

For Immediate Release

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OC Mazda in Huntington Beach Joins the Revolution ***Dealership Is Orange County's Only "Retail Revolution Store"***

HUNTINGTON BEACH, Calif. (Apr. 15, 2009) – On May 1, 2009, Huntington Beach Mazda will unveil a new concept in auto retailing with the debut of Orange County's only "Retail Revolution Store." The City of Huntington Beach will officiate at the ribbon cutting ceremony beginning at 4:00 PM.

Located at 16800 Beach Boulevard, Huntington Beach Mazda has adopted Mazda North America Operation's new retail philosophy that showcases its commitment to enhancing the car-buying experience and will be focused on delivering a unique buying experience for car shoppers through technology, environment and the Mazda Test Drive.

Many executives from Mazda will be on hand to celebrate the opening, including Jim O'Sullivan, President and CEO of Mazda North American Operations, which is based in Irvine, Calif. O'Sullivan is the recent recipient of the 2009 Auto Executive of the Year, which he will receive this May in Detroit.

Appointed to both positions in 2003, he oversees all of Mazda North American's operations in U.S., Canada, Mexico and Puerto Rico, including sales, marketing, logistics and communications.

"The blueprint for our new retail experience blends modern-day advances such as wireless technology and computer kiosks with sleek architecture and customer-centric design elements to create a car-buying experience like no other," said O'Sullivan. "This concept injects our Zoom-Zoom philosophy into our dealer network, and customers will find that purchasing Mazda products mirrors the excitement of driving Mazda products."

"For years, our mantra at OC Mazda is to treat every customer like a guest in our home," said John Patterson, owner of OC Mazda, which has two locations in Orange County including Huntington Beach and Tustin. "Our new store will build on our focus of superior customer service by truly making the buying or shopping experience as fun as it is to drive a Mazda."

No example better illustrates Mazda's new concept than the Mazda Test Drive. The experience has been created to highlight the company's mantra, "Mazda...Always the Soul of a Sports Car." This is done through a custom test-drive route featuring carefully and uniquely selected routes, traffic patterns and road conditions specific to each dealership location.

Another key to Mazda's retail philosophy is found in the use of technology. Today, the vast majority of auto shoppers rely on the Internet to gather objective and reliable vehicle information. Consequently, this process brings an interactive component into the dealership, closing the gap between online information and the Mazda dealership and creating a "site-to-store" experience.

About OC Mazda

Founded in 2004, OC Mazda has earned its reputation as an award-winning, customer service focused dealership. In addition, OC Mazda was recently named as a Top Work Place by the Orange County Register. While meeting the customer's needs remains a top priority at OC Mazda, supporting the community's needs goes hand-in-hand with that goal. A charitable donation is made for every car sold at both Tustin Mazda and Huntington Beach Mazda. To date, over \$400,000.00 has been donated to local schools, churches and charities. John Patterson, owner and President, lives in the Orange County area with his wife, Julie and son Connor.

About Mazda North American Operations

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.

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