

Mazda TODAY

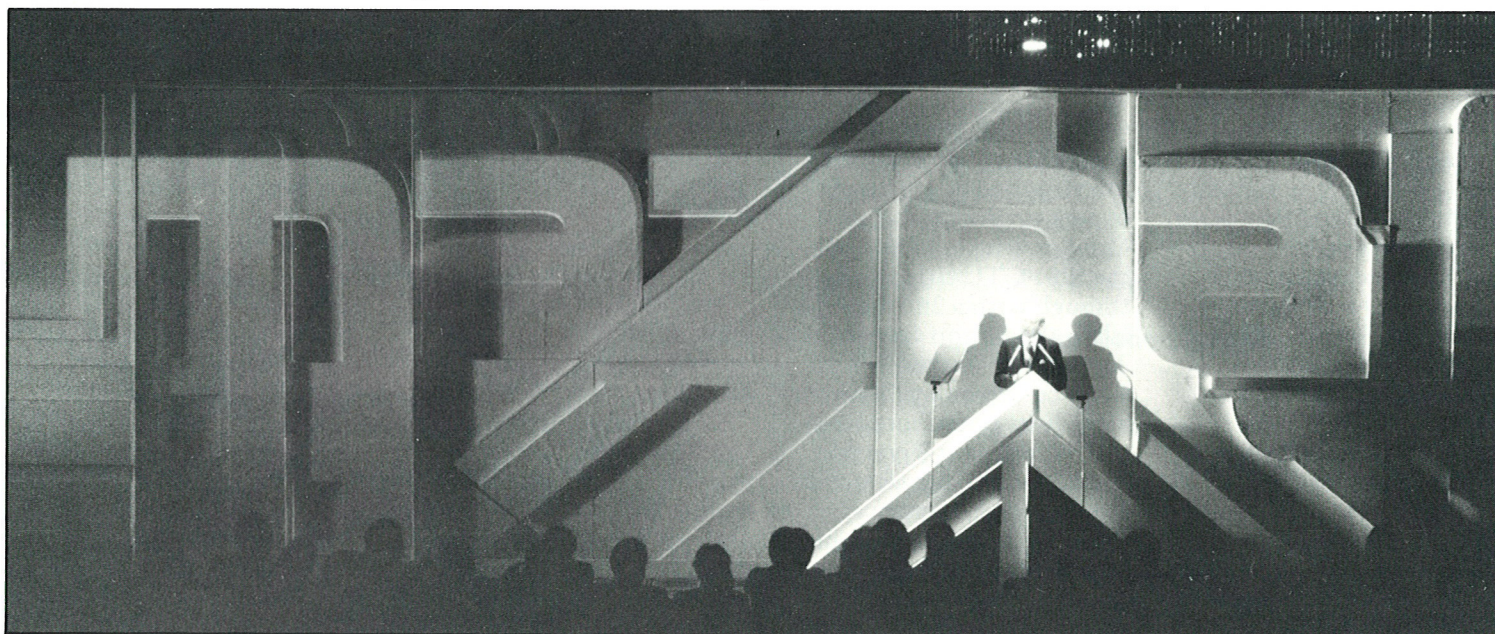
MAZDA MOTORS OF AMERICA (CENTRAL), INC.

FALL 1984 **INSIDE...**

- Mazda Goes Show Biz... PAGE 3
- Far East Holiday... PAGE 3
- MDP Frisbee Championships... PAGE 4
- Dealer Briefs... PAGE 6
- 14-Mazda Family... PAGE 7
- Mazda Personalized Plates... PAGE 8

The Dream, the Drive, the Drama...

Dealer Meetings Give Perspective on 'Mazda Decade'



With the theme of "THE DREAM, THE DRIVE, THE DRAMA," Mazda dealer meetings held in September brought into perspective and focus the first five years of the "Mazda Decade" and

pointed out the course for the decade's second half.

The meetings, hosted by top Mazda Central and distributor executives, were held in Seattle on September 5, Los Angeles on September 7,

Chicago on September 11, and Houston on September 13.

In opening remarks, the distributor general operations managers pointed out that Mazda's 10-year plan, called the "Mazda Decade" and

launched at the 1980 Dealer Meeting in Reno, Nevada, is precisely on target as we reach the decade's midpoint — with the consumer's favorable image of Mazda continu-

CONTINUED ON PAGE 5...



FIVE-DOOR VERSATILITY — The 1985 Mazda 626 touring sedan combines the aesthetic appeal of a sedan with the roominess and versatility of a station wagon. Other 1985 model highlights include RX-7s in four performance and trim levels, with choice of two rotary engines; and a Luxury model GLC with halogen headlights and other extras.



Mazda Clinches Fifth Consecutive GTU Manufacturers' Championship

Boosted by a GTU class victory by Mazda RX-7 co-drivers Jack Dunham and Jeff Kline in the 500-mile IMSA race at Road America August 26, Mazda has clinched an unprecedented fifth consecutive GTU manufacturers' title.

The win at Road America contributed 20 points toward Mazda's season total of 227. Porsche, behind a 3rd place Road America GTU finish by

Tim Selby and Earl Roe in a 914/6, is the runner-up in Manufacturers' Points with a total to date of 125. With four events remaining in IMSA's 17-race schedule, it is mathematically impossible for Porsche to erase Mazda's 102-point advantage.

"This accomplishment makes a very clear statement about the competitiveness of the RX-7 and the dedication

CONTINUED ON PAGE 2...

Fifth Championship...

and professionalism of the people who race them," said Rod Hayden, Mazda Central senior vice president and general manager.

Sebring and Road Atlanta to give Mazda three wins through the season's first four races.

And whenever the Baldwin/

place finish.

Through 13 races this season, Mazda has seven GTU wins, five 2nds and one 3rd. Rod Hayden credited Mazda's

consecutive drivers' championship. Jack Baldwin currently leads the standings with 175 points. He is followed by Jack Dunham with 132 and Jeff Kline with 114. Chris Cord, who campaigns a Toyota Celica, is the only non-Mazda driver in the top five.

If Baldwin can maintain his lead through the Daytona Finale November 25, he will follow in a proud tradition of other successful Mazda drivers. GTU drivers' championships have been won in RX-7s driven by Walt Bohren in 1980, Lee Mueller in 1981, Jim Downing in 1982, and Roger Mandeville in 1983.

GTO Title Bid

Mandeville is attempting to become the first driver to win the GTO title in an RX-7. Following a 5th place finish at Road America, Mandeville currently leads the GTO drivers' standings with 165 points. He is followed by Chevrolet drivers Gene Felton and Billy Hagan with 143 and 131 points, respectively. The GTO manufacturers' championship is also within Mazda's reach. Though Mandeville's RX-7 is the only Mazda that competes regularly in the GTO class, Mazda currently trails leader Chevrolet by just 16 points.



GTU LEADER—The driving team of Jack Baldwin, Ira Young, and Bob Reed have set the pace in IMSA's GTU class this season, piloting their No. 76 RX-7 to eleven top five finishes, including five victories.

Though Dunham and Kline clinched the championship, the Malibu Grand Prix team of Jack Baldwin, Ira Young, and Bob Reed was largely responsible for assuring that Mazda would secure a record fifth straight GTU crown to go along with championships won in 1980, 1981, 1982, and 1983. In the season's opening event—the Daytona 24-hour—the newly-formed team came out of nowhere with their No. 76 RX-7 to win the GTU class title.

The Malibu Grand Prix-sponsored team followed that upset with class victories at

Young/Reed team faltered, Mazda relied on its depth to pick up the slack. Lee Mueller, who led Mazda to the 1981 GTU title, came through with a 2nd place finish in the Miami Grand Prix. The factory-backed No. 66 RX-7, co-driven by Dunham and Kline, contributed 2nd place finishes at Riverside and Watkins Glen as well as a much-needed victory at Mid-Ohio. And, when all of the front-runners fell by the wayside at Charlotte, co-drivers Al Bacon and Charles Guest emerged from the pack in their RX-7 to record a 2nd

"safety in numbers" philosophy, as well as the reliability and durability of the GTU RX-7's 12A rotary engines, for the impressive record.

"Reliability, consistency, good pit stops—that's the way we win races and championships," he pointed out. "It's hard enough to win the title once, let alone five straight times. The rotary engine has proven itself time and time again to be an extremely competitive and reliable racing powerplant."

Though it is not a mathematical certainty, Mazda also appears headed toward a fifth

Mazda to Sponsor LPGA Hall of Fame Championship

Fulfilling a long-range goal, the Ladies Professional Golf Association (LPGA) announced in June the signing of a 3-year contract with Mazda for conduct of the LPGA Tour's showcase tournament at Sweetwater Country Club in Houston, TX.

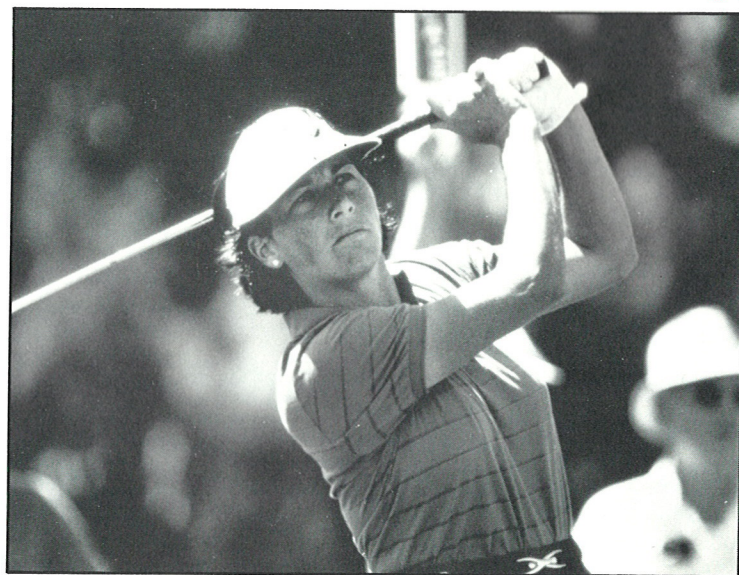
The first "Mazda Hall of Fame Championship" will be played at Sweetwater—the LPGA's home course—July 4–7, 1985, with a purse of \$300,000.

Mazda and LPGA expect to attract live TV coverage to Houston for the event. The 72-hole stroke play tournament, limited to 144 Touring professionals, will be pre-

ceded by an 18-hole professional-amateur event.

"Getting our own tournament off the ground in Houston means as much to the LPGA as winning a world championship in a team sport," said LPGA commissioner John Laupheimer. "It is both culmination of a long-range dream and planning that started before our move from New York to Houston, and opportunity to make a significant contribution to the Houston sports scene.

"Our effort here is to make this event one of the premier tournaments in golf," he added.



ALCOTT WINS SPRING TITLE, PLUS AN RX-7—Amy Alcott, winner of the Mazda-LPGA Series Spring Season title, also took home a 1984 Mazda RX-7. Mazda is awarding an RX-7 to the top player in each LPGA seasonal segment. Alcott finished the Spring Season with 571.1 points.

4WD RX-7 Proves Competitive In Pike's Peak Hill Climb

Rod Millen, a standout in the SCCA's PRO Rally series, surprised even himself in a rare appearance in the annual Pike's Peak Hill Climb, guiding his four-wheel-drive Mazda RX-7 to a 2nd place finish in class and 5th overall.

"We did even better than I could have expected," said Millen, who has not competed in the world-renowned event since 1981. "We really went there with the idea of getting ready for next year. But it turned out we were already very competitive this year."

Millen said his 13B rotary-engine-powered RX-7 ran extremely well in practice and qualifying. The trend continued on race day, with Millen trailing class winner Michelle Mouton in a turbo-charged Audi Quattro Sport by just 25 seconds at the finish.

Prior to the event, Millen had expected the approximately 200-horsepower gap between the Quattro and his RX-7 to be too much to over-

come. High altitude also figured to diminish Millen's chances. As a rule of thumb, normally aspirated engines tend to lose about four percent of their horsepower for every 1,000 feet increase in elevation. Turbocharged engines, however, can maintain their power throughout the climb.

"I thought power would be the most significant factor in the race, but we found that handling was even more important," said Millen. "We plan to go back next year, hopefully with a more powerful engine. But we really don't need much more power."

Millen added that the increased familiarity with the course should also work in his favor in 1985.

"This is a very hard event to get right," he said. "You can start out in 90-degree heat and end up in snow at the top. The more experience you have at dealing with those kinds of extremes, the better off you'll be."



Far East Holiday for 100 Mazda Dealers

ONE HUNDRED Mazda dealers will leave Sept. 26 on an expense-paid "Far East Holiday," the culmination of a 3-month sales incentive contest that ended March 31.

The winning dealers and their spouses or guests, together with hosts from Mazda Central and its distributorships, will fly to Tokyo in two groups, departing from Los Angeles and San Francisco.

After two days and three nights in Tokyo they will go by bullet train to Kyoto for more sightseeing, then proceeding to Hiroshima where

they will be received by Mazda executives.

In addition to touring the Hiroshima factory, they will visit the Peace Memorial as well as Miyajima Island on Japan's Inland Sea. A trip to the new automated plant for Mazda 626 production at Hofu will be a final highlight of the tour before departure from Osaka October 5.

The top 20 volume dealers, designated "Super-Achievers," will then fly on to Singapore via Hong Kong, spending October 6-9 on a tour of the Singapore area before returning to the U.S. October 10. 

MAZDA GOES SHOW BIZ

Mazda's ongoing program of placing its cars and trucks in TV and motion picture productions is an effective way to increase the public's awareness of Mazda products. Mazda cars and trucks are currently appearing in the following TV series and feature motion pictures:

Television Series/Movies/Pilots

SERIES/MOVIE/PILOT	PRODUCT
"T.J. Hooker" TV series	RX-7, GLC, 626
"Riptide" TV series	(2) RX-7s
"Scene of the Crime" TV pilot	RX-7
"Condor" TV pilot	626, RX-7
"Hardcastle & McCormick" TV series	RX-7
"Under Suspicion" TV movie	B2000SE
"The Eagle of Encino" TV pilot	RX-7
"Me and Mom" TV pilot	626
"Matt Houston" TV series	B2000 SE
"Simon and Simon" TV series	RX-7

Feature Motion Pictures

MOTION PICTURE	PRODUCT
"They're Playing With Fire" starring Sybil Danning	RX-7
"Prime Risk"	626
"Meatballs II" starring Richard Mulligan	GLC wagon
"Loveliness"	626
"Cannonball Run, Part II" starring Burt Reynolds	RX-7



Sharon Gless with RX-7 used in TV series "Cagney & Lacey."



Adrian Zmed drives this RX-7 in the popular TV series "T.J. Hooker."



Dealers, corporate personnel compete...

Mazda Distributors Pacific Holds Frisbee Disc Golf Competition

In conjunction with the 1984 Mazda U.S. Open Frisbee Disc Championships, held July 1 at the La Mirada Regional Park, La Mirada, CA, Mazda Distributors Pacific put on its own Amateur Disc Competition for Mazda dealers and corporate personnel.

Dealers from the Southern California area (Districts 1, 2 and 3) were invited to send one representative each to this event, a competition in Frisbee Disc "golf."

Also invited to compete were representatives (one from each organization) from Mazda Distributors Pacific;

Mazda Central; Mazda of North America; the advertising firm of Foote, Cone & Belding/Honig; and Mazda's Information Bureau at Hill & Knowlton.

Fourteen dealer and four corporate representatives competed in the event on the La Mirada Disc Golf Course, considered one of the toughest in the country with a playing distance of 4,896 feet.

Among the dealer contestants, the 1st place winner, Dan McGraw of Gene Gray Mazda in Hemet, CA, took home a Canon 35mm camera and tripod. The 2nd place winner, Tim Silva of Richard

Werren Mazda, La Habra, CA, received a cordless telephone. Greg Shelton of Don Valley Mazda, San Luis Obispo, CA, took home the 3rd place dealer prize of a headphone radio.

The 1st place corporate winner, Alfredo Najera of Mazda Distributors Pacific, also received a Canon 35mm camera and tripod. Mark Renusch of Foote, Cone & Belding/Honig, the corporate runner-up, won a Walkman AM/FM radio.

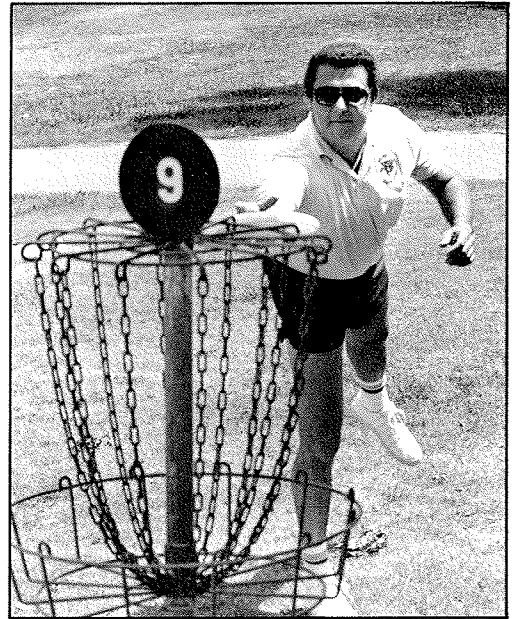
The Sweepstakes prize, a 19-inch console color TV, was won by Allen Green of Mazda Central.

Every participant received a pullover shirt with Frisbee Disc Championship logo, a pair of shorts, and a brass and leather medallion paperweight with the championship logo.

This "Amateur" event was held at the same time and place as the 1984 Mazda U.S. Open Frisbee Disc Championships, which included such events as Distance, Freestyle, Maximum Time Aloft, "Discathon," "Ultimate," and "Guts," in addition to Disc Golf. This is the fifth year that Mazda has sponsored this event.



PHOTOS: MATT KEEFE



ABOVE LEFT: Winners of Mazda Distributors Pacific Frisbee Disc Championship are (FROM LEFT): Sweepstakes winner Allen Green, Mazda Central; Dealer 1st Place winner Dan McGraw, Gene Gray Mazda, Hemet, CA; Corporate 1st Place winner Alfredo Najera, Mazda Distributors Pacific; Corporate 2nd Place winner Mark Renusch, Foote, Cone & Belding/Honig; and Dealer 3rd Place winner Greg Shelton, Don Valley Mazda, San Luis Obispo, CA. ABOVE: Dino Grossi of Martin Mazda, Woodland Hills, CA, tosses Disc into 9th "hole" at La Mirada Frisbee Disc Golf Course. LEFT: Participants in Mazda Distributors Pacific Frisbee Disc Championship receive last-minute instructions from the judges.

"Mazda Decade..."

ing to grow and expand.

An important element in this progress, the distributor sales managers noted, was Mazda's unprecedented success in truck sales. And the truck story continues to be sensational...with total Mazda sales nationally through August of 80,636 trucks, an increase of 71 percent over last year.

Over the past three years, they pointed out, Mazda's truck sales have gone from almost nothing to a commanding 55 percent share of the under \$6000 import truck market—a growth rate which no one has ever achieved before.

Customer Satisfaction

Frank Garard, Mazda Central's group vice president for service, parts, and consumer relations, noted that "as the Mazda Decade progresses, we're uncovering more and more proof that customer satisfaction may be the most important factor shaping our future and influencing our long-term success."

Referring to the Dealer Guidelines Program announced last September, Garard said that the program is proceeding as planned. "We're actively engaged in the evaluation process for every one of your dealerships," he noted.

"If, after the evaluations are completed, we think there's room for improvement, we'll sit down with you, share our point of view with you, give you our reasons why, listen to your point of view, and like good businessmen work toward a mutually acceptable position and agreement," he added.

Full Circle Program

Garard reported that the Full Circle Service and Parts Program has been an outstanding success. "Every aspect of this program that you've supported has been incredibly successful...improving parts sales and repair service quality, creating better trained employees and giving them recognition for their accomplishments," he said. "Those

of you who have taken hold of this program and run with it have made it more than we ever imagined and I want to thank you."

Garard noted that there will be an expansion of the Full Circle concept in the months and years ahead, covering other business areas. An example of this is a new program called Mazda Full Circle Service Shield—Mazda's own service protection contract.

Garard also announced new innovations in accessories—for example, a new radio program in which every 1985 model car will come from the factory wired for sound and with speakers, and all (except the base GLC) will also come with antenna built in.

He also announced a new image-building program for merchandising Mazda accessories. A new name, "Mazda Finish Line Accessories," will appear on all point-of-sale material and other packaging. Mazda Finish Line Accessories will also be promoted through consumer advertising.

In general, the advertising strategy for 1985 will be to continue to position Mazda as a line of technically sophisticated, "cut-above" products with outstanding total performance—a superior value for the price. Advertising is felt to be increasingly important, particularly in view of a recent survey by the automotive market analyst J. D. Powers indicating a trend: consumers are increasingly pre-sold before they even walk through the front door of an automobile dealership.

The Dream, the Drive, the Drama

In conclusion, Rod Hayden, Mazda Central senior vice president and general manager, reaffirmed Mazda's commitment to the goals established at the beginning of the decade.

"The Dream, the Drive, the Drama' really is an appropriate description of this

time in our lives—this time we call the Mazda Decade," he said.

"The Dream' is actually a long-range goal that we first revealed to you in 1981: to build vehicles that would become known as the best from Japan—and to deliver those vehicles through a modern marketing organization that would be a cut above any other in the world.

"The Drive' is actually our plan of action to accomplish the Dream, to reach the goal," Hayden continued. "And as each of the last four years have unfolded, more pieces of our action plan have fallen into place."

Discussing the ongoing action plan, Hayden noted that "This year alone, I've put my signature of approval on over 70 million dollars of capital investment in new importing company and various distributor facilities."

Other important pieces of this action plan, Hayden emphasized, are Mazda's commitment to total customer satisfaction and the new Dealer Guidelines Program. "According to the experts," he said, "we're the first automobile company in the last 20 years to analyze their retail channels of distribution from the viewpoint of service to the customer—what's needed in the market to support the vehicle population and to satisfy the owner body."

"Others have created stan-

dards," Hayden added, "but generally they've been built around self-serving ideas of how many vehicles they wanted to sell or how they wanted buildings to look."

Looking ahead, Hayden noted that stiffer competition is a certainty—and readiness to meet that competition is crucial.

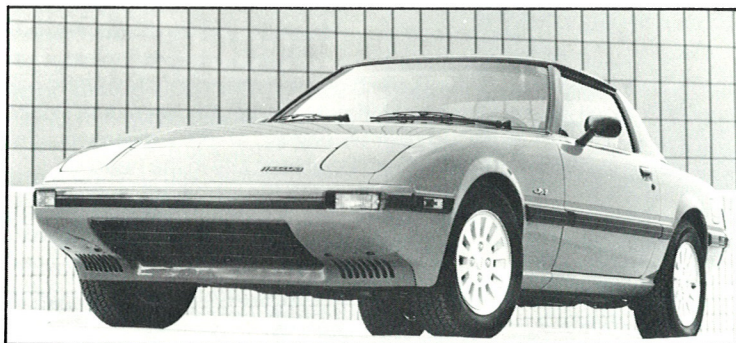
"We are committed to having enough vehicles available in this country to meet the 350,000 plus car and 100,000 plus truck sales objective that we've told you about for the past two years," he said.

"We've got to be ready and able to handle some rough and tumble times ahead," Hayden added. "We know what we have to do...We're committed to do it...I'm here to tell you that we're going to do it."

A similar commitment, he pointed out, is expected from all Mazda dealers.

"The second half of the Mazda Decade promises to be even more rewarding than the first half," Hayden concluded. "Just know that... five years from now... a story will have been told of progress and prosperity, of ten years spent to achieve a Dream, a vision of success."

"The Drama' of the Mazda Decade is that this is your story—yours and mine—and everything we do from now on is going to determine how that story turns out."



HIGH PERFORMANCE—Powered by a refined 13B rotary engine, the 1985 Mazda RX-7 GSL-SE can go from 0 to 60 mph in 8.0 seconds and cover a quarter-mile from a standing start in 16.1 seconds. The 13B, with a Dynamic Effect Intake (DEI) system, Six-Port Induction (6PI) and electronic gasoline injection, can turn out 135 horsepower at 6,000 rpm and 133 foot-pounds of torque at 2,750 rpm.



Dealer Briefs

Grand Opening—TV spots, radio and newspaper ads, and a banner in the sky recently helped to put Fresno Mazda's new facility on the



map. This central California dealership held a "Grand Opening Sale-A-Bratton" May 18–20 to celebrate its move to new quarters. On all three days of the Grand Opening, an airplane towed a banner over Fresno and adjoining market areas to advertise the event.

King Cotton—It isn't often a Mazda dealer gets to wear a crown. But it happened this year in Memphis, TN, where John Dobbs, president of Courtesy Mazda, was elected King of the city's annual Cotton Carnival, held May 5–June 3.

The Cotton Carnival, a premier celebration of the mid-South and attended by some 750,000 visitors last year, has been a Memphis tradition for more than 50 years.

Dobbs is shown here in kingly regalia with the Carnival Queen, Suzette Turner.

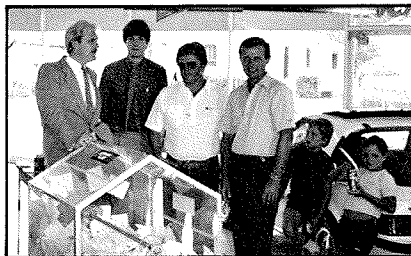


Citizen of the Year—Henry Billion, president of Billion's Mazda in Sioux Falls, SD, was named the 1984 Business Citizen of the Year by the Sioux Falls Area Chamber of Commerce and the Sales and Marketing Executives of Sioux Falls. Billion, director emeritus of the National Automobile Dealers Association and extremely active in automotive and civic affairs, has been in the automobile business in Sioux Falls since 1935.

Louisiana Hoedown—"It was the biggest media event Lafayette has seen!" That was the comment of Lafayette Motor Co. president Rocke Roy following the "KTDY Cash Car Giveaway," an RX-7 giveaway contest held last spring in this southern Louisiana city in the heart of "Acadiana," the region where French is still the dominant language.

FM station KTDY, Dr Pepper, and Lafayette Motor Co. cosponsored the contest. There were over 45,000 entries, with over 150 people attending the drawing at the dealership June 30.

Shown in the photo are (from left) Conrad Maxwell, KTDY station manager; Rick LeBlanc, KTDY disk jockey; Rocke Roy, president, Lafayette Motor Co.; and Pete Lassen, sales manager, Mazda Distributors Gulf, who drew the winner—Bruce Eidahl of Maurice, LA.



Battle of the Sexes—If anyone ever had any doubts about the ability of women to perform as well as men in auto sales, the ladies at Stephen Wade Mazda have settled the question once and for all.

The sales force at this Salt Lake City dealership consists of five women and seven men. A friendly competition was organized this spring to see which sex could sell the most cars. The women were organized as a separate crew, with one woman managing the crew in addition to selling.

Here's the score: In March, the women sold 51 units, the men 54½. In April it was women 42½, men 50½. And in May it was women 66, men 68½.

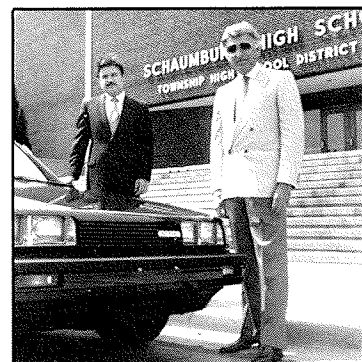
For the three months, that totals 159½ units for the women vs. 173½ for the men. But taking into account that five women were selling compared to seven men, it turns out that with a 30 percent smaller crew the women sold only 8 percent fewer units—a significantly better sales rate per person for the ladies!



Members of the women's crew, shown here, are (from left) Eneida Irizarry, Dianne Sartori, Claudia Dullnige, Jill Castle (crew chief), and Laura Olson.

Helping a High School—Many schools around the country have benefited from Mazda donations of vehicles that have been irreparably damaged during their journey from factory to dealership. The latest is Schaumburg High School in the greater Chicago area, which recently received a 1984 Mazda 626 donated by Schaumburg Mazda dealer Fireside Imports. The high school presently has 226 students enrolled in automotive courses.

"We expect the automotive courses offered at Schaumburg High to help attract talented young people to service careers in the automotive industry," said Allen Gaines, Fireside president. Shown here at the presentation May 31 are Gaines (at right) with Schaumburg High School principal J. M. Gaza.



Hawthorne Dealer Honored—Bob Keefer, owner and general manager of Hawthorne Mazda in Hawthorne, CA, was recently honored with the "Commercial Improvement Award" for 1983 by the Hawthorne Chamber of Commerce.



The award, presented at an Elks Club luncheon in April, was in recognition of Keefer's recent remodeling of his dealership facility. He has been a Mazda dealer in Hawthorne for 13 years.

Nashville Hosts Service/Parts Guild Banquet



Fourteen Mazda Service Managers and Parts Managers, shown here with award plaques, received Gold and Diamond Chapter awards at MDG recognition banquet in Nashville June 8.

"MUSIC CITY U.S.A." was the host city for this year's awards banquet honoring Gold and Diamond chapter members of the Service Managers Guild and Parts Managers Guild in the Mazda Distributors Gulf area. Fourteen service and parts managers received the Diamond and Gold awards at the banquet, held June 8 in Nashville, Tennessee.

The Service Managers and Parts Managers Guild awards are designed to give recogni-

tion to dealership personnel for their outstanding performance.

Master Technician awards were also presented to 23 Master Technicians Guild members attending the banquet.

Many of the participants stayed over to attend a performance of Nashville's famous "Grand Ole Opry" on Saturday afternoon. Mazda Distributors Gulf gave away 40 tickets to the event.



MISS TEEN U.S.A. — The 1984 Miss Teen USA, Cherise Haugen of Sleepy Hollow, IL, won this RX-7 along with her title. Here, Mike McGrath (LEFT), president of Heritage Mazda in Elgin, IL, presents Cherise with the keys to her new car, while Mazda Distributors Great Lakes district sales manager Tom Cosgrove looks on.



Mazda Central Quality Assurance Group Visits Mazda Motor Corporation Facilities

At the invitation of Mazda Motor Corporation quality assurance officials in Japan, quality assurance personnel from Mazda Central and its four distributorships visited the Mazda factory facilities in June. The trip reflected the factory's concern and desire that quality assurance personnel in the U.S. should have the fullest possible understanding of Mazda quality goals and procedures.

A complete two-day tour of the Hofu plant included a specially arranged visit to the highly automated vehicle painting department.

The second day at Hofu included explanations and hands-on visits to each area

of the plant where adjustments are performed—from trunk lid adjustments on uncompleted bodies to final engine adjustments on completed vehicles.

Host for the Hofu visit was Mr. Yokota, deputy director of the Hofu plant.

Additional meetings and quality assurance presentations were held at the Hiroshima factory, hosted by Mr. S. Mochizuki, director and manager of the Quality Assurance Division.

A final highlight of the Japan visit was a tour of Mazda's Miyoshi proving grounds, including the newly completed Aerodynamics Laboratory and the new wind tunnel testing facility.



Visiting U.S. quality assurance personnel view tip-up area for underbody assembly at Hofu plant. In photo are (FROM LEFT) Matt Reiter, Q.A. specialist, MDP; Bill Cochran, Q.A. specialist, MDG; Norm Rathlein, Q.A. manager, Mazda Central; Ken Postma, Q.A. manager, MDGL; Dick Jones, Q.A. specialist, MDNW; and Sanryo Ohi, manager, inspection dept. No. 2, Hofu plant.



This Family's Fourteenth Mazda

Since 1980, Mr. Lee Bourgeois and members of his immediate family have purchased three GLCs, seven 626s, one RX-7, and three Mazda trucks—making a total of fourteen Mazdas! Formerly of Baton Rouge, LA, and now living in San Marcos, TX, Bourgeois recently returned to his home town to pick up a B2000 SE-5 from Baton Rouge dealer World Cars. The family has purchased every one of their vehicles from World Cars, which Bourgeois describes as "the finest dealership he has dealt with anywhere."

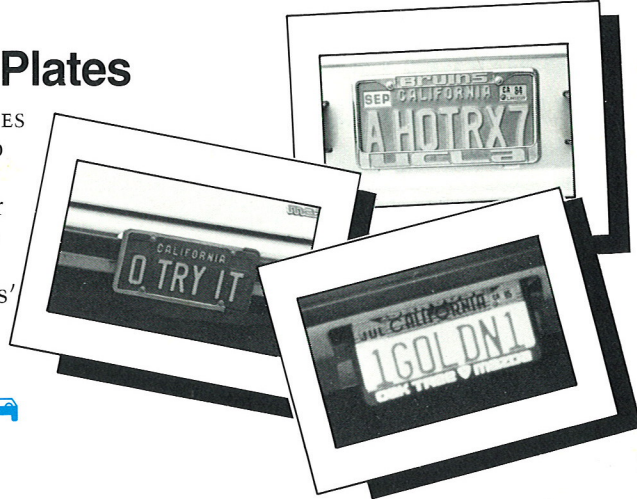


In the photo are (from left) Lee Bourgeois, World Cars salesperson Sherry LaBorde, and World Cars general manager Sammy Stephens.



Mazda Personalized Plates

PERSONALIZED LICENSE PLATES add a very personal touch to a car, often expressing the driver's feelings about his or her vehicle or job. If you see any plates with interesting messages on your customers' Mazdas, why not send us a photo for publication here? Polaroids, snapshots, slides are all OK.



Truck Promotion Provides Free Showroom

MAZDA DEALERS in Washington state got a free showroom for a week, as SE-5 trucks were displayed in numerous "Pay 'n Save" stores throughout the state.

The statewide chain of variety stores participated with Mazda in a giveaway drawing for a Mazda B2000 SE-5 truck. The promotion ran the week of June 24-30. Pay 'n Save store managers reported very good traffic around the



Mazda B2000 SE-5 truck is displayed at one of several "Pay 'n Save" stores in Washington state participating in truck giveaway drawing.

trucks on display at many of the stores throughout Washington.



A DREAM PRIZE—A 1984 Mazda 626 is presented to kidney transplant recipient Elizabeth Singh after her ticket was chosen in a benefit drawing held for the National Kidney Foundation of Southern California. Mazda dealers throughout Southern California helped in the fundraising effort. Shown here (LEFT TO RIGHT) are Don Hopkins and Bill Waple, Kidney Foundation; Dino Grossi, Martin Mazda; Elizabeth Singh; and Ed Torsello, Mazda Distributors Pacific.



"WHEEL OF FORTUNE" WINNER TAKES WHEEL OF GLC—Linda Holland of Cicero, IN, recently won a Mazda GLC on the national TV show, "Wheel of Fortune." Arrangements were made for her to pick up her prize at Tom Roush Mazda in the Indianapolis suburb of Westfield. When she got there to take delivery of the car, it was displayed on the showroom floor—which gave her son Richie a grand opportunity to try out all the gadgets. His favorite feature? You guessed it. The hole in the roof.



Dealer Personnel Attend Warranty Seminar

Dealership personnel in the Mazda Distributors Gulf area were given a training session in proper warranty claim filing procedures May 10 at the MDG Training Center in Sugar Land, TX.

The Warranty Seminar, one of several that are scheduled to be held throughout the Gulf distribution area, emphasized claim workup submittal procedures using MDCS edit functions and messaging.

Robert Voss, MDG key personnel trainer, and Jim Campbell, Mazda Central warranty supervisor, conducted this class using dealer MDCS terminals. Participants submitted actual

claims and messages in order to give each warranty administrator comprehensive instruction on day-to-day terminal capabilities.



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

