

Mazda: Crafting a Legacy of Innovation and Trust

Authored By: Jayson Crouch | February 10, 2025

“Proudly founded in Hiroshima, Japan, Mazda stands as a testament to sophisticated craftsmanship, innovative spirit, and a purpose-driven approach to enriching life-in-motion. By placing people at the center of its design and operations, Mazda creates uplifting experiences through its vehicles and the lives it touches.” – Mazda North America.

I had the opportunity to visit Mazda’s North American headquarters in Irvine, California, and it truly embodies this philosophy. The beautiful campus reflects a remote-first culture, allowing associates to work where they feel most productive—an extension of Mazda’s human-centered approach. This focus is evident in both the company’s operations and its growth trajectory.

The Right Product Mix for Growth

Mazda is excelling in the industry’s growth segments, particularly compact cars and SUVs, with models like the CX-90 and CX-50 leading the charge. The CX-50, which shares its engine with the Toyota RAV4 (the best-selling non-truck vehicle in the nation), perfectly embodies Mazda’s commitment to combining **Toyota-quality reliability** with **superior driving dynamics**. And for those seeking an elevated experience, some trims offer a Napa leather interior.

In 2024, Mazda set a new sales record with **424,382 vehicles sold**, representing a **16.3% year-over-year improvement** and securing a 4% overall market share. Mazda’s inventory levels currently average 100 days, which is in line with the industry average as of this writing. While a slightly lower average inventory could enhance margins while still maintaining customer satisfaction, there are no significant concerns with the current approach.

A Winning Formula for Growth

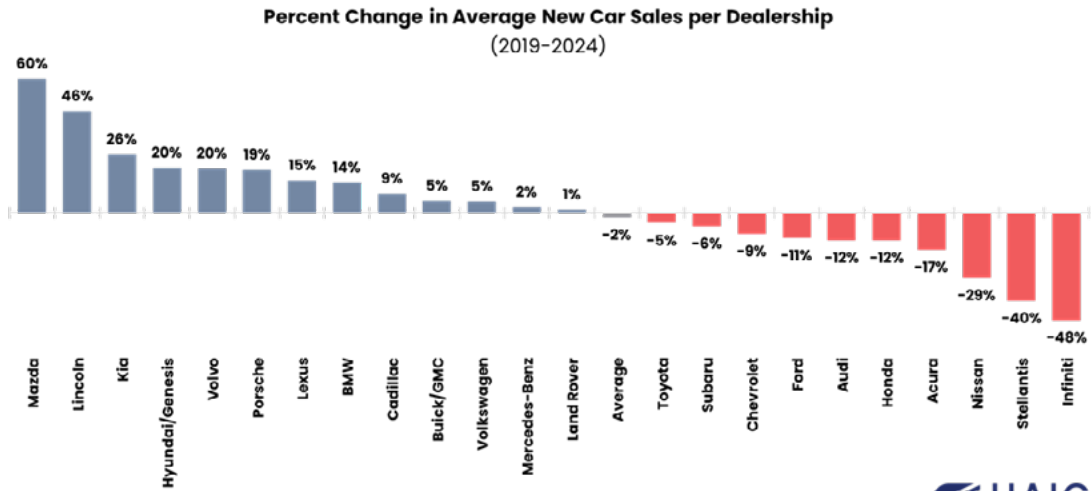
Mazda’s growth extends beyond the U.S.:

- **Mazda Canada** reported a 23% sales increase CY2023-CY2024
- **Mazda Mexico** posted a staggering 31% growth CY2023-CY2024

These results showcase Mazda’s commitment to product excellence, customer retention, and market expansion. With **owner loyalty exceeding 50%** and a focus on enriching customer experience, **2025 could be the year Mazda reaches 500,000 new vehicle sales**.

Building Trust with Dealers

A key driver of Mazda’s success is its dedication to building a business founded on **trust and transparent communication**—a hallmark of strong dealer relationships and valuations. With **542 dealerships nationwide** and a deliberate, conservative approach to adding new points, Mazda focuses on quality over quantity. The average throughput per dealer has increased 60% over the last 5 years.



Source: Automotive News, Haig Partners



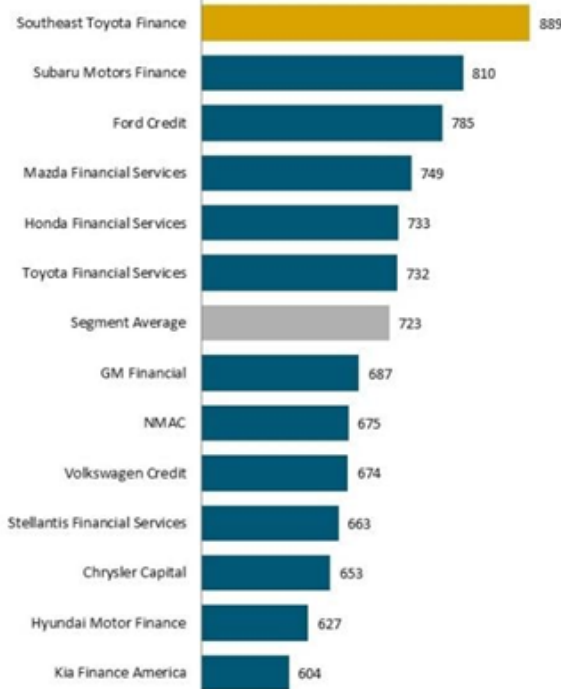
The Toyota Advantage

Mazda’s partnership with **Toyota Financial Savings Bank, branded as Mazda Financial Services (MFS)**, has been pivotal. MFS offers a best-in-class suite of finance and insurance products, ensuring dealers are equipped with the tools and training necessary to enhance customer retention. Through programs like prepaid maintenance and retention strategies, MFS supports dealers in keeping customers loyal to the brand. Dealers have responded favorably, ranking **Mazda 4th in the 2024 J.D. Power Dealer Financing Satisfaction Study**.

J.D. Power 2024 U.S. Dealer Financing Satisfaction StudySM

Overall Customer Satisfaction Index Ranking
(Based on a 1,000-point scale)

Captive Mass Market—Prime



Source: J.D. Power 2024 U.S. Dealer Financing Satisfaction StudySM

Charts and graphs extracted from this press release for use by the media must be accompanied by a statement identifying J.D. Power as the publisher and the study from which it originated as the source. Rankings are based on numerical scores, and not necessarily on statistical significance. No advertising or other promotional use can be made of the information in this release or J.D. Power survey results without the express prior written consent of J.D. Power.

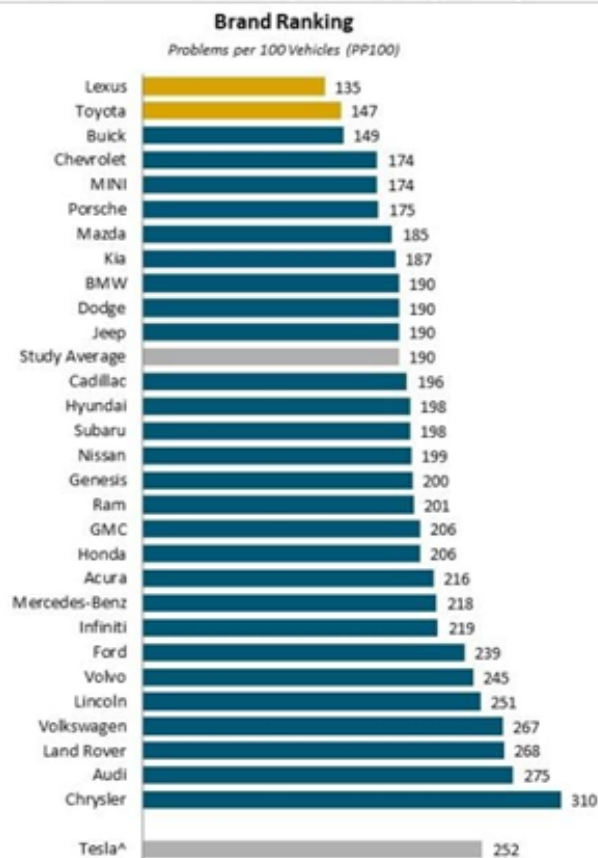
Why is Mazda the brand to watch?

Mazda's success can be attributed to a winning combination:

1. A well-rounded product mix that meets market demands.
2. A franchise partnership model that prioritizes strong dealer relationships.
3. Best-in-class financial services to foster customer retention and loyalty.
4. A focus on sustainable growth through product and business quality rather than overexpansion.

As [Car Dealership Guy](#) recently highlighted (thanks for the shout-out), Mazda is uniquely positioned for continued success. The foundation they've built goes beyond just driving sales; Mazda is cultivating a brand that customers and dealers can trust for the long term. Mazda ranked 7th in the J.D. Power 2024 U.S. Vehicle Dependability Study.

J.D. Power 2024 U.S. Vehicle Dependability StudySM



Lexus ranks highest among Premium brands, and is noted by a gold bar.

Toyota ranks highest among Mass Market brands, and is noted by a gold bar.

Note: ^ABrand is not rank eligible because it does not meet study award criteria.

Source: J.D. Power 2024 U.S. Vehicle Dependability StudySM

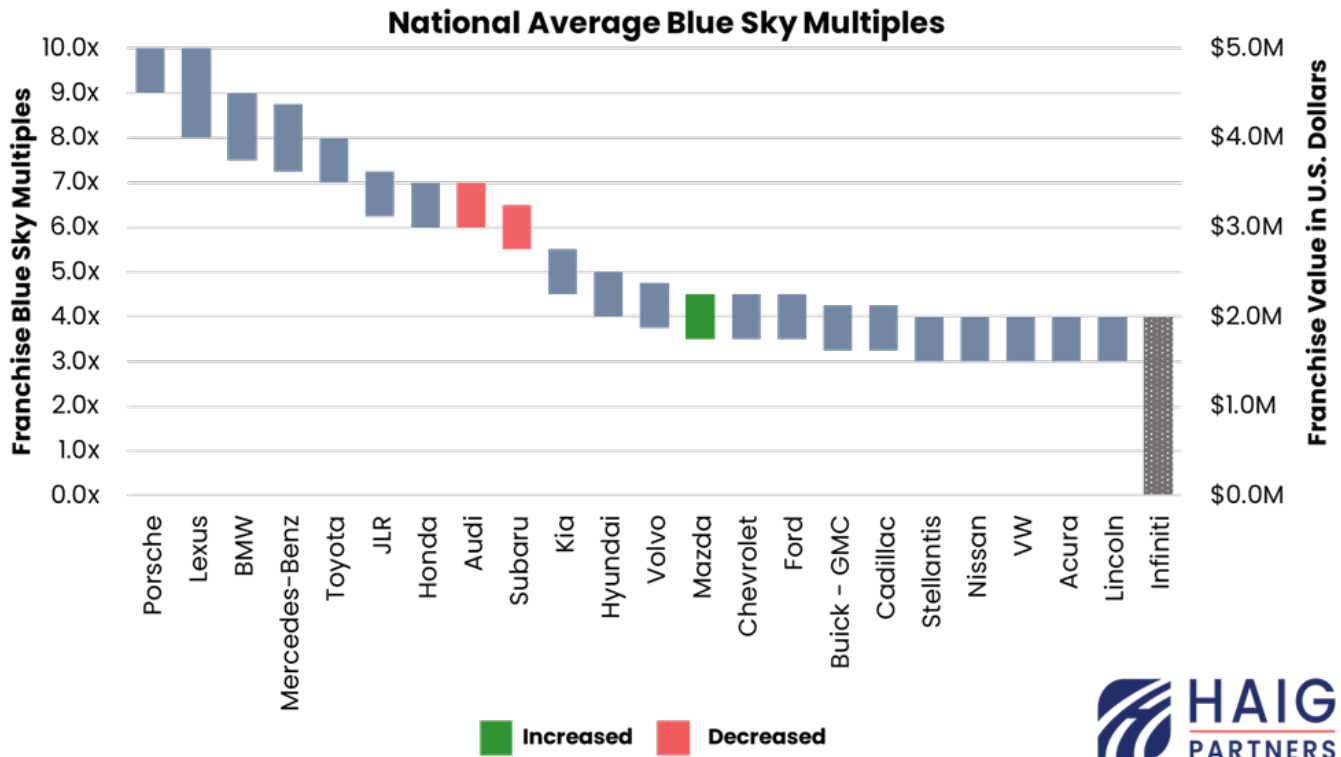
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Veteran Auto Dealers See Potential

Several veteran dealers are placing big bets on the brand. A West Coast dealer recently combined a Ford point with an existing Mazda point, creating one of the largest Mazda stores in the country—impressive for an operator who once voiced concerns over product cadence. On the East Coast, there's talk of a \$60 million facility investment. These moves indicate strong confidence in the brand's future.

Is 2025 the Year Mazda Zooms Past 500K?

Overall, we see continued strength in the Mazda brand and a noticeable increase in buyer interest, which is reflected in a higher average multiple in our 2024 Q3 Haig Report.



Source: Automotive News

Stay tuned as we continue to monitor Mazda and profile additional brands. Our Q4 Haig Report is coming soon. [Subscribe](#) and get on the list to receive it as soon as it is released.

To read more, check out our [Haig Report](#)® and take a look at the [Car Dealership Guy](#) article, "[Today's most underrated car brand shows no signs of slowing down.](#)"

Have questions or want to have a conversation about Mazda or your business? Contact me at Jayson@HaigPartners.com.



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