



National Dealer League Performance Report
2020/2021 - Fiscal Year to date - February 2021

National Rank	Change vs Prior Month	Territory	Dealer	Dealer Name	Sales vs Objective	Sales NPS	Service NPS	Customer for Life Performance	Test Drive Follow Up	Service Loyalty	Mazda Excess Return	Retail PPU	Finance Penetration	Local Business Sales	MAUC	2021 Trip Status
				NATIONAL AVERAGE		87	73	30.4%	76.0%	53.4%	57.2%		84.6%	47.7%		
1st	➡ 0	Rachel Glover	727	RRG Mazda Stockport	116%	98	80	38.0%	83.7%	61.7%	84.8%	●	89.7%	35.1%	●	Currently Qualifies
2nd	➡ 0	Deby Steane	849	Beechwood Mazda Derby	136%	98	92	40.2%	86.7%	55.6%	81.8%	●	90.5%	51.4%	●	Currently Qualifies
3rd	↑ 11	Iain Mackenzie	795	Macklin Mazda Hamilton	144%	89	84	42.9%	81.8%	48.4%	93.9%	●	93.5%	76.5%	●	Currently Qualifies
4th	↑ 18	Peter Haigh	747	Rockingham Mazda Corby	117%	100	89	31.0%	100.0%	60.3%	36.4%	●	86.2%	100.8%	●	Currently Qualifies
5th	↓ -2	Owen Ashton	412	TW White & Sons Mazda Orpington	138%	94	90	34.5%	89.8%	56.4%	89.7%	●	98.3%	0.0%	●	Qualified + 1
6th	↓ -1	Deby Steane	356	Leamington Mazda	123%	98	77	35.9%	88.2%	54.8%	95.5%	●	73.5%	24.2%	●	Qualified
7th	↑ 3	Iain Mackenzie	286	SDM Mazda Falkirk	133%	100	87	42.3%	33.3%	60.4%	50.0%	●	82.3%	41.9%	●	Currently Qualifies
8th	↑ 1	Iain Mackenzie	797	Western Mazda Edinburgh	140%	92	64	37.7%	64.7%	59.0%	8.1%	●	92.0%	30.3%	●	Qualified
9th	↓ -1	Rebecca Hough	1087	Norton Way Mazda Letchworth	128%	95	75	30.9%	67.3%	62.3%	79.6%	●	92.3%	17.4%	●	Qualified
10th	↑ 30	Owen Ashton	565	MKG3000 Mazda Twickenham	115%	75	81	31.8%	62.9%	63.0%	70.0%	●	88.5%	99.6%	●	Qualified
11th	↑ 17	Owen Ashton	771	Lodge Mazda Aylesbury	118%	89	83	26.6%	44.4%	56.0%	93.3%	●	85.8%	0.0%	●	Qualified
12th	↓ -5	Emma Shipway	504	Magna Mazda Christchurch	96%	96	93	40.7%	100.0%	69.7%	44.4%	●	86.6%	34.4%	●	Currently Qualifies
13th	➡ 0	Rachel Glover	735	Chris Allen Mazda Fleetwood	100%	92	85	31.0%	83.3%	57.4%	50.0%	●	88.6%	69.6%	●	Qualified
14th	↑ 2	Rebecca Hough	590	Underwoods Mazda Colchester	114%	97	57	41.5%	100.0%	54.8%	53.3%	●	86.7%	0.0%	●	Qualified
15th	↑ 5	Tim Marston	276	Leslies Mazda Cowes	147%	100	88	41.5%	100.0%	49.5%	0.0%	●	83.0%	42.4%	●	Currently Qualifies
16th	↑ 1	Emma Shipway	537	Magna Mazda Salisbury	121%	73	78	36.6%	100.0%	64.5%	25.0%	●	85.5%	64.6%	●	Qualified
17th	↓ -6	Jay Arthurton	402	FRF Mazda Swansea	120%	97	77	38.5%	50.0%	54.0%	21.4%	●	87.6%	17.3%	●	Qualified
18th	➡ 0	Emma Shipway	539	Vospers Mazda Truro	109%	100	53	48.5%	100.0%	53.2%	88.9%	●	79.7%	23.5%	●	Currently Qualifies
19th	↑ 2	Anita Marven	358	Stoneacre Mazda Newcastle	136%	74	38	39.8%	87.5%	62.0%	93.3%	●	83.2%	10.6%	●	Qualified
20th	↓ -16	Owen Ashton	767	Pat Kirk Mazda Omagh	259%	86	71	37.5%	100.0%	44.7%	33.3%	●	58.5%	178.8%	●	Qualified
21st	↓ -15	Emma Shipway	282	Magna Mazda Poole	104%	86	85	28.5%	100.0%	64.7%	55.6%	●	89.5%	36.0%	●	Qualified
22nd	↑ 4	Rebecca Hough	591	Donalds Mazda Ipswich	107%	80	92	25.0%	100.0%	64.9%	90.9%	●	74.1%	75.1%	●	Qualified
23rd	↑ 20	Rebecca Hough	854	Brayley Mazda Milton Keynes	102%	100	85	35.0%	51.9%	50.8%	100.0%	●	91.2%	14.1%	●	Currently Qualifies
24th	↑ 10	Deby Steane	769	Bristol Street Mazda Redditch	132%	85	57	35.9%	100.0%	52.0%	94.1%	●	90.2%	215.2%	●	Currently Qualifies
25th	↓ -1	Owen Ashton	224	TW White & Sons Mazda Great Bookham	107%	100	88	25.3%	65.1%	59.9%	90.0%	●	81.0%	17.7%	●	Qualified
26th	↑ 5	Rachel Glover	780	Bolton Motorpark Mazda	161%	86	73	55.2%	44.4%	50.7%	76.3%	●	94.4%	0.0%	●	Currently Qualifies
27th	↑ 2	Deby Steane	863	Stourbridge Mazda	105%	70	79	36.1%	31.6%	57.7%	100.0%	●	78.1%	13.2%	●	Qualified
28th	↓ -9	Emma Shipway	724	Vospers Mazda Exeter	100%	100	65	32.0%	87.5%	44.0%	100.0%	●	79.0%	0.0%	●	Currently Qualifies
29th	↓ -2	Peter Haigh	857	Pentagon Mazda Lincoln	109%	86	79	39.7%	100.0%	49.5%	91.7%	●	62.5%	22.6%	●	Currently Qualifies
30th	↑ 11	Anita Marven	683	Burrows Mazda York	126%	90	73	29.2%	100.0%	59.3%	30.0%	●	78.0%	68.9%	●	Currently Qualifies
31st	↑ 4	Iain Mackenzie	114	Barnetts Mazda Dundee	110%	75	86	31.7%	83.3%	56.8%	0.0%	●	84.3%	16.3%	●	Currently Qualifies
32nd	↑ 10	Owen Ashton	640	Milcars Mazda Watford	100%	75	79	28.1%	85.2%	62.5%	33.3%	●	91.4%	35.0%	●	Qualified
33rd	↑ 12	Tim Marston	752	Hendy Mazda Horsham	142%	88	46	17.7%	100.0%	43.3%	82.6%	●	83.3%	47.7%	●	Currently Qualifies

Data Shown is Fiscal Year to Date (February 2021)
 Except: CSS - 6 Month Rolling PPU Prior Month FYTD
 2021 Trip Status
 Purple - Qualified for previous fiscal year/ Qualified +1 additional space
 Green - Currently Qualifies



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National Dealer League Performance Report
2020/2021 - Fiscal Year to date - February 2021

National Rank	Change vs Prior Month	Territory	Dealer	Dealer Name	Sales vs Objective	Sales NPS	Service NPS	Customer for Life Performance	Test Drive Follow Up	Service Loyalty	Mazda Excess Return	Retail PPU	Finance Penetration	Local Business Sales	MAUC	2021 Trip Status
				NATIONAL AVERAGE		87	73	30.4%	76.0%	53.4%	57.2%		84.6%	47.7%		
34th	↑ 10	Jay Arthurton	871	Johnsons Mazda Gloucester	102%	100	68	23.2%	100.0%	56.6%	81.3%	●	93.5%	77.5%	●	Qualified
35th	↑ 1	Jay Arthurton	256	Newport Mazda	103%	78	73	38.1%	38.9%	42.9%	100.0%	●	85.6%	0.0%	●	Currently Qualifies
36th	↓ -13	Iain Mackenzie	205	Struans Mazda Perth	132%	100	79	27.1%	100.0%	56.9%	35.7%	●	64.2%	0.0%	●	Qualified
37th	↑ 25	Tim Marston	850	Croydon Mazda	96%	97	84	30.2%	82.2%	51.4%	81.8%	●	86.0%	24.7%	●	Qualified
38th	↑ 16	Anita Marven	848	Stoneacre Mazda Harrogate	114%	73	35	24.8%	100.0%	56.3%	60.0%	●	84.7%	152.1%	●	Qualified
39th	↓ -24	Emma Shipway	738	Magna Mazda Southampton	99%	100	89	33.6%	74.4%	65.2%	33.3%	●	91.7%	19.6%	●	Currently Qualifies
40th	↑ 6	Anita Marven	783	Stoneacre Mazda Gateshead	118%	91	58	37.8%	85.2%	56.7%	95.0%	●	76.3%	27.4%	●	Currently Qualifies
41st	↑ 8	Deby Steane	122	Holdcroft Mazda Stoke on Trent	105%	72	76	37.7%	79.0%	53.7%	21.9%	●	90.8%	35.8%	●	Qualified
42nd	↓ -3	Iain Mackenzie	877	Parks Mazda Ayr	183%	77	66	40.5%	100.0%	52.3%	20.0%	●	83.2%	183.6%	●	Qualified
43rd	↑ 9	Peter Haigh	218	JCT 600 Mazda Leeds	110%	100	76	26.8%	100.0%	49.8%	84.6%	●	83.7%	66.2%	●	Currently Qualifies
44th	↓ -19	Jay Arthurton	267	Victoria Park Mazda Cardiff	102%	100	70	33.3%	80.1%	53.4%	54.5%	●	92.7%	39.7%	●	Qualified
45th	↓ -13	Rebecca Hough	592	Donalds Mazda Bury St Edmunds	118%	90	80	39.5%	100.0%	49.1%	55.6%	●	77.8%	0.0%	●	Qualified
46th	↑ 4	Tim Marston	768	Hendy Mazda Eastbourne	93%	100	56	36.5%	88.9%	43.4%	100.0%	●	92.3%	0.0%	●	Qualified
47th	↓ -9	Iain Mackenzie	718	Arnold Clark Mazda Glasgow	152%	84	74	34.9%	94.1%	34.8%	9.8%	●	85.4%	24.9%	●	Qualified
48th	↓ -11	Owen Ashton	859	TW White Mazda Weybridge	104%	92	82	25.3%	53.9%	50.0%	85.7%	●	92.5%	87.0%	●	Currently Qualifies
49th	↑ 11	Rachel Glover	717	Windsors Mazda Wirral	128%	71	84	25.2%	69.1%	55.5%	20.0%	●	87.8%	0.0%	●	Qualified
50th	↑ 18	Rebecca Hough	564	Essex Mazda	100%	80	76	35.0%	56.1%	48.6%	53.8%	●	90.6%	106.8%	●	Qualified
51st	↑ 14	Peter Haigh	870	Oldham Mazda	92%	88	84	30.3%	83.3%	49.7%	87.5%	●	87.7%	38.6%	●	Qualified
52nd	↑ 29	Owen Ashton	915	Saltmarine Mazda Dungannon	182%	100	67	29.1%	0.0%	47.3%	0.0%	●	76.9%	95.3%	●	Qualified
53rd	↑ 3	Rachel Glover	843	David Hayton Mazda Southport	102%	88	71	34.0%	100.0%	49.9%	15.4%	●	84.2%	607.9%	●	Qualified
54th	↑ 9	Iain Mackenzie	632	Park's Mazda Inverness	134%	70	53	33.6%	80.0%	44.9%	13.3%	●	87.8%	0.0%	●	Qualified
55th	↑ 3	Iain Mackenzie	605	Arnold Clark Mazda Kirkcaldy	163%	82	65	43.9%	83.3%	36.3%	0.0%	●	78.1%	0.0%	●	Qualified
56th	↑ 29	Rachel Glover	661	Perrys Mazda Preston	117%	73	76	36.3%	83.3%	46.1%	40.6%	●	82.8%	25.9%	●	Qualified
57th	↑ 25	Owen Ashton	862	Ballyrobert Mazda Mallusk	156%	88	81	25.0%	37.0%	43.2%	87.0%	●	79.3%	22.1%	●	Qualified
58th	↑ 22	Tim Marston	872	Hendy Mazda Tunbridge Wells	100%	88	56	10.2%	92.3%	50.7%	100.0%	●	78.0%	98.4%	●	Qualified
59th	↓ -47	Anita Marven	637	Nunns Mazda Grimsby	99%	96	72	35.8%	100.0%	63.8%	21.4%	●	78.0%	54.7%	●	Qualified
60th	↓ -27	Rachel Glover	567	Mitchell Mazda Chester	98%	96	84	24.4%	64.0%	57.1%	0.0%	●	86.7%	78.1%	●	Qualified
61st	↓ -2	Owen Ashton	596	Eden Mazda Basingstoke	102%	93	41	29.1%	96.6%	46.1%	71.4%	●	87.1%	24.8%	●	Qualified
62nd	↓ -14	Anita Marven	878	SG Petch Mazda Middlesbrough	109%	56	43	39.2%	90.0%	48.6%	0.0%	●	84.5%	30.5%	●	Qualified
63rd	↓ -12	Rebecca Hough	855	Brayley Mazda Grays	94%	100	90	32.6%	46.9%	48.2%	33.3%	●	90.8%	21.2%	●	Qualified
64th	↑ 15	Peter Haigh	785	Sandcliffe Mazda Loughborough	113%	38	57	33.8%	79.0%	41.8%	91.7%	●	84.9%	66.9%	●	Qualified
65th	↑ 6	Emma Shipway	646	Vospers Mazda Plymouth	102%	69	87	32.0%	50.0%	52.4%	94.4%	●	74.4%	0.0%	●	Qualified
66th	↑ 3	Rachel Glover	144	Pentraeth Mazda Menai Bridge	94%	100	67	30.5%	100.0%	50.9%	100.0%	●	75.9%	26.5%	●	Qualified

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Purple - Qualified for previous fiscal year/ Qualified +1 additional space
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NATIONAL AVERAGE						87	73	30.4%	76.0%	53.4%	57.2%		84.6%	47.7%		
67th	↓ -12	Peter Haigh	669	JCT 600 Mazda Bradford	116%	100	47	24.7%	20.4%	31.0%	76.5%	●	92.2%	18.4%	●	
68th	↓ -38	Rachel Glover	834	Warrington Mazda	91%	86	80	31.1%	83.3%	52.0%	92.3%	●	85.7%	34.3%	●	
69th	↑ 5	Anita Marven	820	Stoneacre Mazda Doncaster	99%	85	64	33.6%	100.0%	43.4%	93.8%	●	88.6%	360.9%	●	
70th	↓ -17	Tim Marston	109	Bourne Road Mazda Crayford	91%	79	80	33.6%	87.0%	58.4%	61.5%	●	87.3%	45.8%	●	
71st	↑ 34	Emma Shipway	860	Eden Mazda Taunton	91%	100	73	28.0%	83.3%	57.1%	68.8%	●	82.2%	13.6%	●	
72nd	↓ -25	Rachel Glover	593	Perrys Mazda Blackburn	105%	95	70	33.7%	33.3%	54.8%	36.8%	●	76.7%	17.6%	●	
73rd	↓ -16	Tim Marston	789	Masters Mazda Beckenham	145%	56	71	27.8%	75.4%	52.5%	83.3%	●	89.9%	80.3%	●	
74th	↑ 9	Iain Mackenzie	485	Arnold Clark Mazda Stirling	207%	68	50	31.0%	80.0%	27.2%	0.0%	●	79.8%	0.0%	●	Qualified
75th	↓ -9	Jay Arthurton	492	Edwards Mazda Kempsey	120%	79	77	29.6%	69.4%	58.8%	76.9%	●	84.2%	22.6%	●	Qualified
76th	↓ -12	Jay Arthurton	577	Clevedon Mazda	94%	91	81	23.4%	100.0%	58.0%	14.3%	●	71.2%	44.6%	●	
77th	↓ -10	Tim Marston	829	Snows Mazda Chichester	99%	71	79	22.2%	76.9%	58.6%	66.7%	●	76.3%	0.0%	●	
78th	↓ -8	Jay Arthurton	619	Lansdown Mazda Bath	87%	100	86	27.4%	100.0%	57.7%	50.0%	●	87.8%	0.0%	●	
79th	↓ -2	Deby Steane	702	Oakmere Mazda Northwich	75%	100	89	26.0%	100.0%	60.0%	42.9%	●	90.6%	15.6%	●	
80th	↓ -2	Deby Steane	507	Coventry Mazda	97%	82	61	36.8%	51.6%	56.7%	87.5%	●	82.8%	26.5%	●	
81st	↑ 9	Iain Mackenzie	509	Arnold Clark Mazda Aberdeen	126%	86	15	23.5%	100.0%	28.7%	0.0%	●	75.6%	0.0%	●	
82nd	↓ -6	Anita Marven	853	Stoneacre Mazda Hull	100%	78	79	26.1%	75.0%	55.6%	43.8%	●	82.4%	75.1%	●	
83rd	↓ -22	Anita Marven	538	SG Petch Mazda Durham	104%	81	80	32.9%	62.5%	43.9%	0.0%	●	82.0%	33.7%	●	
84th	↑ 5	Rebecca Hough	736	EMG Mazda Cambridge	98%	81	54	16.7%	88.9%	54.0%	42.1%	●	86.4%	0.0%	●	
85th	↓ -12	Deby Steane	772	Johnsons Mazda Tamworth	92%	95	60	27.3%	93.3%	52.7%	60.0%	●	86.0%	42.6%	●	
86th	⇒ 0	Deby Steane	776	Northampton Mazda	90%	94	62	22.3%	48.0%	57.3%	64.7%	●	82.7%	0.0%	●	
87th	↓ -15	Rebecca Hough	185	Donalds Mazda Peterborough	98%	77	69	34.3%	87.5%	50.8%	40.0%	●	90.8%	0.0%	●	
88th	↓ -1	Peter Haigh	758	Perrys Mazda Barnsley	113%	69	67	24.0%	59.2%	50.3%	75.0%	●	72.0%	71.5%	●	
89th	↑ 2	Anita Marven	382	SG Petch Mazda Darlington	118%	83	36	25.6%	41.7%	29.6%	9.4%	●	82.1%	14.2%	●	Qualified
90th	↓ -6	Owen Ashton	751	Guildford Mazda Godalming	98%	71	69	22.0%	90.3%	61.9%	16.7%	●	77.6%	18.2%	●	
91st	↓ -16	Jay Arthurton	875	Leominster Motors - Leominster	92%	83	80	26.8%	100.0%	51.3%	0.0%	●	77.1%	39.2%	●	
92nd	↑ 5	Tim Marston	761	Ashford Mazda	73%	100	73	25.7%	100.0%	57.3%	28.6%	●	87.5%	35.4%	●	
93rd	↑ 1	Peter Haigh	706	Sandcliffe Mazda Nottingham	94%	81	48	27.9%	93.8%	47.7%	81.3%	●	91.6%	13.5%	●	
94th	↑ 1	Emma Shipway	726	Hendy Mazda Eastleigh	84%	100	74	36.5%	84.8%	52.2%	100.0%	●	83.9%	143.0%	●	
95th	↓ -3	Owen Ashton	876	Roadside Motors Mazda Lisburn	109%	86	71	20.3%	11.1%	45.6%	0.0%	●	80.0%	43.0%	●	
96th	↑ 2	Peter Haigh	291	EMG Mazda Boston	88%	100	78	28.2%	0.0%	63.2%	83.3%	●	74.0%	0.0%	●	
97th	↑ 2	Peter Haigh	693	Perrys Mazda Mansfield	92%	67	30	23.8%	12.3%	37.5%	90.0%	●	70.6%	135.4%	●	Qualified
98th	↓ -5	Rebecca Hough	1078	Romford Mazda	75%	88	85	28.4%	65.1%	59.3%	54.2%	●	83.2%	135.1%	●	Qualified
99th	↓ -11	Iain Mackenzie	721	Jims Garage Mazda Lerwick	93%	0	40	35.1%	0.0%	51.6%	0.0%	●	84.6%	0.0%	●	

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				NATIONAL AVERAGE		87	73	30.4%	76.0%	53.4%	57.2%		84.6%	47.7%		
100th	➡ 0	Emma Shipway	211	Forest Road Mazda Guernsey	83%	100	83	0.0%	0.0%	53.4%	0.0%	●	0.0%	0.0%	●	
101st	⬆ 2	Tim Marston	867	Perrys Mazda Canterbury	81%	94	55	36.0%	63.0%	52.4%	33.3%	●	90.6%	0.0%	●	
102nd	⬇ -1	Tim Marston	786	Invicta Mazda Maidstone	78%	95	73	20.8%	74.4%	47.1%	100.0%	●	88.0%	0.0%	●	
103rd	⬇ -7	Rebecca Hough	815	Brayley Mazda Harpenden	82%	100	76	28.8%	92.3%	53.3%	22.2%	●	84.0%	42.4%	●	
104th	⬇ -2	Deby Steane	828	Johnsons Mazda Solihull	82%	79	65	17.3%	92.9%	52.7%	92.9%	●	86.1%	47.9%	●	
105th	⬆ 5	Peter Haigh	852	Burrows Mazda Sheffield	86%	74	69	32.9%	100.0%	57.1%	60.0%	●	81.8%	39.6%	●	
106th	⬆ 1	Deby Steane	791	Brindley Mazda Wolverhampton	88%	80	72	25.5%	85.2%	50.3%	0.0%	●	85.2%	59.9%	●	
107th	⬆ 6	Deby Steane	546	Furrows Mazda Shrewsbury	88%	65	26	34.5%	100.0%	50.7%	100.0%	●	72.2%	36.5%	●	
108th	⬇ -4	Jay Arthurton	777	Johnsons Mazda Oxford	83%	94	52	30.2%	95.2%	49.2%	100.0%	●	84.2%	13.0%	●	
109th	➡ 0	Anita Marven	569	Keighley Mazda	98%	78	29	24.2%	75.0%	42.6%	0.0%	●	64.6%	31.9%	●	
110th	⬆ 7	Rachel Glover	580	PV Dobson & Sons Ltd Mazda Kendal	67%	100	89	24.1%	44.4%	54.7%	15.4%	●	72.4%	68.5%	●	
111th	➡ 0	Emma Shipway	482	Magna Mazda Dorchester	82%	78	77	22.4%	75.0%	61.6%	33.3%	●	72.4%	0.0%	●	
112th	⬇ -6	Jay Arthurton	778	Johnsons Mazda Swindon	76%	88	67	23.4%	91.7%	49.6%	41.2%	●	89.2%	0.0%	●	
113th	⬇ -1	Rebecca Hough	227	Wrights Mazda Norwich	87%	97	59	21.3%	49.5%	36.2%	50.0%	●	95.7%	26.9%	●	
114th	⬇ -6	Jay Arthurton	779	Motorlux Mazda Newbury	84%	75	63	27.3%	56.3%	55.3%	53.8%	●	84.8%	91.7%	●	
115th	⬆ 3	Rebecca Hough	873	Westdrive Mazda Braintree	79%	82	50	0.0%	100.0%	46.6%	75.0%	●	79.7%	18.2%	●	
116th	➡ 0	Emma Shipway	192	Bel Royal Mazda Jersey	78%	0	100	0.0%	0.0%	52.8%	0.0%	●	0.0%	0.0%	●	
117th	⬇ -2	Tim Marston	874	Snows Mazda Portsmouth	69%	70	72	23.1%	54.2%	50.3%	100.0%	●	86.2%	14.5%	●	
118th	⬇ -4	Peter Haigh	803	Sandiccliffe Mazda Leicester	76%	77	77	26.4%	72.0%	47.1%	75.0%	●	81.8%	25.2%	●	
119th	➡ 0	Jay Arthurton	864	Wessex Mazda	70%	78	52	16.9%	51.6%	50.3%	58.8%	●	86.9%	0.0%	●	
120th	➡ 0	Rachel Glover	883	David Hayton Mazda Carlisle	49%	50	-10	20.4%	60.0%	38.9%	0.0%	●	78.4%	19.9%	●	

Data Shown is Fiscal Year to Date (February 2021)
 Except: CSS - 6 Month Rolling PPU Prior Month FYTD
 2021 Trip Status
 Purple - Qualified for previous fiscal year/ Qualified +1 additional space
 Green - Currently Qualifies