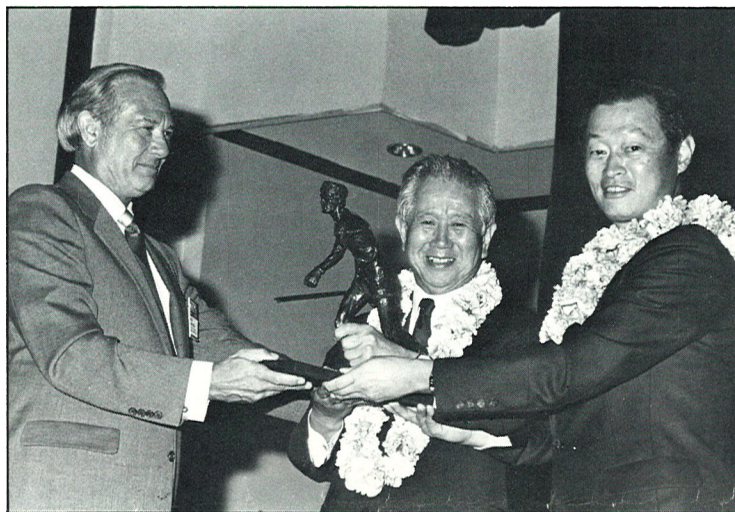


- Racing Update... PAGE 2
- One-Millionth GLC
... PAGE 3
- What Mazda Owners Say
... PAGE 4
- Dealer Briefs... PAGE 6
- Truck Fleet Sales
... PAGE 7
- Mazda Engine Wins Top
Award... PAGE 7

All-New 626 Shown at Honolulu Dealer Meeting

The all-new, front-wheel drive Mazda 626 was unveiled September 25 to 500 Mazda dealers and their wives attending the 1983 model introduction meetings in Hawaii. The spectacular new-model presentation, held at Honolulu's beautiful Blaisdell Theater and highlighted with laser displays and fireworks, also introduced a new addition to the GLC line, the GLC Sports Sedan, plus new 1983 models of the Mazda RX-7, B2000 Sundowner pickup, and B2200 diesel pickup.

The theme for the year, "MOMENTUM '83," was introduced at a business meeting for the dealers Friday, September 24, at the headquarters hotel, the Sheraton Waikiki. "In this



At Honolulu meeting, Toyo Kogyo president Y. Yamasaki (CENTER) accepts bronze statue from Mazda dealers in appreciation for his leadership. Assisting in presentation are Rod Hayden, Mazda Central senior vice president and general manager, (AT LEFT) and Mazda Central president T. Ogawa.

third year of the 'Mazda Decade'... the power of our technological superiority is

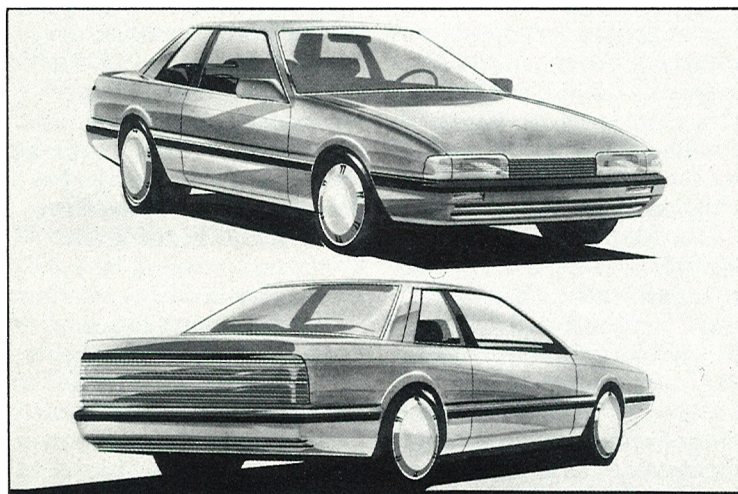
proving to be as important and as impacting as we had hoped," Mazda Central

senior vice president and general manager Rod Hayden pointed out.

The front-wheel drive 626 went into production at Toyo Kogyo's brand-new Hofu plant in September, and will be introduced in the U.S. in December. Hayden noted that this totally redesigned mid-sized car was created for a specific market segment. "We studied the market and carefully chose the 626 segment as the one we wanted to enter," he said. "Then TTK designed a car that would be the outstanding value in that market segment, bar none."

"Quite simply, the 626 is a car you're going to be proud to have in your showrooms," Hayden added.

CONTINUED ON PAGE 5...



NEW 626 CONCEPT—Shown here in an artist's conceptual drawing, the 1983 Mazda 626 will be a totally new automobile. Slightly larger than the present 626 and billed as an "international mid-sized automobile," the new 626 will feature front-wheel drive, aerodynamically efficient styling, superb vehicle dynamics, an optimum level of comfort, and improved fuel economy.



Editors Get Early Look at Front-Drive 626

In August, 12 automotive editors and journalists were invited to Japan to see and drive the new front-wheel drive Mazda 626, which will be introduced in the U.S. this December.

This long-lead press introduction was designed to give the editors the lead-time needed to prepare stories for their magazines' December issues. The participants attended technical briefings on development of the new 626 at Toyo Kogyo headquarters in Hiroshima, and test-drove the new car at the factory's Miyoshi Proving Grounds and on Japanese

highways.

Participating in the long-lead press introduction were representatives from the AAA, AUTO WEEK, CAR AND DRIVER, MECHANIX ILLUSTRATED, MOTOR, MOTOR TREND, POPULAR MECHANICS, POPULAR SCIENCE, and ROAD & TRACK. Three free lance automotive journalists were also included in the group.

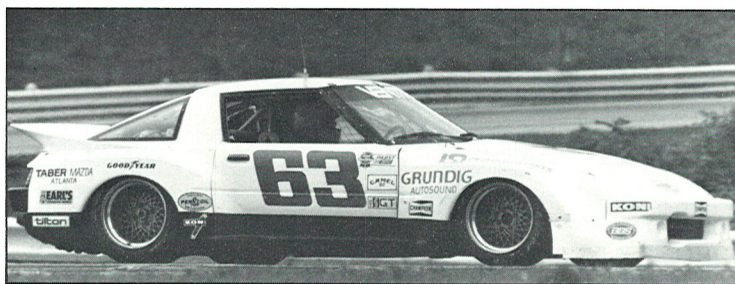
The editors and journalists also visited Mazda's brand-new Hofu production facility. This new state-of-the-art automated factory, located 56 miles west of Hiroshima, began production

CONTINUED ON PAGE 8...

IMSA Update: Downing, Mandeville Duel for GTU Championship

There never was an IMSA racing season like it. With one race to go, the 1982 GTU season is both a foregone conclusion and an incredible cliff-hanger. It's a foregone conclusion because Mazda has already piled up more than enough points to capture both the Manufacturers' Championship and the Drivers' Championship. But it's a cliff-hanger because Mazda RX-7 drivers Jim Downing and Roger Mandeville are now *tied* for the GTU Drivers' Championship at 192 points each, with the championship to be decided at the final race Thanksgiving weekend at Daytona.

Through the '82 season, the GTU scene has been



Jim Downing, shown in RX-7 #63, is tied with Roger Mandeville for Drivers' Championship.

dominated by Mazda RX-7s driven by Downing and Mandeville and—since the Laguna Seca race in April—a new GTU contender, Joe Varde. Varde had never before raced in the GTU class when he entered that race, but he drove his RX-7 to first place—with four other RX-7s right behind taking 2nd, 3rd, 4th, and 5th places.

Downing had the lead in drivers' points in the early part of the season, but Mandeville began pulling ahead in August and by the Mid-Ohio race, September 5, he pulled into the lead.

A first place at Road Atlanta September 12 put Mandeville 10 points ahead of Downing, who finished 3rd. Then, at Pocono, PA,

September 26, the tide turned again. Downing took an early lead and kept it all the way through this tough 500-mile race. When it was over it was Downing 1st, Jack Dunham in RX-7 #66 2nd, and Mandeville 4th. Downing's win gave him 20 points and Mandeville's 4th place gave him 10—resulting in a tie between the two Mazda drivers at 192 points each.

Seldom, if ever, has an IMSA Drivers' Championship stood on such a razor's edge with only one race to go. The 250-mile Daytona finale November 28, always full of thrills, promises to be the cliff-hanger of the decade.



RX-7 Takes 14th Overall at Le Mans 24-Hour Race

In the annals of international endurance racing, three names stand out. They are France's Le Mans, Belgium's Spa-Francorchamps and the United States' Daytona. All are 24-hour events attracting the world's fastest racing cars and their drivers.

Mazda's rotary engine RX-7 is carving a bigger and bigger name for itself in these prestigious events. The RX-7's most recent success came at Le Mans June 19–20.

The #82 Mazda, driven by Mazda aces Yojiro Terada and Takashi Yorino plus Australian star Allan Moffat, finished an impressive 14th overall against a field of cars with turbocharged and/or larger displacement engines,

some pumping out better than double the horsepower of the RX-7's lightweight 13B rotary powerplant.

The rotary's outstanding durability and high power output relative to its displacement have made it a class winner in sprint and endurance races on several continents. At Le Mans, however, the RX-7 played David to many Goliaths in the field of 55 cars that started the race. The RX-7 overcame with reliability the sheer power advantage enjoyed by most of the other starters.

The 14th overall finish by the RX-7 driven by Terada/Yorino/Moffat is the highest finish ever for a Japanese manufacturer at Le Mans.



The car ran in the "IMSA GTX" class, in which it finished 5th behind two turbocharged Porsches and two turbocharged Ferraris—no mean feat for the normally aspirated RX-7, whose engine displacement was not even half that of the cars in its class that beat it to the checkered flag.

The Mazda Auto Tokyo (a Japanese Mazda dealer) team that fielded the #82 RX-7 won "Le Prix ESCRA," the prize of L'Ecole Supérieure de Commerce et de la Reparation Automobile (the academy of automobile trade and repair studies). The prize recognized the outstanding mechanical work the Mazda Auto Tokyo team performed in preparing the RX-7, one of only 18 cars that officially finished the full 24 hours at Le Mans.

Going the distance is

nothing new for the RX-7. The car made its U.S. racing debut in 1979 by finishing 1st and 2nd in the GTU class (5th and 6th overall) at the Daytona 24-Hour. In 1981, the RX-7 driven by Tom Walkinshaw and Pierre Dieudonne won outright at the Spa-Francorchamps 24-hour race in Belgium after passing a BMW 530 in the final two hours and never looking back.

The RX-7's roll has continued in 1982. A factory-prepared entry ran in the GTO class at this year's Daytona 24-Hour and won the class, finishing 4th overall.

Like the RX-7's performance at Le Mans, the finishes at Daytona and Spa-Francorchamps were also the best results ever attained by a Japanese make.



Mazda GLC Reaches 1 Million Production Mark



The Mazda GLC recently passed the 1 million mark in production, becoming the first Mazda model ever to reach that milestone in more than 50 years of automotive production. The GLC reached the coveted 1 million production level on July 29, less than 27 months after the start of production in May, 1980.

The period of time that it took the Mazda model to reach that milestone was considerably shorter than it took some of the world's other leading front-wheel drive cars to reach that mark of automotive distinction (for example: Chevrolet Citation, 27 months; Volkswagen Rabbit, 31 months; Honda Civic, 49 months).

Toyo Kogyo celebrated the achievement with a ceremony as the 1 millionth car reached the end of the Hiroshima assembly line. The car, a three-door hatchback, was greeted with applause and cheers from Mazda workers and top management as it rolled off the end of the line, amid gaily colored balloons and banners proclaiming the historic occasion.

Production began in May, 1980. The new vehicle went on sale in the Japanese domestic market in June, 1980, and was introduced in the United States in October, as a 1981 model. It was introduced in many other world

markets near the end of 1980. The GLC—which is known as the Familia in Japan and the 323 in Europe and other world markets—gained immediate public acceptance worldwide, and has also won numerous major automotive awards since its introduction.

The hatchback version was selected as the "1980–1981 Japanese Car of the Year" over 138 models introduced in Japan during the preceding year.

The GLC also was voted the "Most Significant New Import" in the U.S. by CAR AND DRIVER magazine readers, and was honored as "1980 Car of the Year" by WHEELS magazine in Australia. The vehicle finished fourth in the 1981 "European Car of the Year" competition, the highest finish for any non-European car.

The notchback (sedan) version was named the "1981 Car of the Year" by THE STAR, one of the leading daily newspapers in South Africa, and also "1981 Car of the Year" by MOTOR WORLD magazine in New Zealand.

High on the GLC's long list of achievements is the fact that it became the Number One seller among all models in Japan in April of this year, marking the first time that the top spot had been held by an auto model manufactured by other than Toyota or Datsun.

Winner of 'TEEN's Model Search to Get '83 GLC

A 1983 Mazda GLC Sport will go to the teenage winner of this year's "Great Model Search," a national competition conducted annually by 'TEEN Magazine.



In November, sixteen finalists chosen by the magazine's judges will be flown to 'TEEN's Los Angeles headquarters for five days of photo sessions, makeovers, TV appearances, sightseeing, and the "Great Model Search Pageant" to be held at Knott's Berry Farm.

All finalists will receive an array of gifts and prizes including a \$200 wardrobe. The winner will be featured

on the cover of 'TEEN in addition to receiving a 1983 Mazda GLC Sport.

'TEEN has discovered many famous names in the modeling, TV, and movie fields—Cheryl Tiegs, Kelly Harmon, Cindy Harrell, Christina Ferrare, Jayne Modean, and Cheryl Ladd, to name a few. Talent scouts will be watching with interest for the winner of 'TEEN's Great Model Search.

ROAD & TRACK Surveys RX-7 Owners

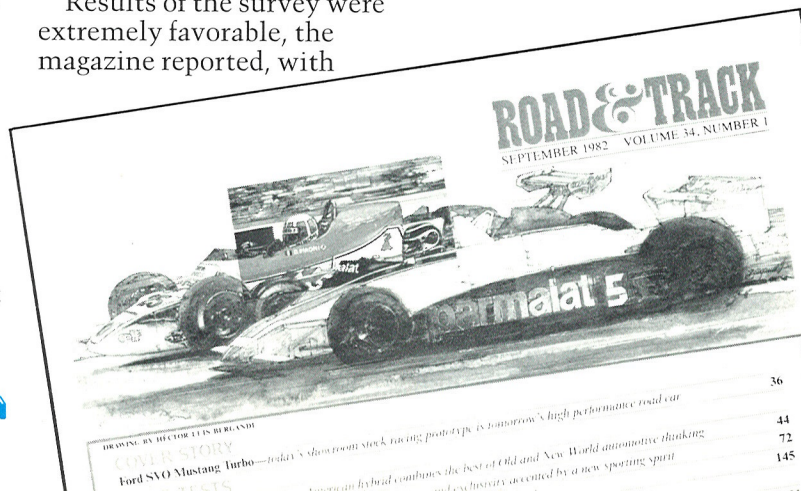
"It runs smoothly, goes like a bat out of hell, and as far as I am concerned there is no competition in its price range." That assessment from a Mazda RX-7 owner is typical of comments from 200 owners recently surveyed by ROAD & TRACK, according to an article in the magazine's September 1982 issue.

After naming the RX-7 "Best Sports Car Under \$7,000" in 1978 and choosing it as the top Closed Sports Car in its 1981 selection of "10 Best Cars for the Eighties," the ROAD & TRACK editors decided to see for themselves what RX-7 owners thought of the car.

Results of the survey were extremely favorable, the magazine reported, with

fully 95 percent of the owners saying they would buy another RX-7. Two-thirds of the owners surveyed have one or more other cars, but 95 percent of them use the sports car for daily transportation and over 60 percent also take long vacation trips in their RX-7s. Seventeen percent of those surveyed said they compete in rallies or slaloms.

Concluding the article with its own assessment of the Mazda sports car, ROAD & TRACK stated: "...when it comes to performance, handling, and reliability, the RX-7 offers more fun per dollar than any other sports car in America."



Mazda Distributors Gulf Honors Service/Parts Managers Guild Winners

Mazda Distributors Gulf held a reception and banquet May 28 at the Hyatt Regency Hotel, Fort Worth, TX, to honor the Service and Parts Managers Guild award winners from dealerships in the MDG distribution area. The event, intended to recognize the achievements of

these managers and express MDG's appreciation for a job well done, began with a cocktail party, with W. A. Rigling presenting a slide show on the Diamond Chapter winners' Acapulco trip. Dinner and presentation of awards followed.



DIAMOND WINNERS—BACK ROW (LEFT TO RIGHT): Roy Ware, parts manager, Courtesy Mazda, Memphis, TN; Earl Long, parts manager, Courtesy Mazda, Memphis, TN; Jim Lackey, parts manager, Haus of Mazda, Wichita Falls, TX; Lynette Lackey; Jerry Savage, service manager, Jimmy Payne Mazda Jackson, TN; Dean Savage. FRONT ROW (LEFT TO RIGHT): Lisa Ware; Rose Mills. NOT SHOWN: Jim Paugh, parts manager, Johnson County Mazda, Mission, KS.



ALL CHAPTERS—BACK ROW (LEFT TO RIGHT): Ronnie Kenley, James Mears Mazda, Lubbock, TX; Alberto Fernandez, Jay Marks Mazda, Houston, TX; Earl Long, Courtesy Mazda, Memphis, TN; Roy Ware, Courtesy Mazda, Memphis, TN; Jerry Savage, Jimmy Payne Mazda, Jackson, TN; Roy Wiseman, Foster Mazda, Memphis, TN; Lance Gremillion, Holbert-Wyatt Mazda, Denton, TX; Leon Reynolds, Haus of Mazda, Wichita Falls, TX; FRONT ROW (LEFT TO RIGHT): Tim Kaiser, Charlie Hillard, Fort Worth, TX; Michael Guy, Moffitt Mazda, Bossier City, LA; Donald Rouse, Jimmy Payne Mazda, Jackson, TN; Daniel Fyffe, Gene Vann Mazda, Texarkana, TX; Jim Lackey, Haus of Mazda, Wichita Falls, TX.



FIFTY MAZDA DEALERS VISIT JAPAN—On behalf of 50 Mazda dealers and their wives participating in a tour of Japan in May, Mr. and Mrs. Charles Williams accept a commemorative work of art from Mr. H. Nakashima, managing director and general manager of Toyo Kogyo's Export Department. Williams is owner of Port City Mazda in Muskegon, MI.

Consumer Survey Results Show High Customer Satisfaction Level

After driving their cars for approximately one year, 91.1 percent of Mazda owners responding to Owner Retention Program questionnaires say they would either "definitely" or "probably" recommend Mazda to a friend.

Initiated early last year, the Mazda Owner Retention Program is designed to meet the need for more effective communication between Mazda Central, its dealers and Mazda owners. The program, developed and administered through Mazda Central's Office of Consumer Communications, consists of 16 mail contacts progressing through four years of ownership.

Results of the program have been very positive. Consumers reply via "anything you want to tell us" cards and questionnaires, which are reviewed by the Office of Consumer Communications, forwarded to the appropriate distributors and dealers, and analyzed to determine statistical trends. Most owners have good things to say about their Mazda—but if they are experiencing a problem, Mazda then knows about it and can follow through and try to resolve the problem to the owner's satisfaction.

The questionnaire referred to above, sent to owners one year after purchase, requests information on such things as satisfaction with the vehicle and with the dealer's service department, miles driven, and accessories added since purchase—and asks, "Would you recommend Mazda to a friend?" To this question, 74.9 percent of the owners responded "definitely"; 16.2 percent said "probably"; 6.1 percent said "maybe"; 1.6 percent said "probably not"; and 1.3 percent said "definitely not."

"I think if you were to ask those questions to any other group of automobile owners,

you would find that the Mazda owners' responses are probably the most positive in the industry," says Doug Cochran, consumer communications manager.

The first consumer contact, made 4–6 weeks after purchase, includes a questionnaire which asks, among other things, whether anything was wrong with the new Mazda when delivered. "Happily, the percentage of 'no' answers to that question is increasing," Cochran notes. In recent returns, 46 percent of the owners responding said "no problem." Of those who had experienced initial problems, 57 percent said the problem was corrected the first time it was brought to the dealer's attention—leaving a balance of approximately 15 percent having problems not corrected on the first visit. In response to the question, "Would you recommend the dealer to a friend?," 84 percent of the owners answered "yes."

Currently, about 70 percent of Mazda owners are receiving the initial mailing; the rest are eliminated—either because the sale was to an industrial customer or because the RDR information submitted by the dealer was incomplete or in error. "It's extremely important that dealers input their RDR information correctly at their computer terminal," Cochran points out. "Even a small error, such as a zip code that doesn't match the address, will cause our computer to eliminate that owner from our mailings."

In answer to the question, "Is there anything you want to tell us?," the response of an owner in Illinois summed it up nicely: "I bought a foreign made car and get info, surveys, etc. My friends bought American and get letters of recall! Thank you Mazda."



BEAUTY CONTEST WINNER GETS RX-7—No, it's not Miss Illinois 1982. It's Miss Illinois 1981, Sandra Truitt, of Evanston, IL, who was also the first runner-up to Miss America in the 1981 pageant. She's showing off the 1982 Mazda RX-7 to be used for three months by the 1982 Miss Illinois, courtesy of dealer Mike McGrath of Heritage Mazda in Elgin, IL. McGrath loaned an RX-7 to the 1981 Miss Illinois pageant also, and it was driven by Sandra for the three months between the state pageant and the Miss America pageant. 🚗

626 at Honolulu...



Presenting the marketing and sales plans for the '83 model year were Duane Bowen, Mazda Central marketing manager, and Bob Parker, sales operations manager. They emphasized that while the voluntary import restraints currently in effect limit total U.S. imports of Mazda passenger cars to 159,000 units—and this allocation is expected to remain at the same level in 1983—it is essential that *all* of the units allocated to Mazda be sold in order to avoid a possible reduction in future allocations.

Mazda's efforts to increase truck sales have met with outstanding success, Bowen pointed out. "Through August we've more than doubled our volume from 10,964 units in '81 to 26,570 units in '82," he told the dealers. "Our market share has jumped from 3.5 percent in '81 to 10.2 percent in '82. Thanks to you, Mazda is now in a solid third place.

And for the last four months, Mazda Central's truck sales have met or exceeded 20 percent of our total volume."

As a result of this outstanding performance, Bowen said, a U.S. sales goal for Mazda trucks of 60,000 units has been set for the 1983 model year.

Commenting on Mazda's national advertising plans, Bob Parker noted that the 1983 model year media plan represents a \$40 million investment by Mazda. "This investment has one major objective," Parker said, "and that is to generate the level of *qualified* showroom traffic necessary to retail—profitably—our 1983 car and truck sales objectives." The theme of the 1983 national advertising campaign will be "Performance."

Also addressing the dealers at Honolulu were Mr. Y. Yamasaki, Toyo Kogyo president, and T. Eguchi, who heads TKK's Overseas Marketing Division No. 1. Mr. Yamasaki, together with Mr. T. Ogawa, president of Mazda Central, also hosted the 500 dealers and their wives to a "Presidents' Party" at the Sheraton Waikiki on Friday evening. 🚗

Mazda Sponsors 1982 World Frisbee® Disc Championships

More than 150 of the world's most accomplished Frisbee® disc experts competed in the 1982 Mazda World Frisbee Disc Championships, held July 19–24 at Rutgers University, New Brunswick, NJ. This is the third year that Mazda has sponsored this event, which in previous years has been held at the Rose Bowl in Pasadena, CA.

Some of the countries represented in this year's six-day disc championships included Australia, Canada, Japan, Denmark, Sweden, England, and France, in addition to the United States.

Events included Disc Golf, Freestyle, Double Disc Court, Distance Discathlon, and Self-Caught Flight. Other championship events were held for disc-catching dogs.

Photo by Bill Kendall, Canon USA

Special discount tickets for buying programs and souvenir Frisbee discs were made available at a number of participating eastern Mazda dealers.



Shown at the 1982 Mazda World Frisbee Disc Championships are (FROM LEFT) Barry Shapiro, WHAM-O executive vice president and general manager; Judy Horowitz, 1982 Women's World Champion; Scott Zimmerman, 1982 World Champion; and George Sappenfield, WHAM-O manager of community relations/promotions. 🚗



MAZDA SPONSORS INTERNATIONAL BALLOON FESTIVAL—Again this year, Mazda is a sponsor for the International Balloon Fiesta in Albuquerque, NM. The week-long event, featuring international championship hot-air balloon races, begins October 2. Mazda will be the official sponsor on the final day of the festival, October 10, when a Mazda truck and an RX-7 will be raffled off to raise money for the International Balloon Fiesta. 🚗

Dealer Briefs

"Ugliest Bartender" Wins

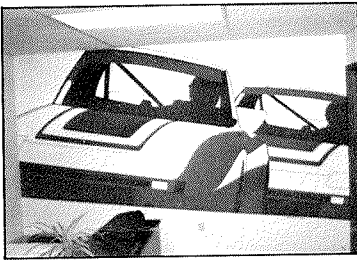
B2000—Who's the ugliest bartender in twenty-eight counties? Brenda Miller, bartender at El Lazaros Mexican restaurant in Excelsior Springs, MO, won that distinction plus a 1982 Mazda B2000 pickup in a contest aimed at raising money for the Kansas City area Multiple Sclerosis Society. The truck was donated by G. R. Milner Mazda of Harrisonville, MO.



The contest, co-sponsored by WDAF "61 Country" radio station and the Multiple Sclerosis Society, was held in the spring and covered a 28-county area. Approximately \$65,000 was raised at participating bars, where each quarter donated to M.S. counted as a vote for the bartender. Ms. Miller, who held a Mexican fiesta to raise money for M.S. and votes for herself, is shown here receiving the truck keys from G. R. Milner.

RX-7s on the Showroom Wall—

Steve Batchelor, a Mazda Diamond Sales Guild member, painted this wall-sized mural of racing RX-7s to commemorate Mazda's IMSA championships of 1980 and 1981. The hand-painted 10- by 15-foot mural is located behind the receptionist's desk in the showroom of Rockwood Mazda, Gresham, OR. A single-line Mazda dealership, Rockwood was the top-selling Mazda dealer in Oregon last year.



Tom Roush Mazda Picks a Winner—Around Indianapolis, IN, the month of May means only one thing: the Indy 500. When the race teams come to town to prepare for the 500-mile Memorial Day classic, Tom Roush Mazda in the Indianapolis suburb of Westfield works with the drivers, providing transportation to a race team. This year, the dealership just happened to pick the winning team: Gordon Johncock and Mario Andretti. "We had both of them in RX-7s for the whole month of May," says Ken Russell, general manager, "and they made several public appearances for us."

As it turned out, this year's Indy 500 was the closest race in history. "After 500 miles, racing at 210 miles an hour, Johncock won it with only .016 second separating first and second place," recalls Russell. "One of the things he got for winning the race—along with a check for \$1.2 million—was a replica of the pace car, a Z28 Camaro. After they had given him the key to the Camaro he walked out to it, got in, and then—in front of all the cameramen and everything—got out again, gave the Camaro key to his wife, got into his red RX-7 and drove off."

A "Texas Special" B2000—To let the public know that the dealership was really serious about selling trucks, Benson Ingram Park Mazda in San Antonio, TX, came up with a real attention-getter: a "Texas Special" version of the B2000 pickup.

The Texas Special includes custom paint, chrome roll bar, white spoke wheels, door grab handles, a TEXAS SPECIAL decal, driving lamps, and—door you believe—musical horns that play "The Eyes of Texas Are Upon You."

According to Bill Kolitz, general manager of Benson Ingram Park Mazda, the Texas Special promotion was a great success in stimulating truck sales. "The local paper featured it on the front page of their 'Wheels' section," he notes, "and it brought a lot of people out. Not only did we sell 15 Texas Specials, but we sold two or three times that

many trucks in addition to the Specials." Kolitz says that his dealership truck business is up about 400 percent over last year.

The photo shows Pete Lassen, truck sales manager, Mazda Distributors Gulf (at left) with Tom Benson, owner of Benson Ingram Park Mazda.



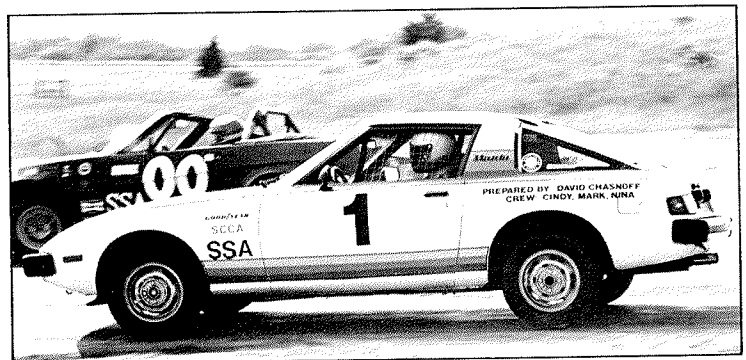
Time and Time Again—That's the name of a car and truck sales contest held last April for Mazda dealers in western and central Oregon. The prize: Seiko quartz watches for the dealer and all the sales personnel. The contest was won by Ocean Way Mazda of McMinnville, OR. Shown here at the presentation of prizes are (kneeling) Mike Crane, sales rep; (standing, L to R) Ivan Reece, sales manager; John Rice, DSM, Mazda Distributors Northwest; Jeff Koehnke, dealer principal; and Lynn Bratcher, sales rep.



Dealers Sponsor SCCA Racers—Mazda RX-7 racing honors aren't limited to IMSA competition. In Sports Car Clubs of America (SCCA) races around the country, the Mazda rotary has been showing its colors—often with the sponsorship of Mazda dealers. At the Hallett Motor Racing Circuit in Hallett, OK, for example, RX-7s took 5 of the top 10 places in Group 6 (Showroom Stock A, B, and C) at the SCCA Green Country Grand Prix, June 19–20.

An RX-7 driven by Tom Schultz and sponsored by Lou Fusz Mazda, St. Louis, MO, took third place in this event. In addition, an RX-7 sponsored by Passport Motors, the Mazda dealer in Tulsa, OK, took sixth place. This car was driven by Toly Arutunoff, owner of Passport Motors and president of the Hallett Motor Racing Circuit.

The pace car for the June 19–20 Grand Prix at Hallett, an RX-7 furnished by Mazda Distributors Gulf, is shown here.



A Successful Truck Promotion...

Whose Key Starts the Mazda?

DENNIS DILLON MAZDA of Boise, ID, staged a highly successful truck promotion last spring that resulted in the biggest Mazda truck and car sales month in the history of the business.

Held in conjunction with Boise AM Country-Western station KGEM and its counterpart FM station KJOT, the promotion was titled "Win a Mazda Truck from Dennis Dillon and a Truck Load of Prizes from KGEM AM and KJOT FM."

To have a chance for the contest prize, a B2000 pickup, contestants had to register at Dennis Dillon's showroom. The registration cards were picked up by KGEM/KJOT every other day, and names were drawn at random and read over the air. If a contestant called the station in the allotted time, the caller won a station prize. During the promotion, three to five thousand dollars worth of prizes were given away by KGEM/KJOT.

Then, nine days before the end of the promotion, 100 names were picked at random from *all* entries.

The names of key winners were announced over the air, and these individuals were notified by mail and telephoned to confirm that they had the opportunity to win the Mazda. Key winners were required to appear in person.

On the specified day, key winners arrived at the showroom, and each drew a number at random to determine the order of picking a key and trying to start the B2000. Each of these people received an ignition key; 99 keys were blank, and only one would start the Mazda. The winner was given a choice of either the B2000 pickup or a GLC—taxes and title included.

Winner of the B2000, Lois McCallum, was shown in a major article in the local newspaper covering the Dennis Dillon event—and in appreciation for her Mazda, Ms. McCallum placed an ad in the paper's automobile classifieds that read:

"THANK YOU Dennis Dillon & Assoc., KJOT & KGEM. I Love My Mazda Pickup."



Mazda Piston Engine Wins Top Japanese Award

A Mazda technological innovation developed to control engine exhaust emissions while maintaining excellent fuel economy and performance has been named winner of the 1982 Award of Invention by the Japan Institute of Invention and Innovation.

The simple but effective air-fuel mixture control device incorporated into the carburetor as part of the EGR (Exhaust Gas Recirculation) system was cited by the organization for its creative technology.

The Award of Invention marks the fifth time that Toyo Kogyo has been recognized for the technology de-

veloped for Mazda's piston engine with Stabilized Combustion System (MSCS).

The MSCS engine is used in all Mazda GLC and 626 models sold in the United States and Canadian markets.

It also is used on all Mazda passenger cars in the Japanese domestic market with piston engines ranging from 1,300 cc to 2,000 cc in displacement.

The unique design makes efficient use of hydrodynamics to automatically perform optimum air-fuel ratio compensation under various driving conditions without the necessity of using complicated mechanisms.



Thinking Big...

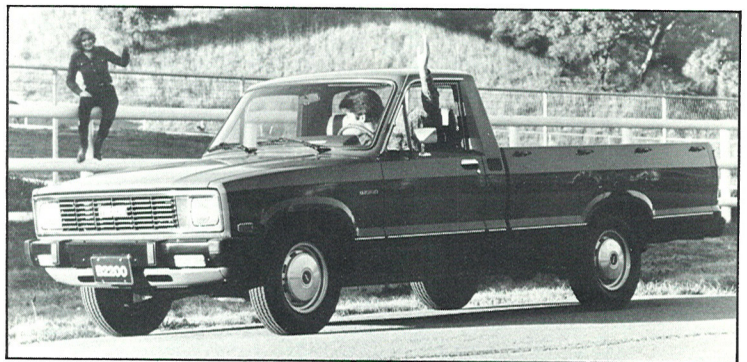
Recent Truck Fleet Sales

Martin Mazda, Woodland Hills, CA—In a bid contract competing with trucks from six other manufacturers, Martin Mazda recently sold a fleet of 50 longbed Mazda B2000's to the Los Angeles Unified School District. Strongest competition came from Datsun; other competitors for the bid were Isuzu, Toyota, Ford, Chevrolet, and Chrysler. The Sundowners are being used by maintenance supervisors throughout the school district.

Everett Mazda, Everett, WA—Everett Mazda delivered 18 Mazda trucks (14 diesel and 4 gas) this summer to the County of Snohomish. DSM Norm DeRieux reports that the dealer won this fleet bid because of best price due to Summer Sizzler and Fleet incentives, plus Mazda's reputation for high quality and minimum service requirements. County Supervisors will use 17 of the trucks in their various departments, and one unit will be used at Snohomish County Airport. This dealer's year to date truck sales are more than double the other car lines sold.

Johnson County Mazda, Mission, KS—Professional Mailroom Services, Inc., a mail delivery service in the Kansas City metropolitan area, has purchased 34 B2000's from Johnson County Mazda in the past six months. The delivery service, which plans to expand into the Dallas area soon, is saving approximately \$5900 a month in fuel costs compared to the fleet of Chevrolet pickups they previously used.

McKay Mazda, Jefferson City, MO—As of July 1, McKay Mazda had sold 40 trucks in the previous 3 months, and had sold more Mazdas in six months than in all of 1981. Most recent sale was a fleet of three Mazda B2200 diesel trucks to Clark's Auto Sales & Parts, which sells parts to McKay Mazda's body shop. Clark's delivers parts to several counties in the Jefferson City area, and needed better fuel economy than the 18–20 mpg they were getting with domestic pickups. As Gary Clark stated in a testimonial ad in the local paper, "McKay made me a deal I couldn't refuse."



CONSUMER GUIDE PRAISES B2200—MINI PICKUP TRUCKS, a special truck magazine published by CONSUMER GUIDE, has praised the diesel-powered Mazda B2200 pickup as "difficult to fault in any area," and worthy of "serious consideration" by "value-conscious small-pickup buyers."

The magazine's July '82 issue joins many other enthusiastic press reviews the B2200 has received since its U.S. introduction early this year. The MINI PICKUP TRUCKS article describes the B2200 as "easy to drive" and notes the pickup's excellent braking characteristics and "very smooth ride." It also describes the B2200 Diesel Deluxe as "a cut above most competitors for attractiveness."



Developer of Mazda Rotary Engine Addresses World Congress



Mr. Kenichi Yamamoto, senior managing director in charge of advanced technology and research and development at Toyo Kogyo, was a featured speaker at the Automotive World Congress August 23 in Detroit.

Organized by AUTOMOTIVE NEWS, the 3-day World Congress was attended by approximately 450 representatives of the automotive industries and press from over eight countries.

Yamamoto, a mechanical engineering graduate of Tokyo University, received the "Director Award" from the Board of Scientific Technique in 1969 for his work on the development of the practical rotary engine and in 1970 received a similar honor from the Japanese Society of Mechanical Engineers. He is the author of ROTARY ENGINE, a technical source book.

Yamamoto joined Toyo

Kogyo in 1946 as an engine designer and in 1950 designed the first overhead valve engine for a three-wheeled truck. In 1967 he made automotive history when he completed the first two-rotor rotary automotive engine. In the next two years, he completed both a 1000 cc two-rotor rotary engine and a 1150 cc two-rotor rotary engine.

Yamamoto's remarks to the World Congress, titled "The Rotary Engine: Two Decades of Innovation," described the development of the Mazda rotary powerplant from the company's technical agreement with NSU-Wankel in 1961 to the present.

In 1963, Yamamoto was chosen to head the newly formed Rotary Engine Division. With a staff of 47 hand-picked engineers and designers, he was given the task of turning the promising Wankel design—which until then had never been put to practical use—into a working automobile engine.

Four years later, in May 1967, production began on the first rotary-powered automobile, the Cosmo, with monthly volumes of 30 to 40 units.

Between 1968 and 1973 numerous rotary engine models were brought out: the R-100 Coupe in 1968, the front-wheel drive Luce Rotary Coupe in 1969, the RX-2 in 1970, and the RX-3 in 1971. During this period, about 620,000 units were produced in all.

The demand for emission controls and the energy crisis of 1973 presented major challenges for the rotary engine development team, Yamamoto pointed out, and resulted in the Phoenix Proj-

ect in 1974—a major redesign to improve fuel economy. This effort culminated in the introduction, in 1978, of the RX-7, the first automobile exclusively conceived and developed for the rotary engine.

"Our enthusiasm for the rotary motor has grown with time," Yamasaki said. "With each passing day, we have come to appreciate its inherent advantages—light weight, compact size, smooth operation. These attributes will become increasingly important as the automobiles of the future are required to become smaller, lighter, and more aerodynamically efficient."



ALL-DIAMOND SALES FORCE—*Can you top this?* Lou Fusz Mazda of St. Louis, MO, announced recently that every sales representative of the firm has been inducted into the Diamond Chapter of the Mazda Sales Guild. Shown here (L to R) are Gary Johnson, Kevin Kenny, Ted Dickey, Jim Aubuchon, and Keith Ellis. To be eligible for the Sales Guild's Diamond Chapter, a sales rep must sell at least 100 new vehicles during a calendar year. Johnson, Kenny, and Dickey were also the top three Mazda salesmen in the State of Missouri in 1981.



KIDNEY FOUNDATION FUND-RAISER—Little Shana Applebaum (INSIDE TRASH CAN) hands the winning ticket for the National Kidney Foundation of Southern California Mazda Drive-Away to Staci Gold, with some assistance from Foundation Past-President Jeanette Vosburg. Juana Rogel bought the winning ticket for a new 1982 Mazda GLC Sport, donated by Mazda Distributors Pacific.

Editors Get Look...

of the new 626 in September. The 140,000-square-meter plant, built on an 800,000-square-meter site of reclaimed land at a cost of 35 billion yen (\$140 million), is capable of a monthly production of 20,000 completed cars plus 7,000 cars in complete knock-down form. Initial production at the Hofu factory will be devoted to the new front-drive 626.



is a quarterly newsletter for Mazda dealers published by Mazda Motors of America (Central), Inc., Public Affairs Department, P.O. Box 5609, Rancho Dominguez, CA 90224

Editor: Bob Eklund
Art Director: Elliot Hutkin

