

The Hubler M-Cafe Packed 'Em In

by Mike Selvy

The evening of November 4th was a big, packed in like sardines, Grand Opening night for Hubler Mazda's Greenwood store. It was billed as a Retail Revolution Store and in fact, it was! The sparkling new sales and service location lived up to its billing and did not disappoint the zoom-zoom crowd in attendance. Normally, the M-Café is a "safe zone" set-aside for buying decisions without sales pressure. But, for this special night, the M-Café was taken over by fellow Mazda enthusiasts, eager to see the new dealership concept. The entire building became a Zoom-Zoom zone.

The opening celebration drew a huge crowd. So much so that Ann and I had to circle the building in search of a place to park the Miata that evening because all the driveway space on the lot had been taken. With the inventory of new vehicles and the standing room only crowd in attendance, parking was at a premium that evening. Then, as we were just about to complete a lap around Hubler's new digs, there, just beneath the covered new car display area on the Northwest corner of the building I spotted my parking spot. We were lucky to find the last spot to park that evening. I'm not sure but what there might have been other guests who were still circling the grounds in search of a parking spot in order to join the fun inside, as we entered the new showroom.

The Feature Car Platform certainly performed its job that Thursday evening!

The Mazda North America officials who were in attendance to help the Hubler Mazda employees celebrate their Grand Opening obviously had to have been thrilled with the turn out. I believe we Miata people refer to that as, everyone had a "Zoom-Zoom" evening.

In fact, a new Miata was the star of the show sitting on the Feature Car Platform for everyone to admire.

The ride to Greenwood was enjoyable because it was yet another reason to drive "Blue" to another Mazda event. Consequently, everyone in attendance that evening received a gift certificate from the downtown restaurant Buca Di Beppo. Folks, you just can't beat that!

Indy Miata members Nancy Waltz and Eric Drumwright were also winners of door prize drawings that were carried out throughout the evening.

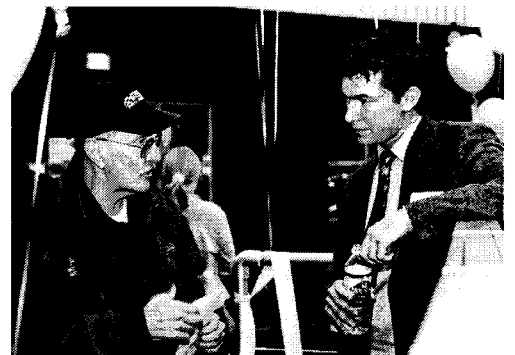
I estimated that Indy Miata members numbered approximately fourteen people. I must apologize if my count of Miata Club members was incorrect because I spent a good portion of my time looking over the new building and eating some tasty food that was provided for all to enjoy!

The Indy Miata Club members would like to congratulate Hubler Mazda in recognition of their flagship Retail Revolution Store opening and MazdaSpeed Greenwood location.

Finally we would like to thank Hubler Mazda for inviting the Indy Miata Club members to join the grand opening celebration and also acting as the official sponsor of the Indy Miata Club.



Nancy and Greg "Waltzed" home with a prize from Hubler.



Jay Quinn talks cars with a Hubler representative.

Photos by Sara J McBride



L) Mike and Ann Selvy look at Eric Drumwright's photos in Road & Track magazine while at the Open House.

R) Jeannie Spellman and Chuck Wills were enjoying the fun!

