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

**with an accredited Mazda MyWay dealer for Greater Manchester**

* Mazda MyWay is designed to deliver an ultra-convenient car buying and ownership experience.
* RRG Group has been appointed to service Greater Manchester’s metro locations.
* The first accredited Mazda MyWay dealer - Hendy Tunbridge Wells in Kent opened in September.

Car buyers across Greater Manchester are set to benefit from a new and highly-convenient way to test drive, select, buy and service a new or Approved Used Mazda. With convenience at the heart of the concept, the MyWay scheme allows customers to engage with 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.

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.

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, with RRG Group bringing the service to the 1.2 million homes in Greater Manchester currently geographically underserved by a physical Mazda dealership.

“We are delighted to launch Mazda MyWay in Manchester as it’s a great way to help customers connect with Mazda in this vibrant city,” commented Jeremy Thomson, Managing Director Mazda UK. Adding, “Manchester will be the first roll-out metro location of Mazda MyWay outside of the pilot project in London and RRG are the perfect dealer partner to provide this service. The RRG team have already built a strong reputation with customers and now we want to help them offer more choice and convenience in the car buying process by bringing a Mazda to the door of customers in Greater Manchester.”

Dealers selected to be accredited Mazda MyWay partners need to satisfy a 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.

Arran Bangham, Vice Chairman of the RRG Group , said: “We are excited to offer this flexible, personalised service to customers across Greater Manchester. While our dealership-based offering works for many customers, we know that others would like a more flexible approach. Our Mazda MyWay service ‘brings Mazda to your door’, making the process of buying or owning a car effortless and enjoyable. Our dedicated Brand Champions also ensure the exclusive service continues through to ownership, with the RRG MyWay team working around the customer’s schedule. The Brand Champions will collect the car from a customer’s home or workplace when it needs servicing. Once the servicing is complete, RRG MyWay will deliver the vehicle back to the customer at a time that is convenient for them.

Adding, “Mazda MyWay is turning the car-buying process on its head with flexibility and personalised service at the core of the new initiative. Customers can request to test drive a car on the roads they drive on regularly, plus the RRG MyWay team can provide part-exchange valuations and new car specifications wherever the customer chooses”.

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