



For immediate release

21 August 2013

Demand grows for used Mazda cars

- Dealers crave more good used car stock
- Great time for owners to buy new
- Demand outstripping supply

There's a huge demand for more good, used Mazda cars with dealers across the country seeking a range of stock.

The surge in demand dates from some four years ago when supply of new cars was dramatically reduced because of the credit crunch and subsequent recession, explains Mazda UK Sales Director Peter Allibon.

"This means there's never been a better time for people to trade in a used Mazda for a new one because they can be confident of a competitive deal," he added.

"There is annual demand for around 70,000 used Mazda cars and we're only selling 30,000 new ones a year at the moment so people buying a new Mazda now can also be confident that their car will be in demand and therefore hold its value better than many other models for years to come," said Allibon.

The latest data from vehicle remarketing specialist, British Car Auctions (BCA) shows that used car values increased year-on-year by 17.3 percent in June to an average of £7,000 with demand particularly strong for cars that are 'ready-to-retail' – in other words, cars that don't require too much work to bring them up to showroom condition.

Mazda has further helped customers retain the value of their cars by considering the impact on future values when assessing opportunities for volume recovery through certain sales channels during the tough years, explained Allibon.

"Today, we also have very strong new car finance offers which eight out of 10 buyers are taking up," said Allibon.

"These offers are as generous as they have ever been and very affordable even more so when you part exchange your existing car for a new Mazda which will represent a leap forward in technology," he added.

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Current offers from Mazda dealers include zero deposit and 0% APR* Representative finance on selected models including the Mazda2 which is available from £169 a month on Mazda Personal Contract Purchase. The multi-award winning all-new Mazda6 with SKYACTIV technology is available on Mazda Personal Contract Hire from £259 while the SKYACTIV Mazda CX-5 - just voted 'Crossover of the Year' for the second year by *Auto Express* magazine – is available from £279 a month.

- Ends -

Editors' Notes

Special offers until 30 September 2013

**0% APR finance requires 50% deposit (with Conditional Sale over 3 years) and comes with zero deposit on a Mazda PCP (over 42 months). Available on all Mazda2, Mazda3, Mazda5 and Mazda MX-5 models. Example shown Mazda2 1.3 5dr TS Air Con, £169 per month with an Optional Final Payment of £3,402 is based on 9,000 miles per annum over 42 months on Mazda Personal Contract Purchase and includes dealer contribution. At the end of the agreement there are 3 options: (i) Renew: Part exchange the vehicle, where equity is available, (ii) Retain: Pay the Optional Final Payment to own the vehicle or (iii) Return the vehicle. Further charges may be made subject to the condition of the vehicle.*

Retail sales only, subject to availability at participating dealers only on vehicles registered before 30 September 2013. Details correct at time of going to print. Not available in conjunction with any other offer unless specified. Finance subject to status. Terms and conditions apply. Applicants must be 18 or over. Guarantees/Indemnities may be required. Mazda Financial Services RH1 1SR.

Further press information is available from www.mazda-press.co.uk

Interactive Press Packs for all models are available from www.mazdamediapacks.co.uk

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