

East Texas Mazda Dealership to Break Ground on New Facility

Velocity Mazda, an East Texas Mazda vehicle dealership, will break ground on a new state-of-the-art Mazda facility this Friday, Jan. 22.

January 18, 2016 (FPRC) - TYLER, TEXAS – www.velocitymazda.com: The City of Tyler is no stranger to economic development, with expansion occurring on all sides of the flourishing metropolitan area. Velocity Mazda, a Tyler Mazda vehicle dealership, is planning to add to the city's growth by opening a brand new Mazda dealership later this year. A groundbreaking ceremony celebrating construction of the new facility will take place at 10 a.m. on Friday, Jan. 22.

The new 15,000 sq ft, 3-acre complex will be the first exclusive Mazda dealership in East Texas. Watson Commercial Construction, Ltd. is overseeing project construction and architectural design services were provided by Kevin Craig. The project is scheduled to be completed in the fall of 2016.

"We welcome the opportunity to partner with Velocity Mazda in further enhancing south Tyler with this attractive new facility," says contractor Brad Watson, president of Watson Commercial Construction, Ltd.

The contemporary dealership will be one of the first in the nation to showcase Mazda's nouveau "Retail Evolution" design. The building will have an open-concept floorplan and glass partitions to evoke a heightened level of business transparency. New Mazda signage will be dressed in premium black, clean white and polished chrome. Interior spaces will harmonize warm, raw-material wood tones with modern metal.

"The Mazda Retail Evolution design is bold and sophisticated, yet simple and elegant," says David Hart, Gulf Region Operations Manager for Mazda North American Operations. "We feel the upscale décor and modern technologies will produce exceptional customer experiences."

Velocity Mazda is a family-owned dealership. Owner Camden Jones is a Tyler native and self-declared auto enthusiast who races Mazdas semi-professionally. His business mission is to provide affordable vehicles options and neighborly, hassle-free buying experiences.

"I have a great love for the East Texas community. I am so proud to bring one of the nation's first Mazda Retail Evolution dealerships to this area," says Jones. "East Texas Mazda owners will now have a true place to call home."

Drivers passing by the new dealership will observe an illuminated, glass-enclosed "jewel box" used for vehicle displays, the first of its kind in Tyler. The facility's design includes an expanded showroom and a high-tech customer lounge area, complete with a self-serve coffee bar and complimentary wi-fi access. An adjacent drive-in maintenance center with seven full-service bays will complement the showroom area, offering high-tech diagnostic equipment and advanced laser alignment and balancing machinery to ensure optimal vehicle upkeep.

"Customers will be able to utilize an interactive learning center featuring touchscreen televisions to customize the perfect Mazda. The added service space will allow our experienced service department to continue providing outstanding service to not just Mazda owners, but to all the makes

and models that comprise Tyler's vehicle marketplace," says Jones.

Velocity Mazda's mantra, "A soul for service, a drive for community," encapsulates Jones' passion for supporting civic activities in East Texas. The new dealership will have flexible interior spaces that can be adapted to host community-sponsored events, like charity drives and art exhibitions.

"Our dealership's expansion will create additional jobs, further augmenting growth and economic opportunities in the Tyler area," says Jones. "We want to share our evolution with others and provide a place that can be used for community activities."

Customers often possess a wary or negative perception about the car buying process, shares Jones. His staff approaches the selling process with a unique angle—transparency.

"We have a genuine interest in pairing our customers with affordable, quality vehicles. By first sympathizing with a customer's unique perspective, our knowledgeable sales associates can then alleviate apprehension through education," says Jones.

Located about midway between Dallas and Shreveport and home of the annual Texas Rose Festival, Tyler is considered America's "Rose Capital." The Greater Tyler area has experienced significant economic development in recent years, and serves as a regional hub for East Texas in terms of education, manufacturing, health care and retail.

Mazda North American Operations is headquartered in Irvine, Calif., and oversees the sales, marketing, parts and customer service support of nearly 700 Mazda vehicle dealers throughout the U. S. and in Mexico. Mazda's corporate goals are centered on driving pleasure and outstanding environmental and safety performance.

Velocity Mazda is a Mazda vehicle dealership in Tyler, Texas, which serves the Greater Tyler area, Longview and Dallas. Founded in 2014, the dealership sells new Mazdas and a wide array of pre-owned vehicles. The firm also offers auto financing, and vehicle parts and maintenance services. Company owner, Camden Jones, explains that "the dealership's overarching mantra, 'A soul for service, a drive for community,'" fuels the sales team's mission to provide exceptional, hassle-free buying experiences. For more information about Velocity Mazda, please visit www.VelocityMazda.com.

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