

February 5, 2007

606-608 Lake Street
St. Catharines ON L2N 5S9

Mr. Vito Paladino
National Manager, Customer Relations
Mazda Canada Inc.
55 Vogell Road
Richmond Hill ON L4B 3K5

Dear Mr. Paladino,

Re: Customer Relations and An Offer of Assistance

This will confirm my receipt of your letter of January 26, 2007. I notice that you've included a lot of white space at the bottom of the page. It could have been put to good use. The apology I asked for would have fit in there, for example.

I'm disappointed that Don Romano has chosen not to sign the letter. This lack of basic courtesy is indicative of a culture of entrenched disregard for customers' concerns at Mazda Canada. The conduct of your Customer Relations team is not surprising in this context.

Rest assured that your letter does not in any way 'clarify' the very puzzling position taken by your Customer Relations team on my 'dissatisfaction', nor does it give me any 'confidence' in their handling of this 'incident'.

Finally, I doubt that I will ever hear of a more tortured challenge than finding 'any potential development opportunities where applicable'. A leader and his disciples could wander in the desert for a long time with a mission like that one. If I can be of any assistance in helping you and your team find your potential please do not hesitate to contact me.

Yours truly,

Alan Gummo

cc Don Romano, President and CEO
Cheryle Slattery
By email: list