



**Electronic Field Communication**

**Information**

**eFC Number:** 07-00357

**Date:** Tuesday, August 21, 2007

**Subject: MAZDA'S CROSSOVER SUVs EQUAL UNPARALLELED SAFETY**

**Originating**

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**Summary:** The 2007 Mazda CX-9 was recently tested by the U.S. government's National Highway Traffic Safety Administration (NHTSA) and it received the highest possible ratings in frontal and side impact crashes – five stars. The CX-7 and all new 2008 Tribute also received excellent ratings.

**See Also eFC Number(s):**

, , , , ,

**Dealer Communication:** Yes

**Additional Contacts:**

**eFC Type:**

**Sales Operations:**

**Fixed Operations:**

**Concur:**

Eric Johnston

**Communication**

--- The following communication will be sent to dealers on Tuesday, August 21, 2007. ---



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## MAZDA'S CROSSOVER SUVs EQUAL UNPARALLELED SAFETY

Dear Mazda Dealer:

An SUV done the Mazda way is like no other; in addition to Zoom-Zoom, it also means safety for your customers.

Mazda is proud to advise you of yet another compelling reason for your customers to purchase the all-new CX-9. The 2007 Mazda CX-9 was recently tested by the U.S. government's National Highway Traffic Safety Administration (NHTSA) and it received the highest possible ratings in frontal and side impact crashes – *five stars*. In addition, both the FWD and AWD versions of the CX-9 received four-star rollover resistance ratings. These ratings apply to all 2007 and 2008 Mazda CX-9s.

And remember, the Mazda CX-7 has already achieved these same high government safety ratings: five stars for frontal crash protection, five stars for side crash protection, and four stars for rollover resistance.

*No other SUVs on the market today have achieved NHTSA ratings that are better than CX-7 and CX-9.*

The all-new 2008 Tribute is also a great performer in the safety department. In the same NHTSA crash tests, the 2008 Tribute received frontal crash ratings of four stars for the driver, five stars for the front seat passenger. It also received the top five-star rating for side impact protection. And the addition of standard-equipment Roll Stability Control provides an extra measure of safety for accident avoidance.

Full details on these crash test results can be viewed at NHTSA's website, [www.safercar.gov](http://www.safercar.gov).

Starting on September 1, 2007, Mazda will be displaying NHTSA crash and rollover star ratings on all vehicle Monroney labels, but in the meantime please make sure your sales teams and customers know about these excellent ratings.

Good selling!

Eric Johnston  
Vice President, Sales & Field Operations



Addressees – Check appropriate positions, regions or activity

MNAO		REGION	
Executive Committee	<input checked="" type="checkbox"/>	Regional General Mgr (ALLRGM)	<input type="checkbox"/>
Executives' Assistants (EC Asst)	<input type="checkbox"/>	Executives' Asst (Admin-Exec Asst)	<input type="checkbox"/>
Sales Operations	<input type="checkbox"/>	Cust Satisfaction Mgr (CSM)	<input type="checkbox"/>
Finance	<input type="checkbox"/>	Region Sales Managers (RSM)	<input type="checkbox"/>
IT (IS – Administration)	<input type="checkbox"/>	Assistant Sales Managers (ASM)	<input type="checkbox"/>
Dealer Affairs (Dir Affairs)	<input type="checkbox"/>	Fixed Ops. Process Managers	<input type="checkbox"/>
Human Resources (HR)	<input type="checkbox"/>	Sales Process Mgrs (Sales Pro Mgr)	<input type="checkbox"/>
Public Relations (Public Affairs)	<input type="checkbox"/>	Sales Planning Managers (ALLSPM)	<input type="checkbox"/>
Internal Audit (Audit)	<input type="checkbox"/>	Sales Planning Coordinator/Specialist	<input type="checkbox"/>
Legal	<input type="checkbox"/>	Marketing Managers (Marketing Mgr)	<input type="checkbox"/>
Warranty & Service Assurance	<input type="checkbox"/>	Marketing Coordinator/Specialist	<input type="checkbox"/>
Marketing Operations	<input type="checkbox"/>	Business Development Mgrs (BDM)	<input type="checkbox"/>
Product Planning	<input type="checkbox"/>	Market Rep. Managers (Mkt Rep Mgr)	<input type="checkbox"/>
Sales	<input type="checkbox"/>	Market Rep. Coordinator/Specialist	<input type="checkbox"/>
Fleet	<input type="checkbox"/>	Technical Specialist	<input type="checkbox"/>
Distribution	<input type="checkbox"/>	Technical Training	<input type="checkbox"/>
Logistics	<input type="checkbox"/>	Region Service & Parts Manager	<input type="checkbox"/>
L.I.D. (Corp. Only)	<input type="checkbox"/>	Dealer Development Manager (DDM)	<input type="checkbox"/>
Retail Development	<input type="checkbox"/>	Fixed Ops. Manager (ALL FOM)	<input type="checkbox"/>
Accessory	<input type="checkbox"/>	DOM (ALL DOM)	<input type="checkbox"/>
Cust Serv & Prts Mgt. (CS&P mgmt)	<input type="checkbox"/>	DCSM (ALLDCSM)	<input type="checkbox"/>
CS&P Misc	<input type="checkbox"/>	DSM (ALLDSM)	<input type="checkbox"/>
Svc & Parts Mkt	<input type="checkbox"/>	Midwest Region (All Midwest)	<input type="checkbox"/>
Cust Satisfaction & Loyalty (CS/L)	<input type="checkbox"/>	Northeast Region (All Northeast)	<input type="checkbox"/>
Customer Mediation Department	<input type="checkbox"/>	Southeast Region (All Southeast)	<input type="checkbox"/>
Shows & Special Events	<input type="checkbox"/>	Western Region (All Western)	<input type="checkbox"/>
Dealer Assistance Group-All	<input type="checkbox"/>	Gulf Region (All Gulf)	<input type="checkbox"/>
Dealer Assistance Group-Corp	<input type="checkbox"/>	ALL PORT MGRS	<input type="checkbox"/>
Dealer Assistance Group-Field	<input type="checkbox"/>	Mazda Parts Operation Guide	<input type="checkbox"/>
Employees Only – (Corp)	<input type="checkbox"/>	<b>Other:</b>	<input type="checkbox"/>
Employees Only – (All MNAO)	<input checked="" type="checkbox"/>	<b>Other:</b>	<input type="checkbox"/>
CAC Management	<input type="checkbox"/>	<b>Other:</b>	<input type="checkbox"/>