9th February 2021

Mazda recognised for exceptional customer experiences in the Feefo Trusted Service Awards 2021

* Mazda has been awarded the Feefo Gold Trusted Service Award as voted by UK customers.
* Independent seal of excellence recognises businesses for delivering exceptional experiences.
* Accident Aftercare programme awarded with Trusted Service Award for the fourth consecutive year.

Mazda UK has been awarded the coveted Feefo Gold Trusted Service Award, an independent seal of excellence that recognises businesses for delivering exceptional experiences, as rated by real customers. In the latest awards, Mazda’s customer-first approach is also recognised across its aftersales environment with the brand’s Accident Aftercare programme, Call Mazda First, receiving a Feefo Trusted Service Award for the fourth consecutive year.

Created by Feefo, Trusted Service is awarded only to businesses that use Feefo to collect genuine reviews and insights. Businesses meeting the high standard, based on the number of reviews they have collected and their average rating, receive the award. A highly-valued badge of approval, this accreditation remains unique, as it is based purely on the interactions with real customers. As all reviews are verified as genuine, the accreditation is a true reflection of outstanding service.

With an average score of 4.8 and 4.2 out of five stars, based on reviews from the last 12 months for Mazda UK and Call Mazda First retrospectively, Mazda has received ‘Gold’ and ‘Trusted’ status across product and aftersales environments, and has consistently demonstrated high levels of quality service during a difficult year. Supporting Mazda customers throughout their entire Mazda ownership, Call Mazda First is a free 24-hour accident aftercare service for any Mazda driver involved in a vehicle collision. Not only does the complimentary service remove the hassle of vehicle recovery and insurance claims, but Call Mazda First also provides customers with peace of mind knowing their vehicle will be repaired using genuine Mazda parts.

Commenting on the Trusted Service Award for the Mazda Accident Aftercare programme, David Wilson-Green, Customer Service Director at Mazda UK, said: “Being awarded the Feefo Trusted Service Award for the fourth consecutive year demonstrates what customers think of our philosophy around exceptional customer care. We take away post collision trauma allowing customers to ensure they are okay rather than worrying about their car. We will manage their car repair correctly, using new genuine parts fitted by Mazda experts and ensure it is returned back to factory build standards. Providing Mazda customers this reassurance and fantastic experience demonstrates our commitment never to cut corners but give exceptional experiences in every situation.”

Steph Heasman, Global Director of Customer Success at Feefo, said: “We are delighted that Mazda has yet again won a Gold Trusted Service Award this year as our Awards recognise companies that provide genuinely outstanding customer experience. A Gold Trusted Service Award, in a year like no other, demonstrates an incredible performance by all Mazda employees and their commitment to delivering the best experience possible for their customers”.

With a number of dealerships supporting customers with essential servicing and repairs throughout Covid-19, Call Mazda First forms part of a range of accident aftercare services offered by Mazda to ensure customers are able to quickly get back on the road with repairs at the highest standard. Other services include the new Accident Damage Repair Portal, a photo-based service which allows Mazda drivers to receive a fast no obligation quote for a repair without having to visit a bodyshop or proceeding directly with an insurer.

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