

MEDIA RELEASE

For Immediate Use

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Not Just a Tyre Change - Mazda Is Helping Women Feel More Confident on the Road This Women's Month

This Women's Month, Mazda Southern Africa is encouraging women to learn something that could make a real difference: how to change a flat tyre.

It might sound simple, but for many women across South Africa, it's not. More than half of women aged 18–34 don't know how to change a wheel or check basic car essentials, such as oil, coolant, or tyre pressure. And with road safety still a daily concern, knowing what to do in an emergency can bring peace of mind – and power.

That's what **#ChangeMoreThanATyre** is all about. It's not just about turning the jack; it's about turning fear into confidence and everyday mishaps into something a little more manageable. Because when you know what to do, even a flat tyre can feel less like a crisis, and more like a moment you've got covered.

In a quick step-by-step video, viewers can follow Nathalie, a mom of two, as she safely changes a tyre on her Mazda CX-30. It's practical, it's empowering, and it's designed to give you that "I've got this" feeling, wherever your road may take you.

"At Mazda, we believe confidence and calm come from the little things, the everyday things," says Deolinda da Costa, Head of Marketing and Communications at Mazda Southern Africa. "Wonderrrr doesn't just wait at the end of the road. It's in the quiet confidence of knowing you can take care of yourself and others. And if you'd rather not change the tyre yourself? We've got you."

Every new Mazda comes with a 5-Year Unlimited KM Service and Warranty Plan, which includes Roadside Assistance – day or night. Help is just a call away.

To celebrate Women's Month, Mazda is also giving away 10 x R1,000 fuel vouchers. Just snap a pic of your Mazda tyre, fill in the form, and stand to win a full tank of fuel.

So, whether you're turning the jack or turning up the music while you wait for the AA Technician, Mazda's message is simple: the road is yours, and Wonderrrr Awaits.

Watch the video and enter the competition at: <https://bit.ly/change-more-than-a-tyre>

Mazda Roadside Assistance: 0861 349 222 (T&Cs apply)

#ChangeMoreThanATyre #WonderrrrAwaits #MazdaSA

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

- Instagram: @mazda_sa
- Facebook: @MazdaSouthernAfrica
- X: @Mazda_SA

About Mazda Southern Africa

Our 'Wonderrrr Awaits' philosophy is a celebration of the unexpected moments of joy and wonder that our vehicles can bring to your everyday life. It 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.