S&P Advertising Co-op Program Guide

Service and Parts Marketing Co-op provides your Mazda dealership with the opportunity of reimbursement for approved advertising media expenditures to support your Mazda service and parts advertising campaigns and strategies.

Objective

- To increase Mazda service and parts advertising and marketing presence in each dealer’s local market, resulting in increased Mazda service and parts awareness, sales, market share, dealership profitability, service retention, wholesale growth and customer loyalty.

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</tr>
<tr>
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</tr>
</tbody>
</table>
Co-op Advertising Funds

Fund Generation

<table>
<thead>
<tr>
<th>Percentage of Part Purchases, less returns (Co-op Formula *)</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Select Maintenance Parts</td>
</tr>
<tr>
<td>3%</td>
<td>Cabin Air Filters</td>
</tr>
<tr>
<td></td>
<td>Engine Air Filters</td>
</tr>
<tr>
<td></td>
<td>Oil Filters</td>
</tr>
<tr>
<td></td>
<td>Batteries</td>
</tr>
<tr>
<td></td>
<td>Brake Disks (Rotors)</td>
</tr>
<tr>
<td></td>
<td>Brake Pads</td>
</tr>
<tr>
<td></td>
<td>Brake Shoes</td>
</tr>
<tr>
<td></td>
<td>Engine Oil</td>
</tr>
<tr>
<td></td>
<td>VPM Brake Pads</td>
</tr>
<tr>
<td></td>
<td>VPM Brake Shoes</td>
</tr>
<tr>
<td></td>
<td>VPM Wiper Blades</td>
</tr>
<tr>
<td></td>
<td>Wiper Blades</td>
</tr>
<tr>
<td></td>
<td>Wiper Refills</td>
</tr>
<tr>
<td></td>
<td>Tires</td>
</tr>
<tr>
<td>3%</td>
<td>DIO Accessories</td>
</tr>
<tr>
<td>2%</td>
<td>All Other Parts</td>
</tr>
</tbody>
</table>

*SSO Purchases (less returns). For definition, please refer to Mazda Parts Upgrade (Terms and Conditions) policy

Co-op Eligibility

Scenario 1 -
Enrolled and actively using the Mazda Customer Connect (MCC) Service Reminder Program =
With your available funds, you are eligible for 50% of MCC advertising plus full access to available co-op funds for additional advertising.

Scenario 2 -
Not enrolled in Mazda Customer Connect (MCC) Service Reminder Program but using Quarterly Coupon Marketing (QCM), Mazda Customer Direct (MCD) or Mazda Wholesale Solution (MWS).

With your available funds, you are eligible for 50% paid of QCM, MCD and MWS only.

<table>
<thead>
<tr>
<th>Eligibility Scenario</th>
<th>MCC SR, QCM/MCD/MWS Paid @50% with available funds</th>
<th>Eligible for other dealer-initiated Co-op Paid @ 50% with funds</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Dealer enrolled in MCC Service Reminder Program</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>2 Dealer using Quarterly Coupon Marketing (QCM), Mazda Customer Direct (MCD), or Mazda Wholesale Solutions (MWS) only</td>
<td>Yes</td>
<td>No</td>
</tr>
</tbody>
</table>

Mazda Customer Connect (MCC) is a direct marketing service communications program that has a proven record for increasing customer traffic and revenue in service and parts departments. The right message is delivered at the right time to the right customer to minimize marketing expenses while maximizing return on investment.
Managing Your Co-op Budget

Fund Allocation

Four (4) month rolling co-op program to provide flexibility in planning your advertising.

The table and chart below illustrate when allowances are earned, when they can be spent, and when they expire. The Advertising Checking Bureau (ACB) will apply the “oldest” available Service & Parts Co-op funds first to your qualified advertising expenditures.

<table>
<thead>
<tr>
<th>Earn Month</th>
<th>Spending Month</th>
<th>Expired Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>June SSO purchases earn July allowance</td>
<td>July allowance can be spent any time in July, Aug, Sept and Oct</td>
<td>Unused July allowance expires end of day Oct 31</td>
</tr>
<tr>
<td>July SSO purchases earn Aug allowance</td>
<td>Aug allowance can be spent any time in Aug, Sept, Oct and Nov</td>
<td>Unused July allowance expires end of day Nov 30</td>
</tr>
<tr>
<td>Aug SSO purchases earn Sept allowance</td>
<td>Sept allowance can be spent any time in Sept, Oct, Nov and Dec</td>
<td>Unused July allowance expires end of day Dec 31</td>
</tr>
<tr>
<td>Sept SSO purchases earn Oct allowance</td>
<td>Oct allowance can be spent any time in Oct, Nov, Dec and Jan</td>
<td>Unused July allowance expires end of day Jan 31</td>
</tr>
</tbody>
</table>

You decide when to spend funds within a 4 month period.

For example:

Spend all of July, Aug, Sept and Oct allowances in Oct.

or

Spend all of July & Aug allowances in Aug and Sept allowance in Sept etc.

Expired Funds Do Not Carry Forward
Eligible Advertising

Co-op Funds are provided for the following form of advertising:

- Direct Mail
- Telephone Service Marketing Activities (Telephone Marketing for Service & Parts)
- Email and Text Message Campaigns
- Service Menus
- Newspaper
- Circular /Flyers/Pennysavers
- Magazines
- Search Engine Marketing or SEM for Service and Parts
- Promotional Items (Customer Giveaways)
- Wholesale Parts Events
- Wholesale Vendor Marketing (Outside Parts Wholesale Representative)
- Radio
- Yellow Pages
- Online Advertising
- Television
- Outdoor Billboards/Transit

Non-Eligible Advertising

- Agency Fees
- Dealer Websites
- Program Fees (e.g. Software cost, Phone Administrative Fees, Internet Administration Fees)

Co-op Reimbursement

Advertising that meets all Mazda Service and Parts Co-op eligibility requirements qualifies for 50% reimbursements. As directed by Mazda, The Advertising Checking Bureau (ACB) will verify eligibility for all expenditures.

General Guidelines

- Reimbursements cannot exceed accrued funds at any time during the applicable period.
- All Service and Parts marketing efforts must meet Mazda’s brand guidelines to be eligible.
- To receive reimbursement, simply follow the guidelines provided within this document and all Mazda brand guidelines. You will receive payment in the form of a credit to your monthly Mazda Dealer Statement.
- Guidelines regarding Mazda brand slogan language (Zoom-Zoom) and imagery must be followed.
  - Print advertising featuring Zoom-Zoom language or imagery must use only images available via M-Drive or ordered through MStore as Internet, direct mail and outdoor advertising. Other uses of Zoom-Zoom are not permitted.
  - The only allowable use of Zoom-Zoom in broadcast advertising is in radio and television spots that Mazda has developed for dealer use with dealer tags created by its agency of record. Use of the music or any reference to Zoom-Zoom in dealer-developed broadcast advertising is strictly prohibited.
  - Unauthorized versions of the word “Zoom” are not permitted.
Before You Place an Ad

- **To qualify for Service & Parts Co-op**, a dealer must be enrolled and actively using the Mazda Customer Care (MCC) service reminder program. All eligible advertising will be reimbursed at 50%.

- **Check your available Service & Parts Marketing Co-op funds.** The Service and Parts Co-op site is located on MXConnect. Select the Service tab, click on “Co-op” in the Service & Parts Marketing box.

- **All Advertising**, excluding radio, must prominently feature the Mazda logo type-brand symbol and an exclusive Mazda DBA, and meet all MNAO brand image guidelines. For brand image guidelines, please visit the Service & Parts Co-op website at MXConnect. Select the Service tab, click on “Co-op” in the Service & Parts Marketing box, then select “Policies and Guidelines” tab.

- **The following mediums must feature an offer**: Newspaper, Magazine, Circulars, Flyers, Pennysavers, Retail and Wholesale Direct Mail, Internet, Radio and television.

- **If other manufacturer ads are featured**, the Mazda portion must be clearly separated by a border. If not clearly separated, the entire ad will be ineligible. Only the clearly separated portion is eligible for co-op. **Note: broadcast and internet advertising must be exclusive Mazda advertising.**

- **If an ad is shared with the sales department**, only the Service and Parts portion is eligible for co-op.

- **Advertising must be in good taste and reflect favorably only Mazda Service and Parts.** All ads must be devoid of any political, racial or religious overtones.

- **Advertisements may not violate any federal, state or local laws or regulations.** It is the dealership’s responsibility to ensure compliance.

Prior Approval

- Prior approval is available to assure dealers that art & copy content qualifies.

- Prior approval does not guarantee funds will be available, but does pre-qualify the ad content as eligible for reimbursement.

- **Submit Prior Approval Online**
  - Please include the prior approval form or prior approval number when submitting claims.

- Prior approval is not required and is an optional service, however it is strongly recommended.
Requesting Reimbursement

To receive reimbursement, simply follow these instructions:

1. **Complete an eClaim or claim form.**
   - Submit your eClaim online (recommended)
   - You can also fax or email your claim. Claim forms can be downloaded from the Service and Parts Marketing Toolbox Co-op website.

2. **Assemble all required documentation.**
   - Every claim must be accompanied by the required supporting documentation required for processing.

3. **Submit the completed printed claim form and required documentation.**
   - Your claim and documentation must be postmarked no later than 45 calendar days after the ad appeared. Claims received after the deadline will not be eligible for payment.

**Submitting an eClaim is recommended** but you can still send printed claims and documentation to:

Fax: (602) 431-9713
Email: mazdacoop@acbcoop.com

Mail:
Mazda Service & Parts
c/o The Advertising Checking Bureau, Inc.
P.O. Box 52118
Phoenix, AZ 85072-2118

Overnight Delivery:
Mazda Service & Parts
c/o The Advertising Checking Bureau, Inc.
1919 West Fairmont Drive, Suite #7
Tempe, AZ 85282

You will receive notification by email/mail if additional documentation is needed to complete the processing of your claim. The additional documentation must be **postmarked no later than 15 days from the date on the notice mailed to you.**

**Claim Time Requirements**

<table>
<thead>
<tr>
<th>Original Claim Submission</th>
<th>Additional Documentation</th>
</tr>
</thead>
<tbody>
<tr>
<td>45 Days*</td>
<td>15 Days**</td>
</tr>
</tbody>
</table>

*45 days from ad end date  
**15 days from the date on “Additional Documentation Request”.

All claims for reimbursement are subject to verification by Mazda or its auditing service, whose determination of the value or acceptability of any claim shall be final. Mazda is not responsible for legal clearance of promotional program or advertising content. Pre-approval does not constitute legal approval. Mazda reserves the right to revoke or amend this program at any time without prior written notice.
Required Documentation
A Mazda Service and Parts eClaim or Claim form is required to process request for co-op funds, along with documentation specific to the form of advertising. Your close attention to the requirements to process co-op claims will help ensure that you receive accurate and timely payment.

Promotional Items (Customer Giveaways)
- A photo of the promotional item
- Layout that contains dimensions and
- An original invoice

Service Menus
- A copy of the service menu and
- An original invoice

Wholesale Parts Events
- A description and photo of the event
- Program guide/agenda with region employee signature and
- All invoices including food and beverages (non-alcoholic beverages only)

Mazda Customer Connect (MCC) Program:
- All MCC items that qualify for co-op will be reimbursed at 50%. MCC service reminders and quarterly coupon are automatically submitted on behalf of the dealer. No claim form or dealer action is required. For more details on MCC and loyal customer pricing contact your Mazda Marketing Consultant at 877-629-3237.

Mazda Customer Direct (MCD) Program:
- Submitted automatically on behalf of the dealer, no dealer action required.

Mazda Wholesale Solutions (MWS):
- Submitted automatically on behalf of the dealer, no dealer action required.

Newspapers/Magazine/Circulars/Flyers/Pennysavers/Yellow Pages:
- A full page Tear Sheet or eTear Sheet that bears the publication name and ad date, and
- Original publisher’s invoice reflecting size, ad cost, and ad dates

Direct Mail:
- A full copy of original mail piece, and
- An original printer’s invoice reflecting quantity and cost, and
- Postal receipts reflecting quantity and cost

Internet (Online Advertising):
- A signed Internet/Web Related notification form submitted at least one business day prior to scheduled run date(s). The form is available on the Service & Parts Marketing Toolbox Co-op website (must be exclusive Mazda advertising. ACB will audit your ad on-line), and
- An original invoice
Outdoor Billboards and Transit:
- A photo after posting, and
- An invoice from the outdoor/transit company

Telephone service marketing activity (Telephone Marketing for Service and Parts):
- Service phone calls, live or automated performed by outside agencies. Service phone calls may remind customers of scheduled appointments or offer a service special.
- An original invoice reflecting costs, numbers of calls, dates of activity, and
- Phone script

Email and Text messaging marketing activity:
- Email and text messages may remind customers of appointments or offer a service special.
- An original invoice reflecting costs, number of email addresses (email lists) and text messages, dates of activity, and
- Email and text message copy/sample

Wholesale Vendor Marketing
Vendor representation to wholesale parts businesses to support purchases from Mazda dealers
- An original invoice reflecting costs
- Copy of the Line Card and
- Contact summary report

Broadcast Advertising:
Radio & TV must mention the Mazda brand name as often as the dealership name and must be exclusive Mazda advertising.
- A copy of the script or storyboard imprinted with the ANA/RAB (radio), ANA /TVB (TV), or ANA/CAB (cable) signed by a station official, and
- An original station invoice reflecting dates, times, cost of each spot and any earned discounts or agency commission.

Sample of ANA imprint
This announcement was broadcast_________times, as entered in the station’s program log.
The times this announcement was broadcast were billed to this station’s client on our invoice(s)
Number/dated_________at the earned rate of:
$_______each for _______announcements for a total of $_______
$_______each for _______announcements for a total of $_______
Sworn to and subscribed before me and in my presence on this _______day of_____, 20__.
________________________________________________
Signature of station official

________________________________________________
My commission expires                                                    Typed name and Title
Receiving Reimbursement

- You will receive payment in the form of a credit on your monthly Mazda Parts Statement.

Tips for Expedited Reimbursement

Here are some things you can do to help speed up processing of your claims:

1) Read and understand the program rules. A properly executed marketing program is your best guarantee of timely reimbursement.
2) Submit all of your advertising activities for review by the Mazda Service and Parts Pre-Approval Service for greater assurance that your advertising will qualify for reimbursement.
3) Work closely with your agency partners and media reps to ensure they understand the program, the documentation required for reimbursement and your particular needs. Ask them to include all the required documentation for reimbursement when they send you your invoices, so you will have everything you need to quickly submit your request for co-op reimbursement.
4) Be sure to provide all documentation with your claim for co-op funds. Refer to the documentation requirements on pages 7-8 as necessary to ensure that your requests will not be delayed for lack of the required documentation.

Remember: Your eClaim must be submitted online or printed claim must be postmarked no later than 45 calendar days after the date the ad appeared.

Tracking Your Advertising Co-op Funds

Service & Parts Marketing Toolbox

- Your co-op activity is available to view online, URL: http://dealers.mazdausa.com. Select either the Service tab or the Parts tab, and then click on ‘Co-op’ within the Service and Marketing box. Please see your dealership’s WSL Security Administrator for a User ID and Password.

- Real time updates to provide the most current information available online.

- Answers to common questions, as illustrated in the FAQ, are readily available on your own PC. No special software is necessary.

Accessing Logos, Ad Templates, and Photography

- Logos, Ad Templates and Photography can be accessed on M-Drive, located on MXConnect under Service and Parts Marketing.

Brand Image Guidelines

Brand Guidelines can be located on MXConnect, selecting “Co-op” under Service and Parts Marketing box, then click on “Policies and Guidelines”.

S&P Advertising Co-op, January 2015- Page 9 of 14
Contact Information

- Questions about the Mazda Service and Parts Co-op Program can be answered by contacting your Mazda Co-op Coordinator at:
  - Phone (602) 438-2320
  - Fax (602) 431-9713
  - Email mazdacoop@acbcoop.com

- Hours of Operation are Monday-Friday, 7:00AM to 4:00PM MST.
- Questions about the Mazda Customer Care program can be answered by contacting your Mazda Marketing Consultant at (877) 629-3237

Frequently Asked Questions

1. **Where do I send my claims if I do not submit an eClaim online?**
   
   To ensure timely processing, please send all claims to:
   
   Mazda North American Operations – Service & Parts
   
   c/o The Advertising Checking Bureau, Inc.
   
   P.O. Box 52118
   
   Phoenix, AZ  85072-2118

   For overnight deliveries, send to:
   
   Mazda North American Operations – Service & Parts
   
   c/o The Advertising Checking Bureau, Inc.
   
   1919 West Fairmont Drive, Suite #7
   
   Tempe, AZ  85282
   
   602-438-2320

2. **Who do I call if I have questions?**
   
   Contact the Advertising Checking Bureau and ask for a Mazda Service & Parts representative at 602-438-2320. Hours of operation are from 7:00 a.m. to 4:00 p.m., Mountain Standard Time. The fax number is 602-431-9713. E-mail is mazdacoop@acbcoop.com

3. **How do I get a claim form if I do not want to submit an eClaim online?**
   
   Please visit MXConnect (http://dealers.mazdausa.com) and click on the link Mazda Service and Parts Co-op. In the Mazda Service and Parts Marketing Toolbox, click on “Submit New/Resubmit Claim” claim button or the “Forms” tab and complete a form online. You may print the completed form to submit as a hard copy claim.

4. **Where can I find program guidelines?**
   
   Please visit MXConnect (http://dealers.mazdausa.com) and click on the link Mazda Service and Parts Co-op. In the Mazda Service and Parts Marketing Toolbox, click on the “Policies and Guidelines” tab and select “Program Guidelines”.
5. How will I know if additional documentation is needed in order to receive full payment?
   You can review the status of your “Recent Prior Approval and Claims” from the Service and Parts Marketing Toolbox in real time. ACB will also notify you in writing detailing exactly what documentation is needed. As noted on this communication, you have 30 days from the date of this document to resubmit missing information. All resubmitted items will be audited for compliance.

Co-op Forms
Submit online or complete and print the Prior Approval or Claim forms
**Claim**

If you choose the print claim option, please note that a claim form is required with your co-op submission. Claims without the claim form will be returned.

**Today's Date**: 07/07/2011

<table>
<thead>
<tr>
<th>Prior Approval #</th>
<th>10111193</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address</td>
<td>Anytown Mazda 12345 Anytown, USA</td>
</tr>
</tbody>
</table>

At least one row of advertising information must be completed before this form can be printed.

**Media Confirmation**

- By checking the box, I agree that I have read and agree to the Mazda guidelines and corresponding checklist for the specific media(s) selected. This box must be checked in order to submit the eClaim.

<table>
<thead>
<tr>
<th>Ad Dates To/From</th>
<th>Media</th>
<th>Invoice Amount</th>
<th>Amount Claimed at 50%</th>
</tr>
</thead>
<tbody>
<tr>
<td>4/13/2011</td>
<td>Magazines</td>
<td>$200.00</td>
<td>$100.00</td>
</tr>
</tbody>
</table>

**Media Documentation Requirements**

- A full page Tear Sheet or eTear Sheet that bears the publication name and ad date, and
- Original publisher’s invoice reflecting size, ad cost, and ad dates

**Submit Options**

- eSubmit
- Print Form/Mail Claim
**Mazda North American Operations**  
**Service and Parts**  

**Internet/Web Related Notification Form**

**Instructions:** Please submit a copy of this form to ACB at least one business day prior to the scheduled run dates. Notifications received after the first ad date cannot be accepted. An authorized ACB signature must appear on all copies of this notification form.

You may e-mail this form to: mazdacoop@acbcop.com or you may fax this form to Mazda Service and Parts (Co-op) (602) 431-0713.

For additional questions please call your Mazda co-op representative @ (602) 438-2320 or E-mail to: mazdacoop@acbcop.com

Rev 6/08

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**Dealer Information**

<table>
<thead>
<tr>
<th>Dealer Name:</th>
<th>Dealer Code:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Dealer Address:</th>
<th>Phone Number:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>City, State, Zip:</th>
<th>E-mail Address:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

I am providing notification for the internet/web related activity detailed below. I understand that all art and copy requirements published under Mazda’s S&P co-op program apply.

<table>
<thead>
<tr>
<th>URL Address:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Scheduled Run Date(s):</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Service and Parts Featured:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

The information supplied on this proposal is, to the best of my knowledge, a true and accurate representation.

<table>
<thead>
<tr>
<th>Authorized Dealer Signature</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The section below is reserved for use by The Advertising Checking Bureau, Inc.

<table>
<thead>
<tr>
<th>Notification Received</th>
<th>Authorized ACE Signature</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Comments:

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The Mazda Service & Parts Co-op Process

Optional but recommended:
Dealer obtains prior approval on content of art & copy. ACB will respond within 2 business days

Notification for internet advertising must be sent to ACB at least 1 business day prior to run date.

Dealer places advertising with approved media.

MCC claims are automatically submitted for co-op. No dealer action is necessary.

Submit eClaim or claims with supporting documentation no later than 45 days from when the first ad appeared.

Denied:
Dealer can review status online or will be notified via email/mail if a claimed is denied due to program infraction, exceeded co-op budget or duplicate submission.

Approved:
Dealer can review claim status online or will be notified via email/mail if a claim is approved for payment.

Incomplete:
Dealer can review status online or will be notified via email/mail if a claim is missing documentation. The additional documentation must be postmarked no later than 15 days from the date on “Additional Documentation Request”.

Reimbursement is posted to dealer’s monthly parts statement.