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Mitchell Mazda celebrates 20 years of serving the North West

* Having joined the UK dealer network in 2004, Mitchell Mazda celebrates 20 years of success.
* Located in Chester, the family-run business has earned a name synonymous with customer care.
* Unique culture and low staff turnover sees an average length of service of 16 years.

This month marks 20 years since Mitchell Mazda joined the Mazda UK dealership network. Since 2004, the family-run dealership has earned a reputation for delivering extraordinary customer and community experiences in the North West of England, and now the Cheshire dealership has been presented with a commemorative plaque to mark this significant anniversary milestone.

Commenting on the occasion, Mark Mitchell DL, Managing Director at Mitchell Group, said: “We are incredibly proud to celebrate 20 years of being part of the Mazda family and what we have achieved in those years. I truly believe it’s the focus on people – both colleagues and customers – that has been key to our success over the last two decades, and this approach will continue to be at the heart of everything we do in the future”.

Phil Abram, Mazda Service Manager with almost 20 years’ service, adds “We are passionate about customer service and value our loyal customer base. Whether an individual is already familiar with us or new to the dealership, we want to ensure they are a customer for life. Since 2001, we have been running our complimentary Saturday car wash which is central to the close relationships which we enjoy with our customers and the high retention we’re able to maintain. Most weeks, we welcome towards 100 cars and their owners.”

Brian Blanchard, Mazda Brand Manager with 27 years’ service comments, “For the last 17 years, we have organised an annual Ride Out Day for our MX-5 owners and each year we see over 120of our customers join us for a fun day of open-top motoring across Cheshire and North Wales. Not only does the Ride Out Day showcase the impressive capabilities of the MX-5, but it’s a tremendous way for us to show our appreciation to our customers and they can leave smiling from ear to ear – some owners even travel 150 miles to attend with us”.

Conveniently located at Cheshire Oaks, today Mitchell Mazda has 27 team members employed under the Mazda umbrella, with 30 per cent of the team working when the franchise launched in 2004. Featuring a 16-car showroom and 20-bay workshop, the purpose-built five-acre dealership features a first-class waiting lounge with complimentary hot breakfast rolls and refreshments while owners wait as their car is serviced. These examples of stand-out customer first principles mark out Mitchell Mazda.

Giving back to the community is also a key focus at Mitchell Mazda with the business donating 10 per cent of its profits to a wide range of charities or projects each year. On top of this, the family-run dealership organises annual fundraising events including a Christmas carol celebration at Chester Cathedral to raise additional vital funds for these projects, plus serving those locally in need at food banks. Further afield, Mitchell Mazda supports a scheme where – via the charity World Vision – colleagues can sponsor a child through payroll, enabling children and young people in the developing world to experience the very best in healthcare and education.

Presenting the commemorative plaque, Jeremy Thomson, Managing Director at Mazda UK, said: “It’s an absolute pleasure to be at Mitchell Mazda and to recognise the hard work, dedication and commitment demonstrated by Mark Mitchell and the team over the last two decades. Mitchell Mazda leads with one of the highest customer retention performances throughout the UK network, and this is a true testament to the unique culture instilled throughout the business. The industry has significantly changed in the last 20 years, but with the enthusiastic team here at Mitchell Mazda combined with the exciting Mazda vehicles on offer, the dealership will continue to be an integral part of our success in the UK.”

Mark Mitchell, concluded, “Achieving this significant milestone wouldn’t be possible without the exceptional team here – it’s our people who make the difference. The last twenty years have flown by and it’s such an encouragement to have so many of the original team members still with us. It seems like only yesterday that we had our launch event in 2004 with surprise appearances from Del Boy’, ‘Michael Schumacher’, and ‘Victoria and David Beckham’ lookalikes just to name a few, and of course, many hundreds of supportive customers many of whom - and indeed now their children – remain fully committed to all that we are doing here”.

For more information on Mazda’s award-winning range or Mitchell Mazda, visit the showroom on Stanney Mill Lane at Cheshire Oaks, call on 0151 346 5555, or visit https://www.mazda.co.uk/dealer/mitchell-mazda/home/.

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