



For immediate release

21 December 2011

How Mazda keeps the wheels turning

- Innovative 'Save It' programme is launched
- Accident repairs discounted
- Customers are kept on the road

Winter is when accident repair centres are at their busiest with work increasing by more than 20 percent from the summer months* as the worsening weather takes its toll on the roads.

The ever-increasing cost of repairs means that insurance companies could decide to write-off a damaged car rather than have it fixed, even if it's perfectly feasible to have it repaired to full manufacturer-approved standards.

Mazda is pioneering a new programme known as 'Save It' – a write-off avoidance scheme – aimed at keeping cars on the road that might otherwise be too costly to repair which in turn brings huge benefits to customers.

"If a car is written-off by insurance companies, customers don't get the benefit of a courtesy car while waiting for an insurance company to pay out and then have to rush to find a replacement car at a time usually inconvenient to themselves," explained Mazda UK aftersales director David Wilson-Green.

"With our 'Save It' scheme customers are kept on the road while their car is repaired with as little disruption as possible," he said.

"While customer satisfaction and convenience is paramount, it also makes good business sense for our dealers who supply the parts for the repairs and our approved accident repair centres to do the work," added Wilson-Green.

Customers can also relax, safe in the knowledge that their vehicle has been repaired in a Mazda Approved Accident Repair Centre (MAARC), using Mazda genuine parts and repair methods to bring their car back to manufacturer factory standards.

Mazda Motors UK LTD

Riverbridge House, Anchor Boulevard, Dartford, Kent, DA2 6SL
Tel: +44 (0) 01322 622 713 | Fax: +44 (0) 01322 622 701
info@mazda-press.co.uk | www.mazda-press.co.uk

This is how the process works.

STEP 1: Mazda owners whose cars have been damaged but are still repairable – what the industry calls Category D cars – will be contacted by the Mazda Approved Accident Repair Centre (MAARC) to advise that their Mazda may be eligible for this programme.

STEP 2: The MAARC will estimate the cost to repair the car and assess against the value of the car so the Centre can apply to Mazda for the discount in order to save the vehicle.

STEP 3: If the car is worth saving, Mazda can decide to discount both the price of the parts and negotiate the cost of labour with the MAARC for the long-term customer benefit of keeping the car on the road.

STEP 4: The customer decides whether to have the car repaired or written-off. If they decide to have it repaired, they have the use of a courtesy car while the work is carried out, making sure that Mazda customers are always kept on the road.

*Mazda Approved Accident Repair Centres 182 vehicles per month October-March versus 154 vehicles per month in summer (April-September)

Ends..

For all the latest news from Mazda UK please visit www.mazda-press.co.uk

For further information please contact one of the following:

Graeme Fudge, PR Director

T: 01322 622 691 or M: 07702 666 886 or via E-mail: gfudge@mazdaeur.com

Samantha Williams, PR Manager

T: 01322 622 637 or M: 07785 518 558 or via E-mail: sjanewil@mazdaeur.com

Alison Terry, Press Officer

T: 01322 622 713 or via E-mail: aterry@mazdaeur.com

Follow us on Twitter @mazdaukpr

Ref:111221HA-2

Mazda Motors UK LTD

Riverbridge House, Anchor Boulevard, Dartford, Kent, DA2 6SL
Tel: +44 (0) 01322 622 713 | Fax: +44 (0) 01322 622 701
info@mazda-press.co.uk | www.mazda-press.co.uk