

# Huntington Beach Mazda

**Huntington Beach Mazda**  
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With speculation mounting that the government is planning a bailout of the “Big 3” Detroit car manufacturers - Ford, General Motors and Chrysler - the automobile industry has inarguably been seriously impacted by the volatility of today’s market. But at the local level, some industry professionals continue to not only survive, but thrive despite the challenges of the current economic climate.

Company president John Patterson attributes Huntington Beach Mazda’s success to date to a superior product (“Mazda is making leaps and bounds over their nearest competitors”) and unparalleled customer service.

“We firmly believe in putting our customers’ needs first,” he says. “Our philosophy is to treat every customer as if they were in a guest in our home and strive to make certain our home is place people want to visit. We live this culture every day. We put a huge emphasis on diligently looking for employees who want to develop a lasting relationship with our customers. Listening to the customer’s needs and then working hard for each and every customer to give them exactly what they need has resulted in award-winning service.

Patterson purchased the dealership in 2007 and immediately began reconstructing the structure into what will be a Mazda Retail Revolution store – the only one of its kind in Orange County – showcasing stylish models on two floors.

“The Mazda Revolution philosophy is centered around three components – the visual environment, the availability of information and of course, the Zoom-Zoom experience,” says Patterson.

The first will be reflected in the dealership’s open-architectural style accented with bright hues and enhanced by plasma screens displaying Mazda Motorsports scenes and futuristic vehicles.



In terms of the availability of information, the wired showrooms actively engage customers by allowing them to virtually build their dream car without ever approaching a sales associate. The multi-media environment also enhances the job of the sales team, who can utilize interactive terminals to answer questions, check inventory and expedite the service process.

“Finally, and perhaps most important for the perspective owner, is the Zoom-Zoom experience” - one which can only be fully appreciated through a proper Mazda Test Drive,” says Patterson. “When your company’s mantra is ‘Mazda...Always the Soul of a Sports Car,’ a customer needs more insight than a mere spin around the block can offer.”

Based on this notion, the Mazda Retail Revolution store has its own custom-designed route featuring carefully selected roads, traffic patterns and road conditions in order to best give drivers a sense of what future Mazda ownership is all about.

## A superior product

It’s one thing for Patterson and his team, who sell Mazda’s products, to be enthusiastic about the latest cars in the lineup. It’s quite another to have impartial automotive experts tout the manufacturer’s models on the market and hear lay consumers offer unsolicited praise of their experiences at Tustin Mazda.

According to Edmunds.com, the 2009 Mazda 6 “offers one of the most accommodating cabins of any midsize sedan, with Texas-sized front seats and a backseat fit for 6-footers ... Need power? Mazda’s got you covered with the largest and most powerful V6 in this price bracket ... In short, the 2009 Mazda 6 is at or near the head of its class in most respects ... few can match the 6’s all-around competence and appeal.”



Car and Driver reviews the Mazda 6 as having “refined manners and appointments overlaid on high-spirited reflexes,” and the CX-9 was named by Motor Trend Magazine’s as the “2008 Crossover SUV of the Year.”

Industry accolades aside, I’m more interested in what other non-automotive experts have to say about their buying experience because let’s face it, many of the stereotypes are well-founded. But those questionable sales “professionals” apparently don’t work here.

On Dealerater.com, a happy customer wrote the following of his experience at HB Mazda: “After my car was totaled in an accident, I was in the market for a very specific and hard to find CX9. Huntington Beach Mazda located the car for me in Northern California. Although it took about a week to get it, they arranged the shipping, and gave me a loaner car in the meantime. Two other dealers had told me that I would have to place an order, and could expect a wait of up to two months. (They then tried to “switch” me to an in stock model). Since I got my car, I have had several follow-up contacts from my salesman, the sales manager, and even the general manager. FIVE STAR service. (I also enjoy the free car washes).”

### Industry trends

Sensitive to the issues and concerns facing today’s prospective buyers, Huntington Beach Mazda addresses the trend toward finding alternative fuel sources and offers low-cost cars and hybrids to meet consumer demand.

“The Mazda 3, the CX-9, a seven-passenger crossover SUV, the CX-7 and now the all-new Mazda 6 are among our best sell-

ers,” he says. “These are affordable, with the highest safety standards in the industry, and as with all Mazdas, feature fuel-efficient engines loaded with ‘zoom-zoom.’”

“Zoom-zoom” isn’t just a slogan for Mazda, it’s the actual feeling the driver receives. The engines in Mazdas create an unbelievable feel of a very sporty drive and Mazdas respond to the driver’s touch with amazing accuracy.

Patterson adds that the Mazda 3 (winner of Edmunds.com 2008 “Most Wanted Award” and Motor Trend’s 2008 Economy class winner) and the Miata RX-5 are the models with the lowest cost of ownership. The 3, in particular, is a “sleek little sedan starts at under \$20,000, holds a phenomenal resale value and requires very low maintenance.”

With regard to fuel efficiency, the Mazda Tribute (Hybrid) gets up to 34 mpg and the Mazda 3 gets up to 32 mpg, and the all-new 2009 Mazda 6 gets up to 30 mpg.

### Sense of community

Patterson, who lives in Orange County with his wife Julie and son, Connor, routinely gives back to the community by supporting a number of local non-profit organizations, including The Orange County Juvenile Diabetes Research Foundation, our local area schools, the Second Harvest Food Bank, Mariner’s Church and its local Lighthouse Ministry and the Children’s Hospital of Orange County.

“We place a high priority on giving back to the community,” he says. “We are humbled by the outstanding work these organizations provide and proud to offer our support.”

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