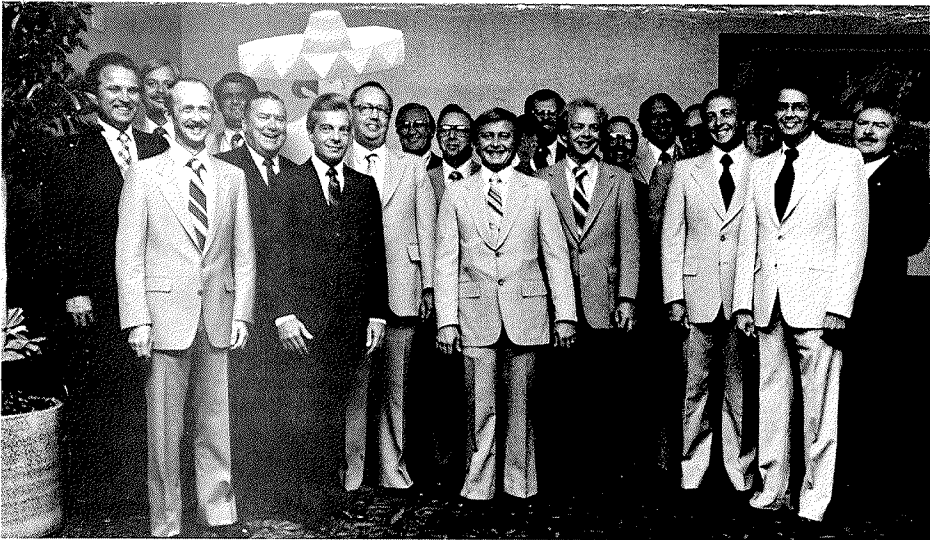
Congratulations to the following people who were promoted recently:

Port Benecia

Bob Woodward was named port representative at Benecia.

Mazda Central

Teri Hancock, from transportation claims adjustor to transportation claims supervisor.



Real Class - This is the first class to complete Mazda's Business Management Computer Simulation Seminar. Representatives from Mazda Central and all four of its distributors attended the seminar, held in Denver September 8-11.

Champion Spark Plug Challenge

Mazda has also got an excellent chance of winning the manufacturers' title in IMSA's Champion Spark Plug Challenge series for Racing Stock (RS) cars.

On the strength of performances by Mazda RX-3 drivers Jim Downing, Roger Mandeville, and Joe Varde, Mazda goes into the last race of the season leading Datsun by nine points.

Downing also has a chance at the RS drivers' title, a chance he kept alive with a superb drive at the Road Atlanta race.

To stay in contention, Downing had to finish ahead of Rob McFarlin and his Datsun 200SX at Atlanta.

He did just that, although he did not win the race. The victory went to

the surprising Renault Le Car driven by Patrick Jacquemart.

Downing and McFarlin battled tooth and nail for the 2nd slot throughout the 30 lap sprint, with Downing edging in front for keeps on lap 18.

From there on in, Downing kept his foot to the floor in pursuit of Jacquemart, and whittled the Frenchman's lead down from eight to 1.3 seconds when the checkered flag waved.

Mandeville meanwhile moved his RX-3 from 8th on the starting grid to a 4th place finish, solidifying his hold on 3rd in the drivers' standings.

The RS series for 1980 will also conclude on November 30 at Daytona. In IMSA competition, however, 1980 has already proven to be the year of the Mazda.