

## Mazda Dealership Expands



Owner Nick Soranno and the Park Mazda of Wooster employees and friends joined representatives of Mazda Corporation of North America for the official ribbon cutting ceremony to commemorate the grand opening of the renovated facility at 4404 Cleveland Road in Wooster.

The area's oldest Mazda dealership officially unveiled its new expansion to the public on Thursday, September 11<sup>th</sup>. Park Mazda, located at 4404 Cleveland Road, revealed its 3,390 square-foot expansion, which includes new Hunter Safety Inspection equipment that tests the brakes, alignment and shocks simply by driving the vehicle over the equipment.

"Our business has expanded since we built the Mazda dealership in 1995, and our facility was becoming somewhat cramped. We started the renovations in 2006 to make it a better space for our customers – more comfortable with technological advantages and ease of doing business," says Soranno.

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Park Mazda of Wooster is the oldest single point Mazda dealership in the state of Ohio and an initial Mazda Speed dealer. The annual economic impact of the dealership on the community of Wooster is estimated at \$12 million and it has a staff of 23 employees.

Soranno says, “We’ve been rated in the top 10 in customer care of all Mazdas in the U.S. and have been consistently over the past nine years. We are one of 27 dealerships in North America on a quality development team for new products.”

The renovations added 1,700 square-feet to the dealership, as well as 1,500 square-feet of canopied outdoor display area (drive center).

A standout feature of the showroom includes glitzy computer terminals that allow customers to input information, check competitive vehicles, and view inventory. Soranno believes his two customer waiting areas are the best around, with high definition LCD televisions and video games.

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