

Serious fun drives Mazda Canada employee success

For Chuck Reimer, the best thing about working for **Mazda Canada Inc.** isn't the great deal he gets on a hot company car or even the industry-leading benefits and compensation package. It's knowing that his voice is valued and if he has something he needs to say, he can head into his boss's office and say it – and be heard.

“There's such a sense of community and the workplace is so relaxed that you can walk into the president's office and tell him something or just chat,” says Reimer, manager of product communications.

“I think our secret is a work culture that consistently challenges itself at leadership and employee levels to support each other.”

— **David Klan**
President and CEO

“In other places, that might be intimidating but here, everybody knows everybody else and supports each other. It's very family-oriented.”

Headquartered in Richmond Hill, Mazda Canada has regional offices in Montréal and Vancouver, employing 165 Canadians. The company has 163 dealerships across the country and is responsible for the sales, marketing, customer service and parts support of Mazda vehicles in Canada.

Reimer loves everything about his job, which is working with journalists as Mazda launches new vehicle lines and promoting company products. In his 10 years with the company, he's been



▲ Chuck Reimer, manager, product communications at **Mazda Canada**, at the 2021 AJAC Canadian Car of the Year Awards

behind the wheel of almost every car Mazda's manufactured and takes part in the generous company-assigned vehicle program. But it's the people and culture that keep him driven to succeed.

“I'm a car guy, so working for a car company is a perk on its own, but the great thing about working at Mazda Canada is that our people have fun,” he says. “It may be a big company, but we have small-company feel and I consider myself very fortunate to work here.”

The company culture is consistent across the country because employees worked with management to develop a roadmap of values that have collaboration, respect and diversity as major signposts.

The Made in Canada Mission Statement sets a high bar but employees consistently clear it.

“We developed our values together as a team, including our dealer partners, and we live them every day,” says president and CEO David Klan.

“It creates a culture that is all about helping unleash their potential and helping all of our employees become the best version of themselves.”

The COVID-19 pandemic has put the brakes on most of the in-person social and charitable events that helped Mazda Canada reinforce that sense of common mission and camaraderie. But by shifting to online formats, employees have come

up with creative ways to keep connected, like Friday afternoon virtual trivia and the master chef cooking series.

But some events are more serious, like the paper crane folding campaign honouring Sadako Asaki, a young girl who died of radiation poisoning after the atomic bombing of Hiroshima in 1945. With the parent company Mazda Motor Corporation's headquarters in Hiroshima, the annual event is of special significance to employees. This year, trivia Friday took a back seat to an online demonstration of how to fold origami cranes, performed by the children of one of Mazda Canada's directors.

It's that mix of doing serious business while still enjoying their work that has Mazda Canada driving down the corporate culture highway at top speed.

“I think our secret is a work culture that consistently challenges itself at leadership and employee levels to support each other,” says Klan.

“I'm about to celebrate 30 years with this fun company. I've worked for Mazda in three countries around the world and without question our Mazda Canada team today is the best team of professionals I have ever had the privilege to work with.” ■

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