

TOP DOWN + LUBE UP = DRIVING SUMMER FUN

Published on 10/02/2008

- Mazda Becomes First Automaker to Introduce Sunscreen Alerts -

IRVINE, Calif. - For safe and enjoyable top-down driving this summer, Mazda reminds drivers that applying sunscreen for protection from the sun could be as important as buckling up before stepping on the gas. To drive this point home, Mazda North American Operations (MNAO) today began distributing windshield labels to each of its 700 dealers as part of a new year-round public-awareness campaign with The Skin Cancer Foundation.

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The labels, which will be displayed prominently on all Mazda convertibles and sunroof-equipped vehicles, urge drivers to apply sunscreen when dropping their tops. The company is launching its consumer campaign just prior to the summer driving season, when motorists are more frequently exposed to the sun. Beyond the MX-5 Miata convertible, the world's best-selling sportscar, Mazda produces five other vehicles offering sunroofs as options, including the rotary-powered RX-8 sports car, MAZDA6, MAZDA3, MPV and Tribute.

"Automakers make every effort to warn consumers about the proper use of safety belts, child restraints and air bags, so why not sunscreen?" said Jim O'Sullivan, president and CEO of MNAO. "Mazda is proud to build vehicles that are both fun to drive and designed to protect occupants in the unfortunate event of a collision, and we also think it's important to be protected from the sun while enjoying the thrill of open-air motoring."

According to Tom Rohrer, MD, spokesperson for The Skin Cancer Foundation and clinical associate professor, dermatology, at Boston University School of Medicine, incidental sun on a daily basis adds up to many days of sun on an annual basis. Rohrer says cumulative exposure to the sun is one of the main factors causing skin damage. He recommends, as part of a healthy daily routine, the application of sunscreen rated at least SPF 15.

"Just 15 minutes per day exposed to the sun equates to 90 hours per year of incidental sun exposure," said Rohrer. "The Skin Cancer Foundation welcomes this partnership with Mazda to deliver vital health information to the driving public."

The Skin Cancer Foundation is the only national and international non-profit organization concerned solely with the world's most common malignancy - cancer of the skin. The Foundation conducts public and medical education programs, and provides support for research to reduce the incidence of skin cancer. For more information, visit the Foundation's website: www.skincancer.org [1].

Mazda North American Operations is responsible for the sales and marketing, customer parts and services support of Mazda vehicles in the United States. Headquartered in Irvine, Calif., MNAO has more than 700 dealerships

nationwide.

EDITOR'S NOTE: For more information on Mazda products, visit the online Mazda media center at www.mazdausamedia.com [2].

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Links:

[1] <http://www.skincancer.org/>

[2] <http://www.mazdausamedia.com>