31 January 2020

**Five star performance as Mazda receives**

**Feefo Gold Trusted Service Award 2020**

* Mazda UK receives the Feefo Gold Trusted Service Award 2020; an independent seal of excellence that recognises businesses for delivering exceptional experiences as rated by real customers
* Japanese brand achieves an average score of 4.8 out of 5 across 2,773 reviews
* Over 97% of owners rate Mazda four or five stars for both product and service throughout 2019

Mazda UK celebrates after receiving a Feefo Gold Trusted Service Award 2020, an independent seal of excellence that recognises businesses for delivering exceptional experiences, as rated by real customers.

Created by Feefo, the Trusted Service is awarded to businesses using the tool to collect reviews and insights based on genuine customer reviews, and those who meet the criteria of excellence achieve the highly-valued Gold Trusted Service Award.

With an average score of 4.8 out of 5 across 2,773 reviews, and over 97% of owners rating Mazda four or the maximum five star rating throughout 2019, Mazda has achieved a ‘gold’ trusted status for both its products and services, and further demonstrates the brand’s customer-first approach.

Commenting on Mazda’s recognition, John Bache, Communications and Digital Transformation Manager at Mazda UK, said: “we have always put the customer at the heart of the brand, so it’s a great achievement to be honoured with the Gold Trusted Service award. The recognition is a true reflection to our commitment to delivering a first-class experience for every customer.”

Designed to ensure customers can get transparent feedback they can trust from real Mazda owners, visitors to the Mazda website can browse, search and filter genuine customer reviews based on key aspects of the car that are really important to them; including safety, performance and comfort.

Adding, “our partnership with Feefo is extremely valuable to us as we are able to give our customers honest and unbiased information directly from real Mazda owners. The beauty of Feefo is that it enables us to consistently improve, so we’re looking forward to another successful year.”

Congratulating Mazda on winning this year’s award, Steph Heasman, Director of Customer Success at Feefo, commented: “The Trusted Service award has always been about recognising companies that go way beyond the norm in customer experience and generate great feedback from happy customers. This year we’ve been delighted to see so many companies using Feefo to provide outstandingly high levels of all-round service.”

For more information and customer reviews on the award-winning Mazda range, please visit: <https://www.mazda.co.uk/why-mazda/mazda-car-reviews/>

- Ends -

Further press information is available at [www.mazda-press.co.uk](http://www.mazda-press.co.uk)

Interactive Press Packs for all models are available at [www.mazdamediapacks.co.uk](http://www.mazdamediapacks.co.uk)

Visit our media blog at [www.insidemazda.co.uk](http://www.insidemazda.co.uk)

Follow us on Twitter @mazdaukpr

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

Graeme Fudge, PR Director | T: 01322 622 691 | E-mail: [gfudge@mazdaeur.com](mailto:gfudge@mazdaeur.com)

Owen Mildenhall, PR Manager | T: 01322 622 713 | Email: [omildenhall@mazdaeur.com](mailto:omildenhall@mazdaeur.com)

Monique Clarke, Press Officer | T: 01322 622 650 | Email: [mclarke@mazdaeur.com](mailto:mclarke@mazdaeur.com)

Martine Varrall, Press Officer | T: 01322 622 776 | Email: [mvarrall@mazdaeur.com](mailto:mvarrall@mazdaeur.com)

Ref: 200131FINAL