



mazda
ELITE CLUB

National Dealer League Performance Report
2019/2020 - Fiscal Year to date - March 2020

National Rank	Change vs Prior Month	Territory	Dealer	Dealer Name	Sales vs Objective	Sales NPS	Service NPS	Parts Purchases (Per 5 Year Parc)	Renewals Performance	Test Drive Follow Up	Overall Service Loyalty	Profit Per New Retail Unit	Finance Penetration	Local Business Sales	MAUC
				NATIONAL AVERAGE		91	76	£218.10	30%	66%	57.8%	Group PPU	78.5%	111.0%	
1st	↑ 1	James Butcher	591	Donalds Mazda Ipswich	102%	97	90	£222.13	38%	93%	65.9%	●	76.5%	59.7%	●
2nd	↑ 10	Emma Shipway	537	Magna Mazda Salisbury	102%	94	84	£253.95	43%	78%	64.5%	●	80.6%	27.1%	●
3rd	↑ 3	James Butcher	767	Pat Kirk Mazda Omagh	121%	100	92	£330.70	48%	70%	54.8%	●	58.7%	117.5%	●
4th	↑ 18	Rebecca Hough	1087	Norton Way Mazda Letchworth	109%	90	74	£291.41	35%	67%	63.0%	●	78.6%	58.2%	●
5th	↓ -2	Owen Ashton	640	Milcars Mazda Watford	99%	98	77	£392.60	32%	77%	64.8%	●	82.9%	33.4%	●
6th	↓ -2	Iain Mackenzie	797	Western Mazda Edinburgh	92%	100	81	£207.40	42%	88%	62.5%	●	87.9%	43.7%	●
7th	↓ -6	Anita Marven	358	Hodgson Mazda Newcastle	95%	98	88	£197.67	36%	98%	66.9%	●	85.1%	39.4%	●
8th	↑ 7	Jay Arthurton	871	Johnsons Mazda Gloucester	108%	94	81	£261.28	20%	95%	56.4%	●	76.6%	142.7%	●
9th	↓ -1	Owen Ashton	412	TW White & Sons Mazda Orpington	96%	100	85	£246.21	35%	82%	59.0%	●	87.5%	32.7%	●
10th	↓ -1	Owen Ashton	224	TW White & Sons Mazda Great Bookham	91%	100	85	£2,308.67	28%	78%	65.1%	●	78.1%	23.0%	●
11th	↓ -6	Emma Shipway	282	Magna Mazda Poole	93%	100	85	£214.61	38%	89%	65.9%	●	71.4%	28.7%	●
12th	↑ 14	James Butcher	590	Underwoods Mazda Colchester	112%	97	63	£291.61	37%	70%	48.8%	●	86.4%	29.9%	●
13th	↑ 3	Rachel Glover	843	David Hayton Mazda Southport	116%	100	87	£130.55	25%	67%	59.9%	●	61.4%	964.7%	●
14th	↓ -4	Iain Mackenzie	205	Struans Mazda Perth	96%	95	86	£256.89	34%	92%	61.1%	●	63.4%	33.2%	●
15th	↑ 24	Deby Steane	863	Stourbridge Mazda	105%	88	74	£92.81	44%	69%	57.9%	●	76.8%	54.7%	●
16th	↓ -3	Rachel Glover	735	Chris Allen Mazda Fleetwood	91%	100	83	£156.67	37%	85%	63.3%	●	77.2%	181.5%	●
17th	↑ 19	Deby Steane	122	Holdcroft Mazda Stoke on Trent	91%	84	77	£731.63	31%	62%	56.9%	●	83.6%	289.7%	●
18th	↑ 28	Jay Arthurton	801	HG Bryer & Sons Ltd Mazda Carmarthen	73%	100	92	£286.53	34%	75%	64.5%	●	80.5%	138.7%	●
19th	↑ 5	Rebecca Hough	1078	Romford Mazda	84%	100	84	£406.43	31%	79%	62.0%	●	85.0%	118.8%	●
20th	⇒ 0	Owen Ashton	850	Croydon Mazda	90%	87	80	£219.06	22%	67%	57.5%	●	87.4%	102.4%	●
21st	↓ -14	Anita Marven	637	Nunns Mazda Grimsby	90%	86	84	£249.32	44%	73%	69.7%	●	85.0%	139.0%	●
22nd	↑ 25	Peter Haigh	693	Perrys Mazda Mansfield	105%	77	61	£252.42	38%	58%	46.0%	●	65.1%	267.6%	●
23rd	↑ 19	James Butcher	592	Donalds Mazda Bury St Edmunds	95%	100	65	£103.31	36%	86%	56.6%	●	78.7%	37.6%	●
24th	↓ -13	Tim Marston	768	Hendy Mazda Eastbourne	97%	96	80	£140.61	28%	93%	49.9%	●	84.7%	71.6%	●
25th	↓ -7	Tim Marston	872	Hendy Mazda Tunbridge Wells	91%	100	67	£284.36	14%	77%	45.4%	●	86.3%	25.4%	●
26th	↑ 6	Rebecca Hough	771	Lodge Mazda Aylesbury	96%	80	78	£274.25	26%	48%	61.7%	●	85.7%	60.2%	●
27th	↓ -13	Owen Ashton	565	MKG3000 Mazda Twickenham	84%	97	81	£264.18	34%	91%	68.4%	●	79.7%	83.2%	●
28th	↑ 1	Deby Steane	356	Leamington Mazda	97%	98	70	£159.57	29%	91%	56.5%	●	73.1%	10.9%	●
29th	↑ 12	Anita Marven	848	Stoneacre Mazda Harrogate	96%	97	78	£264.51	24%	20%	59.4%	●	72.0%	122.3%	●
30th	↑ 39	Iain Mackenzie	485	Arnold Clark Mazda Stirling	110%	100	63	£156.70	22%	92%	39.7%	●	63.0%	31.7%	-
31st	↑ 26	Rachel Glover	567	Mitchell Mazda Chester	81%	97	80	£220.25	35%	53%	64.4%	●	85.7%	102.7%	●
32nd	↓ -7	Iain Mackenzie	632	Park's Mazda Inverness	93%	71	79	£381.92	26%	95%	56.2%	●	78.4%	106.1%	●
33rd	↓ -2	Anita Marven	382	SG Petch Mazda Darlington	92%	94	61	£386.31	31%	81%	46.4%	●	77.3%	19.4%	●



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				NATIONAL AVERAGE		91	76	£218.10	30%	66%	57.8%	Group PPU	78.5%	111.0%	
34th	↑ 10	Jay Arthurton	492	Edwards Mazda Kempsey	95%	89	86	£156.47	31%	84%	62.7%	●	79.2%	20.7%	●
35th	↑ 38	Jay Arthurton	267	Victoria Park Mazda Cardiff	70%	100	65	£226.97	39%	71%	64.6%	●	83.1%	42.5%	●
36th	↑ 12	Tim Marston	789	Masters Mazda Beckenham	93%	83	59	£322.07	27%	61%	59.8%	●	82.4%	85.5%	●
37th	↓ -7	Jay Arthurton	402	FRF Mazda Swansea	88%	100	95	£198.46	36%	87%	58.7%	●	74.5%	33.6%	●
38th	↑ 24	James Butcher	862	Ballyrobert Mazda Mallusk	119%	86	78	£182.07	27%	32%	52.7%	●	64.6%	102.6%	●
39th	↑ 12	Deby Steane	791	Brindley Mazda Wolverhampton	88%	100	78	£233.69	26%	81%	55.0%	●	77.2%	343.5%	●
40th	↑ 36	Iain Mackenzie	286	SDM Mazda Falkirk	92%	93	86	£161.30	29%	38%	61.4%	●	56.5%	43.9%	●
41st	↓ -13	Rebecca Hough	855	Brayley Mazda Grays	87%	100	88	£269.37	46%	24%	48.4%	●	86.2%	94.0%	●
42nd	↑ 7	Deby Steane	772	Johnsons Mazda Tamworth	98%	94	68	£156.69	21%	92%	44.9%	●	70.5%	88.2%	●
43rd	↑ 20	Iain Mackenzie	718	Arnold Clark Mazda Glasgow	98%	86	64	£207.77	27%	93%	37.8%	●	73.7%	55.1%	-
44th	↑ 21	Emma Shipway	504	Magna Mazda Christchurch	75%	100	93	£168.11	38%	79%	67.3%	●	66.7%	29.0%	●
45th	↑ 7	Rachel Glover	727	RRG Mazda Stockport	83%	98	75	£202.96	29%	74%	63.6%	●	86.2%	221.7%	●
46th	↓ -27	Anita Marven	538	SG Petch Mazda Durham	87%	88	84	£264.70	36%	82%	50.9%	●	82.1%	106.5%	●
47th	↓ -30	Emma Shipway	860	Eden Mazda Taunton	84%	92	83	£192.69	36%	86%	62.8%	●	84.5%	-	●
48th	↑ 20	Jay Arthurton	619	Lansdown Mazda Bath	59%	96	89	£210.35	31%	94%	64.2%	●	89.4%	59.0%	●
49th	↑ 2	Iain Mackenzie	605	Arnold Clark Mazda Kirkcaldy	91%	93	57	£106.34	40%	100%	42.1%	●	69.0%	-	-
50th	↑ 30	Anita Marven	783	Hodgson Mazda Gateshead	84%	90	84	£186.45	33%	89%	63.6%	●	81.1%	68.1%	●
51st	↑ 26	Peter Haigh	291	EMG Mazda Boston	90%	93	63	£129.01	35%	24%	67.9%	●	64.2%	13.1%	●
52nd	↓ -19	Deby Steane	702	Oakmere Mazda Northwich	89%	91	91	£135.52	38%	46%	64.7%	●	77.8%	56.0%	●
53rd	↑ 5	Peter Haigh	870	Oldham Mazda	99%	89	71	£125.13	33%	53%	57.1%	●	79.9%	66.7%	●
54th	↓ -19	Deby Steane	828	Johnsons Mazda Solihull	90%	93	69	£514.13	28%	78%	47.3%	●	81.5%	161.6%	●
55th	↑ 4	Rachel Glover	661	Perrys Mazda Preston	90%	95	60	£127.84	33%	80%	56.5%	●	72.2%	32.2%	●
56th	↓ -35	Iain Mackenzie	114	Barnetts Mazda Dundee	88%	81	82	£149.30	34%	86%	64.4%	●	80.9%	44.8%	●
57th	↓ -7	Anita Marven	853	Stoneacre Mazda Hull	93%	88	75	£252.87	21%	36%	52.1%	●	78.4%	349.0%	●
58th	↑ 31	Owen Ashton	779	Motorlux Mazda Newbury	82%	78	73	£318.57	35%	30%	64.9%	●	93.1%	180.7%	●
59th	↑ 20	James Butcher	712	Wrights Mazda Beccles	71%	100	93	£121.39	43%	20%	63.4%	●	81.3%	32.8%	●
60th	↓ -20	Peter Haigh	852	Burrows Mazda Sheffield	85%	83	78	£229.91	37%	53%	60.8%	●	79.2%	83.8%	●
61st	→ 0	Rachel Glover	780	Bolton Motorpark Mazda	92%	97	73	£175.02	30%	36%	45.3%	●	75.5%	24.5%	●
62nd	↑ 25	Rachel Glover	593	Perrys Mazda Blackburn	74%	100	83	£197.42	27%	100%	57.9%	●	76.6%	121.6%	●
63rd	↑ 20	Emma Shipway	738	Magna Mazda Southampton	67%	94	85	£188.02	30%	58%	65.7%	●	81.6%	23.5%	●
64th	↓ -41	Rebecca Hough	747	Rockingham Mazda Corby	83%	100	82	£157.48	34%	88%	63.6%	●	73.2%	122.0%	●
65th	↑ 20	Tim Marston	829	Snows Mazda Chichester	79%	100	82	£233.10	26%	84%	64.6%	●	78.0%	70.0%	●
66th	↓ -29	Deby Steane	849	Beechwood Mazda Derby	88%	86	79	£155.30	41%	89%	56.5%	●	84.0%	47.8%	●

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NATIONAL AVERAGE						91	76	£218.10	30%	66%	57.8%	Group PPU	78.5%	111.0%	
67th	↑ 11	Rebecca Hough	815	Brayley Mazda Harpenden	79%	85	82	£185.63	34%	70%	62.9%	●	88.6%	51.2%	●
68th	↓ -8	Owen Ashton	596	Eden Mazda Basingstoke	88%	97	48	£224.02	22%	86%	58.7%	●	91.0%	27.6%	●
69th	↑ 15	Rebecca Hough	854	Brayley Mazda Milton Keynes	83%	85	81	£308.96	29%	73%	52.5%	●	84.3%	14.5%	●
70th	↑ 26	Tim Marston	109	Bourne Road Mazda Crayford	73%	90	76	£274.83	32%	81%	63.8%	●	74.1%	64.4%	●
71st	↑ 10	Peter Haigh	758	Perrys Mazda Barnsley	76%	100	82	£279.44	29%	47%	52.1%	●	71.7%	47.0%	●
72nd	↓ -19	Tim Marston	761	Ashford Mazda	84%	79	80	£235.59	24%	80%	58.0%	●	81.0%	9.2%	●
73rd	↓ -9	Jay Arthurton	875	Leominster Motors - Leominster	94%	85	72	£191.67	31%	83%	58.4%	●	69.9%	18.6%	●
74th	↓ -31	James Butcher	227	Wrights Mazda Norwich	83%	87	79	£257.13	19%	91%	60.3%	●	81.5%	12.5%	●
75th	↓ -30	Emma Shipway	724	Vospers Mazda Exeter	83%	87	81	£262.62	33%	89%	51.7%	●	77.2%	50.8%	●
76th	↓ -4	Peter Haigh	669	JCT 600 Mazda Bradford	79%	100	79	£282.20	20%	86%	36.5%	●	67.9%	18.8%	●
77th	↑ 16	Rebecca Hough	211	Forest Road Mazda Guernsey	80%	100	95	£373.52	0%	0%	59.8%	●	0.0%	-	-
78th	↑ 23	Emma Shipway	646	Vospers Mazda Plymouth	69%	93	76	£241.94	42%	75%	54.9%	●	76.1%	9.0%	●
79th	↓ -5	Rebecca Hough	564	Essex Mazda	80%	89	76	£128.04	35%	69%	48.1%	●	91.5%	125.9%	●
80th	↑ 8	Peter Haigh	559	Perrys Mazda Huddersfield	60%	100	84	£726.93	21%	50%	55.8%	●	90.9%	68.4%	●
81st	↑ 14	Peter Haigh	857	Pentagon Mazda Lincoln	73%	90	85	£322.72	32%	78%	56.4%	●	71.1%	60.0%	●
82nd	→ 0	Rachel Glover	717	Windsors Mazda Wirral	67%	88	82	£108.64	22%	92%	67.3%	●	83.1%	28.5%	●
83rd	↑ 20	Tim Marston	867	Perrys Mazda Canterbury	73%	100	77	£176.54	20%	95%	60.1%	●	80.9%	-	●
84th	↑ 10	Owen Ashton	751	Guildford Mazda Godalming	79%	100	61	£188.94	24%	57%	62.7%	●	79.9%	70.8%	●
85th	↑ 7	Emma Shipway	726	Hendy Mazda Eastleigh	75%	97	72	£91.63	27%	67%	58.9%	●	86.2%	70.9%	●
86th	↑ 20	Deby Steane	507	Coventry Mazda	70%	76	72	£182.31	29%	86%	56.4%	●	85.2%	18.1%	●
87th	↓ -32	Peter Haigh	803	Sandcliffe Mazda Leicester	88%	82	75	£122.49	28%	66%	55.8%	●	82.5%	123.6%	●
88th	↑ 9	Emma Shipway	482	Wey Valley Mazda Weymouth	63%	75	83	£225.79	49%	71%	55.4%	●	61.5%	33.6%	●
89th	↑ 28	James Butcher	915	Saltmarine Mazda Dungannon	77%	86	86	£674.06	30%	45%	45.0%	●	62.5%	94.0%	●
90th	↓ -56	Rachel Glover	144	Pentraeth Mazda Menai Bridge	87%	100	72	£235.64	42%	8%	57.5%	●	77.8%	48.5%	●
91st	↓ -16	James Butcher	185	Donalds Mazda Peterborough	88%	84	71	£123.58	38%	93%	53.1%	●	77.4%	30.7%	●
92nd	↑ 7	Rebecca Hough	192	Bel Royal Mazda Jersey	52%	100	100	£300.75	0%	0%	56.1%	●	0.0%	-	-
93rd	↓ -3	Iain Mackenzie	509	Arnold Clark Mazda Aberdeen	92%	74	33	£155.73	24%	9%	30.3%	●	62.9%	24.3%	-
94th	↓ -24	Jay Arthurton	577	Clevedon Mazda	84%	96	68	£140.83	35%	83%	66.0%	●	73.2%	67.2%	-
95th	↓ -41	Anita Marven	820	Stoneacre Mazda Doncaster	87%	74	66	£179.31	36%	42%	53.0%	●	82.3%	373.6%	●
96th	↑ 8	Rachel Glover	580	PV Dobson & Sons Ltd Mazda Kendal	70%	100	87	£172.45	17%	8%	60.5%	●	58.9%	3197.2%	●
97th	↓ -31	Tim Marston	709	Hendy Mazda Crawley	78%	91	68	£155.97	22%	71%	44.9%	●	94.6%	34.7%	●
98th	↑ 11	Tim Marston	874	Snows Mazda Portsmouth	75%	100	70	£99.25	25%	73%	54.7%	●	81.7%	70.4%	●
99th	↑ 1	Deby Steane	769	Bristol Street Mazda Redditch	79%	83	79	£134.61	23%	69%	60.4%	●	86.1%	180.5%	●



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NATIONAL AVERAGE						91	76	£218.10	30%	66%	57.8%	Group PPU	78.5%	111.0%	
100th	↓ -44	James Butcher	736	EMG Mazda Cambridge	89%	91	64	£193.86	22%	75%	58.1%	●	71.8%	23.7%	●
101st	↓ -34	Anita Marven	683	Burrows Mazda York	84%	86	64	£178.46	24%	72%	67.4%	●	62.6%	96.8%	●
102nd	↑ 10	Jay Arthurton	778	Johnsons Mazda Swindon	83%	91	77	£102.37	21%	85%	51.8%	●	70.1%	20.7%	●
103rd	↑ 2	Emma Shipway	276	Leslies Mazda Cowes	68%	83	83	£163.76	36%	0%	58.5%	●	79.6%	96.0%	-
104th	↓ -33	Iain Mackenzie	795	Macklin Mazda Hamilton	86%	97	74	£150.92	32%	83%	43.0%	●	76.6%	121.1%	●
105th	↓ -3	Jay Arthurton	256	Newport Mazda	77%	76	73	£149.14	38%	80%	51.0%	●	76.2%	36.2%	●
106th	↓ -68	Peter Haigh	785	Sandiccliffe Mazda Loughborough	86%	88	78	£307.96	26%	52%	43.3%	●	81.0%	52.2%	●
107th	↑ 1	Owen Ashton	777	Johnsons Mazda Oxford	80%	93	43	£195.46	32%	81%	45.4%	●	75.5%	40.3%	●
108th	↑ 6	Rebecca Hough	776	Northampton Mazda	78%	93	72	£173.16	24%	40%	52.0%	●	81.4%	56.4%	-
109th	↓ -11	Iain Mackenzie	721	Jims Garage Mazda Lerwick	53%	0	83	£215.38	39%	33%	62.6%	●	84.8%	25.4%	-
110th	↑ 9	James Butcher	873	Westdrive Mazda Braintree	53%	100	76	£118.86	0%	32%	63.6%	●	73.0%	66.8%	●
111th	↓ -4	James Butcher	793	Donalds Mazda Stamford	64%	100	60	£137.95	15%	79%	57.7%	●	74.5%	-	●
112th	↓ -21	Iain Mackenzie	877	Parks Mazda Ayr	82%	81	89	£205.15	24%	42%	50.5%	●	59.2%	245.3%	●
113th	↑ 2	Emma Shipway	539	Vospers Mazda Truro	81%	83	86	£100.60	41%	82%	54.3%	●	69.4%	10.6%	●
114th	↓ -3	James Butcher	876	Roadside Motors Mazda Lisburn	48%	69	77	£106.07	18%	15%	100.0%	●	52.7%	24.4%	●
115th	↓ -5	Tim Marston	752	Hendy Mazda Horsham	65%	86	75	£148.71	21%	55%	52.5%	●	86.9%	32.7%	●
116th	↓ -3	Deby Steane	546	Furrows Mazda Shrewsbury	70%	84	75	£325.63	26%	30%	53.6%	●	74.8%	94.0%	●
117th	↑ 1	Anita Marven	569	Keighley Mazda	73%	86	-8	£80.51	27%	0%	8.2%	●	86.5%	86.8%	●
118th	↑ 4	Tim Marston	786	Invicta Mazda Maidstone	81%	92	74	£136.87	20%	60%	50.7%	●	76.3%	-	-
119th	↑ 1	Rachel Glover	834	Warrington Mazda	60%	85	68	£113.94	30%	14%	53.8%	●	71.3%	47.0%	●
120th	↑ 1	Peter Haigh	706	Sandiccliffe Mazda Nottingham	82%	57	70	£117.89	27%	61%	48.7%	●	75.5%	18.8%	●
121st	↓ -35	Owen Ashton	859	TW White Mazda Weybridge	86%	88	81	£148.89	19%	52%	52.4%	●	78.0%	67.8%	●
122nd	↓ -6	Peter Haigh	218	JCT 600 Mazda Leeds	69%	88	71	£99.05	25%	56%	55.4%	●	77.8%	168.0%	●
123rd	⇒ 0	Jay Arthurton	864	Wessex Mazda	52%	25	22	£126.25	13%	67%	47.6%	●	97.5%	6.8%	●