

# MAZDA NORTH AMERICA RETURNS AS SPONSOR OF AFAS EXHIBIT AT AMELIA ISLAND CONCOURS

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**LOS ANGELES - March 3, 2010** - As part of its 40th Anniversary celebration, [Mazda North American Operations](#) [1] will sponsor the [Automotive Fine Arts Society](#) [2] show at the [15th Annual Amelia Island Concours d'Elegance](#) [3]. For the ninth consecutive year, the two will team to present a rich exhibit of spectacular art and automotive design. The AFAS exhibit will be at the Ritz-Carlton in Amelia Island, Fla., from March 11-14. AFAS is an international group of artists whose works are respected by art connoisseurs and auto enthusiasts.

"Mazda has earned a reputation for building cars that combine elegant styling with advanced engineering to stir the soul," noted AFAS President Ken Eberts. "Their appreciation of the automobile as art means that the public will have the opportunity to enjoy wonderful works by our members at the Amelia Island Concours. We look forward to celebrating excellence in design with a company that expresses that philosophy in their products."

Mazda's support includes selecting a show piece for its "Emotion of Motion Award." In 2009, Bill Neale won the coveted honor for his piece "Aston Martin and Friend."

"Each year, the quality and creativity of the art in the AFAS tent eclipses the previous year," said Jay Amestoy, VP, Public and Government Affairs, Mazda North American Operations. "That combination of style and unique creativity is what drives Mazda to support AFAS, and we're excited to see how the artists have taken their work to an even higher level this year."

Celebrating its 40th Anniversary in the United States 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. Visit [www.mazda.com](http://www.mazda.com) [1] for more information.

## About the Automotive Fine Arts Society

AFAS was established in 1983 by a group of artists who are acknowledged by critics to be among the best in their field. Members work in diverse mediums including oil, watercolors, acrylics, wood, gouache, pen & ink, clay and metal. AFAS participates in select shows across the country including the Pebble Beach Concours and the Amelia Island Concours d'Elegance. Information about AFAS is available at [www.autoartgallery.com](http://www.autoartgallery.com) [2] or by calling

Scott Black at 214.520.3430 or [sblack@tprm-usa.com](mailto:sblack@tprm-usa.com) [4].

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