

MAZDA ANNOUNCES LAUNCH OF CERTIFIED PRE-OWNED PROGRAM

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IRVINE, Calif. ? Mazda North American Operations (MNAO) today announced the launch of a NEW Certified Pre-Owned (CPO) program designed to maximize the value of a pre-owned Mazda, ease customers' pre-owned vehicle buying experience and lower customers' cost of ownership. Under the program, Mazda dealers will follow a rigorous multi-point inspection and reconditioning program to ensure that Certified vehicles are as close to the quality of a new car as possible, and Mazda will offer warranty protection over and above any existing factory warranty.

All 2006-2010 Mazda cars, SUVs and trucks with less than 60,000 miles are eligible for the program, as long as they meet the rigorous standards for quality.

'Mazda's new Certified Pre-Owned program is designed expressly to make the process easy and affordable for customers shopping for a high-quality pre-owned vehicle,' said Ron Stettner, VP, Sales, for MNAO. 'As Mazda was recently recognized by ALG for holding one of the highest residual values in the industry, our new CPO program allows us to provide a never-before-offered level of warranty security that goes with the value for money already packaged into every new Mazda.'

CPO vehicles will be identified on dealers' lots by point-of-sale materials which will outline the warranty details and program benefits. Every Mazda CPO vehicle will offer either the remaining balance of the factory warranty or an additional 12-month/12,000-mile comprehensive warranty, as well as a seven-year/100,000-mile powertrain warranty. As with all new-car Mazda warranties, there is no deductible or co-pay for warrantable repairs.

Additionally, all CPO vehicles receive roadside assistance at no extra cost, for the balance of the powertrain warranty period, which covers flat-tire changing, battery-jump, lock-out and fuel delivery. The Mazda CPO program is offered at participating Mazda dealerships in the United States.

Celebrating its 40th Anniversary in North America in 2010, Mazda North American Operations is headquartered in Irvine, Calif. and oversees the sales, marketing, parts and customer service support of Mazda vehicles in the United States, Canada and Mexico through nearly 900 dealers. Operations in Canada are managed by Mazda Canada, Inc., located in Ontario; and in Mexico by Mazda Motor de Mexico in Mexico City.

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EDITOR'S NOTE: For more information on Mazda vehicles, visit the online Mazda media center at www.mazdausamedia.com [1]. Product B-roll may be ordered online by visiting The News Market at www.thenewsmarket.com/mazda [2].

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