

SCHWARTZ

Family Owned And Operated Since 1919.

585 SHREWSBURY AVENUE
SHREWSBURY, NJ 07702



SCHWARTZ MAZDA

OCTOBER 2023

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SCHWARTZ MAZDA • Family Owned and Operated Since 1919

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Schwartz Mazda has Saved 1,906,012 lbs.

of carbon entering our atmosphere through our solar panel energy source.

THE FOUNDATION OF MAZDA'S SAFETY PHILOSOPHY: DRIVER CONFIDENCE EVERY MAZDA VEHICLE TESTED EARNED THE IIHS 2023 TOP SAFETY PICK AWARD

insidemazda.mazdausa.com

Every 2023 Mazda vehicle tested by the Insurance Institute for Highway Safety (IIHS) — the authority that rigorously tests vehicles on the effectiveness of their safety systems — earned the institute's 2023 TOP SAFETY PICK Award, amongst the highest award in safety.



Mazda is proud of these accolades, but the purpose behind this testing — creating safer roads for

everyone — is what fuels our continuous development of active and passive safety technologies. There is a greater sense of assuredness when a driver knows their vehicle is not only among the safest on the road, but also equipped with intuitive safety technologies to help them stay focused and avoid crashes in the first place.



POWERFUL SAFETY TECHNOLOGY, AS PROVEN BY ACCOLADES
IIHS tests vehicle

crash avoidance and headlight systems, categorizing the results from Basic to

SCHWARTZ MAZDA: OLDEST DEALERSHIP IN CENTRAL NEW JERSEY RUNS LIKE A START-UP

Nada.org



Founded in 1919, Schwartz Mazda in Shrewsbury, N.J., boasts an on-site museum. But Jay Schwartz, fourth-generation dealer of this family-owned store, thinks of the dealership in more contemporary terms.



"It's as close to being a start-up as it can be," he says.

Jay joined his father, Jon, at Schwartz Mazda after working in the corporate world at large accounting firms as well as nimble start-ups. The significant difference between the two was how they treated their staff: as cogs in the machine or as valued team members. Jay wanted Schwartz Mazda employees to be the latter.

"We've always been extremely customer-centric," Jay says. "I wanted us to also be employee centric. When I got back to the family business, I said I'm going to change the culture."

Schwartz Mazda started having more outings and, in Jay's words, "having more fun." The office administrators were given Nerf guns to fire at any especially annoying coworkers, and the dealership started hosting beer pong tournaments



As of October 1st, we have planted 34,655 Trees to help offset carbon footprints.

SPECIALS OF THE MONTH

New Mazda Lease Specials

[Click here](#)



SCHWARTZ MAZDA LIFETIME WARRANTY PROTECTION



When you purchase a Mazda, you can feel confident in

knowing that you are 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.

SCHWARTZ MAZDA PARTS DEPT

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.

Superior. They also crash test vehicles in front and side impact scenarios, categorizing the results from Poor to Good. The vehicles with the best results achieve IIHS's TOP SAFETY PICK or TOP SAFETY PICK+ awards, the criteria for which is updated annually — helping push the bar for driver, passenger, and pedestrian safety ever higher.

Crash protection design is put to the test at Mazda's Myoshi Proving Grounds in Japan.



PASSENGER-FOCUSED AND RIGOROUS TESTING

Long before any of our vehicles head in for IIHS testing, Mazda conducts its own tests — both simulated and physical — at the Myoshi Proving Grounds in Japan. Using crash test dummies equipped with hundreds of sensors, Mazda rigorously tests and fine-tunes each vehicle's crash protection design.

These tests consider the tiniest of details, like minor differences in an airbag's positioning or the inflation rate, as well as foundational elements like how the vehicle's structural design affects crash energy absorption.

It is through this process that Mazda has elevated all tested vehicles to the top of IIHS's safety charts, earning the 2023 TOP SAFETY PICK Award. These vehicles include the [Mazda3 Sedan](#) and [Hatchback](#), [CX-30](#), [CX-5](#), and [CX-9](#), and first-ever CX-50.

The first-ever 2023 [CX-50](#) being tested in a small overlap frontal impact crash test at the Insurance Institute for Highway Safety. It received the top, good rating in the test.



PREPARED FOR ENHANCED SIDE-IMPACT TESTING

IIHS added a new test to the 2023 TOP SAFETY PICK / TOP SAFETY PICK+ award criteria, one aimed at addressing higher severity side impacts. The updated side crash test uses a heavier barrier traveling at a higher speed to simulate the striking vehicle. The new barrier weighs 4,200 pounds and strikes the test vehicle at 37 mph, compared with a 3,300-pound

and comedy shows to benefit local charities.

Despite having added such changes, Jay gives family members before him credit for establishing a caring management style. "My dad knew you need to take care of your people," Jay says. "You need to make sure your people feel comfortable, safe, and happy coming to work. If we take care of our employees and they take care of the customers, it is a good circle."

A Legacy of Customer Service



Maurice Schwartz, the founding dealer, and Jay's great-grandfather created an early customer satisfaction survey.

The dealership sent customers the survey in the mail with a return label and a penny ("back when you could still buy something with a penny," says Jay). It was quite literally a "penny for their thoughts."

Maurice had a sixth-grade education and a medal-studded military career, serving during both world wars, including as supervisor of a 100,000-piece motor pool. After World War I, Maurice started his auto career, first with trucks and military vehicle franchises, then as Central New Jersey's Chrysler Plymouth dealer. Maurice's sons, Arnold and Eddie, and Arnold's sons Jim, Jon and Ken all worked in the dealership. Brothers Jim and Jon became local legends for their zany TV commercials parodying pop culture hits like Wayne's World and Star Wars.

In the 2014, Jim died from cancer and Jay joined his father in the business. By then the dealership had relocated from Red Bank to Shrewsbury. In 2018, they completed a \$1.8 million showroom renovation with 350 solar panels, saving more than a million pounds of carbon. To take their eco-friendly mission even further, Schwartz Mazda pays to have 15 trees planted for each vehicle sold.

Schwartz Mazda remains guided by the central principle established by Maurice: Exceed the customer's expectations while maintaining a commitment to professionalism, fairness, honesty, and service. The family has a history of extending this mission beyond the dealership and into the community.

"It's always been important to give back for my family," Jay says. "We have pretty good

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.

SERVICE DEPARTMENT

MAZDA SERVICE
Mazda trained technicians keeping the zoom in your car.

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 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.

barrier traveling at 31 mph in the original evaluation.

IIHS has released five series of results on the performance of small cars, small SUVs, midsize SUVs, midsize cars, small pickups in this new, tougher side impact test. The Mazda3, CX-5, and CX-9 have all stood out in their respective segments, each receiving the highest rating. The Mazda3 and CX-5 were initially the only vehicles in their segments to do so. IIHS put the 2021 Mazda CX-5 to the test in its new side impact evaluation, initially receiving the only top, good rating among small SUVs. The rating carries over to the 2022 and 2023 model years.

I-ACTIVSENSE SAFETY TECHNOLOGY LENDS CONFIDENCE TO EVERY DRIVE

An active approach to safety, i-ACTIVSENSE safety technology uses cameras and sensors to keep drivers in tune with their surroundings. Features like Front Cross Traffic Alert, Blind Spot Monitoring, Smart Brake Support and Lane Keep Assist are standing by to help alert drivers to potential hazards, avert collisions, and help reduce the severity when one is unavoidable.



MAKING TODAY'S DRIVE SAFER

One of the most critical components to Mazda's active safety technology is Automatic Emergency Braking — a feature that can detect objects ahead, provide alerts, and automatically brake to help avoid a collision or lessen its severity. Automatic Emergency Braking has been shown to prevent about half of all front-to-rear striking crashes and is the backbone of Mazda's Smart Brake Support and Smart City Brake Support, which are standard on all new Mazda vehicles. Mazda's Smart Brake Support is rated Superior in car-to-car crash avoidance by IIHS.

DRIVING TOWARDS AN ACCIDENT-FREE FUTURE

Mazda is striving for a crash-free world — where cars are designed to help drivers maintain confidence and control and are therefore better equipped to avoid collisions. By installing crash avoidance systems on our vehicles, we aim for no new Mazda to be involved in a fatal accident that is avoidable by 2040.

people here, so it seems to be important to them, too."

During the Great Depression, Maurice raised \$45,000 to keep Merchants Trust, which later became PNC Bank, open while other banks failed.

Then, when there was a vehicle shortage during World War II, Maurice made sure veterans had access to affordable vehicles, allowing service members to purchase cars with a handshake.

Maurice was also a founding member of the Monmouth County Auto Dealers Association and the Eastern Monmouth County Chamber of Commerce. Schwartz Mazda is the longest-standing member of both organizations.

MANAGER'S MONTHLY



Jim Shumard, our Truck Manager, shares insight into the future of Commercial Trucks.

The future of commercial trucks is expected to be shaped by several key trends and technologies that aim to improve efficiency, sustainability, safety, and connectivity. Here are some of the significant developments we can expect to see in the future of commercial trucks:

- 1. Electric Trucks:** Electric commercial trucks are gaining momentum. These vehicles offer reduced operating costs, lower emissions, and quieter operation.
- 2. Hydrogen Fuel Cell Trucks:** Hydrogen fuel cell technology is also being explored as an alternative to diesel. Fuel cell trucks have longer ranges than most battery electric trucks and can be refueled quickly.
- 3. Autonomous Trucks:** Self-driving or autonomous trucks are being developed to reduce the need for human drivers. They hold the potential to improve safety and efficiency by reducing accidents caused by human error and optimizing routes.

- 4. Connected Trucks:** Internet of Things (IoT) technology is being integrated into commercial trucks to enable real-time monitoring, predictive maintenance, and data-driven insights. This connectivity can help fleet managers optimize vehicle performance and reduce downtime.

- 5. Advanced Driver Assistance Systems (ADAS):** ADAS technologies like adaptive cruise control, lane-keeping assist, and

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

PARTS SPECIALS **PARTS FROM YOUR MAZDA DEALER**



Genuine Mazda Parts available from Schwartz Mazda keep your vehicle performing at its best.

PARTS FOR ALL TRUCKS



MAKES & MODELS
We offer a wide selection of parts and accessories with daily parts deliveries.

Schwartz Mazda is your source for all auto service specials and repairs.



For Mazda, making safer cars is about more than just protecting the people riding in them. Our vision is for a world where all road users are protected. We consider surrounding vehicles, pedestrians, bicyclists, and others in our approach to advanced safety technologies.

Through Mazda Proactive Safety, we will continuously improve and innovate ways to make our world safer, as well as evolve i-ACTIVSENSE safety technologies that help drivers stay focused, while also designed to be the difference between a distracted moment resulting in a crash, and everyone arriving safely.

WALK FOR TALK BENEFITING DYSPHONIA INTERNATIONAL HOSTED BY NJ DYSPHONIA SUPPORT GROUP



The ability to communicate is fundamental to our daily interactions and is often taken for granted until it is compromised. Losing one's voice can profoundly impact all aspects of a person's life. Join us as we raise awareness and funds for research for vocal disorders like laryngeal dystonia!

October 21st, 11AM – 1 PM
Sycamore Field
977 Sycamore Ave.
Tinton Falls, NJ 07724
Meet at the Pavilion



There is no cost to join, and all ages are welcome.
Question? Contact Risa Clay at rclay167@gmail.com

Register by scanning the QR code.

automated braking are becoming standard in many commercial trucks. These systems enhance safety and reduce the risk of accidents.

6.Sustainability and Emissions

Reduction: Governments and consumers are increasingly focused on reducing emissions and promoting sustainability.

7.Efficiency Improvements: Truck manufacturers are working to make commercial trucks more fuel-efficient, including aerodynamic designs, lightweight materials, and improved engine technologies.

8.Alternative Fuels: In addition to electric and hydrogen, other alternative fuels like natural gas and biofuels are being considered to reduce the environmental impact of commercial trucks.

9.Regulatory Changes: Government regulations and policies will continue to play a significant role in shaping the future of commercial trucks, particularly in terms of emissions standards, safety requirements, and road infrastructure development.

10.Sustainability and Green Initiatives: Many companies are making commitments to reduce their carbon footprint, which will drive the adoption of cleaner and more sustainable trucking technologies.

Overall, the future of commercial trucks will involve a combination of electrification, automation, connectivity, and sustainability measures to meet the evolving needs of the industry while addressing environmental and safety concerns. The specific trajectory may vary by region and market segment, but these trends are expected to have a profound impact on the commercial trucking industry in the coming years.