

For immediate release

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Army Rugby on the Move with Mazda

- Mazda UK supports the British Army Rugby Union (ARU) with three Mazda5 models
- Mazda5 vehicles will provide key transportation for the Army's representative rugby teams
- Mazda aims to boost sales to the military through raised profile from ARU partnership

Mazda UK is supporting the British Army Rugby Union (ARU) with three Mazda5 2.0-litre petrol TS² automatic models, which Aldershot-based ARU Secretary John Dickens took delivery of this month. The Mazda5 vehicles will provide logistical support for the ARU to travel to rugby matches around the country. The sponsorship will also serve as a valuable communication tool to promote sales to military personnel during the 12-month placement.

"The Mazda5 vehicles will greatly assist in the logistics for all the Army's representative rugby teams. The spacious cabins and flexible sliding doors are ideally suited to our needs for transporting the teams and all their kit," said John Dickens, ARU Secretary.

ARU Chairman, Brigadier Rick Libbey, added: "We are grateful to Mazda UK for the provision of the vehicles. Not only does it make it easier for our management staff to get around the country, but it also saves the ARU money which can now be directed at achieving the goal of making rugby accessible to our soldiers irrespective of ability and wherever they may be in the world. It is hoped that this will be the start of a long relationship between the ARU and Mazda."

Mark Cameron, sales and marketing director for Mazda UK commented: "We are delighted to be associated with the ARU and to be able to support the organisation and its teams in a practical way. While our partnership with the ARU is new, we look forward to a long-standing relationship in the future."

Meanwhile, Mazda operates two distinct vehicle purchasing programmes for UK military personnel: a tax-free scheme operates for British forces personnel based in Germany, while UK-based personnel benefit from preferential terms.

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Mr Cameron added: "Brand profile is crucial to business success and we are confident that the loan of the Mazda5 vehicles will contribute to spin-off business with military personnel, who experience them first hand."

The new partnership is not Mazda UK's first relationship with rugby. Mazda UK is responsible for the right-hand drive markets of Malta and Cyprus and the company already has a rugby connection as its Maltese distributor provides a Mazda5 to the country's national rugby union team.

The 2009 Mazda5 range of Compact Multi-Activity Vehicles (C-MAV) offers customers a 14-strong model line-up with a choice of four powertrains and six equipment levels. Petrol and diesel engined models are on sale now, priced from £15,770 (on-the-road), with the automatic transmission variant (priced at £18,220) and four Sport Luxury Pack models completing the range.

The latest Mazda5 seven-seater continues the original model's success with a fresh-looking design, electric power for the sliding rear doors (on Luxury Pack models), and an automatic transmission derivative with the 2.0-litre petrol engine.

Upgraded last year, Mazda5 has a more luxurious interior finish, more comfort and convenience, new suspension settings for optimised handling and enhanced refinement, improved fuel economy and lower CO₂ emissions.

For more information visit www.mazda.co.uk or call Mazda on: 08457 48 48 48.

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