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**Mazda expands its innovative personalised car buying scheme**

**with the launch of accredited Mazda MyWay dealers**

* London based personalised car buying scheme has delivered more than 400 cars in the capital.
* Mazda MyWay is designed to deliver an ultra-convenient car buying and ownership experience.
* First accredited Mazda MyWay dealer is Hendy Tunbridge Wells in Kent.

Launched in July 2015 the ground-breaking Mazda MyWay scheme was designed to offer a first-class customer experience to the more than 40,000 central London retail car buyers not currently within easy reach of a Mazda dealership. Three years later this innovative consumer focused scheme has delivered more than 400 cars in the capital.

With convenience at the heart of the concept, the MyWay scheme allows customers to test drive, select, buy and service a Mazda without the need to visit a physical dealership. When a MyWay prospect requests a test drive the car is bought to them at their home or place of work by a Mazda Brand Champion for a no obligation test drive. If the decision is taken to buy, the customer simply configures the car online before receiving a quote from supporting dealers within 24 hours.

Largely recruited from outside the automotive industry, the non-commission Mazda MyWay Brand Champions manage the customer’s relationship right through the buying process to ownership and onto servicing, ensuring a seamless consumer journey. Reflecting the way many of today’s consumers like to purchase goods and services, the MyWay scheme is now being rolled out to accredited Mazda dealers, the first of which is Hendy Mazda Tunbridge Wells.

“We are delighted that we’re launching our first accredited Mazda MyWay dealer, this is a positive extension of the London based programme and a great way to help customers connect with Mazda,” commented Jeremy Thomson, Managing Director Mazda UK. Adding, “Hendy are the ideal partner with which to launch our first MyWay dealership, and they’ll be the first of five Mazda franchises we are looking to appoint as MyWay dealers in the coming months. The London based programme has shown us the benefits of reaching out to customers on their terms by offering a more accessible way to test drive, buy and own a Mazda.”

As with the London project, the new Mazda MyWay dealers will serve urban customers geographically challenged by the lack of a convenient physical dealership, while their selection has involved rigorous application of customer satisfaction standards. Like the London MyWay scheme, each accredited dealership will have dedicated Brand Champions who will deliver a new personalised car buying experience.

Felicity Watson, Mazda MyWay Sales Manager at Hendy Mazda Tunbridge Wells, said: “we are excited to offer this bespoke service to our customers. While our traditional dealership-based sales set-up works for many customers, we know others would like a more flexible approach. Our Mazda MyWay service brings Mazda to your door, making the process of buying and owning a car effortless and enjoyable. The service enables customers who don’t want to travel to the centre of Tunbridge Wells to benefit from all the services offered at the Hendy Mazda showroom at a place and time that suits them. Opting for a test drive car to come to your door is not only easy, but it allows you to try the car on roads you drive every day, while the Mazda Brand Champion can answer any questions you have in a non-pressured environment. We can even carry out a part-exchange evaluation at your home”.

Adding, “the entire process is designed to be easy and once we’ve delivered your new car to your home, the service continues into ownership, as we’ll collect and return your car when it needs a service”.

Four more pilot MyWay Dealers will be announced in due course and, with its franchise partners, Mazda has plans to grow the retail concept of ‘bringing Mazda to your door’ in line with changing consumer preferences, at the same time as continuing to invest in and appreciate the importance of the traditional physical showroom and service centre.

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*For further information please contact one of the following:*

Graeme Fudge, PR Director | T: 01322 622 691 | E-mail: gfudge@mazdaeur.com

Owen Mildenhall, PR Manager | T: 01322 622 713 | Email: omildenhall@mazdaeur.com

Lois Cavanagh, Press Officer | T: 01322 622 650 | Email: lcavanagh@mazdaeur.com

Martine Varrall, Press Officer | T: 01322 622 776 | Email: mvarrall@mazdaeur.com

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