



For immediate release

23 August 2013

Mazda links with *Motor Codes* to monitor customer satisfaction

- Mazda welcomes customer feedback through the *Motor Codes* online review system
- Every Mazda dealer subscribes to *Motor Codes* TSI-approved codes of practice
- *Motor Codes* customer satisfaction survey asks car-owners to rate 11 aspects of car servicing

Mazda's commitment to delivering first class customer service is being underlined through its link with *Motor Codes* which encourages every customer to record their level of satisfaction with service and repairs – for display online at motorcodes.co.uk.

“The collaboration with *Motor Codes* emphasises Mazda's strong ethos of transparency for customers. Through public feedback to *Motor Codes* we hope to demonstrate our dealers' commitment to offering an open, honest and fair service, provided by competent and conscientious staff. I'm confident that future surveys by this organisation will indicate that car owners will find a reliable, trustworthy garage whenever they visit one of Mazda's 135 dealerships or 32 additional Authorised Repairers,” comments David Wilson-Green, Aftersales Director, Mazda UK.

The continuous *Motor Codes* customer satisfaction survey asks car-owners to rate 11 aspects of car servicing (scoring from 1 to 10) including staff assistance, the booking process, quality of service and/or repair, level of information provided about the work and the bill, plus level of customer service.

Motor Codes was set up at the request of government, to act as the self-regulatory body for the automotive sector. The organisation operates Trading Standards Institute (TSI)-approved codes of practice that raise and maintain standards in car sales, servicing and repairs. More than 50,000 customers of *Motor Codes* garages post surveys on the website each year.

- Ends -

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

For an interactive press pack each Mazda model visit: www.mazdamediapacks.co.uk

For further information please contact one of the following:

Graeme Fudge, PR Director / T: 01322 622 691 or via E-mail: gfudge@mazdaeur.com

Alison Terry, Press Officer / T: 01322 622 713 or via E-mail: aterry@mazdaeur.com

Mazda Motors UK LTD

Riverbridge House, Anchor Boulevard, Dartford, Kent, DA2 6SL

Tel: +44 (0) 01322 622 713 | Twitter @mazdaukpr

info@mazda-press.co.uk / www.mazda-press.co.uk

Follow us on Twitter @mazdakpr

Ref: 130823HA

Zoom-Zoom