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SCHWARTZ MAZDA

MARCH 2022

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2023 MAZDA CX-50

Drew Dorian edited



OVERVIEW: A new nameplate is coming to the Mazda lineup this year in the form of the 2023 CX-50 SUV, which

will take on compact crossover rivals such as the Hyundai Tucson, the Nissan Rogue, and the Toyota RAV4. The CX-50 will be available with either a naturally aspirated 187-hp 2.5-liter four-cylinder or a turbocharged version of that engine making 250 horsepower. All models will come with a six-speed automatic and all-wheel drive. A hybrid model is also in the works, and it will use a powertrain from Toyota. The CX-50 shares a platform with the subcompact CX-30 crossover and the Mazda 3 compact car, so we expect athletic handling. Slightly larger than the existing CX-5 SUV, the CX-50 wears more rugged styling elements, which is a departure from Mazda's more refined designs elsewhere in the lineup.

PRICING: The CX-50 will go on sale mid-2022 as a 2023 model. Pricing will start with the Base model at \$28,025 and 9 additional models - ranging up to the Turbo Premium Plus at \$42,775. The CX-50 is available in a plethora of trim levels ranging from fairly basic to downright luxurious. The turbocharged engine is available only in the more expensive variants and a more rugged-

CONGRATULATIONS TO RYAN & LESLIE CALVERT



on the birth of their son, Daniel Benton Calvert. Born March 9th at 3 PM, 7lb. 4oz. Mom and baby are both doing great! Welcome Daniel!

Ryan is our part of Sales Staff! Wishing them all the best!

MAZDA'S LATEST ACHIEVEMENT IS A WARNING TO RIVALS

Jay Traugott



THIS ISN'T THE FIRST TIME THIS HAS HAPPENED!

Mazda is a brand that doesn't receive enough attention. The Japanese automaker has a long track record of building fun-to-drive and reliable sedans, crossovers, and one very famous roadster. It's also known for its rotary engine past. But there's another vital area where Mazda shines: Safety. The carmaker has announced that every 2022 model tested has earned the fully independent, non-governmental Insurance Institute for Highway Safety's (IIHS) top award, the Top Safety Pick +.

These models include the Mazda3 sedan and hatchback, CX-30, CX-5, and CX-9. This is the third year in a row every tested Mazda has earned this distinction.



Schwartz Mazda has saved **1,616,829 lbs.**

of carbon entering our atmosphere through our solar panel energy source. As of March 1st, we have planted 9,120 Trees to help offset carbon footprints.



SCHWARTZ MAZDA LIFETIME WARRANTY PROTECTION



When you purchase a Mazda, you can feel confident in knowing that

you're the proud, new owner of a quality vehicle. Other dealerships may promise that their vehicles are solid, in great shape, and without problems, but our dealership warrants the engine of this vehicle with a Lifetime Engine Limited Warranty.

For more information, contact our Service Dept.

MAZDA TIRE PROGRAM



If you purchase 4 tires from Schwartz Mazda, you have a free tire rotation for life.

Most tires come with a 24-month Road Hazard Coverage.

looking Meridian Edition model will also be included.



Engine, Transmission, and

Performance:

All models will come with a 2.5-liter four-cylinder but the one to get will be the more powerful turbocharged variant offering 250 horsepower. The base non-turbo offering will make just 186 hp. A six-speed automatic is standard, as is all-wheel drive, and Mazda will no doubt be baking-in crisp handling to the CX-50 so that it carries on the company's tradition of offering affordable, fun-to-drive vehicles. A hybrid model will join the lineup later on with a powertrain sourced from Toyota.



Interior, Comfort, and Style:

Like the CX-5 and CX-30 crossovers, the CX-50 will offer space for five passengers in two rows of seats. Inside, large square dashboard vents give the CX-50 a slightly more truckish look than the smaller CX-30, but we can see a familiar 8.8-inch infotainment display sprouting from the dashboard. In addition to its longer stance, the new model's styling includes a bolder, thicker front end with a blacked-out grille to provide a more rugged visual impression, said Yasutake Tsuchida, senior director of Mazda Design America. The crossover's broad shoulders enhance that. Inside there is a linear, symmetric dash and cabin. In addition, there is a panoramic



moonroof designed to "bring the outdoors in," Tsuchida said.

DEALER RATER AWARDED 2022 CONSUMER SATISFACTION AWARD TO SCHWARTZ MAZDA



Dealer Rater General Manager, Jamie Oldershaw presented Schwartz Mazda with the 2022 Consumer Satisfaction Award, stating:

"You and your team did an extraordinary job helping car shoppers find their perfect



"Achieving the IIHS Top Safety Pick + Award is a reflection of Mazda's commitment to providing advanced safety technologies that our owners expect," said Mazda North American Operations President and CEO Jeff Guyton. "Our wide range of safety technologies are designed to support, not replace the driver, which results in a more confident and enjoyable driving experience."



Earning a Top Safety Pick + is not easy. Vehicles tested must earn good ratings in every single one of the private agency's

crash evaluations. These include the moderate overlap front, driver-side small overlap front, passenger-side small overlap front, side, roof strength, and head restraint tests. Mazda's lineup further received advanced or superior ratings in the front crash prevention test as well as the vehicle-to-vehicle and vehicle-to-pedestrian evaluations. One area where many new vehicles miss out to get the Top Safety Pick + is the headlights. In Mazda's case, these vehicles all earned a good or an acceptable rating. Mazda's current best-seller, the CX-5 compact crossover, is actually the first vehicle to earn a Good score in the IIHS's new and more difficult side impact test. As for the new MX-30, Mazda's first EV, we don't know yet whether it'll be included in next year's crash tests.

SERVICE DEPARTMENT



Check out "My Mazda Garage" [here](#). Register yourself and have full access to your service records, your next scheduled maintenance as well as make an appointment!!!

We understand the importance of the investment you have made with your vehicle purchase. Our Shrewsbury car repair center is here to help you to protect that investment. With regular factory-recommended maintenance, Schwartz Mazda service can help you to keep your vehicle in like-new condition. Our friendly service staff and high-tech service facility set us apart from other lesser quality centers for car repair. Make an [online service appointment](#) or give us a call to

This includes the following:

- 100% replacement the first year
- 50% replacement the second year
- Flat tire repair coverage (up to \$20 per occurrence)

SCHWARTZ MAZDA SPECIALS OF THE MONTH

New Mazda Lease Specials
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EMPLOYEE NEWS WELCOME NEW EMPLOYEES



Peter Byrnes
Sales Rep.



Alan Goel
Parts Counter Person



Laura Seeley
Truck Svc Assistant

match and this award recognizes you among an elite group of dealers who are dedicated to providing first-rate customer service day in and day out.

This is an interesting time in the automotive industry, to say the least. Despite all of the hurdles, your team stood out with their tireless efforts and commitment to providing exceptional service and sales experiences for their customers. This was by far our most competitive awards season yet, with DealerRater collecting more than 1.1 million consumer reviews in 2021, a record annual volume for our platform.

Your award is a testament to the creativity, innovation and dedication to deliver a high-quality customer experience from dealerships like yours. I hope you and your team at Schwartz Mazda are just as proud of this accomplishment as we are to present it to you.”

MAZDA - THE POWER OF VIDEO COMPETITION!



Congratulations to our Service Tech – Joel Olea for winning \$500 in the 1st Round – Let’s Cheer him on to the finals!

A video-based competition for certified Mazda dealership Sales Consultants, Service Advisors, and Technicians - to put what they do every day into a video that can be shared with customers to help connect and build trust in the customers overall dealer experience.

EMPLOYEES “THANK” JAY SCHWARTZ FOR TREATING THEM TO A FUN NIGHT OF BOWLING & PIZZA!



Comradery & Competition! A Great time was had by all!

Charlie Weingart was the top scorer, bowling a 247 in his last game!

schedule your maintenance or car repair. We look forward to serving you!

SERVICE RECALLS



We continually update recalls for you the consumer. The Service

Department is aware of these recalls and you will receive notification by mail or email when the time comes.

If you have any concerns, feel free to [contact the Service Department.](#)

PARTS DEPARTMENT



With our extensive in-stock inventory, Schwartz & Sons is likely to have the exact car

part that you need for your car.

Conveniently serving the Shrewsbury, New Jersey area, our parts department will help you keep your car, truck, or SUV running like new.

We carry manufacturer parts but can also get almost any auto part by VIN number.

You can also [order parts online](#) using our convenient parts order form. We offer specials as well.

PARTS COUPONS



Save with Mazda, HINO, Mitsubishi FUSO auto parts coupons! Schwartz Mazda is your

source for all auto service specials and repairs.

Take advantage by printing out these [FREE online parts coupons found on our website here.](#)