

Mazda and Creative Partner Garage Team Mazda Launch Redesigned Website

Digital Agency Mirum Creates Enhanced Customer Experience

Irvine, CA ([PRWEB](#)) July 07, 2016 -- Mazda North American Operations (MNAO), creative partner WPP's Garage Team Mazda, along with global digital agency Mirum, announce the launch of the new, fully-redesigned [MazdaUSA.com](#). Reflecting Mazda's new brand strategy, the website offers an enhanced user experience aimed at engaging premium customers and current owners.

Mirum, as part of Garage Team Mazda, built an intuitive, user-friendly site with enhanced shopping tools and seamless navigation. As a result, Mazda shoppers can more easily build and price a vehicle, while checking on local inventory. Current owners also benefit from the redesign, with an easily-accessible owners section that features helpful reference materials.

The site's engaging video experiences, immersive visuals and animation, and interaction cues help guide the customer along their journey and articulate the true emotion of Mazda's brand.

"Mirum has helped us elevate MazdaUSA.com with a customer-first experience design, including a sophisticated new look, ease of navigation and eye-catching visuals," said Russell Wager, vice president of marketing, MNAO. "The new site strengthens Mazda's ability to capture consumer attention and connect with our target audience."

Drawing from extensive research into how Mazda's diverse customers shop for cars, Mirum optimized MazdaUSA.com to align with all devices: desktop, tablet and mobile. Optimization presents customer with a fluid shopping experience regardless of the device they are using.

"At Mirum, we believe that human insight is at the heart of every great design experience," said Mirum Global and North American CEO Dan Khabie. "Over the past two years, Mirum and Mazda have forged a strong relationship that enabled us to create a site experience that will take Mazda to the next level."

ABOUT MIRUM

Mirum is a global digital agency that creates experiences that people want and businesses need. Named a Visionary in the 2016 Gartner Magic Quadrant, Mirum helps guide brands in business transformation, experience design, and commerce activation. The agency operates in 20 countries, with more than 46 offices and 2,200 professionals. Mirum is part of the J. Walter Thompson Company and WPP Network. For more information, visit [mirumagency.com](#).

ABOUT MAZDA

Mazda North American Operations is headquartered in Irvine, California, and oversees the sales, marketing, parts and customer service support of Mazda vehicles in the United States and Mexico through nearly 700 dealers. Operations in Mexico are managed by Mazda Motor de Mexico in Mexico City. For more information on Mazda vehicles, including photography and B-roll, please visit the online Mazda media center at [insidemazda.mazdausa.com](#).



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Online Web 2.0 Version

You can read the online version of this press release [here](#).