



For immediate release

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## **Mazda makes its mark with Eastern Western**

- Western Mazda flagship location now open just over one year
- One of the top three volume dealerships for Mazda in the UK
- Eastern Western achieved 10-year ambition with Mazda dealership opening

Scottish dealer group Eastern Western, founded in 1927, achieved a 10-year ambition when it opened its first Mazda outlet just over a year ago in Edinburgh. Western Mazda is in a flagship location, close to the famous Murrayfield rugby stadium, home to Scotland's international matches.

It was a challenging time to open a dealership but the combination of Mazda's pragmatic approach to car retailing and Eastern Western's experience and strength in customer service has seen it through its first year.

In their first year Western have firmly established themselves as one of the top three volume dealerships for Mazda in the UK, backed up with excellent feedback from sales and service customers. The prospects are exciting with a new family of fuel efficient and fun-to-drive models coming from Mazda over the next three years.

"One trend we have identified is that Mazda customers are very loyal and were absolutely delighted to have a new Mazda outlet in such a prime spot," explained Western Mazda's Dealer Principal, John La Trobe.

"Mazda UK is also a great company to work with – always ready to listen and provide help when they can. Now with the upgraded Mazda3 on the way and then a whole new range of SKYACTIV models starting with CX-5 in the spring. I really think our second year as a Mazda dealer will be exciting and see us continue to grow and develop this new business."

Eastern Western first started to talk to Mazda more than 10 years ago because it was a brand the group felt had great potential for growth. Eastern Western's reputation for customer service has been built up since the business was founded in 1927. Today the company is a family owned, regionally focussed Group representing 17 franchises across Central Scotland, Tayside, the Borders and North East England.

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