

MEDIA RELEASE

For Immediate Use

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Exciting Year ahead for Mazda SA

Mazda South Africa begins the new year with a clear vision and an exciting roadmap, confidently affirming our commitment to our local SA market. Mazda remains focused on delivering exceptional value, innovative, high-quality products, and an ever-evolving premium customer experience despite complexities in the SA automotive industry.

"Mazda South Africa is here to stay with a bright future ahead," affirms Bonite van der Merwe, Head of Finance. "We've strategically partnered with new suppliers, relocated to modern premises with extended leases, and collaborated with expert partners such as DSV to enhance efficiencies. These operational changes and partnerships underscore our commitment to growth and adaptability in the local market."

Mazda's bold marketing approach, anchored in its "Wonderrr Awaits" positioning, has earned global acclaim and a local Orchid award. "Our innovative strategy, which places the consumer at the centre, has been recognized globally," states Deolinda da Costa, Head of Marketing and Communications. "We're seeing positive momentum on social media, with high consumer engagement and brand appreciation, redefining Mazda's future, but this is just the beginning of more innovative and provocative work to come, which aligns with consumer insights and the exciting Mazda product line-up."

At Mazda South Africa, customer satisfaction is our top priority. Guided by the Japanese ethos of "Omotenashi" – thoughtful hospitality, we are constantly enhancing our services. Our new tools, including a top-tier CRM system, which aims to redefine our after-market service, dedicated dealer support, and WhatsApp-based assistance, are designed to simplify and elevate the Mazda ownership experience. Henry Gerber, Head of Customer Service, reiterates, "Our focus is on you, the customer, ensuring a seamless and satisfying ownership experience." Hence, Mazda SA will introduce a Courtesy Vehicle Experience that ensures uninterrupted mobility for customers during vehicle servicing or repairs, setting a new standard of convenience and premium service. The company's commitment to providing peace of mind is further reflected in its five-year unlimited kilometre warranty & service plan, which enhances ownership satisfaction while showcasing the reliability, quality and value embedded in every 7th generation Mazda vehicle.

Exciting additions to Mazda's line-up include the CX-80, a premium seven-seater PHEV, the all new CX-5 Next Generation, and the innovative Mazda 6 e and CX-60 PHEV. These new products, which reflect our global consistency and high-quality standards, are a testament to our commitment to

innovation and exceeding expectations. Daphne Greyling, Head of Sales and Dealer Network Development, proudly states, "We're committed to delivering vehicles that meet and exceed expectations."

Mazda's dealer network is evolving to better serve customers. "This isn't about downsizing but optimizing and innovation. "Greyling explains. We're strategically strengthening our network to bring Mazda closer to our target market."

Mazda South Africa's ongoing initiatives reflect its unwavering focus on innovation, sustainability, and customer-centricity. With strong global support, a clear roadmap for growth, and a relentless pursuit of excellence, Mazda is well-positioned to inspire trust and optimism among its customers, partners, and stakeholders. The brand's vision is to continue making its mark on the South African automotive landscape while fostering confidence in a bright and prosperous future. The journey ahead is filled with opportunities, proving that with Mazda, wonderrr truly awaits.

#MazdaSA #WonderrrrAwaits

For more information, follow the Mazda social media channels or visit www.mazda.co.za .

Instagram: @mazda_sa

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About Mazda Southern Africa

Mazda Southern Africa is committed to creating vehicles that transform everyday driving into extraordinary experiences. With a focus on human-centric design and emotional connection, Mazda vehicles are crafted to evoke a sense of wonder and joy in every journey. Our Wonder Awaits philosophy combines advanced technology, refined craftsmanship, and a seamless driving experience, ensuring every drive feels meaningful and uplifting. Whether through innovative safety features, intuitive design, or the Jinba Ittai harmony between driver and vehicle, Mazda Southern Africa aims to inspire curiosity and freedom on every road.

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