

Kings Mazda Newsletter

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Kings Mazda 513-683-4900

www.kingsmazda.com



We're Growing!

It's officially underway! Kings Mazda is completely updating our facility! We broke ground in December, and are well on our way to bringing you a beautiful new facility!

The new customer lounge will be larger, with nicer furniture and amenities. Our service write up area will also increase in size, and will afford our guests a better check in experience.

The sales department will have a complete

makeover as well. With a much nicer area to display vehicles under LED lighting, and upgraded furniture options. We think you'll really like the new showroom.

We recently upgraded all of our outside lights to LED for better visibility and to use less energy.

We've been at the same location for over 20 years! We're excited about the changes, and hope you are too.

We have many loyal customers who service their vehicle and get their new or used vehicles from us over the years. We very much appreciate it!

The new facility is our way of improving upon what we have been doing, and to make the customer experience the very best it can be. Look for our Grand Opening before Summer!

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Customer Lounge Concept



Main Entrance Concept



My Mazda App

The MyMazda App makes your Mazda ownership 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 for service offers exclusively for Mazda owners. And with the MyMazda App, you'll have the contact information of your preferred Mazda Dealer and the nearest Mazda Dealers

right at your fingertips, making it fast and easy to schedule a service appointment. A newly added 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. Here are just a few of the things you'll be able to do with the **MyMazda** App:

- Register your Mazda vehicles to schedule maintenance and other services online
- Locate dealers nearby and

set a preferred dealer for your convenience

- Access and enter service history information
- Download owner's manuals and guides
- Watch vehicle how-to videos
- Receive service offers and stay tuned for various benefits
- Learn about the latest Mazda technology and developments
- Request Mazda Roadside Assistance
- Stay up to date with recalls product.

Jimba Ittai

Just like the symbiotic relationship developed over time by a horse and rider—*Jimba Ittai*—driving the MX-5 Miata feels like a natural extension of your being. When Mazda released the first-generation MX-5 Miata in the U.S. in 1989, the company ignited an evolutionary revolution.

As a former program manager for the MX-5 at Mazda Japan, Takeo Kijima has worked hard to implement the newest technologies and the *Jimba Ittai* principle to ensure the

best driving experience.

"When the car and driver are in perfect harmony," Kijima said, "driving is fun."

A horse and rider communicate through tactile response. The horse adjusts its gait to allow the archer to release his arrow. Kijima explains that Mazda aims to create the same relationship between car and driver.

"For instance," Kijima added, "the location of the shift lever, whether it's more in the front, off to the side or farther back, will determine what muscles are used to operate it. We need to balance the amount of strength needed to feel

oneness."

When the original MX-5 debuted in 1989, it adhered closely to the core principles of the basic roadsters, but with one important difference: The MX-5 was reliable. It didn't leak oil all over your driveway. It started every time and didn't overheat, even in 100-degree weather. Bringing reliability to the small roadster segment was an evolutionary revolution.



"The oneness of Horse and Rider."



A Heightened State of Driving

Have you ever thought about the way your car makes you feel? Does it make you feel anything at all? Or is it just a piece of sheet metal? Simply a way to get you from A to B? We believe a car should stir the emotions. It should make your heart race before you even get behind the wheel. This is our mantra: Make cars that make driving matter. That's why we build every Mazda to inspire, excite and most of all – bring people joy. This philosophy guides everything we do. From technology, to design, to safety. Our cars are built by insightful craftsmen and detail-obsessed engineers who want to elevate your state of being every time you get behind the wheel.

A Higher State of Ownership. Certified. Pre-Owned

Only the best-maintained late-model vehicles make the Mazda Certified Pre-Owned (CPO) vehicle cut. To be eligible, they must pass a rigorous 160-point inspection. From major to minor components, each vehicle is scrutinized and tested to make sure it meets the highest standards. So you can feel confident and enjoy every drive in your Mazda with an elevated state of being, mile after mile.

7-YEAR/100,000-MILE CPO LIMITED POWERTRAIN WARRANTY²

Flywheel to freeze plug, thermostat to turbocharger, cylinder block to constant velocity joints, our 7-Year/100,000-Mile CPO Limited Powertrain Warranty has you covered.

Each vehicle is required to endure an uncompromising 160-point inspection inside and out, performed by a factory-trained Mazda technician. Mazda Certified Pre-Owned buyers and qualified family members are covered 24 hours a day, 7 days a week by the complimentary Mazda 24-hour Emergency Roadside Assistance Program.

Kings Mazda always has a large selection of Certified Pre-Owned Vehicles to choose from.



Scott's Service Tips

With the winter months, I thought it would be good to share some good service tips.

In cold temperatures, it's important to make sure your battery is tested.

Cold temperatures reduce cranking power. At 0 degrees, a battery has about half of the cranking power it has at 80 degrees.

Batteries that are 4 years or older should probably be replaced as best maintenance. We'll check your battery at no charge. Just let us know!

Big drops in temperature means your tires will lose air. Adjust tire pressures using the specs located on the driver's door jam. Using the max pressure on the tire may not be correct for the vehicle and cause the tire light to come on.

When there is snow or ice on your windshield, don't try to clear frost or ice with your wiper blades. This could damage wiper blades or even wiper arms.

When parking outside,

leave your wiper blades in the raised position, to keep them from freezing to the windshield, and makes it easier to scrape/clean. Always make sure you have the proper blend windshield washer fluid to avoid freezing.

Finally, start your vehicle and let it run for a few minutes before you drive off. This gives oil a chance to thoroughly circulate through the engine and can help with overall engine life.

We are always here if you have any questions at all, don't hesitate to call or stop by.

Scott

2019 CX-5 Wins IIHS Top Safety Pick



– Mazda North American Operations (MNAO) today announced the [2019 Mazda CX-5 compact crossover SUV](#) when equipped with specific headlights has earned the Insurance Institute for Highway Safety's (IIHS) "Top Safety Pick+" designation, the nonprofit institution's highest rating.

The CX-5 was awarded as a Top Safety Pick in its debut in 2013 and then from 2014 to 2019 as a "Top Safety Pick+" winner. The CX-5 is one of roughly thirty vehicles to qualify as a Top Safety Pick+ under the IIHS's stricter

criteria, which now requires a good passenger-side protection rating in a small overlap front crash. The CX-5's standard Smart City Brake Support and effectiveness of specific LED lights were also instrumental to the CX-5 earning an IIHS Top Safety Pick+ award.

To attain "Top Safety Pick+" honors, a vehicle must earn the highest rating of "Good" for 2019 in six crashworthiness tests; an "Advanced" or "Superior" rating for front crash prevention; and a "Good" headlight rating.

There are some cars that just make you smile



MAZDA MX-5 MIATA

THE DEBUT OF THE ICONIC ROADSTER

In true Mazda fashion, one passionate engineer dared to be different. At a time when the lightweight sports car segment was all but extinct, Kenichi Yamamoto led the development of the first generation Mazda MX-5 Miata. He and his team had one mission: Build a lightweight sports car that's a pure joy to drive. They stopped at nothing to reach this goal, even incurring extra costs to achieve the agility they were after. In the end, every ounce of effort was worth it. They created a fan favorite, with more than a million Miatas on the road today.

MAZDA ANNOUNCES EXTENDED AVAILABILITY FOR SMARTPHONE INTEGRATIONS

DEALER-INSTALLED UPGRADE AVAILABLE FOR ADDITIONAL MAZDA VEHICLES

Mazda announced that Apple CarPlay™ integration for your iPhone® and Android Auto™ are now available as a dealer-installed update for applicable Mazda vehicles, model year 2014 or newer and equipped with MAZDA CONNECT™ infotainment system.

This dealer-installed update includes both hardware and software components. Applicable Mazda vehicles will be equipped with a more powerful, faster-charging 2.1-amp USB ports in addition to the latest version of MAZDA CONNECT™.

Both infotainment technologies first appeared this summer in the 2018 Mazda6 and are available in the 2019 Mazda CX-9 and 2019 Mazda CX-5.

Apple CarPlay™ integration for your iPhone® and Android Auto™ enable occupants to safely use smartphone applications through the MAZDA CONNECT™ infotainment system and help make staying connected and entertained effortless. With Mazda's philosophy to minimize distracted driving, safer operations can be made with the multi-function Commander knob, shortcut buttons or voice command functions. This integration helps keep the driver's hand and eyes away from their smartphone.

Customers with applicable Mazda vehicles can schedule an appointment (requires approximately two service hours) with their local Mazda dealerships to have the service performed. For more information, please contact your local Mazda dealership or call 1-800-4-A-MAZDA.

AVAILABILITY ACROSS MODELS & TRIMS

VEHICLE	SPORT	TOURING	GT	GTR	SIGNATURE
Included with Purchase					
18MY Mazda3 <small>(Purchased after 10/1/18)</small>	\$	Included	Included	N/A	N/A
18MY Mazda6	\$	Included	Included	Included	Included
19MY CX-5	\$	Included	Included	Included	Included
19MY CX-9	\$	Included	Included	N/A	Included
Available as Dealer-Installed Upgrade for \$199 (MSRP) Plus Labor					
18MY Mazda3 <small>(Purchased before 10/2/18)</small>	\$	\$	\$	N/A	N/A
All Remaining Mazda Vehicles equipped with MAZDA CONNECT™*	\$	\$	\$	\$	\$

*If you don't know if your vehicle is equipped with MAZDA CONNECT, please contact a dealer.

Mazda Predictive All Wheel Drive

One of Mazda's guiding principles is Hashiru Yorokobi – translated, it means the joy derived from driving. Understanding how a car is going to respond to pedal and steering inputs allows the driver to feel more comfortable behind the wheel.

"It's being able to get into a machine, control it, and do way more than your body should be capable of doing, without activating fear," says Mazda development engineer Dave Coleman. "Our concept of Jinba Ittai is when Hashiru Yorokobi is applied to driving dynamics."

THOSE VALUES FORMED THE CORE OF MAZDA'S GOAL SET FOR ITS NEW AWD SYSTEM:

- Preserve the precise, intuitive, Jinba Ittai feeling, even on low-grip surfaces.
- Function seamlessly and invisibly, with no input from the driver.
- Do it all with negligible impact on fuel economy.

"What we're trying to do with the i-ACTIV all-wheel-drive system is take that same precise driving feel that we've got on dry pavement, and expand where we can feel that," Coleman explains. "We want to be able to hit a puddle in the middle of the corner, and have the car continue to do exactly what you want it to

do. When we're on snow, we want to feel as precise and controllable as we do on pavement."

It took an engineering breakthrough to achieve the kind of precision and confidence that Coleman wanted.

"The transformation we've made with our SKYACTIV generation of cars comes from an internal clarification of our philosophy, and that philosophy then focuses our engineering," Coleman says. "After study of human perception, we found a gap between the amount of front tire slip we can recognize through wheel speed sensors and the threshold a driver can recognize. This gives us a control window to manage front tire slip while maintaining Jinba Ittai."

By integrating 27 different sensor inputs more than 200 times per second, the i-ACTIV AWD system recognizes a pre-slip condition and responds before the driver can possibly feel what is happening.

"We needed to make the AWD system intelligent enough to understand the conditions and anticipate when the tires were going to slip, and direct power to the rear wheels to control traction," Coleman recalls.

The result is a truly predictive AWD system that maintains Jinba Ittai in all weather and road conditions. The i-ACTIV system goes beyond "on-demand" AWD by actually anticipating the demand and responding before the driver even knows that a slip was

prevented. Driving with that level of confidence is true Hashiru Yorokobi



"What we're trying to do with the i-ACTIV all-wheel-drive system is take that same precise driving feel that we've got on dry pavement, and expand where we can feel that." **Dave Coleman,**
Mazda Development Engineer



Or Finance for 60 months
at 1.9% APR

Mazda 6 Special Lease

LEASE OFFER
\$245/MONTH

2018 Mazda6 Sport Automatic Transmission

\$245/Month, 36-Month Lease, \$2,499 due at Lease Signing. Monthly payment includes \$595 acquisition fee. No security deposit required. Excludes taxes, title and fees.



Or Finance for 60 months
at 1.9% APR

Mazda 3 Special Lease

LEASE OFFER
\$215/MONTH

2018 Mazda3 Hatchback Sport Automatic Transmission

\$215/Month, 36-Month Lease, \$2,499 due at Lease Signing. Monthly payment includes \$595 acquisition fee. No security deposit required. Excludes taxes, title and fees.



Or Finance for 60 months
at 3.49% APR

Mazda CX-5 Special Lease

LEASE OFFER
\$245/MONTH

2019 CX-5 Sport Front Wheel Drive Automatic Transmission

\$245/Month, 36-Month Lease, \$2,499 due at Lease Signing. Monthly payment includes \$595 acquisition fee. No security deposit required. Excludes taxes, title and fees.

ALL SPECIALS AND INCENTIVES END JANUARY 31ST, 2019

Coupons

**GENUINE MAZDA
ACCESSORIES**



10% OFF

*Plus tax and any applicable fees. Cannot combine offers. Must present coupon at time of service write-up. See dealer for details.

**GENUINE MAZDA
PARTS SAVINGS**



\$5 OFF ANY PURCHASE OF \$25 TO \$49.99

\$10 OFF ANY PURCHASE OF \$50 TO \$99.99

\$15 OFF ANY PURCHASE OF \$100 OR MORE

* PLUS TAX. CANNOT BE USED WITH ANY OTHER APPLICABLE OFFER.
MUST PRESENT COUPON AT TIME OF WRITE-UP. SEE DEALER FOR DETAILS.



mazda

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Parting Thoughts...

Wow, what a year it has been! Mazda has introduced some fantastic products with the new Mazda 6, new uplevel CX-5, and tech features like Apple/Android play.

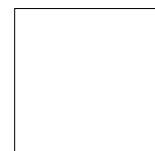
After being in Chicago for the Mazda Brand Conference, I can tell you that the best is yet to come. Some of you may have seen the all new, redesigned Mazda 3 sedan and hatch due in March. They are incredible up close - wait until you see and drive!

Kings Mazda ranked 26th in the Nation for Service Retention in 2018. Also for 2018, our Google rating was 4.8 for the year. Fully 96% of the 293 reviews were positive. We ranked #1 among Automall stores. Thank you for sharing your good experiences!

As we start 2019, we are in the middle of construction for our new facility, which will make your experience with us even better. Thank you for being our customers, and as always, I'm just a phone call away if you ever need anything, 513-239-3126. Thanks, and Happy New Year!

Rick Royer, General Manager

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We're on the Web!
See us at:
www.kingsmazda.com