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1. CPO PROGRAM GUIDE CHANGES– Version 5.0

Update: Version 5.0

- Reorganization of section structure
- Revised 160-Point Quality Assurance Inspection
- New 160-Point Quality Assurance Inspection check box in CPO Administration website explained in Section 5.3/Certification and Appendix F
- Enhanced CPO Warranty Coverage Details Form in Appendix C
- Reinstatement Form added to Appendix D
- Updated CPO Administration website screenshots and functionality (160-Point checkbox and Open Recall acknowledgement) in Appendices E, F, G and H
- Refreshed Sample Thank you letter/Warranty Card in Appendix N
2. INTRODUCTION - SIX REASONS TO COMMIT TO MAZDA CPO RIGHT NOW

At Mazda, everything we do is designed, engineered, tested and retested to make driving better. That includes driving your sales success, profitability and customer relationships.

Mazda Certified Pre-Owned (CPO) can be a big part of this...combining exceptionally crafted Mazda vehicles with a well-engineered CPO Program and a superior customer experience from our dealer network. A 160-point inspection, meticulous reconditioning and confidence-inspiring warranties ensure CPO customers receive the full Mazda experience. The end result: Mazda owners who come, stay and spend more.

Here's how...

CPO Brings Customers In

A Certified Pre-Owned Mazda is the perfect gateway for customers to get their first taste of Mazda ownership. For drivers who aren't sure if a Mazda is for them, CPO lowers their initial cost of ownership...while raising their peace of mind in the quality and reliability of their “new to them” pre-owned car. And, national Mazda CPO marketing campaigns put Mazda on more shopping lists, creating more floor traffic for your dealership.

CPO Keeps Customers

Once a CPO owner enjoys the pure driving joy of a Mazda vehicle, they tend to stick around. In fact, 66% say they are likely to buy a Mazda again. And, 77% say they will buy that Mazda from...you. In fact, CPO owners' loyalty to the brand is double that of non-CPO Mazda buyers.² Better still, 49% of Mazda CPO customers say they are likely to buy a new Mazda next time around.¹

CPO Makes More Money for Sales

You already know that loyal customers are more profitable customers. But, did you know that on average, a Mazda CPO customer spends around $800 more per vehicle² than the buyer of a non-CPO used Mazda? Better yet, CPO vehicles resell at higher prices...which supports residual values...which reduces lease price points...which increases the opportunity for new vehicle sales.

CPO Makes More Money for Service and Parts

Mazda CPO is a major revenue and profit driver for your Service and Parts department. From the 160-Point Quality Assurance Inspection process to reconditioning—and the internal parts sales that go with it—CPO might just become your dealership’s best “customer.” And of course when that vehicle sells, the Mazda CPO Warranty keeps that customer in your shop, ensuring healthy (and profitable) service and parts revenue for the long haul.

¹ 2015 Autotrader CPO Research Study
CPO Builds F&I Opportunities

Every Mazda CPO vehicle sold means another chance for your Finance Manager to sell additional products and services such as extended warranties, component coverage plans, insurance packages and more. In today’s increasingly competitive and price-sensitive automotive marketplace, this can make or break the profitability of any sale...new or used!

CPO Builds the Brand...And is Fully Supported by Mazda

Unlike a non-certified pre-owned car, a Mazda CPO includes everything you need to market and sell each vehicle in your inventory. MNAO makes it easy for you to merchandise these vehicles with Point-of-Sale materials such as promotional signage, hang tags, inspection checklists, window clings, program brochures and digital marketing assets including web banners, automatic listings on powerful, proven used vehicle selling sites and much more.

Using this document

The CPO Program Operations Guide is the primary program reference for all US dealers participating in the Mazda CPO program. It provides standardized rules, policies, and procedures that ensure consistent quality in every Mazda Certified Pre-Owned vehicle—thus supporting the integrity and value of the Mazda CPO vehicle brand.

This document incorporates interactive features allowing direct access to information via hyperlinks located in the table of contents, and where appropriate throughout the document.

For offline reference, the guide can be printed or saved to a computer/tablet. The Mazda CPO Administration website (https://cpo.mazdausa.com) provides a convenient function for saving the guide.

As the Mazda CPO Program evolves and changes, the guide will also change. The online version will always have the most up-to-date content and should be used when administering the program.
3. KEY ELEMENTS OF THE MAZDA CPO PROGRAM

BASIC VEHICLE ELIGIBILITY - ONLY THE BEST

Mazda CPO vehicles demonstrate the same quality, durability and reliability as a new purchase. This means only the most well-maintained, late-model Mazda vehicles make the cut. The following basic eligibility requirements must be met with regard to age and mileage:

- The age of the vehicle must be no more than six (6) Model Years from the current model year. (You must certify and sell your oldest eligible model year by the December Sales Close to qualify).
- The vehicle odometer reading must be 80,000 miles or less at the time of certification.

Major and minor components are studied, scrutinized and tested to meet the highest expectations. 

Click here for more details on vehicle eligibility requirements.

CERTIFICATION FEE - SMALL INVESTMENT

The cost to certify a vehicle is $399. The certification fee is charged to your Parts account and is the same for any eligible Mazda vehicle. Note, however, that you are not charged the fee until the CPO vehicle is reported as sold.

VEHICLE CERTIFICATION PROCESS - COMPREHENSIVE INSPECTION

Mazda’s vehicle certification process sets a standard of vehicle and program quality. Followed by all participating dealers, it ensures every vehicle will look and perform like a new Mazda. The seven steps listed below follow the vehicle through Certification, Merchandising, Marketing and Sales and are detailed in Section 4 of this guide. Click any of the process steps listed below for a detailed explanation of that portion of the certification process.

1. Verify vehicle eligibility
2. Conduct 160-Point Quality Assurance Inspection and recondition the vehicle using only Genuine Mazda Parts
3. Certify the vehicle
4. Prepare the vehicle for display
5. Sell the vehicle
6. Deliver the vehicle
7. Report the sale of the vehicle
WARRANTY COVERAGE – CONFIDENCE INSPIRING

Only the best vehicles make the program. To ensure a new owner stays covered, industry competitive Certified Pre-Owned warranties are included. Here are the highlights:

- **CPO Vehicle Limited Warranty** – Mazda CPO vehicles are automatically covered under the remainder of the New Vehicle Warranty, if any. Each Mazda Certified Pre-Owned vehicle comes with a 12-Month/12,000-Mile Additional Limited Warranty with no deductible on covered components, which begins when the factory warranty ends. If it’s out of warranty, the 12-Month/12,000-Mile Limited Warranty begins on the certified retail date.

![CPO Vehicle Limited Warranty Diagram](image)

- **CPO Limited Powertrain Warranty** – The Mazda CPO Limited Powertrain Warranty is an extension of the Mazda New Vehicle Limited Powertrain Warranty. The warranty provides coverage of the specified vehicle components for an additional 24 months or 40,000 miles, providing a total of 7 years from the date of original retail sale or 100,000 miles, whichever occurs first.

![CPO Limited Powertrain Warranty Diagram](image)

- **Accessory Warranty** – Any Genuine Mazda Accessories added to the CPO vehicle by your dealership are also covered under warranty. Similar to the vehicle itself, the accessories are automatically covered under the New Vehicle Warranty, if any. Additionally, they are covered under the Mazda Parts and Accessories Warranty which begins on the date the accessories are installed/vehicle is sold and lasts 12-months or 12,000 miles, whichever comes first.
The Limited Powertrain Warranty and the CPO Limited Warranty remain with the vehicle until expiration due to time or mileage. Therefore, if the original buyer of the CPO vehicle sells the vehicle to another party, the subsequent owner is automatically covered throughout the remainder of the respective warranty periods. No deductible payment is required for covered repairs under either warranty.

Click here for more details on CPO Limited Warranties.

MAZDA ROADSIDE ASSISTANCE PROGRAM - 24/7, 365

Mazda’s vehicles continually rank among the most reliable cars on the road. Chances are, a customer will never need us. Even so, the Roadside Assistance Program is available 24/7, 365 days a year. It’s yet another component that enhances peace of mind and adds value for CPO prospects and customers. This complimentary service never charges for covered services throughout the duration of their CPO Vehicle Limited Powertrain Warranty coverage. Program benefits include:

- Towing to the nearest authorized Mazda dealership for warranty related repairs
- Jump-starts
- Flat tire changes
- Gas delivery
- Lockout assistance

Click here for more details on the Roadside Assistance Program.
POINT-OF-SALE AND MERCHANDISING – BRAND IDENTITY

Mazda’s Point-of-Sale and Merchandising Materials are a perfect complement to carefully inspected pre-owned vehicles. Crafted by MNAO, they visually create a new car experience in your showroom and online. Prominently displaying these materials strengthens the brand and value of CPO.

As a participating dealer, your use of these complimentary pieces is vital. Upon enrollment in the CPO Program, the required materials will be provided in a CPO Certification Process & Customer Delivery Kit. As such, Mazda requires that you:

- Display Mazda CPO materials prominently throughout your dealership.
- Apply all merchandising materials to every Mazda CPO vehicle in inventory as soon as it is prepared and ready for sale.

It is important to maintain an adequate supply of these materials on hand so that every vehicle in inventory is properly merchandised. If any individual piece becomes lost, wrinkled, or dirty, it should be replaced immediately. You may order additional merchandising materials through the Mazda eStore.

جوزفأ، Click here for more details on Point-of-Sale and Merchandising Materials.
CERTIFIED PRE-OWNED PROGRAM ICONS

The Mazda Certified Pre-Owned Program Icons are a key element of CPO Point-of-Sale, Merchandising and Marketing. They communicate the benefits of the Mazda CPO Program and can be a valuable tool in the sales process. Additional information on each icon can be found in their respective section of this guide.

<table>
<thead>
<tr>
<th>Icon</th>
<th>Message to the customer</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="7-Year / 100,000 Mile Powertrain Limited Warranty" /></td>
<td>Flywheel to freeze plug, thermostat to turbocharger, cylinder block to constant velocity joints, our 7-year / 100,000 Mile Powertrain Limited Warranty has you covered.</td>
</tr>
<tr>
<td><img src="image" alt="160-Point Detailed Inspection" /></td>
<td>Each vehicle is required to endure an uncompromising 160-Point inspection inside and out performed by a factory-trained Mazda technician.</td>
</tr>
<tr>
<td><img src="image" alt="Zero Deductible on Covered Repairs" /></td>
<td>In the rare event a covered part needs to be repaired or replaced, your total out-of-pocket cost will be zero at Mazda Dealers throughout the United States.</td>
</tr>
<tr>
<td><img src="image" alt="12-Month / 12,000 Mile Vehicle Limited Warranty" /></td>
<td>Each Mazda Certified Pre-Owned vehicle comes with a confidence-inspiring 12-Month/12,000-Mile Limited Warranty with no deductible on covered repairs, which begins when the factory warranty ends. If it’s out of warranty, the 12-Month/12,000-Mile Limited Warranty begins on the CPO purchase date.</td>
</tr>
<tr>
<td><img src="image" alt="24hr Emergency Roadside Assistance" /></td>
<td>Mazda Certified Pre-Owned buyers and qualified family members are covered 24/7 with the complimentary Mazda 24-Hour Emergency Roadside Assistance program for the duration of the 7-Year/100,000-Mile Limited Powertrain Warranty in the U.S. and Canada.</td>
</tr>
<tr>
<td><img src="image" alt="AutoCheck® Vehicle History Report with 3-Year Buyback" /></td>
<td>To make sure you know exactly what you are getting, each Mazda Certified Pre-Owned vehicle comes with a full AutoCheck® vehicle history report and 3-year Buyback Protection from Experian.</td>
</tr>
<tr>
<td><img src="image" alt="Transfer Benefits" /></td>
<td>No one likes to say goodbye to a Mazda. But if and when the time comes, your car will be even more attractive to potential buyers since the Mazda Certified Pre-Owned Limited Vehicle and Limited Powertrain Warranties are transferable to future owners at no cost.</td>
</tr>
<tr>
<td><img src="image" alt="Available Extended Coverage" /></td>
<td>To extend the coverage of your Mazda Certified Pre-Owned vehicle, take advantage of our Mazda Extended Confidence plan with various available term and mileage intervals.</td>
</tr>
<tr>
<td><img src="image" alt="SiriusXM Satellite Radio" /></td>
<td>Enjoy over 140 channels of commercial-free music, your favorite sports, exclusive talk, entertainment and more with complimentary 3-month trial subscription to the Sirius Select package on select models.</td>
</tr>
</tbody>
</table>
PROGRAM REFERENCE GRID
The grid below presents quick reference information for several features of the Mazda CPO Program.

<table>
<thead>
<tr>
<th>Program Feature</th>
<th>Current CPO Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>Model Year Limit</td>
<td>Most recent 6 model years</td>
</tr>
<tr>
<td>Mileage Limit</td>
<td>80,000 miles</td>
</tr>
<tr>
<td>Certification Fee</td>
<td>$399</td>
</tr>
<tr>
<td>CPO Limited Warranty</td>
<td>12-months / 12,000 miles(^3)</td>
</tr>
<tr>
<td>Powertrain Warranty</td>
<td>7-years/100,000 miles(^4)</td>
</tr>
<tr>
<td>Roadside Assistance</td>
<td>7-years/100,000 miles</td>
</tr>
<tr>
<td>Warranty Deductible</td>
<td>$0</td>
</tr>
<tr>
<td>MCS Advance Policy</td>
<td>Up to + $1,500</td>
</tr>
<tr>
<td>Customer Subvented APR’s</td>
<td>Yes</td>
</tr>
</tbody>
</table>

\(^3\) Each Mazda Certified Pre-Owned vehicle comes with a 12-Month/12,000-Mile Additional Limited Warranty with no deductible on covered components, which begins when the factory warranty ends. If it’s out of warranty, the 12-Month/12,000-Mile Limited Warranty begins on the certified retail date.

\(^4\) Coverage begins from the original retail sales date and covers 7 years/100,000 miles, whichever comes first.
4. ACQUISITION OF CERTIFIED PRE-OWNED VEHICLES

The sourcing and acquisition of quality vehicles is the first step of ensuring a new car experience for CPO customers. Consistently sourcing fresh vehicles in sync with your customers’ needs is critical to the success of your CPO operations. This benefits your sales consultants and you by increasing turn rates and ROI!

Your first step should be to review the used-car mix already at your dealership for CPO eligibility. If all CPO eligible cars are certified, the program is easier to explain to potential customers. Channels for sourcing inventory include:

**Off-Lease returns**

Mazda has a significant off-lease portfolio that offers an excellent continuous source of inventory. Generally, these vehicles are low mileage, late model vehicles, making them prime candidates for certification. Over the next several years, Mazda will see an increase in lease maturities return to the market. This means strong CPO inventory is headed your way. For more information on obtaining off-lease vehicles, visit the Mazda Vehicle Remarketing portal in MX Connect ([www.mazdavehicleremarketing.com](http://www.mazdavehicleremarketing.com)).

**Your dealership’s CRM and service drive**

Due to the strong demand of the used car retail market, values of Mazda products have increased at the auction. Two and three-year-old Mazda’s may be in an equity position. Utilize your dealer CRM tools to contact current customers for a new purchase and to acquire a CPO eligible vehicle for your front line.

**Trade-ins**

Industry data suggests that the majority of a dealer’s CPO inventory is sourced from trade-ins. Establishing a market for a customer’s trade-in can greatly assist the new car department close more deals.

**Retired Mazda Courtesy Vehicle Program Vehicles (MCVP)**

These vehicles make an excellent source for clean, low-mileage CPO units. They provide an opportunity for gross from MCVP incentives and waived CPO Certification fee of $399 on each unit.

**Company cars**

Company cars are a high-quality source for low-mileage, good-condition vehicles.

**Rental/Fleet returns**

Enterprise, Hertz and Avis/Budget, etc. are sources of rental and fleet returns.

**Auctions**

Physical auctions offer a potentially good source of supplemental inventory. Online auctions (e.g., Manheim) are also an option and require no travel. It’s easy to search for and buy specific vehicles. Online wholesalers (e.g., Manheim Online Vehicle Exchange) have good availability and include vehicles from other Mazda dealers.
5. CERTIFIED PRE-OWNED CYCLE - CERTIFICATION - MERCHANDISING - MARKETING - SALES

Acquiring the right pre-owned vehicles is an important first step in the CPO cycle. Just as important are
the steps that follow. Once a vehicle has been obtained, you must certify, merchandise, market and sell
it following Mazda’s CPO Program guidelines. Consistently following Mazda's guidelines is integral to
securing a CPO customer who comes and stays.

It is also important to follow basic best business practices. Many successful CPO dealers implement and
maintain a standard dealership process for evaluating potential CPO vehicles and determining whether
they can recover the vehicle reconditioning costs.

This section provides the guidelines and policies of certification, merchandising, marketing and selling a
Mazda CPO.

5.1 CPO PROGRAM DEALER PARTICIPATION AGREEMENT

Before participating in the Mazda CPO Program, you must sign the CPO Program Dealer Participation
Agreement.

🌟 Click here to view the CPO Program Participation Agreement.

5.2 CPO CONSUMER

IMPORTANT! The “CPO Consumer” is defined as an individual or entity purchasing a CPO vehicle for
retail use only. The Dealer selling the CPO vehicle – or any Dealerships owned by the same Dealer
Principal – is excluded from being considered a valid CPO Consumer.
5.3 CERTIFICATION

STEP 1: VERIFY VEHICLE ELIGIBILITY

Complete a basic visual inspection

Mazda recommends that you begin the certification process by performing a basic visual inspection of the vehicle.

- Walk around the exterior and evaluate the overall physical condition. Look for obvious signs of damage or significant cosmetic blemishes.
- Note the tire wear is within inspection guidelines.
- Verify any installed aftermarket accessories. Only Mazda Genuine Accessories or accessories restored to original factory specifications are eligible.
- Check the odometer reading and ensure that it is below the program limit.
- Inspect the doorjamb VIN sticker. Write down the VIN and make a preliminary confirmation of the model year.

If you are satisfied with the initial inspection and still wish to certify the vehicle, you must run a Warranty Vehicle Inquiry in eMDCS to check for any voided factory warranties which would make the vehicle ineligible for certification.

Generate an AutoCheck® Vehicle History Report

If you are satisfied with the results of the Warranty Vehicle Inquiry or any outstanding recall campaigns and still wish to certify the vehicle, you must next generate a Vehicle History Report before starting the official 160-Point Quality Assurance Inspection. For this step, you will need to access the CPO Program Administration website via MX Connect.

When you enter the vehicle’s VIN, the system verifies that the vehicle falls within the model year criteria and that Mazda has not excluded the vehicle from the program. A message of ineligibility will be displayed if the vehicle cannot be certified. Otherwise, you will be prompted to run the Vehicle History Report.

An independent third party prepares and supplies the Vehicle History report, which presents maintenance, accident, repair, and other data related to the specific VIN. It is your responsibility to carefully review the vehicle history report and properly determine the eligibility of the vehicle. Mazda currently maintains a partnership with AutoCheck® Vehicle History Report by Experian.

As a Mazda CPO dealer, you are entitled to a free copy of the report for a particular VIN for up to 90 days from the vehicle certification date. Mazda pays AutoCheck® for all vehicle history reports run in conjunction with the CPO program. Print a copy of the report and place in the forms envelope.
Any of the following conditions, all of which should be identified prior to vehicle reconditioning, will immediately disqualify a vehicle from the program:

- Branded title
- Vehicles with non-genuine Mazda accessories that cannot be removed or have voided the new vehicle warranty
- Bent chassis, frame damage, unibody component replacement
- Totaled or salvaged vehicles that have been repaired
- Substandard repairs
- Flood or fire damage
- Unknown vehicle mileage (True Mileage Unknown “TMU”)
- Excessive hail damage
- Vehicles with body modifications made by the previous owner
- Altered VIN or VIN plate
- Performance modifications
- Re-acquired vehicles (Lemon Law buy-backs)
- Suspension or chassis modifications
- Commercial-used vehicles (includes police, taxi, livery, shuttle, commuter, ambulances, tow trucks, vehicles equipped with snowplows, stripped chassis, etc.)
- Originally sold as new vehicle outside of the United States

Click here for more details about the AutoCheck® Vehicle History Report.
STEP 2: CONDUCT CERTIFICATION INSPECTION AND RECONDITION

160-Point Quality Assurance Inspection

Quality and credibility in the CPO Program is highly dependent on the certification inspection. Mazda has created a comprehensive process that is designed to inspire confidence and provide the potential customer with peace of mind. The inspection is one of the main reasons customers purchase a CPO.

In an effort to continually elevate the Mazda CPO experience, the Inspection Checklist now includes 160 points. Every detail was carefully analyzed, enhanced or added to deliver the level of inspection needed for our current model range. The improvements provide an enhanced peace of mind and a more comprehensively inspected vehicle.

The new Certified Pre-Owned Inspection Standards Guide further ensures a thorough inspection is conducted. This supplementary guide provides a detailed explanation of each inspection item. An electronic copy of the Standards Guide can be viewed on MS3.

A Mazda Certified technician with at least D331 training attainment is required to perform the certification inspection and sign the certification form, as he/she ideally would have the ability, and authority, to reject a candidate vehicle based on the results of the inspection. However, it is also good practice to assign the authorization of repairs and/or reconditioning to someone other than the inspection technician, such as the used car manager.

A fundamental requirement of the Mazda CPO Program is the use of the Mazda supplied 160-Point Quality Assurance Inspection Checklist form. The form is included with the CPO Program Forms Kit, and includes 3 copies; one for Service, one for the Sales Deal Jacket, and one for the customer.

The major elements of the certification inspection include:

- Vehicle VIN & Maintenance Check
- Under the hood
- Raise vehicle on hoist
- Lower vehicle
- Manuals and documentation
- Test drive

Click here to view the 160-Point Quality Assurance Inspection Checklist.
The Mazda technician should carefully review and inspect each item on the 160-Point Quality Assurance Inspection Checklist and determine if the condition of the vehicle meets the Mazda CPO Program standards. If not, the technician will note the item(s) and they will appear as a line item on a repair order.

At this point, you must address any outstanding service campaigns and/or recall actions that may apply to the candidate vehicle. Because Mazda initiates and supports these items, you should complete the work independently of the decision to certify the vehicle, and prior to performing the physical certification inspection.

After completing the certification inspection, the Mazda technician should seek appropriate approval to proceed with the needed repairs (approval levels determined by dealership management). As noted earlier, if the Mazda technician discovers a condition, which would disqualify the vehicle that was not evident prior to inspection, he/she should recommend at this point that the vehicle not be certified.

Recondition the Vehicle

After receiving appropriate approvals, the Mazda technician should repair and recondition the vehicle as required utilizing Genuine Mazda Parts and Accessories. When all repair/reconditioning is complete, the Mazda technician and the service manager are required to sign the 160-Point Quality Assurance Inspection Checklist form and place the service copy in the Service Folder with the associated repair order and place the customer and sales copies in the Sales File (Deal Jacket).

IMPORTANT! During the pre-owned certification inspection process, only defects in material and workmanship that are covered under established Mazda New Vehicle Limited Warranty or the Limited Powertrain Warranty may be submitted for reimbursement under warranty. The dealer pays for other repairs or replacements not covered under the New Vehicle Limited Warranties (wear and tear items, such as tires, brakes, etc.).
STEP 3: CERTIFY THE VEHICLE

Vehicle Certification

With the vehicle reconditioned, it is time to officially certify it in the Mazda Certified Pre-Owned Program and print a VIN specific window sticker (“Monroney-like” Label). Perform both of these functions via the Mazda CPO Program Administration website. You will need the following information:

- VIN number
- Vehicle stock number
- Mazda service technician’s name
- Vehicle mileage at certification
- CPO vehicle retail sale price
- Certification date from the repair order

After entering and confirming the information, you will be presented with the option of printing a window sticker at that time, or adding the window sticker to the print queue. The print queue allows you to print multiple window stickers at the same time, rather than printing one at a time.

Click here to view step by step instructions on certifying a vehicle in the CPO Administration website.

IMPORTANT! Two important changes were made in the CPO Administration website. First, when certifying a vehicle, a check box must be clicked to confirm completion of the 160-Point Quality Assurance Inspection. Second, an open recall notice must be acknowledged, and may not allow a vehicle to be certified sold or cancelled until all open recalls are complete on a vehicle.

Click here to view the 160-Point Quality Assurance Inspection check box.

Click here to view the open recall notice.
5.4 MERCHANDISING

Merchandising is critical to ensure a “like-new” shopping and purchasing experience. Proper and consistent use of Mazda CPO Point-of-Sale and merchandising materials is essential for building the brand and communicating CPO value and peace of mind. The materials are specifically designed to maintain the continuity of the Mazda CPO brand and establish trust in the value that the CPO vehicle provides over non-CPO used vehicles.

Mazda provides everything you need to merchandise and sell each CPO vehicle in your inventory, including showroom displays, vehicle materials and CPO Certification/Customer Delivery kits. All items can be ordered through the eStore.

This includes:

- CPO Light Pole Banners
- CPO Bow Flags
- CPO Pole Protectors/Poletector
- CPO Car Flags
- CPO Floor Mats
- CPO Front Windshield Decal
- CPO Mirror Hangtag
- CPO License Plate Insert
- CPO Window Sticker (“Monroney-like” label)
- CPO Showroom Brochure
- 160-Point Quality Assurance Inspection Form
- Certification & Customer Delivery Kit

The CPO Certification/Customer Delivery kit details all the steps and contains all the items needed to display and deliver a vehicle. The kit ensures document compliance in the CPO program as well. Each kit is a large, branded CPO envelope that contains:

- CPO Mirror Hang Tag
- CPO Window Sticker
- CPO Windshield Decal
- CPO License Plate Insert
- CPO Forms Envelope, each containing:
  - 160-Point Quality Assurance Inspection Form
  - Customer Delivery Checklist
  - CPO Limited Warranty Provisions Form
  - CPO Owner's Handbook

Note: Dealers can order additional CPO Certification/Customer Delivery kits on the Mazda e-store.
Sample Point-of-Sale and Merchandising Materials

- **CPO Front Windshield Decal**
- **CPO Mirror Hangtag**
- **CPO Window Sticker**
- **CPO License Plate Insert**
- **CPO Tabletop Benefits Display**
- **CPO Showroom Floor Display**
- **CPO Lightpole Banner**
- **CPO Bow Flag**
STEP 4: PREPARE THE VEHICLE FOR SALE

Detail the vehicle

Prior to applying Mazda’s required merchandising materials, first thoroughly clean and detail the vehicle for display on the lot. At minimum, do the following:

<table>
<thead>
<tr>
<th>Interior</th>
<th>Exterior</th>
</tr>
</thead>
<tbody>
<tr>
<td>▪ Vacuum completely</td>
<td>▪ Engine compartment</td>
</tr>
<tr>
<td>▪ Shampoo rugs</td>
<td>▪ Wheel wells, undercarriage</td>
</tr>
<tr>
<td>▪ Shampoo upholstery or apply leather/vinyl cleaner</td>
<td>▪ Hood and trunk openings, gutters and door sills</td>
</tr>
<tr>
<td>▪ Brush instrument panel, console and storage compartments</td>
<td>▪ Wheels</td>
</tr>
<tr>
<td>▪ Treat vehicle for odors</td>
<td>▪ Wash exterior</td>
</tr>
<tr>
<td>▪ Clean all glass surfaces</td>
<td>▪ Clean all glass surfaces</td>
</tr>
</tbody>
</table>

Add Genuine Mazda Accessories

Consider adding Genuine Mazda Accessories to refresh the vehicle for your customers. Items like new floor mats (carpet or all weather), splashguards, spoilers or other accessories can assist in personalizing the vehicle and making it feel more like a new car. You can use the Dealer Installed Accessory Window Label (DIAWL) program accessible from the Dealer portal to print a Monroney-like label for any Genuine Mazda Accessories that you install on the vehicle.

Click here to view the Genuine Mazda Accessories website at http://accessories.mazdausa.com

Apply the required Point-of-Sale and Merchandising materials

Next, apply the required CPO Program Point-of-Sale and merchandising materials. Every Mazda CPO vehicle on your lot must be displayed with the following:

▪ VIN specific CPO Vehicle Window Sticker
▪ CPO License Plate Insert
▪ CPO Front Windshield Decal
▪ CPO Mirror Hang Tag

CERTIFIED FACT

Creating a dedicated CPO line on your dealership lot with properly displayed vehicles supports the message of CPO importance. It makes it easy for customers to find the CPO vehicles they researched online.
Ensure proper placement of merchandising materials on the vehicle.
5.5 MARKETING

Proper marketing is another essential piece of creating a “like-new” shopping and purchase experience. Once a vehicle is properly merchandised and displayed on your lot, it must also properly represent the Mazda CPO program online. Mazda makes this easy for you, and automatically lists a vehicle in the CPO section of the Mazda corporate website (www.mazdausa.com) once certified on the CPO Program Administration website. Mazda’s partnership with AutoTrader.com, Cars.com and KBB.com provides added exposure. All certified vehicles are automatically listed, free of charge, to all 3 sites.

🔹 Click here to view information on Mazda’s partnerships with AutoTrader.com, Cars.com and KBB.com.

Mazda Co-op and Ad Standards (MCAS)

Your advertising and dealership website must consistently abide by Mazda’s brand identity guidelines. Through the Mazda Co-op and Ad Standards program (MCAS), Dealership co-op funds are directly tied to compliance with website and advertising standards.

Standards compliance ensures a consistent brand image that drives qualified traffic to your showrooms and website. Refer to the MCAS program guide for complete details on CPO standards. On Mazda M-Drive (www.mazdamdrive.com), all compliant CPO digital assets are available for dealers to download. This includes CPO logos, icons, copy, images, videos, accolades, etc. that can be used to promote the Mazda CPO Program on your dealership websites.

Note - Make sure to leverage your funds on CPO, and any current programs available.
5.6 SELLING CPO

STEP 5: SELL THE VEHICLE

The Sales Process

Similar to new vehicle purchasers, pre-owned vehicle customers have certain expectations when they enter the dealership. Research shows that when you meet these expectations, customers are much more likely to purchase and remain loyal to your dealership, and be advocates of the brand to family and friends.

A thorough needs assessment is the most critical step of the sales process. Not only will you more efficiently point them to the correct vehicle, you'll also create a relationship that can continue through ownership and future purchases.

Before presenting any vehicles, assess the basics.

- How many drivers and passengers? Ages?
- Storage capacity? Are they active? Travel?
- What do they know about Mazda and the current model range? Have they owned a Mazda before?
- What are they currently driving?

Quite often, the customer will arrive armed with information and a specific vehicle in mind. Ask permission to ask a few questions to make sure their needs are fully understood.

Once you have an understanding of their needs, present the Mazda CPO program as an option. Many customers have no knowledge of the benefits of a CPO vehicle. Once educated, they are significantly more open to consider a CPO vehicle. This is an opportunity to convert a used customer to a CPO customer.

Be prepared to discuss the key points of the program during the sales presentation. The following list represents the primary interests for shoppers of CPO vehicles:

- 160-Point Quality Assurance Inspection
- CPO Vehicle 7 year/100k Limited Warranty
- CPO Vehicle 12 month/12,000 Mile Vehicle Limited Warranty
- Zero deductible on covered repairs
- Free 24/7 Roadside Assistance
- Vehicle History Report
- Transferability of CPO benefits
- Available Extended Warranty Coverage
- CPO Sales Incentives (if available)
Just like new vehicle purchasers, pre-owned vehicle customers want a vehicle that meets their needs. Our Genuine Mazda Accessories can help you meet their expectations for their particular vehicle by allowing customization while also providing the benefit of being covered by Mazda's warranties. Since a very high percentage of Mazda customers are interested in purchasing accessories, and most accessory sales occur at the time of vehicle purchase, offering accessories during this process is a great way to help the customer and increase dealership profits.

Using Key Sales Tools

Mazda provides a number of tools and materials specifically designed to aid the process of selling CPO vehicles. Use the following items during your sales presentations. Each item is designed to directly address the previously mentioned primary drivers of CPO vehicle shoppers.

- CPO Showroom Brochure
- CPO Table-top Benefits Display
- Mazda Certified Pre-Owned Program Icons
- 160-Point Quality Assurance Inspection Checklist
- AutoCheck® Vehicle History Report with 3-year Buyback by Experian
- CPO Vehicle Window Sticker, with Program Icons, to prompt discussion of the CPO Limited Warranty, Powertrain Limited Warranty and Roadside Assistance

Conduct a Thorough Test Drive

Always offer the CPO prospect a test drive in the vehicle they are considering. Use this opportunity to point out any included optional equipment. Most importantly, emphasize Mazda’s reputation for performance and overall reliability.

Don’t forget to point out the buying motivations of the customer during a test drive and walk around. Using the information obtained during the needs assessment, discuss their needs and interests. For example, if they’ll be transporting children, discuss LATCH restraints and seating. If they are athletes, discuss and demonstrate storage and capacity.
STEP 6: VEHICLE DELIVERY

The Delivery Process

Mazda CPO vehicle customers pay a premium for their vehicles as compared to non-CPO used vehicles. In order to meet the customer’s expectations, Mazda advises that you perform the delivery of the CPO vehicle in the same manner as you would a new Mazda. For consistency, you should establish a process designed to address all of the customer’s needs at delivery time.

The process steps outlined below are based on the CPO Delivery Checklist, and represent the recommended best practices for a Mazda CPO Delivery.

Part One – Delivery Preparation

Sales consultants should perform the following tasks in advance of their delivery presentations:

- Inspect and test-drive the vehicle to make sure the vehicle is in optimal condition for delivery, both inside and out.
- Make sure the oil and filter change, wiper blade replacement and washer fluid top-up have been completed prior to delivery.
- Organize the customer’s paperwork.
- Be sure to notify the customer in advance that the delivery may take up to an hour for all necessary procedures to be completed. If the customer doesn’t have the sufficient time to complete a thorough vehicle presentation, provide options for them to discuss at another time. Suggest any additional drivers also attend or complete a vehicle presentation at a future date.

Part Two – Customer Delivery Meeting

During this step, sales consultants should:

- Review the delivery process with the customer and answer any questions.
- Review the vehicle documents and explain all applicable warranties.
- Provide customers with maintenance information and schedule their first service appointment.

Part Three – Service Tour

A brief tour of the service department will help acquaint the customer with the full range of dealership services and help reinforce the dealership as the place to obtain regular vehicle maintenance and service. Sales consultants should:

- Introduce service personnel and provide business cards of service manager/service consultant.
- Promote the importance of Mazda certified technicians and Genuine Parts and Accessories.
- Explain service procedures, amenities (Wi-Fi, courtesy vehicles, etc.), hours of operation, phone numbers and online booking (if applicable).
- Point out any service certificates or awards.
- Provide a tour if the service department is closed.
- Explain Early Bird Drop-Off (if applicable).
Part Four – Vehicle Presentation

Ensuring the customer understands the operations and functions of all vehicle features enables sales consultants to satisfy their customers and reinforce the purchase decision. Sales consultants should:

- Provide hands on explanation of the most commonly used technological features (if equipped). For example, pair a Bluetooth® device, program their home and dealership address into the navigation system, set a radio station, or activate Sirius XM Radio®.
- Demonstrate the vehicle’s operation controls, performance and handling features, and review items such as:
  - Air conditioning and heater
  - Radio features
  - Childproof locks
  - Instrument panel features and gauges
- Immediately correct any problems previously overlooked, or schedule a follow-up service appointment.
- Introduce and review the vehicle Owner’s Manual. Inform that Owner’s Manuals can also be found on www.MyMazda.com. Video demonstrations of key features are also available online.
- Offer the customer Genuine Mazda Accessories to enhance the personalization of the vehicle and/or fulfill additional customer needs.

Part Five – Checklist Review and Send-Off

At this time, the customer is ready to take possession of their newly purchased Mazda CPO Vehicle. To complete the delivery process, sales consultants should:

- Thoroughly explain the Mazda CPO Limited Warranty and any remaining coverage of the New Vehicle Limited Warranty, if applicable.
- Verify the customer’s first service appointment.
- Explain how to contact Roadside Assistance. As a courtesy, affix the Roadside Assistance Sticker to the vehicle. Discuss the Mazda Assist application.
- Provide the customer with the Certified Pre-Owned Handbook that includes:
  - 160-Point Quality Assurance Inspection Summary (Signed and dated by customer & technician with minimum of D331 training)
  - Limited Warranty Provisions (Signed and dated by sales consultant & customer)
  - Vehicle Delivery Checklist (Signed and dated by sales consultant & customer)
  - Copy of the Vehicle History Report
  - Introduction to www.MyMazda.com and the My Mazda and Mazda Assist applications

Certified Fact
Select satellite radio-equipped CPO Vehicles feature a 3-month trial subscription to the SiriusXM All Access package.

Certified Fact
Vehicle information is at their fingertips! Demonstrate the MyMazda and Mazda Assist applications on your iPhone or Android. If time permits, allow the customer to download during delivery.
The Mazda CPO Vehicle Delivery Checklist

As part of the CPO Customer Delivery Kit, Mazda provides the CPO Vehicle Delivery Checklist. The checklist complements the vehicle delivery process and provides a convenient way to ensure that all aspects of the process are completed.

Click here to view the Mazda Vehicle Delivery Checklist.

Part Six – Delivery Follow-up

When the delivery concludes, the customer journey is only just beginning. Contact all customers within 72 hours after vehicle delivery. Ask if they need additional assistance with the vehicle or accompanying technologies/features.

A proper Mazda delivery reaches far beyond a 72-hour check-in. The CPO experience can open the gateway to a long, prosperous Mazda relationship. It will make Mazda the car and brand they want to drive - year after year. Stay in touch and keep Mazda and your dealership on their mind.

It’s not “Goodbye,” it’s “We’ll see you soon.”
STEP 7: REPORT THE SALE

CPO Retail Sales Date Reporting Guidelines

The CPO customer and the sales consultant must sign and date the CPO Delivery Checklist at the time of delivery.

The valid CPO retail sales date is the date the CPO customer and sales consultant signs the CPO Delivery Checklist and is the date the selling Dealer delivers physical possession of a vehicle to the CPO customer. If there is a discrepancy between the date on the CPO Delivery Checklist and the date the Dealer delivers physical possession of a vehicle, the date on the Delivery Checklist will be considered the valid Retail Sales Date.

Please note that the Delivery Checklist Form CPO-004 includes a field to document the Retail Sales Date, and when used must be in compliance with the above rule.

Once you have delivered the vehicle, record the sale in the CPO Program Administration website. It is very important that you always report the sale of the vehicle on the same day that the customer takes delivery. This is important because it:

- Officially activates the Mazda CPO Limited Warranty and Mazda 24-hour Roadside Assistance coverage.
- Generates the mailing of a “Thank You Letter and Warranty Card” to the customer.
- Maintains the accuracy of data used to generate important statistical reports.

**Note** - When reporting the sale, you must affirm that open recalls have been completed.

[Click here to view instructions on reporting the sale of a CPO vehicle in the CPO Administration website.](#)

[Click here to view a sample thank you letter/warranty card.](#)
6. PROGRAM ADMINISTRATION

For CPO Program administration and support, Mazda has a longstanding partnership with Concentrix. The arrangement allows Mazda to provide you with the highest level of program support and to leverage technologies and processes that add value to the program. The contact information is:

Certified Pre-Owned Program Headquarters
P.O. Box 2909
Farmington Hills, MI 48333
Tel: 866-841-7366 (hours are 8:30 a.m. through 8:00 p.m., ET, Mon.- Fri.)
Fax: 877-501-2025 (Attn: Mazda CPO Program Headquarters)

6.1 MAZDA CPO PROGRAM ADMINISTRATION WEBSITE

The Mazda CPO Program Administration website is the first point of reference for everything related to the Mazda CPO Program. You can access the CPO Program administration website via MX Connect under the Remarketing/CPO tab, or directly at https://cpo.mazdausa.com.

👉 Click here to view information on the Mazda CPO Administration Website.
## 6.2 CPO PROGRAM DOCUMENTATION

The following table lists the proper usage, signature requirements, and filing of the documents related to the Mazda CPO Program.

<table>
<thead>
<tr>
<th>Document</th>
<th>Usage/Signature/Filing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dealer Participation Agreement</td>
<td>Dealer signs and faxes (or mails/Emails) to Mazda CPO Program Headquarters. Also keep a copy on file at the dealership.</td>
</tr>
<tr>
<td>AutoCheck® Vehicle History Report by Experian</td>
<td>To be run as a first step in certification process. Original goes in vehicle's service file along with inspection checklist. Copy goes to customer in CPO Owner's Handbook at time of delivery.</td>
</tr>
<tr>
<td>160-Point Quality Assurance Inspection Checklist Form</td>
<td>Technician uses form to complete the 160-Point Quality Assurance Inspection. After deficiencies are corrected and vehicle passes inspection, technician and service manager sign. Signed checklist is attached to the repair order and filed in the Service Department. A copy of the form is also added to the sales deal jacket, and given to the customer.</td>
</tr>
<tr>
<td>Vehicle Delivery Checklist</td>
<td>Sales consultant reviews with customer and signs. Customer signs form and receives original copy. Copy of signed Delivery Checklist to be filed with vehicle records maintained at dealership.</td>
</tr>
<tr>
<td>CPO Owner’s Handbook</td>
<td>Sales consultant verifies all contents are enclosed and provides to customer at the time of vehicle delivery.</td>
</tr>
<tr>
<td>Buyer’s Guide</td>
<td>The dealer is responsible for completing the “FTC Buyers Guide” for used vehicles to accurately reflect the coverage provided by the Mazda Certified Pre-Owned Vehicle Limited Powertrain Warranty. In addition, all other materials (e.g. price sticker, advertising, etc.) must accurately reflect the limited warranty is included at no extra charge to the customer. <strong>THE DEALER WILL BE SOLELY RESPONSIBLE FOR COMPLIANCE WITH FEDERAL REGULATIONS CONCERNING THE USED VEHICLE BUYERS GUIDE.</strong></td>
</tr>
<tr>
<td>Vehicle Decertification Form</td>
<td>In the event that you must decertify a vehicle for any reason, you are required to print, sign, and retain a copy of the decertification form for three (3) years. A copy of the Vehicle Decertification Form should always be found in the Sales File (Deal Jacket) where applicable.</td>
</tr>
</tbody>
</table>
6.3 RECORD RETENTION

As an authorized Mazda dealer participating in the CPO Program, you are required to retain the following documents for a period of three (3) years from the sale date of each CPO vehicle. Further, you agree to make the records available for inspection as required during an audit by Mazda North American Operations or an authorized agent.

<table>
<thead>
<tr>
<th>Sales File (Deal Jacket)</th>
<th>Service Folder</th>
</tr>
</thead>
<tbody>
<tr>
<td>▪ Copy of the Vehicle History Report (Experian AutoCheck®)</td>
<td>▪ Original of the Vehicle History Report (Experian AutoCheck®)</td>
</tr>
<tr>
<td>▪ Copies of the Mazda CPO 160-Point Quality Assurance Inspection Checklist (Signed &amp; dated by customer &amp; technician with minimum of D331 training)</td>
<td>▪ Copy of the Mazda CPO 160-Point Quality Assurance Inspection Checklist (Signed &amp; dated by technician with minimum of D331 training)</td>
</tr>
<tr>
<td>▪ Customer Sales Contract</td>
<td>▪ Repair Orders (related to certification including, but not limited to, any Mazda new vehicle limited warranty repairs claimed as part of the vehicle reconditioning)</td>
</tr>
<tr>
<td>▪ CPO Customer Delivery Checklist (Signed &amp; dated by sales consultant &amp; customer)</td>
<td></td>
</tr>
<tr>
<td>▪ Buyer's Guide (where applicable)</td>
<td></td>
</tr>
<tr>
<td>▪ CPO Limited Warranty Provisions Form (Signed &amp; dated by sales consultant &amp; customer)</td>
<td></td>
</tr>
<tr>
<td>▪ Vehicle Decertification Form (if applicable)</td>
<td></td>
</tr>
</tbody>
</table>

6.4 DECERTIFYING A VEHICLE

Once a dealer has certified a vehicle in the Mazda CPO Program, you may not remove it from the program for the purpose of a sale to a retail customer. Specifically, you are prohibited from negotiating the limited warranty with the customer under any circumstances. Listed below are the only circumstances for which decertification of a vehicle is allowed.

▪ Vehicle was incorrectly certified due to clerical error (Note: You will have three business days from the certification enrollment date to select this option. If the vehicle was certified and then sold, the certification cannot be retracted.).
▪ Vehicle is wholesaled (file support documentation in the Sales File).
▪ Vehicle has been in dealer CPO inventory for 45 or more days and has not sold.
▪ Vehicle is damaged after certification and no longer qualifies to be sold as certified.
▪ Vehicle has surpassed the time or mileage qualification limit since the day it was certified.
▪ If more than 180 days have elapsed since the date of vehicle certification, the vehicle will be automatically decertified in the CPO Administrative Website.
Please note, in the event that a vehicle is damaged as a result of theft, vandalism by a third party, Acts of God, or other circumstance not within the dealer's control after certification and before a retail sale, and such damage would have disqualified the vehicle during the certification process, the vehicle may be decertified from the dealer's certified inventory. An insurance claim, police report or repair order must accompany any request for vehicle decertification using this reason.

Once you have successfully decertified a vehicle, you are required to remove all Mazda CPO Program materials from the vehicle immediately. This step is necessary to ensure that there is no confusion about the certification status of the vehicle at any point. In the event a unit older than 180 days is decertified, and will be sold as CPO, you must reinstate it in the system as if you were certifying a new unit.

In addition to the standard CPO vehicle certification records, you are also required to retain specific records that support the reason for decertification for a period of at least three (3) years. Examples include the odometer statement at the time of subsequent wholesale or retail sale, copies of the bill of sale, copies of damage reports, etc. If you have any questions about the requirements, you should contact the CPO Program Administrator at 1-866-841-7366 for clarification. Retention of these documents will be subject to audit.

Click here to view instructions on decertifying a vehicle in the CPO Administration website.

6.5 WHOLESALING A CPO VEHICLE

A Mazda CPO vehicle must be decertified if it is wholesaled, regardless of whether it is sold to an independent wholesaler, sold to another Mazda dealer, or sent to auction, and all documentation must be kept for a minimum of 3 years.

The wholesaling dealer will incur no charges related to CPO enrollment since the vehicle was never retailed as a certified unit.

If you are the wholesaling dealer, you must remove all CPO point-of-sale and marketing materials before the vehicle is transferred from your dealership.

If you are the purchasing dealer and you wish to offer the vehicle as a Certified Pre-Owned, you must re-certify the vehicle, starting at the first step in the certification process.

6.6 DISCONTINUING PARTICIPATION IN THE PROGRAM

You may voluntarily terminate your Mazda CPO Program Dealership Participation Agreement for any reason whatsoever, with, or without cause, and withdraw from the program at any time. Dealers who choose to withdraw from the program are required to provide Mazda thirty-days (30) notice of their intent to withdraw from the program by submitting a discontinuation request letter.

Click here to view a sample Discontinuation Request Letter.

By the end of the 30-day period, the withdrawing dealer must:

- Remove any CPO Program dealership banners and showroom materials.
- Remove all CPO Program point-of-sale and marketing materials from all vehicles.
- Discontinue any efforts to advertise or sell Mazda CPO vehicles.
6.7 DEALER AND MNAO RESPONSIBILITIES

CPO PROGRAM INTEGRITY

Integrity is critical to the success of the Mazda CPO Program. The best way for you to assist Mazda in protecting the integrity of the program is to follow the rules, policies, and guidelines defined in the CPO Program Operations Guide. Additionally, you should establish proper training as well as process improvement measures so that the entire dealership understands and promotes the value of the CPO Program. Mazda personnel are happy to work with you on process improvement or the development of CPO-related training. Please contact your district manager to discuss further.

Remember, a strong CPO program can increase your base of satisfied customers, enhance the reputation of your dealership, and increase your repeat and referral business.

CPO PROGRAM COMPLIANCE AUDITS

From time-to-time, Mazda conducts field compliance audits of your CPO operations. The purpose of these audits is to:

- Evaluate dealership CPO business practices.
- Ensure compliance with the steps of the certification process.
- Ensure proper record retention.
- Provide dealership management with insights that may help improve the CPO business operation.
- Ensure that Genuine Mazda Parts were used in the reconditioning of the vehicle.

Mazda maintains a CPO Program Compliance Policy that is incorporated into the CPO Program Dealer Participation Agreement. Please refer to the Appendix B of this document for details.

Please Note: Subsequent adjustments will be made to incentive payments associated with any dealer incentive programs currently in place, if counted CPO sales are later disqualified per Agreement details.

RESPONSIBILITIES

The following represents the expectations and responsibilities that Mazda has set for both the dealer representing and implementing the CPO Program, and for ourselves as the manufacturer supporting the CPO Program.

Dealer Responsibilities

- Adhere to all Mazda CPO Program policies and procedures as specified in the Mazda CPO Program Operations Guide and through other MNAO-to-dealer communications including, but not limited to, sales bulletins, service bulletins, and dealer operating agreements.
- Perform warranty service on any Mazda CPO vehicle under the terms of the CPO Limited Warranty, regardless of where the customer purchased the CPO vehicle.
- Display, merchandise and advertise CPO vehicles effectively and take advantage of all Mazda CPO Program support and resources.
- Properly file and retain all CPO Program vehicle records and documents for three (3) years.
- Comply with all Mazda CPO Program training requirements.
- Include CPO Program in the dealer’s business planning process.
- Comply with all applicable federal, state, and local regulations.
MNAO Responsibilities

- Develop clear, consistent, and dealer-oriented policies and procedures that define how the Mazda CPO Program will be administered.
- Communicate these policies and procedures to dealers in a timely and appropriate manner.
- Establish best practices that will help dealers achieve strong sales and financial results in their Mazda CPO Program business.
- Provide merchandising materials and marketing support to help dealers increase sales of Mazda CPO vehicles.
- Offer training for dealer sales and service personnel to ensure that they fully understand the Mazda CPO Program and are able communicate the benefits of the program to potential consumers.
- Conduct Program Compliance Audits designed to maintain program integrity and assist dealers in improving their CPO Program business.
6.8 PROHIBITED OPERATING PRACTICES

The following practices are specifically prohibited under the terms of the Mazda CPO Program operating agreement:

- Charging customers separately for the cost of certifying a vehicle or including the certification cost in the price negotiations. For example, removing the certification from a vehicle in order to offer a lower price to the customer. The Certification Fee should be reflected in the asking price for the CPO vehicle.

- Enrolling ineligible vehicles in the CPO Program. For example, enrolling a vehicle with unibody damage that should have been discovered during the 160-Point Quality Assurance Inspection.

- Representing or selling a vehicle as certified that has not been selected, inspected, repaired, reconditioned, or certified pursuant to the terms of the Mazda CPO Program. For example, delivering a vehicle as a Mazda CPO vehicle before it has been enrolled in the Mazda CPO Program, inspected, and certified.

- Continuing to display a vehicle with Mazda Certified Pre-Owned Point-of-Sale material after that vehicle has been decertified for any reason.

- Certifying and selling a vehicle on the same day. While occasionally it may be the case that a vehicle is Certified, moved to the dealership CPO display area, and sold in the same day, generally the practice of regularly certifying and selling a CPO vehicle on the same day will be viewed as an attempt to circumvent CPO requirements.

- Failing to report the sale of a CPO vehicle on the day it was sold.

- Failing to correct deficiencies discovered during the inspection process that, under the terms of the CPO Program, should have been repaired prior to offering the vehicle for sale as a CPO vehicle.

- Displaying or selling a Mazda CPO vehicle from a location other than the approved dealer location specified in the dealer’s Mazda Dealer Agreement.

- Failure to properly repair a Mazda CPO vehicle under the terms of the CPO Limited Warranty.
APPENDIX A: CPO PROGRAM DISCLAIMERS

All industry data, best practices, and other tips contained herein are for dealer reference only. Mazda North American Operations makes no guarantee of individual results.
Mazda Certified Pre-Owned Vehicle Program

Dealer Participation Agreement

__________________________________________
(Dealership dba Name on Mazda Dealer Agreement)

__________________________________________
(Address, City, State, Zip)

(“Dealer”) effective as of _______________, agrees to participate in the Mazda Certified Pre-Owned Vehicle Program (“Program”) according to the following terms and conditions established by Mazda Motor of America, Inc., a California corporation, dba Mazda, North American Operations (“Mazda”).

TERMS AND CONDITIONS

CERTIFIED PRE-OWNED VEHICLE PROGRAM REQUIREMENTS

To participate in the Mazda Certified Pre-Owned Program, the Dealer agrees to uphold certain operating standards as outlined in the Mazda Certified Pre-Owned Operations Guide (“the Manual”).

VEHICLE ELIGIBILITY

A. Mazda Certified Pre-Owned Vehicles (“Certified Vehicles”) shall mean those Mazda vehicles, which meet all of the criteria of the Program. (Refer to the Mazda Certified Pre-Owned Operations Guide (“Manual”) for specific details)

B. To be eligible for the Program, a vehicle must meet the program requirements detailed in the Manual. Each vehicle must meet the qualifications for:

  • Model Year
  • Mileage
  • Vehicle History Status
  • Inspection & Reconditioning Standards utilizing Genuine Mazda Parts

PROGRAM POLICY AND PROCEDURES

A. Mazda shall provide Dealer with a Certified Pre-Owned Operations Guide (“the Manual”) including without limitation the Vehicle Inspection and Reconditioning Standards, which Mazda may revise from time to time at its sole discretion.

B. Dealer shall comply with the vehicle inspection and reconditioning standards set forth in the Manual.

C. Dealer shall transmit to Mazda Program Headquarters all required information as set forth in the Manual.

D. Dealer shall inspect and repair the vehicle according to the standards set forth in the Manual before offering the vehicle for sale as a Mazda Certified Pre-Owned Vehicle.

E. All program fees, including but not limited to, program enrollment, vehicle administrative fees, Mazda Limited Warranty, and marketing materials will be charged to the dealer parts account.
F. Use of approved Mazda CPO POS marketing materials is a requirement of the program and will be charged to the dealer parts account.

PROPER DISPLAY AND USE OF CERTIFIED PRE-OWNED PROGRAM SUPPORT MATERIALS
To market Mazda Certified Pre-Owned vehicles effectively, Dealer must appropriately use certified support materials. The following items are examples of some of the Certified Pre-Owned materials offered.

- Mazda Certified Pre-Owned Brand Identity Kit
- Mazda Certified Pre-Owned Customer Brochures
- Mazda Certified Pre-Owned Window Sticker Labels
- Vehicle History Report (Available Online)
- Mazda Certified Pre-Owned Vehicle Inspection Form
- Mazda Certified Pre-Owned Customer Delivery Package

A. Dealer shall comply with all federal, state and local registrations concerning the advertising, display and sale of Mazda Certified Pre-Owned Vehicles.

B. Dealer shall place the following on each Certified Vehicle offered for sale:

- Program Window Sticker including price of the Certified Vehicle, and expiration date of the Mazda Certified Pre-Owned Vehicle Warranty
- Other required POS materials as noted in the Manual

C. Dealer shall meet the following conditions with respect to the sale of each Certified Vehicle to the retail customer.

- Prepare the Certified Vehicle for display and sale in accordance with the Manual.
- Provide the retail customer with all the documents and written materials required by the Manual.
- Include as part of a Certified Vehicle's base sale price the Mazda Certified Pre-Owned Vehicle Warranty.

TRAINING
Dealer agrees to comply with such training requirements that Mazda deems appropriate from time to time.

BUSINESS PLAN
The annual overall MNAO business plan processes may include a section dedicated to Mazda Certified Pre-Owned Vehicles, to include:

- The role of the Mazda Certified Pre-Owned Vehicle Program in your operation.
- Dealer objectives and strategies for acquiring, reconditioning, marketing, promoting, displaying, and selling Mazda Certified Pre-Owned vehicles.

FEDERAL AND STATE REGULATIONS
Dealer will perform all vehicle inspections and make appropriate repairs required by the federal, state or local laws or regulations prior to offering any Certified Vehicle for sale.

- Dealer will comply with all federal, state and local regulations concerning the advertising, display and sale and service of pre-owned vehicles.
CERTIFICATION CANNOT BE REMOVED

- Certification cannot be removed from the vehicle or used as an element of the retail price negotiations with the customer. Certification, like standard equipment on new vehicles, cannot be deleted or removed in order to lower the selling prices of a Mazda Certified Pre-Owned Vehicle. The only time a vehicle should be deleted from the Mazda Certified Pre-Owned Vehicle Program is if it is wholesaled, sold to another Mazda dealer, damaged or sent to auction.
- Lease-to-finance rollovers to the same end user are not eligible for certification and may not be sold as certified.

A VEHICLE CANNOT BE CERTIFIED AFTER SALE

The Mazda Certified Pre-Owned Vehicle Program is designed to add value to a pre-owned Mazda because it is incorporated into the total price of the vehicle. The customer pays one price and receives all the benefits associated with the Mazda Certified Pre-Owned Vehicle Program. Certification must not be treated as a service contract.

MNAO and its dealers are prohibited from certifying a pre-owned vehicle during or after the sale. A dealer that presents a vehicle to a customer as certified, and then attempts to certify the vehicle after the sale, is guilty of misrepresenting the product to the customer.

AUDITING

A. To ensure that Mazda Certified Pre-Owned Vehicle Dealers are meeting the goals and objectives of the Mazda Certified Pre-Owned Vehicle Program, Dealers’ operations will be audited periodically. Spot audits should be viewed in a positive light. They help to ensure the integrity of the Mazda Certified Pre-Owned Vehicle Program and reveal areas that may be in need of strengthening, allowing a retailer to take remedial actions.

B. Mazda, in its sole discretion, has the right during regular business hours to inspect Dealer facilities and to examine, audit, and to copy (in accordance with applicable law) all records, accounts, vehicles and supporting data relating to Dealers’ operations, including without limitation, sales, sales reporting, service, and repair (including warranty repair) of Mazda Products by Dealer for any reason and upon notice to Dealer as appropriate under the circumstances. Dealer agrees to cooperate fully with Mazda and its agents or representatives, in any such examination or audit. Upon Dealer request, Mazda shall provide a copy to and review with Dealer any such written report made on the examination or audit performed on Dealer.

C. Mazda reserves the right to disqualify any sales not made or reported in accordance with program rules and sales policies. An administrative fee will be assessed for the reversal of any disqualified sales or for the correction of sales that are not reported in accordance with program rules and sales policies. Mazda also reserves the right to charge the Dealer for any and all of Mazda’s costs and employee expenses of auditing and/or any and all payments to Dealer if Mazda’s inspection reveals incorrect reporting or any failure to follow program rules.

D. Mazda North American Operations retains the right to audit Dealer’s adherence to the program rules and regulations. Dealers must comply with warranty claim requirements as specified in the Warranty Policy and Procedures Manual.

RECORDS RETENTION

Dealers are required to retain the following documents for a period of three (3) years:

- Mazda Certified Pre-Owned Vehicle Inspection Forms with Technician and customer signatures
- Copy of the Vehicle History Report
- All Repair Orders which were necessary to bring an eligible vehicle up to certified condition
Mazda Certified Pre-Owned Customer Delivery Checklists

Contracts of sale

Buyer’s Guides

CUSTOMER SURVEYS

Dealer understands that Mazda may survey purchasers of Certified Vehicles regarding their vehicles and their experience with the Dealer.

GENERAL PROVISIONS

A. This Agreement shall be governed by and construed according to the laws of the state of California.

B. Except as otherwise specifically provided herein, any notice required to be given by either party to the other shall be in writing and delivered personally, by overnight delivery requiring a signature upon receipt or by certified mail, return receipt requested, and shall be effective on the date of receipt. Notices to Dealer shall be directed to Dealer or General Manager at Dealer’s Approved Location under its Mazda Dealer Agreement. Notices to Mazda shall be directed to Certified Pre-Owned Vehicle Manager, Mazda North American Operations, 200 Spectrum Center Drive Irvine, California 92618.

C. This Agreement does not render either party the agent or legal representative of the other party for any purpose whatsoever, nor does this Agreement grant either party any express or implied right or authority to assume or create any obligation on behalf of, or in the name of, the other party or to bind any manner whatsoever.

D. There are no prior agreements or understanding, either oral or written, between parties affecting this Agreement except as otherwise specifically provided for in this Agreement. Dealer acknowledges that no specific results of the program have been represented or promised to Dealer. No change or addition to, or deletion of, any portion of this Agreement shall be valid or binding upon the parties hereto unless the same is approved in writing by an authorized representative of Mazda and Dealer.

E. To the extent the Program includes Certified Vehicles leased to consumers, any reference in this Agreement to sale to or to purchase by a consumer shall be deemed to include such lease transactions.

PROGRAM BENEFITS

Dealers who have signed a Dealer Participation Agreement and have met all the requirements of the Program shall be entitled to the benefits of the Program as announced from time to time by Mazda. The Agreement is not intended nor shall it be construed to be for the benefit of any third party.

TERMINATION OF AGREEMENT

A. Dealer may voluntarily terminate this Agreement for any reason whatsoever, with or without cause, and withdraw from the Program at any time upon 30 days written notice to Mazda.

B. Mazda may voluntarily terminate this agreement for any reason whatsoever, with or without cause, at any time upon thirty (30) days written notice to Dealer.

C. Mazda may immediately terminate this Agreement upon written notice at any time for cause, which includes, without limitation:

   a. Failing to correct deficiencies shown in the inspection process as required by the Program.
   b. Representing or selling a vehicle as a Certified Vehicle that has not been selected, inspected, repaired, reconditioned or certified pursuant to the terms of the Program.
c. Displaying or selling a vehicle as a Certified Vehicle prior to certification pursuant to the terms of the Program.

d. Violating any Mazda New Vehicle Limited Warranty which is still in effect by submitting Program reconditioning work as a warranty claim.

e. Displaying or selling a Certified Vehicle from a location other than the Approved Dealer Location in Dealer's Mazda Dealer Agreement.

f. Failure to properly repair under Program Warranty.

g. Failure to retain required CPO documents as outlined in the Manual.

D. Upon termination of this Agreement, Dealer shall immediately stop holding itself out as a Mazda Certified Pre-Owned Vehicle Dealer and shall remove all Program signs and point-of-sale materials, and shall remove all Program labeling from vehicles in inventory. Then current Certified Vehicle inventory shall immediately be removed from the Program, but Dealer may continue to sell the vehicle as a used vehicle without benefits of the Program. Mazda shall not be responsible for any costs and/or expenses incurred in connection with the Program (including as a result of Dealer's participation in the Program).

E. Dealer and Mazda acknowledge and agree that this Agreement is not a new motor vehicle dealer agreement for purposes of federal, state and/or local law, provided, however that only a new Mazda motor vehicle dealer may participate in such agreement with Mazda.

F. This Agreement shall automatically expire upon termination of Dealer’s Mazda Dealer Agreement.

INDEMNIFICATION

Dealer shall indemnify and hold harmless Mazda and its employees, officers, directors, shareholders and subsidiaries, against any loss, including but not limited to attorneys’ fees, judgment, settlement or other expense, arising out of the Dealer’s improper or negligent selection, inspection, repair, reconditioning, or certification of a Certified Vehicle, any misrepresentation with respect to a Certified Vehicle or the Program or any allegation of Dealer’s alleged failure to comply, in whole or in part, with any obligation assumed by Dealer pursuant to this Agreement.

Dealer agrees to participate in the Mazda Certified Pre-Owned Vehicle Program in accordance with the Terms and Conditions set forth above.

_____________________________________
Name of Dealership

_____________________________________
Dealer Code

_____________________________________
Signature (Dealer)

_____________________________________
Print Name

_____________________________________
Title

_____________________________________
Date

Please complete, sign and send this agreement to:

EMAIL: CPO@concentirx.com or

Fax: 877-501-2025

Attn: Program Headquarters

Mail to:

Program Headquarters, Dept 2025
P.O. Box 2909
Farmington Hills, MI 48331-2909
APPENDIX C: CPO LIMITED WARRANTY COVERAGE DETAILS

Certified Pre-Owned Vehicle Limited Warranty Provisions

Mazda Certified Pre-Owned Limited Warranty coverage is provided on eligible pre-owned vehicles, under the Mazda Certified Pre-Owned Vehicle Program. Mazda Motor of America, Inc., dba Mazda North America Operations ("Mazda") will provide for repair or replacement of covered components on the vehicle during the Warranty period in accordance with the following terms, conditions, and limitations:

1. **WARRANTY COVERAGE.** The Mazda Certified Pre-Owned Vehicle Program is underwritten by Mazda and is subject to the following terms and conditions:
   - Coverage is provided under the remainder of the Mazda New Vehicle Limited Warranty and the New Vehicle Powertrain Warranty, which commenced when the new vehicle was originally sold.
   - At the conclusion of the Mazda New Vehicle Limited Warranty, additional Mazda Certified Pre-Owned Limited Warranty begins for a total of 12 months or 12,000 miles, whichever comes first from the certified retail date.
   - At the conclusion of the New Vehicle Powertrain Warranty, the Mazda Certified Pre-Owned Limited Powertrain Warranty begins. This Warranty will cover all powertrain components for a total of 7 years or 100,000 miles, whichever comes first from the original in-service date.
   - Warranty coverage is transferable with no deductible payment for covered repairs.

2. **REPAIRS COVERED UNDER THE MAZDA CERTIFIED LIMITED WARRANTY.** Your Mazda dealer will repair or replace all covered components, that are found to be defective in factory-supplied materials or workmanship during the Warranty Period. Damage and other items not covered under the Mazda Certified Pre-Owned Limited Powertrain Warranty are specified on the reverse side under "Parts and Services NOT Covered".

3. **COVERED COMPONENTS.** Components covered by the Mazda Certified Pre-Owned Limited Powertrain Warranty and Additional Limited Warranty are shown on the reverse side.

4. **WHERE TO GO FOR COVERED REPAIRS.** Mazda recommends that you return to your selling dealership for repair of a covered component. However, covered repairs may be performed at any Mazda dealership in the United States and Canada. If you require assistance in receiving covered repairs, or locating the nearest Mazda dealership, owners may contact the Mazda Customer Experience Center at 1 (800) 222-5500. Covered repairs on a Mazda vehicle are not to be performed by other than a Mazda dealership, except in an emergency if your covered vehicle is inoperable and all local Mazda dealership service departments are closed.

5. **REPAIRS.** All Warranty repairs of covered components MUST be made with service parts or remanufactured parts authorized by Mazda. In some cases, the use of Mazda Authorized Remanufactured products is required before and after the expiration of the New Vehicle Limited Warranty.

6. **CARE OF VEHICLE.** Your vehicle must be properly operated and maintained in accordance with the maintenance schedule in the Owner’s Manual for the vehicle. Proof of maintenance may be required in the event a question arises as to whether a malfunction is caused by a defect in factory-supplied materials or workmanship, or lack of proper maintenance or operation.

7. **TRANSPORTATION AND TOWING.** Transportation and towing are not covered under this Warranty. (See Roadside Assistance materials for details on towing coverage under the Mazda Certified Pre-Owned Vehicle Program).

8. **TRANSFERABILITY.** This Warranty is transferable. If you sell this vehicle, any remaining Warranty coverage may be transferred to the purchaser.

THIS WARRANTY GIVES YOU SPECIFIC LEGAL RIGHTS. YOU MAY ALSO HAVE OTHER RIGHTS WHICH MAY VARY FROM STATE TO STATE. TO THE EXTENT ALLOWED BY LAW, ANY IMPLIED WARRANTY OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE APPLICABLE TO THIS VEHICLE IS LIMITED IN DURATION TO THE TERM OF THIS WRITTEN WARRANTY. MAZDA AND YOUR DEALERSHIP SHALL NOT BE LIABLE FOR LOSS OF TIME, INCONVENIENCE, COMMERCIAL LOSS OR FOR ANY OTHER INCIDENTAL OR CONSEQUENTIAL DAMAGES, SOME STATES DO NOT ALLOW LIMITATIONS ON HOW LONG AN IMPLIED WARRANTY WILL LAST OR THE EXCLUSION OR LIMITATION OF INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU. MAZDA CERTIFIED LIMITED WARRANTY COVERAGE, IF APPLICABLE, IS IN ADDITION TO ANY REMAINING NEW VEHICLE LIMITED WARRANTY COVERAGE. NO DEALER, OR ANY AGENT OR EMPLOYEE THEREOF, IS AUTHORIZED TO EXTEND OR EXPAND THIS WARRANTY. VALID ONLY IN THE UNITED STATES AND CANADA.

This Warranty statement is valid for:

VIN: ______________________________ Delivery Date: ______________________________

Owner Name: __________________________________________________________ Mileage at Time of Delivery: ____________

Address: ______________________________________________________________ City: __________________________ State: _____ ZIP: ____________

Dealer Signature __________________________________________________________

Owner Signature __________________________________________________________

White: Dealer Copy Yellow: Customer Copy Pink: Lien Holder Copy CPO-005 (8/18)

Certified Pre-Owned
Covered Components
This warranty covers any repair of a defect in material or workmanship (except wear and tear), unless excluded in the "Parts and Services NOT covered" section.

Parts and Services NOT Covered

- Maintenance service adjustments and cleaning (Does not cover the cost of parts and labor involved in any scheduled maintenance service. This warranty does not cover replacement of filters, oil, lubricants, or fluids, wheel alignments and balancing, brake and clutch adjustments or any mechanical adjustments or headlight adjustments.)
- Wear and Tear Items (including, but not limited to, the replacement of batteries, windshield wiper blades or inserts, brake pads, brake rotors, brake drums, brake lines, spark plugs, cabin filter, clutch linings, clutch pressure plate, strut, shocks, strut bearings, ATF oil filter, belts, hoses, clamps, worn seats, convertible top or other trim, and appearance items that wear as a result of normal use or deterioration)
- Paint, Tires, and Wheel finish
- Loaner Rentals (Does not include loaner allowance)
- Repairs caused by damage or unreasonable use (damage from road hazards, accident, fire or other casualty, misuse, negligence, racing, or failure caused by modifications or parts not authorized by or supplied by Mazda).
- Damage from the environment (airborne fallout, acts of war, chemicals, trees sap, salt, hail, windstorm, lightning, road hazards, etc.).
- Damage resulting from lack of required maintenance (failures caused by the owner neglecting to perform the required maintenance services set forth in the maintenance schedule of the Owner Manual for the vehicle). Costs of these routine maintenance services are not covered. Proof of maintenance may be required, which may include inspection of maintenance records.
- Repairs needed to a covered part caused by the failure of a non-covered part.
- Repairs to the vehicle if the odometer is altered, broken or repaired/replaced so that the actual mileage cannot be determined.
- To the extent allowed by law, loss of use of vehicle including loss of time, inconvenience, commercial loss, and consequential damage.
- Vehicles manufactured for sale outside of the 50 United States and Canada.
- Repairs to the vehicle performed outside of the 50 United States and Canada, and repairs required because of normal operation outside of the 50 United States and Canada.
- Repairs made on or before the effective date of this Mazda Certified Pre-Owned Limited Warranty will not be valid if the New Vehicle Limited Warranty has been voided or the vehicle has been totaled or salvaged.
- Ineligible vehicles include vehicles used by police, taxis, livery, shuttle, commuter, ambulances, tow trucks, branded vehicles, or vehicles equipped with snowplows.
APPENDIX D: Reinstatement Form

Reinstatement after 32 days from Reported Retail Sale

All information below must be completed in order for Program Headquarters to process the reinstatement.

Reinstatement of a vehicle requires that the vehicle comply with the applicable Mazda 160-point inspection administered by a Certified Mazda Service technician. By reinstating this vehicle into my certified inventory, I agree that this vehicle meets all certification requirements, terms and conditions of the Mazda Certified Pre-Owned Program.

☐ I agree. Enter the vehicle back into the dealership’s certified inventory.
☐ I do not agree. Reinstall the vehicle but allow for decertification at this time.
☐ I do not agree. Reinstall the most recent certification/sale and allow for decertification.
☐ Reinstall original certification/sale into dealership’s inventory allowing the dealership to report the correct sale information.

I am requesting the reinstatement of the VIN specified below for the following reason (Please check one):
☐ Customer’s financing fell through
☐ Duplicate Certification and Sale
☐ Other with Explanation: ________________________________

VIN: __________________________

Date Vehicle was returned to Dealership: ______________

Mileage to Reinstall: __________ Mileage Reported at Sale: __________

Dealership Name: __________________________  Dealer Code: __________

Because this Vehicle Reinstatement is being requested outside of the 32-calendar day grace period (e.g. the time between the reported sale date and the vehicle reinstatement date), I understand that the dealership will automatically be charged a $250 Administrative Fee.

Dealer Principal / General Manager Name (Please Print): __________________________

Dealer Principal / General Manager Signature: __________________________ (Mandatory)

Please fax the completed form to 877-501-2025

If you have any questions or concerns call Program Headquarters at 866-641-7366
APPENDIX E: MAZDA CPO ADMINISTRATION WEBSITE

The Mazda CPO Administration website is a central location for all CPO program information and sales activity. Access the CPO Administration website via MX Connect.

First, click the “Remarketing/CPO” menu tab. Then, select “Certified Pre-Owned Program (CPO)” in the Programs menu. The website can also be accessed directly from https://cpo.mazdausa.com.

Certified Fact
For quick access to the CPO Administration website, bookmark the direct link in your browser (https://cpo.mazdausa.com).
The CPO Administration home page will open in a new browser window. From the home page, you can work directly with a vehicle by typing in a VIN number. See the diagram below for additional information and features.

The primary functions of the CPO Administration website include:

- Certify a vehicle
- Report the sale of a CPO vehicle
- Reinstate a vehicle (cancel a vehicle sale)
- Decertify a vehicle
- Run/Print a Vehicle History Report
- Certification Maintenance - Update the Stock Number, Price or Mileage of a CPO vehicle
- Learn how to print a VIN specific Window Sticker
- Print multiple VIN specific Window Stickers at one time
- Reprint a VIN specific Window Sticker
- Access program forms
APPENDIX F: CPO VEHICLE CERTIFICATION PROCESS

Complete the pre-owned certification process via the Mazda CPO Administration website. Before accessing the site, gather the following information that you will be required to enter:

- VIN number
- Stock number
- Service technician name
- Mileage at certification
- Retail price (optional)
- Certification date from the repair order

To begin the certification process, access the CPO Administration website via MX Connect. From the CPO Administration website home page menu, click the “Admin” tab. Then click “Vehicle Certification” in the drop-down menu.
Next, follow the on-screen instructions, entering the requested information. Required information is highlighted in red text. After you have entered all information, click “Continue” to advance to the next step.

**Vehicle Certification**

**Certifying a vehicle is a two-part process:**
- Complete the form below and click “Continue” button.
- Verify and submit the information.

**Required fields are indicated by *:**

- **VIN**
- **Stock**
- **Service Technician (Name)**
- **Mileage at Certification**
- **Price**
- **Certification Date**
- **160 Pt Inspection**

(You can Enter a Certification Date up to 30 Days in the Past.)
(I confirm that I have done the 160 Pt Inspection)

**Note:** Do not use commas, decimals, or special characters when completing the mileage at certification and price fields.

![Confirm the 160-Point Quality Assurance Inspection was completed.]

After all information has been entered, click “Continue” to advance to the next screen.

**Important! New!** Completing all open recalls is part of the CPO vehicle inspection process. If an open recall exists, the system will alert you of this fact when the vehicle is added to inventory. Recall work must be completed prior to vehicle delivery.

Review the information carefully and make certain that you have selected the correct vehicle.

![New! Certification Date can now be entered up to 30 Days in the Past.]

**Important Safety Message:** There is an open recall on this vehicle that you must complete prior to delivery. Click the “Submit” button below to Continue or click “Previous” to stop this process.
If the vehicle information is correct, you can proceed. To do so, you should run and print the Vehicle History Report (AutoCheck®) by clicking on “Run Veh Hist Report.” The report will open in a new browser window with full print and save capabilities.

Next, decide whether you wish to print a VIN specific window sticker now or later and select the appropriate radio button (if you have more than one sticker to print, it is a good idea to choose to print later so that you can print all at the same time).

If you choose to print the Window Sticker now, a new browser window will open with a PDF version of the sticker contents. After you load the Mazda Window Sticker into your printer, you can print directly from the PDF file.

Regardless of your Window Sticker printing choice, the system confirms the vehicle has been certified with the following screen. At this point, you can certify another vehicle by clicking “Certify Another.”

**IMPORTANT! NEW!** The Mazda CPO Administrative website will now stop any vehicle from being entered multiple times by the same dealer within any 12-month period. Please contact your CPO Regional Manager or CPO Program HQ should you need to make changes to the prior reported sale or need to add the vehicle to the CPO program a second time.
APPENDIX G: REPORTING THE SALE OF A CPO VEHICLE

Report the sale of a Certified Pre-Owned vehicle via the Mazda CPO Administration website. Enter the CPO Administration website by clicking the “Certified Pre Owned Program (CPO)” link in MX Connect.

From the CPO Administration website home page, select the “Admin” tab and then click the “Report Vehicle Sale” link from the drop-down menu.
Follow the on-screen instruction to find and select the correct vehicle to report as sold.

After you have entered the vehicle selection criteria, the system returns the vehicle information in the grey shaded area. Before proceeding, review the information to ensure that the correct vehicle is selected. Next, complete the purchasing customer information section. Required fields are highlighted in red text.
The customer information that you entered will appear on the next screen in a second grey box. Review the information and make certain that everything is correct. If not, click “Previous” in the lower left part of the screen. You will go back one screen where you can re-enter the correct information.

To continue, enter the details of the sale in the provided text boxes. Note that required fields are highlighted in red text.

After you have entered the transaction information, review your entries, then click “Continue” to advance to the next screen.
On the next screen, you will see the transaction information you entered now appears in a grey box. Review the information for correctness. If necessary, click “Previous” to go back and make corrections.

Otherwise, click “Submit this Vehicle for Sale” to confirm the sale of the vehicle. If you discover that you have selected the wrong vehicle, you can click “Cancel this Sale” to cancel all entries from this session.
After clicking the “Submit” button, you will have one more opportunity to cancel the recording of this sale via the system confirmation pop-up message (as displayed below). If you wish to continue recording the sale, click “OK.” If not, click “Cancel,” then go back and make changes as needed.

After clicking “OK” to confirm the recording of the vehicle sale, the system responds with the following confirmation message. At this point, you can exit the CPO Administration screen, or, click the “Record next sale” button to record the sale of another CPO vehicle.
IMPORTANT! NEW! A notice will appear if a vehicle has an open recall.

If a vehicle is selected which has an open recall, a notice will be shown - the user will have to click on the "Continue" button in order to finish reporting the vehicle as sold. Clicking continue means you are personally affirming the open recall was completed on the vehicle.
APPENDIX H: VEHICLE DECERTIFICATION PROCESS

A Certified Pre-Owned vehicle can be decertified via the Mazda CPO Administration website. Enter the CPO Administration website by clicking the “Certified Pre Owned Program (CPO)” link in MX Connect. From the CPO Administration website home page, select the “Admin” tab and then click the “Vehicle Decertification” link from the drop-down menu.
To begin, select the vehicle that you wish to decertify.

Follow the on-screen instructions to choose the correct vehicle.

Change the drop-down selection from “VIN” to “Stock” to search by stock number.

Search by certification date range.

A search by date certified will display all vehicles from that date range.

Select the appropriate vehicle.
Once the VIN is selected, the vehicle information contained in the CPO database is displayed. Review the information carefully to confirm it is the correct vehicle.

Select the reason for decertification by clicking on the appropriate radio button. Note any documentation requirements.

Next, select the reason that the vehicle is being decertified. Be certain that you have the proper backup to justify the reason for decertification. Select continue to advance to the next screen.
Verify the information and confirm that everything is correct. Read the next screen carefully and indicate your agreement by clicking the “Complete Process” button. If you need to make any correction, click the “Previous” button and make changes as needed.

Once again, confirm that you wish to decertify the vehicle by clicking “OK.” Or, if changes are required, or you realize that you are decertifying the incorrect vehicle, click “Cancel.”
The following form opens in a new browser window. You are required to print, sign and keep the form on file for at least 3 years.

The system confirms that the vehicle has been decertified. You can now exit the CPO Administration website, or click “Decert Another” to begin the decertification of another vehicle.
APPENDIX I: 160-POINT QUALITY ASSURANCE INSPECTION CHECKLIST

<table>
<thead>
<tr>
<th>VEHICLE VIN &amp; MAINTENANCE CHECK</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Run Warranty Vehicle inquiry in eMDCS to check for any voided warranty or branded title.</td>
</tr>
<tr>
<td>2. Vehicle History Report—Run, print, or search for eligibility and attach.</td>
</tr>
<tr>
<td>3. Check and perform all outstanding recall/STSP campaigns.</td>
</tr>
<tr>
<td>4. Ensure MAZDA CONNECT™ is updated to most current version.</td>
</tr>
<tr>
<td>5. Check PCM (Power Control Module) and TCM (Transmission Control Module) calibrations and update to the latest calibration.</td>
</tr>
<tr>
<td>6. Check for DTCs (Diagnostic Trouble Codes) and diagnose if present.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>MAZDA MECHANICAL QUALITY ASSURANCE CHECK</th>
</tr>
</thead>
<tbody>
<tr>
<td>I. VEHICLE VIN &amp; MAINTENANCE CHECK</td>
</tr>
<tr>
<td>1. Replace air filter, (NA if vehicle less than 1 year in service or less than 15,000 miles.)</td>
</tr>
<tr>
<td>2. Replace wipers blades &amp; top off washer fluid, (NA if vehicle less than 1 year in service or less than 15,000 miles.)</td>
</tr>
<tr>
<td>3. Confirm that fuel cap is present and that it seats properly.</td>
</tr>
<tr>
<td>4. Confirm that there are no cracks or excessive wear and have proper tension.</td>
</tr>
<tr>
<td>5. Confirm that there are no breaks or missing ducts, brackets or engine covers.</td>
</tr>
<tr>
<td>6. Confirm that there is no water in the engine oil.</td>
</tr>
<tr>
<td>7. Confirm that there are no obvious broken or damaged components in the engine compartment.</td>
</tr>
<tr>
<td>8. Brakes master cylinder and clutch master cylinder have the correct fluid level.</td>
</tr>
<tr>
<td>9. Power steering reservoir at the correct level.</td>
</tr>
<tr>
<td>10. Remove oil cap to confirm no sludge build up.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>II. UNDER THE HOOD</th>
</tr>
</thead>
<tbody>
<tr>
<td>11. Engine Coolant</td>
</tr>
<tr>
<td>12. Confirm cooling fan operation.</td>
</tr>
<tr>
<td>13. Confirm water pump does not generate any noise or have any leaks.</td>
</tr>
<tr>
<td>14. Confirm that coolant recovery tank is full to the correct level and does not leak.</td>
</tr>
<tr>
<td>15. Check upper and lower radiator hoses for cracks/damaged or excessive wear.</td>
</tr>
<tr>
<td>16. Confirm that there are no obvious signs of refrigerant leakage from A/C system hoses/ports.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>III. TIRE, BRAKES &amp; SUSPENSION</th>
</tr>
</thead>
<tbody>
<tr>
<td>17. Battery</td>
</tr>
<tr>
<td>18. Battery is correct specification for this vehicle.</td>
</tr>
<tr>
<td>19. Battery posts are free of corrosion and properly secured.</td>
</tr>
<tr>
<td>20. Battery is charged to a minimum of 12.4V.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>APPENDIX I: 160-POINT QUALITY ASSURANCE INSPECTION CHECKLIST</th>
</tr>
</thead>
<tbody>
<tr>
<td>IV. BODY ELECTRONICS</td>
</tr>
<tr>
<td>21. Horns</td>
</tr>
<tr>
<td>22. Clock is operational.</td>
</tr>
<tr>
<td>23. Ambient temperature displays.</td>
</tr>
<tr>
<td>24. Steering wheel audio controls operate correctly.</td>
</tr>
<tr>
<td>25. Windshield washer operates (front and rear).</td>
</tr>
<tr>
<td>26. Power outlets are operational.</td>
</tr>
<tr>
<td>27. Power windows operate from master switch and all door switches.</td>
</tr>
<tr>
<td>28. Door locks operate from the master switch and all vehicle remotes.</td>
</tr>
<tr>
<td>29. Operation of child restraint door locks, set to unlock position.</td>
</tr>
<tr>
<td>30. Power sunroof operates properly.</td>
</tr>
<tr>
<td>31. Radio, CD, and speakers operate.</td>
</tr>
<tr>
<td>32. Command switch operation.</td>
</tr>
<tr>
<td>33. Interior and/or port operation.</td>
</tr>
<tr>
<td>34. Confirm Bluetooth and voice recognition operations.</td>
</tr>
<tr>
<td>35. Verify Personalization feature operation.</td>
</tr>
<tr>
<td>36. Alarm system is functional.</td>
</tr>
<tr>
<td>37. Keyless remote entry is present and functional (verify all remotes).</td>
</tr>
<tr>
<td>38. Start MAZDA CONNECT™ system to factory defaults.</td>
</tr>
<tr>
<td>39. Confirm Navigation System SD card is present and functional.</td>
</tr>
</tbody>
</table>
### APPEARANCE INSPECTION CHECK ITEMS

<table>
<thead>
<tr>
<th>Vehicle Interior</th>
<th>Vehicle Exterior</th>
<th>Interior/Exterior Lights</th>
<th>V. Manuals and Documentation</th>
<th>VI. TEST DRIVE (10-15 MINUTES)</th>
</tr>
</thead>
<tbody>
<tr>
<td>75. Test tilt and telescoping steering wheel for proper operation</td>
<td>86. No cracked or broken or excessively faded exterior lenses</td>
<td>97. Low beam and high beam headlights work properly, including auto lights and high beam</td>
<td>14. Verify that VIN plates match under hood, dash and door pillar</td>
<td>17. Confirm engine starts normally (no hard to start or long crank)</td>
</tr>
<tr>
<td>76. Cup holders, ashtrays, and storage compartments are present and clean</td>
<td>87. All emblems are present and in good condition</td>
<td>98. High beam indicator light works correctly</td>
<td>15. Provide 2 set of programmed keys</td>
<td>18. Confirm that engine idles properly</td>
</tr>
<tr>
<td>77. Seats, carpets, floor mats, door panels and headliner are free of stains and abnormal wear</td>
<td>88. Door mirrors function and are not damaged</td>
<td>99. Turn signal lights and hazard lights work properly</td>
<td>16. Confirm Owner’s Manual, Warranty Manual and Navigation Guide (if NAVI equipped) are located in the vehicle glove box</td>
<td>19. Check that engine reaches normal operating temperature</td>
</tr>
<tr>
<td>78. Confirm that there is only one (1) floor mat on the driver side floor and that it is properly secured by the floor hooks</td>
<td>90. Windshield is free of cracks, large chips, and improper repairs</td>
<td>100. Tail lights and brake lights work properly</td>
<td>17. Engine is not leaking</td>
<td>20. Confirm exhaust system is not leaking</td>
</tr>
<tr>
<td>79. Seats and headrests work properly in all positions</td>
<td>91. Body is free from dents</td>
<td>101. Side marker lights work properly</td>
<td>21. Check oil level and condition</td>
<td>22. Check suspension and steering for looseness</td>
</tr>
<tr>
<td>80. Folding rear seats operate normally</td>
<td>92. Bumpers are free of cuts and scratches</td>
<td>102. Backup lights work properly</td>
<td>23. Check steering and suspension for noise</td>
<td>24. Check steering fluid level and condition</td>
</tr>
<tr>
<td>81. Seat belts have full range of extension and smooth operation, NO WEAK, TIDS, STAINS or WEAR</td>
<td>93. Windshield is free of major scratches and chips</td>
<td>103. Verify that the front license plate is properly mounted on the front of the vehicle</td>
<td>25. Check all drive line and suspension components</td>
<td>26. Check wheel bearings and axles for noise</td>
</tr>
<tr>
<td>82. Seat belts lock up per specification. Child LATCH lower anchors and tether anchors are not damaged.</td>
<td>94. No evidence of mismatched paint, drip, runs, dirt or orange peel function properly</td>
<td>104. License plate lights work properly</td>
<td>27. Check all tire pressure and condition</td>
<td>28. Check all brake fluids for proper condition</td>
</tr>
<tr>
<td>83. Remote hood and fuel door releases operate normally</td>
<td>95. Check that spare tire is present and at proper inflation</td>
<td>105. Air bag light illuminates correctly. Also Passenger Airbag Deactivation (PAD) light operation</td>
<td>29. Check all undercarriage components</td>
<td>29. Check all interior lights are properly illuminated</td>
</tr>
<tr>
<td>84. Replace cabin air filter with a Mazda genuine part (N/A if vehicle less than 1 year in service or less than 15000 miles.)</td>
<td>96. Check that jack and tools are present and not damaged</td>
<td>106. Instrument panel lights work correctly</td>
<td>30. Check all carpet, trim and headliner for stains or damage</td>
<td>31. Check all interior lights are properly illuminated</td>
</tr>
</tbody>
</table>

### ADVANCED INSPECTION CHECKLIST WHERE APPLICABLE

| 1. Convertible top functions correctly | 2. Roof rack is secure and in good condition | 3. Trailer Hitch and wiring is secure and in good condition |
| 4. Convertible top functions correctly | 5. Roof rack is secure and in good condition | 6. Trailer Hitch and wiring is secure and in good condition |
## APPENDIX J: CPO VEHICLE DELIVERY CHECKLIST

### Vehicle Delivery Checklist

<table>
<thead>
<tr>
<th>Customer's Name</th>
<th>VIN or Stock #</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- **Vehicle Delivery Preparation**
  - Complete prior to customer review
  - Inspect and clean vehicle interior & exterior
  - Verify all equipment is functional and properly set (e.g., clock)

- **Customer Delivery Material**
  - Provide customer with CPO Handbook & review
  - Roadside Assistance Program
  - MyMazda.com (offer to help register the customer)
  - Provide the customer with the following CPO documents: Documents can be stored in handbook sleeve
  - Limited Warranty Provisions
  - Vehicle History Report
  - 160-Point Inspection
  - Delivery Checklist
  - AutoCheck® Buyback Protection

- **Owner's Manual Highlights**
  - Provide Owner's Manual and review key sections
  - Explanation of vehicle operations
  - Vehicle appearance care
  - Vehicle maintenance schedule
  - Vehicle specifications
  - Quick reference guide

- **Service Department**
  - Introduce Service Manager; provide business cards
  - Review Service and Parts Department hours of operation
  - Explain free Full Circle Service Inspection (provide copy)
  - Schedule first maintenance service
  - Date ________________

<table>
<thead>
<tr>
<th>Vehicle Presentation</th>
</tr>
</thead>
</table>
| **Exterior Features** (Explain or show the location of...)
  - Hood release
  - Engine oil dipstick
  - Coolant level check
  - Washer tank
  - Fuse panels, under dash and under hood
  - Child safety locks in rear doors
  - Spare tire, jack and lug wrench location
  - Tire repair kit
  - Wheel lock key (if equipped)
  - Convertible top operation (MX-5 Miata)

| **Interior Features** (Explain or show the location of...)
  - Seat adjustments
  - Cowl vent hotter locations
  - Headlights/Wipers/Turn signals/Emergency flasher
  - Heater/Defroster/Air conditioning controls
  - Radio/CD player
  - Trunk lid release
  - Fuel door release
  - Navigation system (if equipped)
  - Keyless entry/Alarm/Immobilizer (if equipped)
  - Electric mirror operation (if equipped)
  - Cruise control (if equipped)
  - Passenger air bag on-off switch (MX-5 Miata)
  - Bluetooth® operation (if equipped)
  - SiriusXM® Radio operation (if equipped)

- **Floor Mats**
  - Ensure floor mats are properly handled after cleaning
  - Do not install floor mats, on or on top of the other, on the driver side
  - Accessory rubber floor mats should be cleaned with mild soap and water only

- **Tire Pressure Monitoring System**
  - System Overview
  - Demonstrate how to initialize the TPMS systems
  - Push and hold the “SET switch” until the TPMS warning light flashes twice and one beep is heard
  - Review the system Caution

<table>
<thead>
<tr>
<th>Customer's Signature</th>
<th>Salesperson's Signature</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Comments</th>
<th>Delivery Date</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

White: Customer Copy  Yellow: Dealer Copy  CPO-024 (4/16)
APPENDIX K: ROADSIDE ASSISTANCE DETAILS

Mazda CPO customers are entitled to complementary roadside assistance throughout the duration of their Certified Pre-Owned 7-Year/100,000 Mile Powertrain Limited Warranty coverage. Program coverage includes:

- Towing to the nearest authorized Mazda dealership for warranty related repairs
- Jump-starts
- Flat tire changes
- Gas delivery
- Lockout assistance

Roadside Assistance is available:

- 24 hours a day, 365 days a year
- Throughout the United States and Canada, including Hawaii and Alaska
- Throughout the duration of the Mazda CPO Limited Warranty coverage

Items covered through Roadside Assistance include:

- Transportation service, for example, labor performed at the site of the disablement (e.g., changing a tire)
- Service call for a jump start, lockout, or delivery of gasoline
- Towing of the vehicle (limit one tow per disablement)

Items not covered through Roadside Assistance include:

- Parts, rental of towing equipment, storage fees, tire repair, or any labor performed at a garage or service facility
- Parts involved in lockout service
- Any form of impounded towing or towing by other than a licensed service station or garage
- Assistance from someone other than a licensed service station or garage employee

Roadside Assistance contact information

- Phone Number: 1-800-866-1998
APPENDIX L: AUTOCHECK® VEHICLE HISTORY REPORT BY EXPERIAN

What is an AutoCheck® Score?

Only AutoCheck® vehicle history reports include the patented AutoCheck® Score, a tool that enables you to understand a vehicle's past quickly and easily, compare it to other vehicles, and lower the risk of buying a vehicle with undetected problems.

Your vehicle's history can affect your vehicle's AutoCheck® Score. Factors that can negatively influence the Score include:

- Accidents
- Mileage
- Title brands such as salvaged or rebuilt title
- Problems with the odometer such as rollback or broken odometer
- Frame damage
- Water damage
- Whether the vehicle has been branded as a lemon
- Whether the vehicle has ever been stolen or repossessed
- Whether the vehicle has ever been used as a police or taxi vehicle

Think of the AutoCheck® Score as a rating summarizing the longer list of report data. Paired with the AutoCheck® Score Range, the AutoCheck® Score allows you to quickly compare vehicles of similar age and class. View a sample AutoCheck® Score tile below:

What does the AutoCheck® Score mean?

The Score is based on a scale of 1 to 100, but it's very important to read the Score in conjunction with the Score Range, since looking at the Score without knowing the range will only reveal half the story. Review the example below:

<table>
<thead>
<tr>
<th>CAR 1</th>
<th>CAR 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017 Mazda3</td>
<td>2017 CX-5</td>
</tr>
<tr>
<td>Score: 88</td>
<td>Score: 89</td>
</tr>
<tr>
<td>Score Range: 88-93</td>
<td>Score Range: 90-95</td>
</tr>
</tbody>
</table>

In this example, Car #1 has a lower Score than Car #2. However, take a look at the Score Ranges. For Car #1, other comparable 2017 Mazda3 should fall into a range from 88 to 93, but this car scored an 88. That means the car has a comparable vehicle history compared to other similar cars of the same make and model.
Car #2 has a Score of 89. Because this is higher than Car #1’s Score, you might assume this car has a more favorable vehicle history, but that’s not entirely accurate. Comparable 2017 Mazda CX-5 should score in a range from 90 to 95, and this car falls short. That means the car’s history is less favorable when compared to other similar cars of the same make and model.

The AutoCheck® Score is based on a number of key factors, including:

- **Age** - In general, the older the car, the lower the Score.
- **Vehicle Class** - Compact cars look nothing like pickup trucks. Their breakdown history can be just as different.
- **Mileage** - In general, the more miles a vehicle has, the lower the Score, compared to similar vehicles.
- **Number of Owners** - Our data tell us the number of owners that vehicles generally have over time. If a car has had more than the expected number, that can cause the Score to decrease.
- **Vehicle Use and Events** - Other factors such as taxi use, accidents, repossession and theft history also affect the AutoCheck® Score.

**Where does AutoCheck® get its data?**

Developed by Experian, a global leader in information solutions, AutoCheck® vehicle history reports are highly valued by thousands of auto dealers, leading U.S. auto auctions, and manufacturer certified pre-owned programs using the reports every day to ensure they are bringing their customers the very best vehicles available.

AutoCheck® vehicle history reports provide essential data from extensive sources:

Data is compiled from many sources including the Department of Motor Vehicles, salvage yards/recycling facilities, auctions, insurance companies and other independent sources.

Police-reported accident information is available for all 50 states and the District of Columbia.

Critical information on storm-damaged vehicles and vehicles registered in Federal Emergency Management Agency storm damage areas at the time of major storm events.
APPENDIX M: CPO PROGRAM STARTER KIT

Upon enrolling in the CPO Program, dealers will receive the required materials in a CPO Program Starter Kit. The kit includes:

- CPO Certification/Customer Delivery Kit, including:
  - 10 Large Branded CPO Envelopes, each containing:
    - CPO Forms Envelope
    - 160-Point Quality Assurance Inspection Checklist
    - CPO Customer Delivery Checklist
    - CPO Limited Warranty Provisions Form
    - Printable CPO Window Sticker
    - CPO License Plate Insert
    - CPO Front Windshield Decal
    - CPO Mirror Hang Tag
    - Customer Handbook

- 25 CPO Showroom Brochures

Dealers may order additional required CPO Vehicle POS Kits, Certification/Customer Delivery Kits as well as additional non-required items (light pole banners, bow flags, pole protectors, etc.) on the eStore.
APPENDIX N: SAMPLE THANK YOU LETTER/WARRANTY CARD

Dear [First name]:

Thank you for purchasing a Mazda Certified Pre-Owned (CPO) vehicle from [DEALER NAME].

As you’ve probably discovered by now, everything we do at Mazda is designed to inspire confidence. And nowhere is that more evident than our CPO program.

To ensure your satisfaction and peace of mind, your vehicle is protected by our manufacturer-backed 7-year/100,000-Mile Limited Powertrain Warranty* as well as a 12-month/12,000-Mile Limited Vehicle Warranty†. The goal is worry-free enjoyment of your Certified Pre-Owned vehicle. To that end, both you and qualified family members are also covered by our complimentary 24-Hour Emergency Roadside Assistance Program throughout the United States and Canada.

When you have the kind of confidence we do about the quality of our cars, it’s easy to offer these reassuring benefits.

We also invite you to take a moment and register your new Mazda at our Mazda Owner’s Web site MyMazda.com. Once you do, you’ll get access to exclusive discounts, personalized maintenance schedules, accessories for your vehicle and much more.

If you have any questions or concerns, please feel free to contact [DEALER NAME] or the Mazda Customer Experience Center via email at MazdaCustomerExperience@MazdaUSA.com, or by calling (800) 222-5500.

We hope you enjoy your new Mazda and welcome to the Mazda family.

Sincerely,

Nobu Hiqashino
Vice President, Vehicle Sales Planning

*Coverage begins from the original retail sales date and covers 7 years/120,000 miles, whichever comes first.
†Each Mazda Certified Pre-Owned vehicle comes with a 12-Month/12,000-Mile Additional Limited Warranty with no deductible on covered components, which begins when the factory warranty ends. If it’s out of warranty, the 12-Month/12,000-Mile Limited Warranty, whichever comes first, begins on the certified retail date.
APPENDIX O: DEALER DISCONTINUATION LETTER SAMPLE

< Dealer Letterhead >

MNAO Address
Month Date, Year

Attention: Certified Pre-Owned Program Headquarters

This is our notice of intent to terminate our enrollment in the Mazda Certified Pre-Owned Vehicle Program.

Upon submission of this notice, <ABC Mazda> shall immediately:

1) Stop representing itself as a Mazda Certified Pre-Owned Vehicle Dealer
2) Remove all CPO Program signs, point-of-sale materials and labeling from Mazda Certified Pre-Owned Vehicles in inventory and send them to:
   Program Headquarters
   34115 West Twelve Mile Rd
   Farmington Hills, MI 48331
3) Cease representing itself as a Mazda Certified Pre-Owned Vehicle Dealership
4) Immediately remove current Mazda Certified Pre-Owned Vehicle inventory via the CPO Program Web site

I understand that any vehicle certification charges to my dealership will not be processed until all certified pre-owned inventory is removed from the CPO Program Web site at https://cpo.mazdausa.com.

Thank You,

<Signature>

<Insert General Manager/Dealer Principal Name>
<Insert Title>
APPENDIX P: PARTNERSHIP WITH AUTOTRADER.COM

Autotrader Partnership

Mazda has partnered with Autotrader.com to list our entire inventory of Mazda Certified Pre-Owned vehicles on the website. Autotrader.com is one of the most searched automotive third-party classified Website with over 18 million shoppers including mobile sites actively looking for a new, used or certified vehicle each month.

Here's how it works.

Mazda Certified Pre-Owned (CPO) inventory is updated daily to Autotrader.com for all participating dealerships. Consumers coming to Autotrader.com to find their next vehicle will have the opportunity to search Mazda Certified Pre-Owned vehicles through multiple search options including a “Certified Only” option that will exclusively generate dealer Certified inventory that matches the potential customer’s criteria. Mazda Certified Pre-Owned vehicles will also be mixed into the general “all” and “used car” search results.

When reviewing Mazda Certified Pre-Owned listings, consumers will see Mazda CPO logos in each listing with a link the many benefits of buying a Mazda Certified Pre-Owned vehicle over other pre-owned vehicles. Additionally, Mazda Certified Pre-Owned banner ads will appear throughout the “Find Your Car” search path on desktop and mobile to drive additional exposure on the value of Mazda’s Certified Pre-Owned program.

Mazda Certified Pre-Owned listings are uploaded to Autotrader.com’s database at no cost to dealers driving additional leads, traffic and sales to participating Mazda CPO dealers.

Questions on how Autotrader works? Call Autotrader directly at 1-800-353-9350, or visit Autotrader.com.
APPENDIX Q: PARTNERSHIP WITH CARS.COM

Cars.com Partnership

Cars.com is a leading destination for online car shoppers, offering credible and easy-to-understand information from consumers and experts to help buyers determine what to buy, where to buy and how much to pay so they feel confident about their decision.

Mazda has partnered with Cars.com to list Mazda Certified Pre-Owned vehicles on Cars.com and its network of more than one hundred national and local websites to promote Mazda CPO to more than 20 million new, certified and used vehicles shoppers each month. Additionally, Mazda’s CPO listings are also accessible via Cars.com’s many mobile car shopping platforms including its mobile website, iPhone, Android and iPad apps.

Here's how it works.

Cars.com uploads Mazda’s CPO inventory for all participating dealers. Consumers visiting Cars.com and many of its partner sites can then search for CPO inventory through multiple search options including a “Certified Only” option that will only display Certified inventory that matches the customer’s search criteria. Certified inventory will also be listed if the consumer searches for “all pre-owned” Mazda inventory.

When reviewing Mazda Certified Pre-Owned inventory listings on Cars.com, consumers will see:

- A Mazda CPO logo with each listing to ensure the benefits of Mazda Certified is communicated
- A short description of the vehicle with mileage and price
- Dealer contact information, including a unique and measurable 800 number for each dealership
- Display ads promoting Mazda CPO

Once a consumer narrows their search to a single vehicle, the consumer will be able to access more in-depth information, such as:

- Vehicle Photos and Videos (where available)
- Detailed vehicle description and additional shopping tools (e.g. Black Book value, map/directions, finance loan calculator, specs, consumer and expert reviews, safety/reliability overview)
- Additional tools to contact the dealer such as live chat (where available)
- Display ads promoting Mazda CPO

Questions on how Cars.com works? Call us directly at 888-252-7731, or visit www.dealers.cars.com
APPENDIX R: PARTNERSHIP WITH KBB.COM

Partnership with Kelley Blue Book (www.kbb.com)

Founded in 1926, Kelley Blue Book, The Trusted Resource®, is the vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry. Each week the company provides the most market-reflective values in the industry on its top-rated website KBB.com, including its famous Blue Book® Trade-In Values and Fair Purchase Price, which reports what others are paying for new and used cars this week. The company also provides vehicle pricing and values through various products and services available to car dealers, auto manufacturers, finance and insurance companies, and governmental agencies. Kelley Blue Book’s KBB.com ranked highest in its category for brand equity by the 2016 Harris Poll EquiTrend® study and has been named Online Auto Shopping Brand of the Year for five consecutive years. Kelley Blue Book Co., Inc. is a Cox Automotive™ brand.

KBB.com relationship

Mazda and Kelley Blue Book have joined forces to elevate Mazda Certified Pre-Owned vehicles on KBB.com, which reaches 20+ million unique monthly visitors on average[1]. The KBB.com CPO Center educates shoppers about the benefits of CPO and OEM certification standards, and also prompts vehicle searches. In addition, merchandizing CPO inventory on KBB.com drives in-market shoppers to consider CPO and purchasing from Mazda.

Here's how it works:

KBB.com shoppers can look up the Kelley Blue Book® Certified Pre-Owned Price for the vehicle in which they are interested and view inventory from local dealers on the pricing page. Shoppers will only see search results for CPO inventory for participating OEMs such as Mazda.

Shoppers can view Mazda CPO inventory in the Used Car and New Car sections on KBB.com, as well as in the Cars for Sale section, ensuring Mazda’s CPO program and available CPO vehicles are front and center for in-market shoppers throughout their research process.

[1] Autotrader CPO Study
Kelley Blue Book lists all Mazda CPO inventory on KBB.com for Mazda dealers with CPO vehicles.

- Shoppers are able to search or filter for CPO vehicles
- Standard listings include:
  - Mazda CPO Badge with overlay touting Mazda Certified Pre-Owned benefits
  - Vehicle description, price, mileage, a stock photo, dealership address and phone number, and a lead form
  - All Mazda CPO listings in the Cars for Sale section of KBB.com feature a link to a free AutoCheck® vehicle history report
- Kelley Blue Book provides additional merchandising and exposure for dealers that subscribe to a KBB.com listings package, including: chat, VIN-specific photos, videos and additional placements.

For more information, please visit b2b.kbb.com.