

mazda line

OGAWA, HAYDEN CELEBRATE 50th BIRTHDAYS

When Messrs. Ogawa and Hayden left for work on Friday, July 3, they knew little, if anything, about what was in store for them that day.

Upon their arrival at Mazda Central, they had their first surprise: a huge banner strung across the main entrance of the building wishing the two of them a "Happy 50th Birthday."

Later that day they were the honored guests at a surprise birthday party. Both Mrs. Ogawa and Mrs. Hayden were there, as well as some 200 employees from Mazda Central and Mazda Pacific.

There was plenty of food for everyone, including a beautiful display of fruit and cheese, a barron of beef and, naturally, a birthday cake. Two full bars were available for those who wanted to quench their thirst, and a popcorn machine helped to create a more festive atmosphere.

Hung against the back wall of a three-sided tent, site of the party, was a 40-foot "Happy Birthday" banner signed not only by employees at Mazda Central and Mazda Pacific, but also by all the employees at the other distributorships.

Partygoers agreed with Ogawa and Hayden that it was a great way to start off the July 4 holiday weekend.



WEATHER WAS BEST EVER FOR MDNW COMPANY PICNIC



NO, IT'S NOT CHUCKLES—Performing balloon tricks for Mazda Northwest employees and their families at MDNW's annual company picnic was Deano the Clown. Deano provided 2½ hours of entertainment for the group.

The weather was the best ever for Mazda Northwest's annual company picnic—95 degrees—a real sizzler in the Pacific Northwest. The two kegs of beer and five cases of pop were a welcome sight for the 67 people in attendance at Alexander's Beach Resort on Lake Sammamish in Issaquah, Wash., on August 1. The picnic-goers also savored the custom smoked meats provided by the MDNW caterer, "The Cave Man."

Dick St. Yves brought his ski boat and water skiing was enjoyed by just about everyone—except Paula Eckroth, who tried several times to get up on the skis, but swallowed half of Lake Sammamish in the futile attempt.

Highlights of the day included the Washington/Oregon Horseshoe Competition Doubles Championship, won for the second year in a row by John Holland and Tom Deegan; a tug-of-war

challenge involving MDNW employees and employees of another company who were also picnicking at the resort (MDNW won without a struggle); and juggling, balloon and unicycle riding entertainment by Deano the Clown.

The picnic kicked off a fun-filled weekend for MDNW employees who attended the IMSA races at the Portland International Raceway the next day.

MDNW sponsored a hospitality tent for dealers and MDNW employees, serving Polish sausage, corn-on-the-cob, and plenty of Henry Weinhard's Private Reserve (the local favorite) to the 300 race enthusiasts.

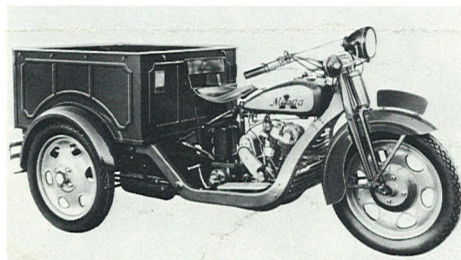


PULL, PULL!—Leading the tug-of-war contest against a group of Boeing employees at MDNW's company picnic was John Holland. MDNW won, naturally.

Mazda GTU Championship T-Shirts were given away, and after the GTU race, Mazda drivers Lee Mueller and Walt Bohren, plus their crews, visited the hospitality tent with their trophies.

MDNW employees and guests, who had been bused at 7:00 that morning from the MDNW facility to the racetrack, were led in singing, in Japanese, by Mr. Umezaki, from the MANA office in Seattle, on the bus ride back home.

MAZDA'S THREE WHEELER



NUMBER ONE—vehicle produced by Toyo Kogyo came off the assembly line in 1931. Called the Mazda DA, this three-wheel vehicle offered plenty of cargo space. A total of 412 DA models were manufactured in 1931 and 1932, before being replaced in 1933 by the DB model, which had the same specifications but slightly different styling. Last year, Toyo Kogyo produced 1,120,000 vehicles, making it the ninth largest automobile manufacturer in the world, and the third largest in Japan.

TRIP TO JAPAN: "OUT OF A STORY BOOK"

"The trip was more than I had expected... it seemed like it came out of a storybook," said Dale Meyer, district sales manager for Mazda Pacific, about his recent sojourn in Japan.

As winners of Mazda's District Sales Managers' and District Parts & Service Managers' incentive program, Meyer and 16 other managers traveled to Japan this April for a week-long, all expenses-paid, guided tour of the country, including stops in Tokyo, Hiroshima, Kyoto, and Osaka. The tour featured a 1½-day visit to the TTK factory in Hiroshima, a two-hour ride from Hiroshima to Kyoto on Japan's "bullet train," and a sukiyaki dinner at Kyoto's famous Yamato restaurant—complete with geisha and maiko girl entertainment.

The highlight of the trip, as far as Meyer was concerned, was the visit to the TTK factory. "How do I explain other than to say the factory was like a big painted picture. Everything was so clean, you could have eaten off the floor. Walking through the factory, we saw no inspectors; each individual is his own inspector. We saw 16 huge robots operated by only two men and computers. I couldn't believe the modernization compared to plants I have visited in the United States."

Meyer also reported that he was "amazed by the exercise program. Everyone exercises twice a day for 15 minutes. This creates better efficiency and



Listening to an address by Mr. K. Asano.

the workers are more alert. Even the dealerships have their employees exercise twice daily."

Erv Lichterman, district sales manager for Mazda Great Lakes, added his praises. "Several things about the factory tour stand out in my mind. The factory is as clean as it could possibly be—the aisles are kept clear, and the air is clean. And the degree of automation is almost unbelievable. In some areas, almost the entire production operation is performed by robots and conveyors.

"Workers don't pay any attention to visitors," Lichterman said, "but, rather, just continue working industriously."

"And the employees of both Sumitomo Corporation and TTK were very inquisitive and receptive to our questions and suggestions," Lichterman added.

Meyer also reported that the group's business meeting and dinner with Sumitomo management representatives was an eye-opener. "Because of that meeting and Mr. H. Ikeda's speech to us, I think we realized for the first time just what a large and special organization we work for."



On a tour of the TTK factory.

Each of the 17 tour guests was impressed by the hospitality shown to them by their Japanese hosts. Bruce Brown, parts manager for Mazda Great Lakes, summed it up for the rest when he said, "I've vacationed in the Caribbean, Mexico, Brazil, Canada and Columbia, but I've never experienced the kind of hospitality that we were shown during the trip to Japan. Without a doubt, Japanese hospitality is unsurpassable."

Of their off-duty-hours activities, the managers reported that the 121-miles-per hour bullet train ride and their visit to Hiroshima's Peace Park and Memorial Museum, site of the atomic bomb explosion, were the most memorable.



Visiting the TTK automobile museum.

MDNW HOLDS THIRD ANNUAL SUMMER MEETING AT SHALISHAN LODGE IN OREGON

Attending MDNW's three-day meeting at the Shalishan Lodge in Gleneden, Oregon, July 14-16 were: Back row (left to right): Dick St. Yves, Dick Ryberg, Jim Wolfe, Dave Gilmore (MMAC), Harry Linnell (MMAC), Jim Hawley, John Rice, George Clark (MMAC) and Frank Fitch.

Middle row (left to right): Gail Perry, John Holland, Hiro Ogawa (MMAC), Frank Garard, Norm DeRieux, Dave Rmme, Garry

Nelson, Dick Jones, Bob Linke, Dick Mickelson, Bob Nitta, Dale Peterson, Kei Iwata (MMAC) and Alan Childers.

Front row (left to right): Larry Charles (Hill and Knowlton), Doug Cochran, Nancy Osborn, Bob Parker, Ed Ratcliffe (Foot, Cone & Belding/Honig) and Hiro Umezaki (MANA Seattle office).



*"One of these balls is bound to go in!"
—Frank Garard at MDNW summer meeting.*

Lichterman's biggest surprise was an economic discovery. "I couldn't believe the cost of beef—about \$75 for a big steak dinner. You become accustomed to eating raw fish after a while!"

As for disappointments, they were few. As Brown commented, "I only wish we'd had more free time to explore the neighborhoods, stores and schools. And I missed being able to share the hospitality and beautiful focal points of Japan with my family."

Was the trip worthwhile? For everyone, the answer was an unqualified, resounding yes.

THE ONLY MAZDA PART THAT NEEDS FINE TUNING

Mazda Central employee Steve Hirose was one of five Mazda employees to participate recently in a Japanese radio singing contest against a five-member team from Honda. Despite their fine performance, the fivesome came in second to their worthy opponents.

The one-hour contest, held July 18 in Little Tokyo in downtown Los Angeles, was broadcast on Radio Pacific Japan. The other Mazda team members were Mr. S. Tanaka, also with Mazda Central, and three Mazda North America/Irvine employees, Mr. M. Fukuzaki, Mr. K. Ogiso and Mr. M. Yagi. Mr. Ogawa was supposed to participate, but the common cold got the better of him.

With a little fine tuning, next year's Mazda team is sure to emerge triumphant.



TUNING UP FOR '82 — Steve Hirose, one of five Mazda team members who competed in a Japanese radio singing contest against Honda.

BUSINESS IS HOPPING



BUSINESS IS HOPPING — Someone must have gotten their signals crossed in Mazda Central's warranty section of the service department. Maybe they meant to check out the competition — Volkswagen Rabbits — but they wound up with Playboy bunnies.

TRANSITION

Welcome! The following people joined

Mazda recently:

Mazda Pacific

William Avery
Jerry Beauchamp
Judy Frumento
Norma Gibson
Gary Halicus
Joy Kiyan
Catherine Lyons
Cindy Vander Maarl

Mazda Gulf

Robert Anders
Raymond Baca
Wallace Borden
Clint Bossley
Michael Burke
Kenneth Cameron
Manuel Cespedes
Terry Halfacre
Virginia Lahrman
David McLean
Jose Miro-Quesada
Jose Rodriguez
Darlen Schnexnaider
Richard Shepard
Isabell Steffek
Joseph Waits

Mazda Northwest

Mary Robinson
Christopher Boldt
Rejoining Mazda Northwest is Jeff Beuck

Mazda Central

Miguel Amilibia

Robert Ayr
Eddie Beetschen
David Blake
Kevin Brown
Valerie Carver
Virginia Gnad
Kathryn Johnson
Edward Lease
Raymond Martz
Normann Rathlein
Tracy Shaw
Roberta Spurrier
Michele Stevens
Port Hueneme
Diana Stowers

Congratulations to these recently promoted employees:

Mazda Great Lakes

Susie David, from expeditor to inventory control assistant/TKK parts

Mazda Pacific

Judi Frumento from parts department clerk to senior department clerk

Mazda Gulf

Patricia Marshall from dept. clerk to statistical clerk

Mazda Central

Les Huira from quality assurance technician to quality assurance coordinator

Ed Gomez from senior technician to quality assurance technician

Millie Contreras from senior secretary to consumer communications coordinator

Sylvia Rangel from warranty claims adjuster to warranty auditor

Cheryl Van Meter from warranty clerk to inventory control clerk

Karen Peterman from computer operations supervisor to technical service supervisor

Congratulations to the following newlyweds:

Mazda Pacific

Margaret Farrell to Doug Cross on July 18

Mazda Central

Cheryl Downen to Ted Van Meter on June 8

Michele Lozito to Robert Stevens on July 30

Congratulations to the following proud parents:

Mazda Central

Patricia and Danny Tucker...a boy, named Dustin James, born July 9

Mazda Pacific

Cari and Brian Adams...a girl, named Brooke Elizabeth, born June 26

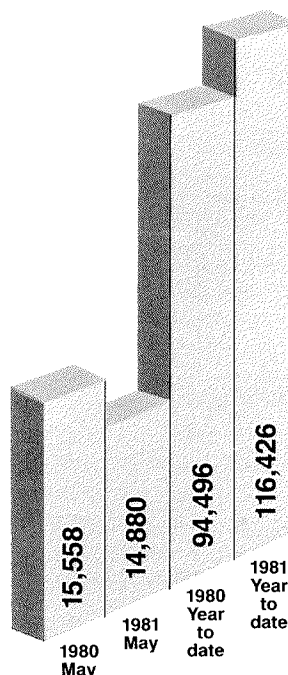
Gary and Christy Draudt...a girl, named Carly Christine, born August 8

Mazda Northwest

Wes and Elisa Martin...a boy, named Adam Wesley, born August 7

Bob and Jane Parker...a girl, named Sarah Jane, born July 29

JUST ONE LOOK...



Although July car and truck sales dipped by 678 units, year-to-date sales were 23% higher than 1980's total for the same period.

LASSEN STRIKES AGAIN IN MAZDA RACING CONTEST

Mazda Gulf's Pete Lassen and Mazda RX-7 drivers Walt Bohren and Lee Mueller have at least one thing in common. They're taking home a lot of first place money this year.

Of course, Bohren and Mueller earn it the hard way—by going out on the track and beating the Porsche and Datsun contingents to the checkered flag.

Pete just sits back in his arm chair, picks who he thinks will win and—with pretty amazing accuracy—calls the number of laps they'll turn.

The most recent win for Bohren, Mueller and Lassen came August 22 at Road America in Elkhart Lake, Wisconsin. Bohren and Mueller were paired up in the #92 Kent Racing Mazda RX-7 for the Pabst 500 race.

Though a Toyota Celica—a new kid in town in the International Motor Sports Association's GTU ranks—surprised everyone by taking GTU pole position, Mueller and Bohren qualified right behind them.

The start of the race proved to be the only time anyone in the GTU ranks headed up Bohren and Mueller the rest of the day.

The #92 RX-7, Bohren and Mueller were in such perfect harmony, they ended the race in 8th position overall—one notch higher than the bigger-engined GTO class winner.

Bohren and Mueller turned 111 laps en route to the victory. Guess how many laps

Pete Lassen predicted. 111? You got it. Since he also had the drivers right, there was no way to top his entry, and Pete grabs the first place prize once again.

Second place goes to Walter Lucek, Jr., who called 110 laps and the right drivers, while third prize goes to Ray Baca's entry of the Bohren team and 108 laps. Both Walt and Ray are also from Mazda Gulf.

The next entry in the Mazda racing contest is also the last of the season—for the IMSA 1981 finale at Daytona on November 29.

The bigger-engined GTX cars will be going 65 laps for 250 miles, but the GTU (the RX-7's class) winner is not likely to turn that many laps.

You'll have to guess the top Mazda driver and the number of laps he'll complete. Good luck!

Last Year's Top Mazda:

When a fire forced the Racing Beat team of Walt Bohren and Jeff Kline out of the race early, Mazda's top finisher became the RX-7 of Dan Veach and Fred Phillips. The car finished 3rd in GTU and turned 57 laps.

This year's expected entrants:

Lee Mueller
Walt Bohren
Jim Cook
Jim Mullen

Favorites:

As things stand at press time, Bohren still has a chance to catch Mueller for the 1981 GTU championship. With the two going head to head and a title on the line, they'd have to be considered co-favorites.

NORMANN RATHLEIN NAMED QUALITY ASSURANCE MANAGER AT MAZDA CENTRAL

It gives us great pleasure to inform the Mazda organization that Mr. Normann Rathlein has joined the staff of Mazda Motors of America (Central), in the capacity of quality assurance manager, effective July 27, 1981.

Norm brings to our organization extensive experience and expertise through his many years with VWOA/Porsche Audi in service, which included field activities as a district service manager and several years in the position of quality control manager for the (former) Western zone in Los Angeles.

His responsibilities will be to organize and maintain an effective Quality Assurance System which will improve communications and services between MMAC, the Distributors, Mazda North America and Toyo Kogyo Co., Ltd.

Starting his career in the automotive service field as an apprentice in Trier, West Germany, in January of 1946, he came to the United States with his family in 1960, after which he was employed by two VW dealers in Florida, and the distributor for VW & Porsche in New England, Hansen-Mac Phee Engineering, in Waltham, Massachusetts, before joining VWOA as a service field engineer in May of 1966.

FIVE CHEERS FOR...

Mazda Pacific's Dick Hogate and Bernie Quinn, and Mazda Lakes' Judy Kidder, who are all celebrating their fifth anniversary with the company.

MAZDA LINE

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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 November 29 race at Daytona will be: _____

I predict they will complete _____ laps.

Submit this racing contest form to your local Mazda Line reporter by Friday, October 30, 1981. Contest winners will be announced in the following issue of Mazda Line.

