

MEDIA RELEASE

For Immediate Use

July 2025

Mazda Elevates Customer Care with the Launch of the Mazda Care Courtesy Service Program for Eligible Mazda Owners

Mazda Southern Africa is proud to announce the national launch of the Mazda Care Courtesy Service Program. This is an innovative, customer-first initiative that brings wonder into everyday life by enhancing the ownership journey with intuitive, premium care.

Designed exclusively for all Mazda owners (excluding Mazda2 and CX-3), this service program ensures that eligible customers enjoy free same-day use of a courtesy Mazda vehicle when booking a service at any of Mazda's 33 dealerships across the country.

This isn't just a convenient add-on, it's an extension of Mazda's Omotenashi spirit, rooted in Japanese hospitality, and a testament to the brand's continued commitment to putting drivers first. Through this thoughtful service, Mazda is ensuring that the joy of driving doesn't stop just because your car is in for a service.

"Our customers' time is valuable, and their experience should never be compromised," says Bonite Van Der Merwe Head of Operations, Sales & Service at Mazda Southern Africa. "Through our Mazda Care Courtesy Service program, we're not just offering transportation, but the peace of mind that comes with knowing your day doesn't have to pause for a service."

A Service Has Never Been This Easy

At Mazda, we believe in the joy of driving and creating moments of wonder even in everyday tasks. Servicing your car should feel like a seamless part of your Mazda experience, not an interruption. That's why we've developed the Mazda Care Courtesy Service Program, as part of our broader 'Mazda Your Way' promise. This forms part of a range of services crafted to make every step of ownership as enjoyable and effortless as the drive itself.

With the Mazda Care Courtesy Service Program, customers enjoy a host of thoughtfully designed benefits that make servicing their vehicle feel as effortless and premium as driving it.

From the moment your Mazda is booked in, you're provided with same-day access to a courtesy vehicle, either the same model or an upgraded version. This allows you to continue with your day without interruption. The service is completely free to use, ensuring that convenience comes without compromise.

Backed by Mazda's signature 5-year unlimited kilometre service plan and warranty, this program reflects the brand's dedication to delivering a best-in-class ownership experience. It's quick, easy, and entirely focused on you, the driver.

We understand how important your Mazda is to you, and we don't want you to compromise, even for a day. This program ensures that every customer stays mobile, comfortable, and confident, all while we take care of their vehicle with expert hands.

Who Qualifies for This Service?

This initiative applies to Mazda owners with an active 5-year unlimited kilometre service plan and warranty. This includes the Mazda CX-5, CX-60, CX-30, and Mazda3. These plans offer peace of mind and long-term value, making Mazda's ownership experience one of the most rewarding in the industry.

**Terms and conditions apply. Please contact your dealer for details and availability.*

A Courtesy That Reflects Character

The Mazda Care Courtesy Service Program is a significant milestone in Mazda Southern Africa's mission to create wonder in everyday life. More than just a transportation solution, it reflects Mazda's character, thoughtful, premium, and genuinely caring.

Whether you're visiting for a quick check-up or a comprehensive service, Mazda ensures the feeling of joy, trust, and attention to detail remains with you, just like the first time you turned the key in your Mazda.

Learn more or book your service at: www.mazda.co.za

For more information, follow the Mazda social media channels:

Instagram: @mazda_sa

Facebook: @MazdaSouthernAfrica

X: @Mazda_SA

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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