

Turning the Car Dealership Equation Upside Down

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Hartford, Conn. - July 14, 2009 - With competition tougher than ever and today's car buyer much more savvy from research on the Internet, Mazda North American Operations is proud to announce the unveiling of [Liberty Mazda](#) [1], a new Mazda Retail Revolution store at 91 West Service Road in Hartford, Conn.

The new state-of-the-art Mazda dealership has taken another step to shake up the market place with features like A Build-Your-Own Dream Car center, a salesperson-free zone to make the customer comfortable and a new, colorful, hi-tech open environment, all part of Mazda's Retail Revolution concept. When customers arrive at [Liberty Mazda](#) [1], they can sip complimentary coffee in the mCafé and to make the experience fun, video game stations featuring Mazda vehicles are also plugged in, as is a large plasma TV. Dedicated kiosks provide intimate details for every customer question and plasma-screen displays are scattered throughout playing video clips of Mazda's motor sports heritage.

More than 70 percent of Mazda consumers spend nearly six hours on the Internet before making their purchase. At its new Retail Revolution store, [Liberty Mazda](#) [1] saves time for customers by providing Wi-Fi enabled Kiosks, where they can customize a Mazda, research other vehicles, and print competitive comparisons or money-saving service coupons.

Taking Mazda's "zoom-zoom" credo seriously, [Liberty Mazda](#) [1] custom-tailors a test drive route to take into account city traffic, highway driving, curving roads and hills to test all aspects of the vehicles acknowledging that drivers cannot fully appreciate any vehicle on a short trip around the block. This Test Drive has been created to highlight Mazda's mantra, "Mazda...Always the Soul of a Sports Car."

The changing face of [Liberty Mazda](#) [1] includes the store's appearance -- which differs greatly when compared to any other automotive dealership, and still includes the same great Mazda service. Everything has been designed to please the consumer and grab their eye, from the variety of accent colors, in lime green and bright orange hues, to an equally prominent front window display showcasing a brightly illuminated Mazda vehicle elevated 10 feet in the air. The interior is clean and open with Mazda's full line of vehicles parked in the Drive Center waiting to be taken for a drive.

About Executive Auto Group:

Since 1972, the [Executive Auto Group](#) [2] has been committed to serving all of our customer's automotive needs whether it is sales, leasing, service, parts or just information. For more than 37 years Executive has exceeded the expectations of more than one hundred thousand customers that we have been honored to serve. The [Executive Auto Group](#) [2] has grown to eight dealerships in Conn. and believes in giving back to the communities where they do business. They participate in community toy drives, work closely with the Meriden Conn Boys and Girls Clubs, hold various golfing outings and sponsor Meriden, Wallingford and North Haven Conn. little leagues. They're involved in various Chambers of Commerce throughout the state of Connecticut, including Quinnipiac, Meriden, and others. They're members of a number of associations such as the National Automobile Dealer Association, the Greater Hartford, Conn. Automobile Association and others.

About Mazda North American Operations:

Headquartered in Irvine, Calif., Mazda North American Operations 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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Links:

[1] <http://www.libertymazda.net/>

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