

Kings Mazda Newsletter

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Construction advances quickly

The Dealership redesign has been moving at a brisk pace.

The interior of the New Car Showroom is virtually empty and workers are preparing to take down all the glass and walls.

The showroom will extend further to accommodate the new customer lounge, and video wall.

We're all super excited to see the finished product, and we hope you are too!

We are already in the process of planning a great grand opening celebration! More details on that in future issues.



Kings Mazda Showroom, Before (Above) & During Construction



Does your vehicle have a recall?

Did you know that there is no charge to have a recall performed?

If your vehicle has a recall, give us a call, or stop in to schedule a time to get it done.

Most of the time, recalls don't take very much time, but in the event it does, we have a large fleet of Courtesy Vehicles available at no charge to you.





"But the Miata magic is more than just what the car can do. It's how it makes you feel, as well."
-Cars.com

Cars.com selects MX-5 Miata as it's most fun to drive car of the year!

For 2019, Cars.com had it's annual Best of Awards.

The MX-5 Miata won in the Most Fun to Drive category!

ANY 2019 Model Vehicle was eligible, and it was judged by how fun it was to drive.

If you've driven an MX-5 before, you know that it is an awesome selection!



MX-5 RF Miata also gets Car & Driver 10 Best!

Car & Driver had the annual 10 Best Vehicle Awards, and the 2019 MX-5 Miata RF was awarded a spot.

The fun to drive quotient was again stated as one of the reasons, plus the fact that when driving it you feel part of the machine.

We can't wait for Spring!



Car & Driver Also Picked the CX-5 & CX-9!

The Mazda CX-5 won the best Compact SUV segment and the CX-9 won the best Midsize SUV segment for Car & Driver's annual SUV Top 10.

says something about the quality of the vehicles and the heart & soul that goes into designing and building them.

Three of our Brand's vehicles were recognized by Car & Driver. It really



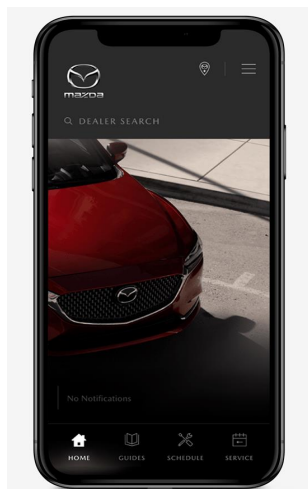
What is **SKYACTIV®** Technology?

Conventional internal combustion engines only harness around 30 percent of the potential energy of fuel. So Mazda engineered a smarter engine. By pushing the limits of internal combustion, the SKYACTIV®-G 2.0L and 2.5L gasoline engines deliver much greater fuel efficiency, with higher compression ratios than conventional engines. Simply put, SKYACTIV® engines can compress the air-fuel mixture in the cylinders to an extraordinary degree, squeezing far more energy from every drop of fuel.

Every aspect of the vehicle is engineered to maximize driving dynamics and efficiency: from body construction and engine technology, to the chassis and transmission. Offering impressive EPA-estimated MPG ratings, without compromising performance, **SKYACTIV® TECHNOLOGY** is just one of the ways Mazda makes driving better.



MYMAZDA APP MANAGE YOUR MAZDA FROM THE PALM OF YOUR HAND.



The MyMazda App¹ makes your Mazda experience simpler and more convenient than ever. Calibrated to your vehicle's mileage, MyMazda shows your Mazda's maintenance schedule and remembers its service history at Mazda Dealers for easy reference.

MyMazda also helps you save with coupons about service offers exclusively

for Mazda owners. And with the app, you'll have the contact information of your service dealer and the nearest Mazda Dealers right at your fingertips, making it fast and easy to schedule a service appointment.

An easy-to-use, interactive guide and quick video demos will help walk you through your vehicle's features, such as the instrument panel, navigation, entertainment system and more.

To download, go to:

<https://www.mazdausa.com/about-mazda/mobile-apps>

Get a \$5 Service Coupon just for downloading!
Just mention to your service advisor that you saw the MYMAZDA APP download offer in this newsletter, and show the My Mazda App.

MYMAZDA APP

Features:

- Offers & Coupons
- Service History
- Maintenance Schedules
- Dealer Locator
- Schedule Service Online
- How To Videos
- Alerts for Recalls
- Full Circle Service Inspection Results
- Bluetooth and Mazda Connect Support
- And More

Kings Mazda

4544 Kingswater Dr
Cincinnati, Oh 45249

Phone 513-683-4900

E-mail:

Sales:

kmiller@kingsmazda.com

Service:

scottwilson@kingsmazda.com



2018
MAZDA3

\$20,240 MSRP
BUY NOW FOR
\$16,999
AFTER ALL INCENTIVES
STOCK JM267386 MODEL CODE M3H SP P



Residency restrictions apply. Price is not competitive with special Mazda rates. Plus tax, title, and doc fee. All incentives restricted to each sale price.

2019 Mazda
CX-5 SPORT AWD

Lease for
\$235/mo.
for 36 mo.
STOCK #K0504283 MODEL CODE CX5 SP
XA



\$2999 out of pocket, plus tax, title, insurance and doc fee. \$0.000 miles per year. \$5 cents per mile over 10,000 mi per year. Not all will qualify. Residency restrictions apply. One evaluate at the price.

\$250 ADDL OFF THE PURCHASE OF ANY NEW OR USED VEHICLE NOW THROUGH FEB. 28TH!

The Construction is moving forward, and I can tell that our Team is very excited to see the finished product. The Retail Evolution Facility that we are building is very Customer focused, which was very important for us.

The amenities comfort and access of the new facility will make your experience with us that much better.

The Team at Kings Mazda knows that the Customer (YOU) is/are the only reason we are here and doing business. We very much appreciate your patronage. Let me know if there is anything we are doing right, or suggestions on ways we could better serve you. Email me at: rroyer@kingsmazda.com and let me know your thoughts.

Rick Royer, General Manager

We're on the Web!

www.kingsmazda.com