

mazda line

MAZDA GLC FAVORED BY CAR AND DRIVER READERS

Mazda's GLC economy car, totally redesigned and converted to front-wheel drive for 1981, has been named the most significant new imported car for 1981 in CAR AND DRIVER magazine's Readers' Choice Poll.

For the third straight year, over 25,000 votes were cast in the poll, which CAR AND DRIVER began in 1964.

Readers of the automotive magazine were asked to choose the cars in both the import and domestic categories they felt would have the greatest impact on the American driving scene this year.

In the import category, the GLC triumphed over 10 other cars, all of which were new models or models changed in 1980.

The piston engine GLC is the second

Mazda car to win the award in the last three years. Mazda's rotary engine RX-7 sports car won the 1979 Readers' Choice Poll plaudit.

"This award is one we are particularly delighted to receive because it comes from the public, a very knowledgeable group of car buyers," said Toru Ogawa, president of Mazda Motors of America (Central), Inc.

A complete story on the GLC and domestic winner Ford Escort/Mercury Lynx will appear in CAR AND DRIVER's May issue.

The GLC is Mazda's biggest seller worldwide. The original GLC was introduced in 1977 and was replaced by the all new front-wheel drive version for the 1981 model year.

TOYO KOGYO TO BUILD NEW ASSEMBLY PLANT

Toyo Kogyo has announced that it will be building a new assembly plant in Hofu, Japan. The new Mazda factory, which will have a production capacity of 20,000 cars a month, is scheduled to be completed by autumn 1982.

According to company officials, when this modern plant goes into operation, Toyo Kogyo expects to achieve a higher level of efficiency in production and material handling operations. The working conditions for the 1,800 employees will also be markedly improved.

Toyo Kogyo officials said the company is planning to spend \$167 million on the new 30-acre plant facility. The factory will replace some low-productivity facilities at Toyo Kogyo's main plant in Hiroshima.

Located about 56 miles west of Hiroshima, the Hofu grounds are part of an area recently reclaimed from the sea.

MAZDA GULF WINS PRESIDENT'S TROPHY



Jim Seidel of Mazda Gulf accepts the President's Trophy from Rod Hayden, vice president/general operations, on behalf of that distributor's sales team. The annual award is presented to that distributor which achieves the highest percentage of its monthly sales objectives most often during the year. In Mazda Gulf's case, it beat the competition six times during 1980—while selling over 33,485 vehicles during the year.

PRESIDENT'S MEETINGS

Mr. Ogawa has scheduled four company-wide employee meetings for next month.

Along with Rod Hayden and Bill Wolf, Mr. Ogawa will be co-hosting the annual President's Meetings with the regional General Operations Managers at the Mazda Gulf distributorship on March 11; Mazda Northwest on March 19; Mazda Central and Mazda Pacific on March 23; and at the Mazda Pacific field rep. meeting in Phoenix on March 25.

The President's Meetings are an open forum for employees to discuss the latest company and employee programs.

MAZDA GLC NAMED JAPANESE CAR OF THE YEAR

The new front-wheel drive Mazda GLC has won the "Japanese Car of the Year 1980-1981" award, the most authoritative award of this sort in Japan. The honor was conferred upon Mazda by a panel of editors from the 14 leading automotive magazines in Japan.

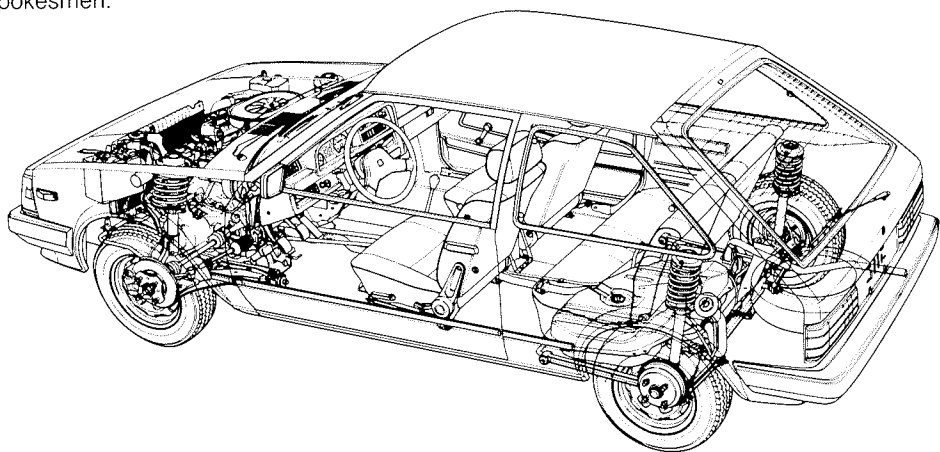
Even though the GLC was competing against 138 other Japanese car models, it won by a wide margin over the second-place model.

At the award presentation, the editor of Japan's *Car Graphic* magazine said the GLC scored well above average in such areas as styling, performance, comfort, and luggage space. "Besides," he said, "this is probably the first Japanese car to realize the optimum balance of handling and ride comfort."

Since its introduction in June 1980, the Mazda GLC has become the best-selling hatchback model in Japan. Its popularity, as confirmed by the award, is credited to the GLC's "high value offered in an attractive package," according to Toyo Kogyo factory spokesmen.



AND THE WINNER IS... -Toyo Kogyo President Yoshiki Yamasaki accepts the "Japanese Car of the Year 1980-1981" trophy.



KATY LAWRENCE NAMED A.I.A. CHAIRMAN

The Automobile Importers of America trade association has named Mazda's Katy



SIGN OF THE TIMES—Neither cold, nor rain, nor fear of heights kept this sign installer from putting the finishing touches on the first sign installation in the new Mazda corporate identity program.

MAZDA DEALERS ARE LEARNING A NEW SIGN LANGUAGE

Music City, U.S.A.—otherwise known as Nashville, Tennessee—has been selected as the site of the nation's first new Mazda Brand Sign.

Appropriately enough, the pilot dealership in this signage program, Nashville's Vaughn Motor Company, is practically a symbol of Mazda itself. The dealership's unique two-story showroom is built in the shape of a Mazda rotary engine.

According to the dealer, B.J. Vaughn, "The new sign looks great—a definite improvement that's given us a fresh new look for our dealership and Mazda."

Mr. Vaughn's 34½-foot tall sign is the prototype design that all Mazda Motors of America (Central) dealers will receive this year. The signs are part of a program to give all of Mazda Central's dealerships a distinctive, unified look.

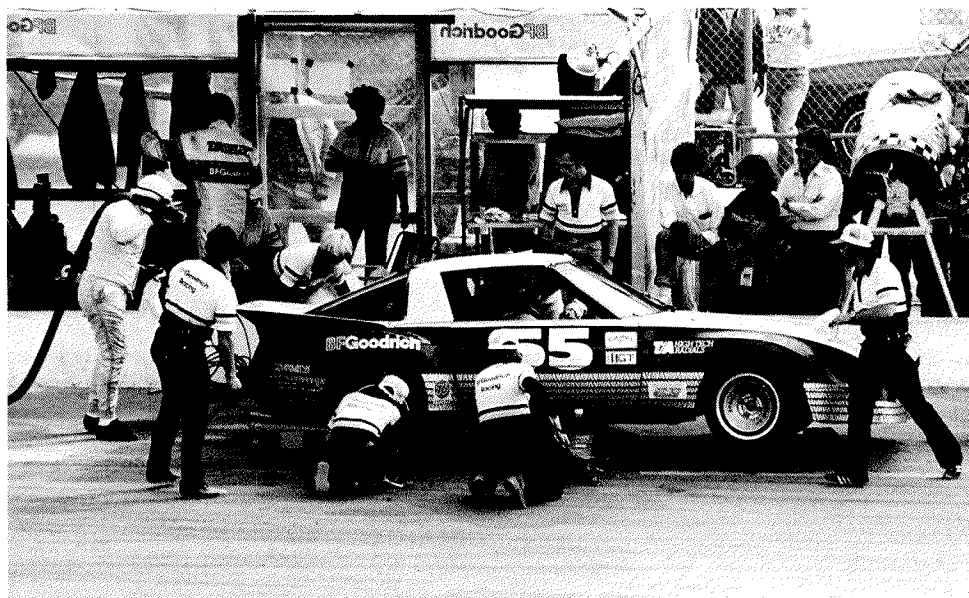
CHILI DOLLS



SUGAR AND SPICE—Mazda was represented in the finest Texas tradition as Harriet Deutsch's Raggedy Ann Ragtime Chili won first place for showmanship at the Driftwood, Texas, Chili Cookoff on January 31. Members of the prize-winning team included (from left to right): Harriet's daughter, Barbara; Helen Hansard, Harriet's twin sister; Harriet Deutsch, expeditor/specifier in Mazda Gulf's parts department; and Donna Clarke, wife of Mazda Gulf parts depot manager Kevin Clarke.

CBS Television's "That's My Line" show plans to show footage of the cookout. Stay tuned.

DAYTONA RACE



24 HOURS OF DAYTONA—The 1981 race season got underway on January 31 with the renowned "24 Hours of Daytona" endurance race. Mazda's top entry, an RX-7 driven by Lee Mueller, Kathy Rude, and Philippe Martin, finished third in the GTU class.

MAZDA RACING CONTEST COULD PUT YOU IN THE WINNER'S CIRCLE

Mazda certainly proved it was a power to be reckoned with in professional racing with its dominance of the International Motor Sports Association's GTU class races in 1980. Mazda RX-7s won 10 of the 14 GTU races in 1980.

With the new racing season comes a new Mazda Winner's Circle Contest for all Mazda employees.

The rules are simple: Mazda employees will be given as complete an entry list of Mazda drivers as is possible before each race. The three employees who come closest to guessing the name and race results of the top Mazda finisher for a given GTU race will win \$20, \$15, and \$10. A grand prize will be given to the employee who comes closest to predicting the season winner's overall point total (more on that in our next issue).

Handicapping information will also be provided prior to each race so that everyone can give the contest a try.

The information for the first race in the contest—the 12 Hours of Sebring—and the Mazda Winner's Circle Contest rules follow:

The 1980 Sebring 12-Hour Top Mazda:

Co-driven by Roger Mandeville, Jim Downing and Brad Frisselle.

Fastest GTU Lap Time: Mazda's Lee Mueller set the record lap time in the

12-hour race with a 2:55-minute lap.

This Year's Entrants: At press time the following Mazda drivers planned to race at Sebring on March 20:

Lee Mueller (and co-drivers)
Walt Bohren (and co-drivers)
Steve Dietrich (and co-drivers)
Jim Cook (and co-drivers)
Jack Dunham (and co-drivers)
Doug Grunnet (and co-drivers)
Chris Doyle (and co-drivers)
Bob Speakman/Al Cosentino
Jim Downing (and co-drivers)
Roger Mandeville (and co-drivers)

Favorites: Bohren, last year's GTU champ, is expected to be strong. Longtime veteran Mueller is another solid contender—he co-drove Mazda's top car in this season's first race at Daytona. Mandeville and Downing co-drove last year's top Mazda at Sebring and will be in two new RX-7s, both of which finished strong at Daytona.

The favorites list is intended only as a very rough guide to what might happen—racing is not noted for its predictability.

Fill out your race entry form with your prediction of the top Mazda finisher and the number of laps he will complete.

Be sure to submit your entry to the Mazda Line reporter at your location before March 10, 1981.

And watch for the winner's names in the March issue of Mazda Line!

TRANSITION

Welcome! The following people joined Mazda recently:

Mazda Central

Scott Ayr
Mona Gates
Khoai Phan
Sandi Stach

Mazda Pacific

Mike Quinn
Donna Edman
Richard Washington

Mazda Gulf

Aline Soileau
Steven Thoms

Congratulations to these recently promoted employees:

Mazda Gulf

Susan Adams, from receptionist/telephone operator to department clerk

Leah Failla, from department clerk to receptionist/telephone operator

Mazda Pacific

Richard Dischinger, from expeditor/specifier to receipts coordinator

Mike Murty, from service/parts management trainee to expeditor/specifier

Don Bowen, from receipts coordinator to parts office supervisor

Barbara Bruce, from secretary to senior secretary

Mazda Central

Theresa Richardson, from general clerk to communications technician

Vicky Mitchell, from general clerk to Telex operator

Alice DeLeon, from accountant to senior cost accountant

Andy Zageris, from accountant to senior cost accountant

Port Hueneme

Danette McNeil, from accessory installer to lead person-accessories

Jeff Brown, from driver to accessory installer

MAZDA LINE

Mazda Line is the publication of Mazda Motors of America (Central) and its distributors. It is published monthly by the Public Affairs Department of Mazda Motors of America (Central) at 3040 East Ana Street, Compton, California 90221.

Managing Editor

Bill Wolf

Reporters

Jerri Deegan, Mazda Northwest
Bobbie Adams, Mazda Gulf
Suzi Soper, Mazda Great Lakes
Sandy McEwan, Mazda Pacific
Zelda Hawley, Mazda Central

MAZDA RACING CONTEST

Employee name (please print): _____

Employee location (check one):

- | | |
|--|--|
| <input type="checkbox"/> Mazda Central | <input type="checkbox"/> Mazda Gulf |
| <input type="checkbox"/> Mazda Pacific | <input type="checkbox"/> Mazda Great Lakes |
| <input type="checkbox"/> Mazda Northwest | <input type="checkbox"/> Port of Benicia |
| <input type="checkbox"/> Port Hueneme | <input type="checkbox"/> Port of Tacoma |

I predict the Mazda racing team with the best finishing position in the March 20 "12 Hours of Sebring" endurance race will be: _____

I predict this team will complete _____ laps.

Submit this racing contest entry form to your local Mazda Line reporter by Tuesday, March 10, 1981. Contest winners will be announced in the next issue of Mazda Line.

