

MAZDA CO-OP ADVERTISING PROGRAM (MCAP) GUIDE

(VERSION 3: WEBSITE, SALES, SERVICE & PARTS)



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CO-OP PROGRAM GUIDE OVERVIEW

The Mazda Co-Op and Advertising Program (MCAP) is designed to support dealer advertising efforts in promoting the Mazda brand and product awareness. To ensure the customer's exploration and shopping experience with Mazda (OEM or dealer) is always from an aligned, premium position, all advertising must act as an extension of the Mazda brand – a continuation and an expression of the Mazda premium experience.

ELIGIBILITY FOR CO-OP FUNDING

In order to be eligible to receive Co-Op Funds, dealers must adhere to compliant advertising and guidelines in this document. At a high level:

SALES CO-OP ELIGIBILITY ([Page 72](#))

You must be enrolled with one of Mazda's MDCP website providers. This enhanced certified website program is comprised of several best-in-class website providers. To learn more and to be part of the program, visit mazdadigitalcertified.com. Dealers' websites must meet Website 2.0 requirements in order for Co-Op eligibility.

SERVICE & PARTS CO-OP ELIGIBILITY ([Page 107](#))

To be eligible to receive Service & Parts Co-Op Funds, you must be enrolled in Retail Go-To-Market+ (RGTM+) and/or enrolled in Mazda Owner Connect (MOC).

COMPLIANT ADVERTISING ([Page 72](#))

The Advertising Standards are divided into three criteria:

CATEGORY 1 — Includes Pricing & Brand Integrity

CATEGORY 2 — Includes Brand Identity, Keywords,
Geography Requirement

PREDATORY SEM ([Page 92](#)) — Dealers are not permitted to advertise content or copy such as Ad Headline, URL or Ad Copy (organic and paid) that utilizes or displays another Mazda dealer's name or intellectual property.

THIS GUIDE IS INTERACTIVE: Click on the section you wish to review



VERSION 3 UPDATE

In an effort to continually advance the Mazda Co-Op Advertising Program (MCAP) to support the dealer network and advertising, this guide is a combination of previous versions and minor revisions. These updates reflect further clarifications and aim to provide better guidance in understanding the Co-Op Program.

GENERAL PROGRAM UPDATES

- Eligibility Requirements ([Page 3](#))
- Sales Campaign Pre-Approval ([Page 9](#))
- Auto Submissions ([Page 18](#))

WEBSITE 2.0 UPDATES

- Infraction Schedule ([Page 29](#))
- Guideline #1: Price Advertising - MAAP & LABLP ([Pages 32-33](#))
- Guideline #4: Mazda Certified Website Traffic ([Page 35](#))
- Guideline #5: Logos ([Pages 36-37](#))
- Guideline #7: Typography ([Page 38](#))
- Guideline #8: Advertising Message ([Page 39](#))
- Guideline #11: Dealer Accolades ([Page 42](#))
- Guideline #13: Mazda Certified Pre-Owned ([Page 43](#))
- Guideline #14: Photography/Imagery ([Page 52](#))
- Guideline #15: Main Header Navigation ([Page 53](#))
- Guideline #16: Homepage Above the Fold ([Page 55](#))
- Guideline #19: Search Results Page/Vehicle Listings Page ([Page 60](#))
- Guideline #20: Vehicle Detail Page ([Page 61](#))
- Guideline #21: Header and Navigation Design ([Page 62](#))
- Guideline #22: Footer ([Page 64](#))
- Guideline #23: Site Wide Search ([Page 64](#))
- Guideline #24: CTAs on Dealer Websites ([Page 65](#))

- Guideline #25: Third Party Tools/Plug-Ins ([Page 66](#))
- Guideline #26: Mazda Inventory Solution & In-Transit Inventory Requirements ([Page 67](#))
- Guideline #27: Mazda Digital Showroom (MDS) & Non-MDS Website Digital Retailing Guide ([Page 68](#))
- Guideline #28: Homepage Hero Guidelines ([Page 69](#))

SALES CO-OP UPDATES

- Eligibility for Co-Op Funding ([Page 72](#))
- SEM Requirement/Recommendations ([Page 73](#))
- Reimbursements & Managing Co-Op Budgets ([Page 75](#))
- Direct Marketing ([Page 78](#))
- Eligible Media Types ([Pages 79-81](#))
- Ineligible Media Types ([Page 82](#))
- Infraction Schedule ([Page 85](#))
- Advertising Standards Examples ([Pages 101-103](#))
- Guideline #1: Price Advertising - MAAP & LABLP ([Pages 88-89](#))
- Guideline #3: Predatory SEM ([Page 92](#))
- Guideline #4: Mazda Certified Website Traffic ([Page 91](#))
- Guideline #5: Logos ([Pages 93-94](#))
- Guideline #7: Typography ([Page 95](#))
- Guideline #8: Advertising Message ([Page 96](#))
- Guideline #11: Dealer Accolades ([Page 99](#))
- Guideline #13: Mazda Certified Pre-Owned 2.0 Redesign Requirements ([Page 100](#))

SERVICE & PARTS CO-OP UPDATES

- Eligibility for Co-Op Funding ([Page 107](#))
- Reimbursements & Managing Co-Op Budgets ([Page 108](#))
- Eligible Media Types ([Pages 111-112](#))
- Guideline #3: Predatory SEM ([Page 118](#))
- Guideline #4: Mazda Certified Website Traffic ([Page 117](#))
- Guideline #5: Logos ([Pages 119-120](#))
- Guideline #7: Typography ([Page 121](#))
- Guideline #8: Advertising Message ([Page 122](#))
- Guideline #11: Dealer Accolades ([Page 125](#))

In addition to the listed updates, we continue to discuss ongoing improvements to the program with the NDAC Sub-Committee.

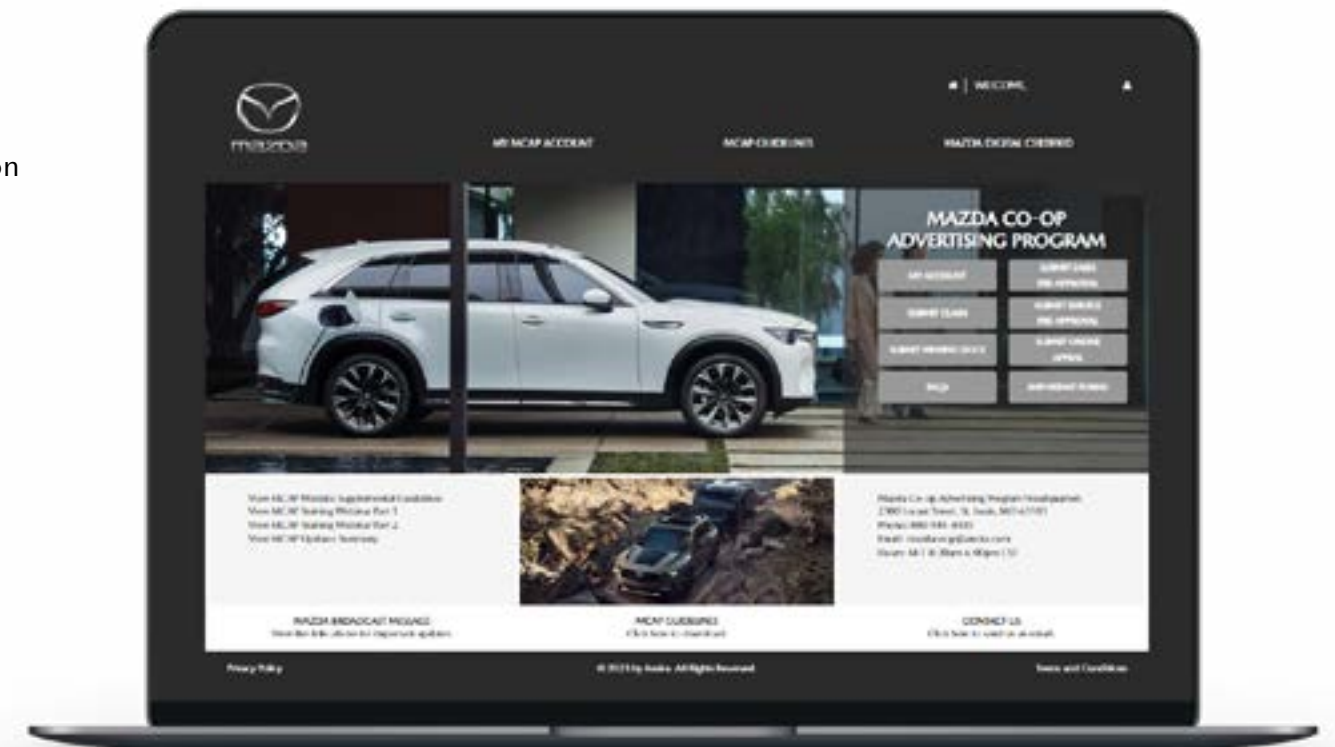


ACCESSING THE WEBSITE

Access to the MCAP website is available through One Mazda (onemazdausa.com). The website is located in the Sales & Marketing section under Dealer Resources. Once here, click on the Mazda Co-Op Advertising Program (MCAP) link.

AGENCY ACCESS

Agencies are also able to access the MCAP website (mazdacoop.com). Agencies are able to submit Co-Op claims and pre-approvals on behalf of dealerships, and view claim statuses that they have submitted. To register for access to the website on behalf of dealer(s), an agency must complete registration and receive dealership approval via the MCAP website.



CONTACT

For questions regarding the Mazda Co-Op and Advertising Program (MCAP) including Co-Op claims or reimbursement status, the MCAP portal, infractions, etc., please contact:

MAZDA CO-OP AND ADVERTISING HEADQUARTERS
1-800-944-4439 | MAZDACOOP@ANSIRA.COM
8:30 A.M. – 6:00 P.M. CT

For questions regarding the Mazda Digital Certified Program (MDCP) including enrollment, cancellation, program billing, reporting, etc., please contact:

MDCP SUPPORT TEAM
1-844-683-3151 | INFO@MAZDADIGITALCERTIFIED.COM
8:30 A.M. – 5:00 P.M. ACROSS TIME ZONES

Dealers are also welcome to reach out to their MDCP Website Provider directly for questions regarding their platform capabilities in relation to the MCAP Website Supplement Guide, such as component and design support or compliance support.

PROGRAM DISCLOSURE:

Mazda reserves the right, in its sole and absolute discretion, to amend, modify or terminate, in whole or in part, the Mazda Co-Op Advertising Program ("MCAP") and/or its related policies, at any time for any or no reason with no liability whatsoever to any dealer; and dealers will not make any claim to Mazda for anticipated benefits or lost opportunity under any amended, modified or terminated MCAP and/or its related policies. Should Mazda be prohibited by any federal, state or local law, rule or regulation, or a determination by any judicial or administrative body from continuing the MCAP or any related policies in any or all state(s), the MCAP shall automatically terminate as of the effective date of such prohibition and Mazda shall have no liability whatsoever to any dealer in the state(s) where MCAP has been terminated.

GENERAL PROGRAM INFORMATION

PRE-APPROVALS

- SALES CAMPAIGN PRE-APPROVAL
- DEALER LOGO PRE-APPROVAL APPEALS
- PRE-APPROVAL SUBMISSION STEPS

CLAIM SUBMISSIONS

- SUBMISSIONS PROCESS
 - BROADCAST MANDATORY PRE-APPROVAL
- AUTO SUBMISSIONS
- MISSING DOCUMENTS

APPEALS

BEST PRACTICES

- CLAIM STATUS
- TRACKING CO-OP FUNDS
- TIPS FOR EXPEDITED REIMBURSEMENT



PRE-APPROVALS

To ensure that advertising complies with the advertising standards and subsequently will qualify for reimbursement, Mazda highly recommends utilizing Mazda Co-Op and Advertising Program Headquarters' no-charge pre-approval service prior to running any advertising. By using this service, you can save time and money, maintain a consistent message across campaigns and secure Co-Op Funds. The pre-approval service is available for both programs.

PRE-APPROVAL IS REQUIRED FOR THE FOLLOWING MEDIA TYPES (BOTH SALES/SERVICE & PARTS):

- Broadcast (TV, Radio, Cinema), Video Ads/Pre-roll/Over-The-Top (OTT), Digital Radio (All video footage not sourced from MKC)
 - Both script and **FINAL** produced spot required for pre-approval.
- All Advertising with Sales Event mention during Mazda Event Campaign Period/Non-Mazda Event Campaign Periods (See [page 9](#) for further details)
- Dealer Logos (See [page 10](#) for further details)
- Third-Party Vendor Logo for use in all advertising
- Experiential Events & Sponsorships (Event Form Required for Consumer Facing Funds Eligibility)
- Charitable Contributions & Support (Charity Form Required)

If the ad creative remains the same and only the pricing and dates change on a previously approved advertisement, another pre-approval submission is not required. If the ad creative is expected to run during Mazda National Campaign Periods (i.e. Summer/Winter), then the ad creative must be resubmitted with the required Sales Event mention. All pricing must meet Advertising Standards.

Mazda Co-Op and Advertising Program Headquarter's consultants will review all ad submissions against the advertising standards within 24 hours of receipt (excluding weekends and holidays) except for websites and SEM, which will be reviewed within a three-day period (excluding weekends and holidays).

When submitting claims for required pre-approval media types, simply attach the pre-approval letter along with any other required documentation. Any claims for required pre-approval media types missing the pre-approval letter will be placed on "Missing Document" claim status.



SALES CAMPAIGN PRE-APPROVAL

All advertising with Sales Event mention during Non-Mazda Event Campaign Periods must be approved via pre-approval. Pre-approvals will be processed and reviewed through the Mazda Co-Op and Advertising Program (MCAP).

SALES CAMPAIGN GUIDELINES

DURING MAZDA EVENT CAMPAIGN PERIODS: Requires mandatory use of provided sales event logo or campaign mention in advertising; exception may be provided for national holidays overlapping Mazda Event Campaign Periods (i.e. 4th of July) but must be pre-approved. TV must include sales event logo, and radio must mention campaign name. Must be submitted for pricing compliance pre-approval.

Sales Event Logos may not be altered or appear as a lockup to the Mazda Brand mark, your dealer name, or dealer logo.

DURING NON-MAZDA EVENT CAMPAIGN PERIODS: Dealer sales events allowed; pre-approval is mandatory for all advertising with sales events mention and must follow advertising guidelines.

DEALER-CREATED SALES EVENT

If sales event advertising contains the following criteria, the advertising must be submitted for pre-approval per the sales campaign guideline ([8e guideline](#) in Advertising Standards). **Failure to comply will result in an infraction per the Advertising Standards and/or denial of claim reimbursement.**

Includes:

- Limited Time Offer
- Themed Event:
 - Seasonal – Spring, Fall
 - Holiday – Memorial Day, Veteran’s Day
 - Incentive – Lease Events, Bonus Cash Offer Events
- Mention of the term “Sale” and/or “Event”
- Special Incentive Offers – Lease Offers, Trade-ins, Bonus Cash Offer

DEALER LOGO PRE-APPROVAL

All advertising that includes the dealer logo as the dealer identity must be approved via pre-approval. Dealer logos adhering to the following guidelines will be accepted after pre-approval. Pre-approvals for dealer logos will be processed and reviewed through the Mazda Co-Op and Advertising Program (MCAP).

COMPLIANT

HOMETOWN MAZDA



VANTAGE & PRIDE MAZDA

NON-COMPLIANT



Dealer logo pre-approvals will be reviewed by Mazda North American Operations against all brand guidelines within 5 business days (excluding weekends and holidays). Pre-approval responses will come in the form of an email from the Mazda Co-Op and Advertising Program Headquarters. Please refer to [page 11](#) for instructions on how to submit Pre-approvals.

If the submission is declined, you may resubmit it as many times as needed for final approval.

MUST INCLUDE:

- Neutral color of solid black, white or gray
- Full DBA
- Premium style, clean & modern Font; Mazda Type Recommended

MUST NOT INCLUDE:

- Mazda Brand Mark. The brand mark or its elements must not be included or locked up in the dealer logo
- Distracting embellishments. Avoid overlapping dealer ID with any brand elements
- Animated or cartoon elements
- The old Mazda font
- Clip art
- Stylized fonts that are illegible
- Multi brand URL
- Separate additional elements such as: url, dealership address, auto group mention, tagline, sponsorships, etc. from official dealer logo

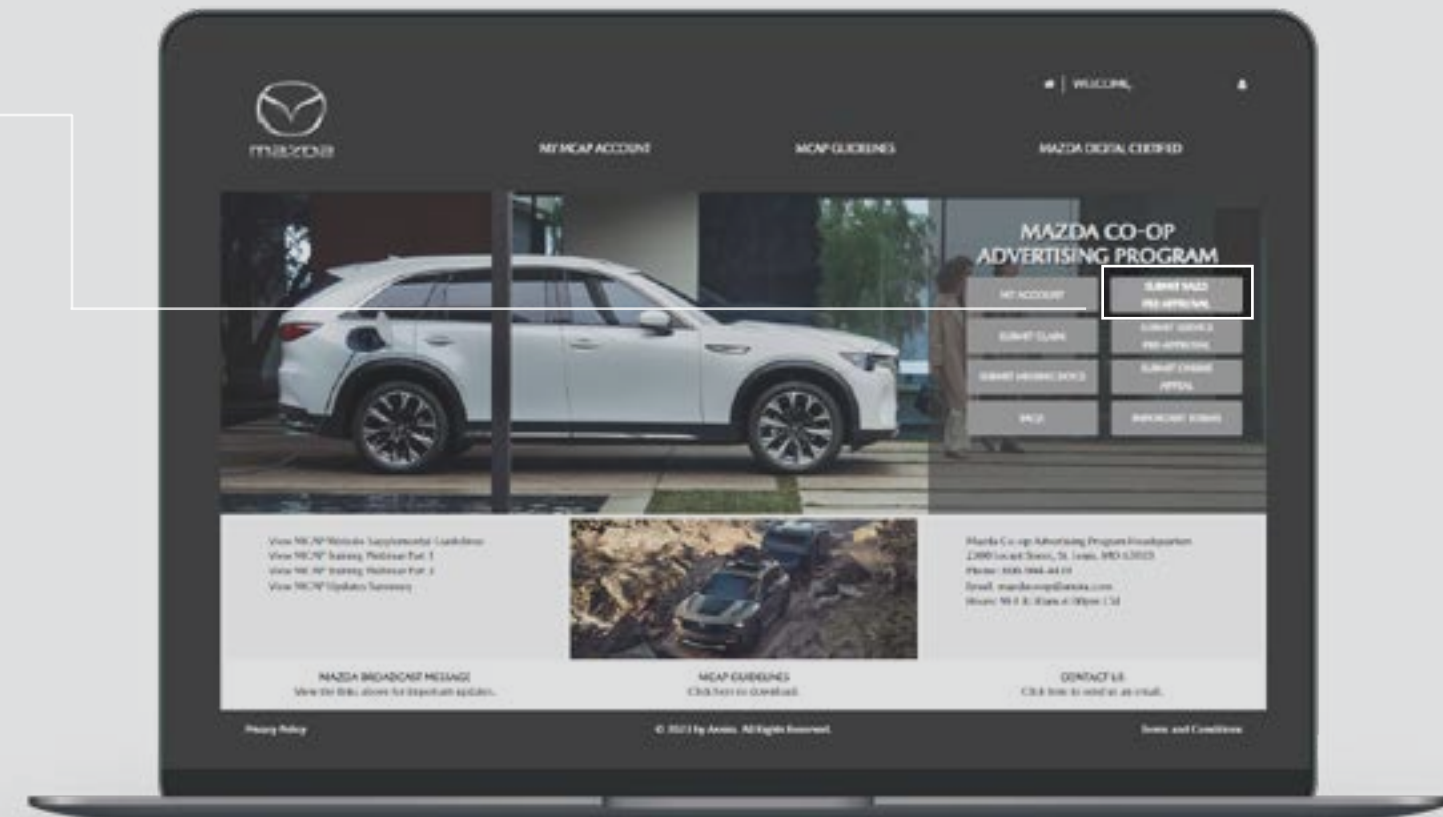
PRE-APPROVAL PROCESS

Below is how the pre-approval process works:

STEP 1:

Pre-approvals are completed electronically on the MCAP website.

Once on the MCAP website, click on the “Submit Sales Pre-Approval” button on your dashboard to complete and submit a pre-approval with appropriate documentation.



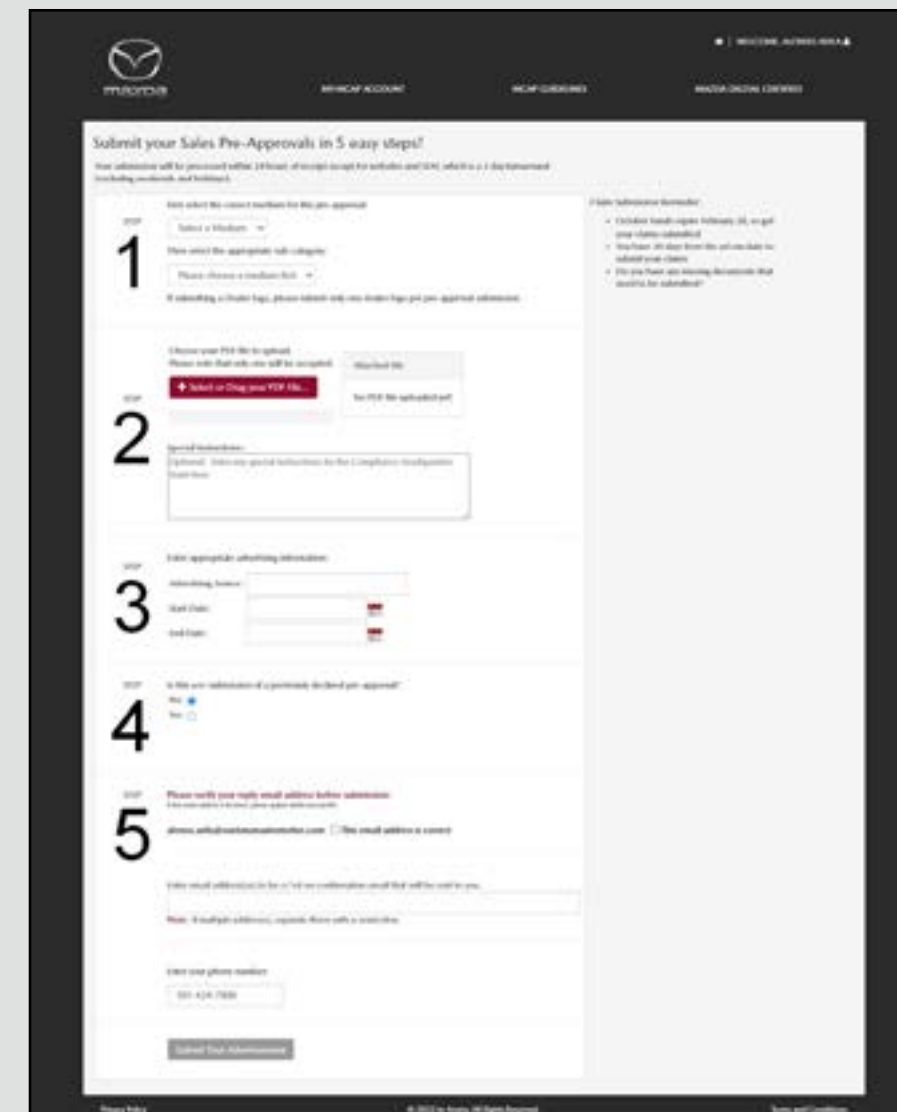
PRE-APPROVAL PROCESS

STEP 2:

Complete required fields and submit form. Mazda Co-Op and Advertising Program Headquarters' consultants will review all ad submissions against the advertising standards within 24 hours of receipt (excluding weekends and holidays) except for websites and SEM, which will be reviewed within a three-day period (excluding weekends and holidays).



The screenshot shows the Mazda Co-Op website header with the Mazda logo and navigation links: MY MCOF ACCOUNT, MCOF GUIDELINES, and MAZDA SOCIAL CREDITS. The main content area displays a confirmation message: "Thank you! Your Pre-approval submission is now complete. You will be notified when your submission is approved or denied. Click here to submit another Pre-Approval." There are left and right navigation arrows on the left side of the page.



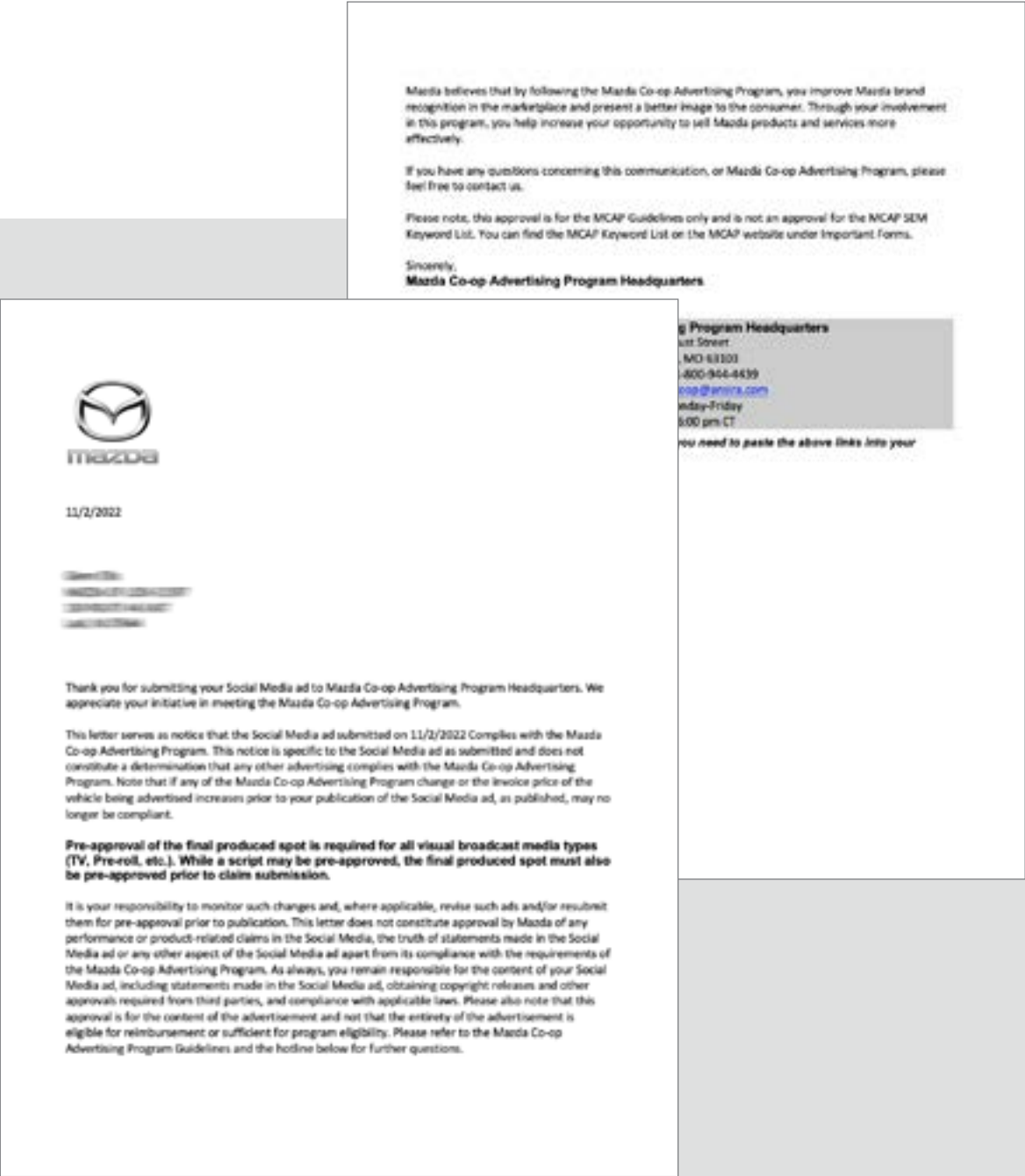
The screenshot shows the Mazda Co-Op website header with the Mazda logo and navigation links: MY MCOF ACCOUNT, MCOF GUIDELINES, and MAZDA SOCIAL CREDITS. The main content area displays a 5-step pre-approval submission process titled "Submit your Sales Pre-Approvals in 5 easy steps!". The steps are: 1. Select the correct location for this pre-approval, 2. Select the appropriate sub-category, 3. Select your PPD file to upload, 4. Select appropriate advertising information, and 5. Review and submit your submission. A sidebar on the right provides additional information about the submission process, including a list of excluded content types and a note about the review timeline.

PRE-APPROVAL PROCESS

STEP 3:

Pre-approval responses will come in the form of an email, including a link to an annotated ad and corresponding letter denoting the pre-approval status. There are two status types, but only one status type will be applicable to each individual submission:

APPROVED STATUS – If an in-progress ad or promotional activity complies with the advertising standards in all respects, you will receive an email with links to the advertisement that has been marked with an “approved” stamp, as well as a letter indicating that the activity has been approved.

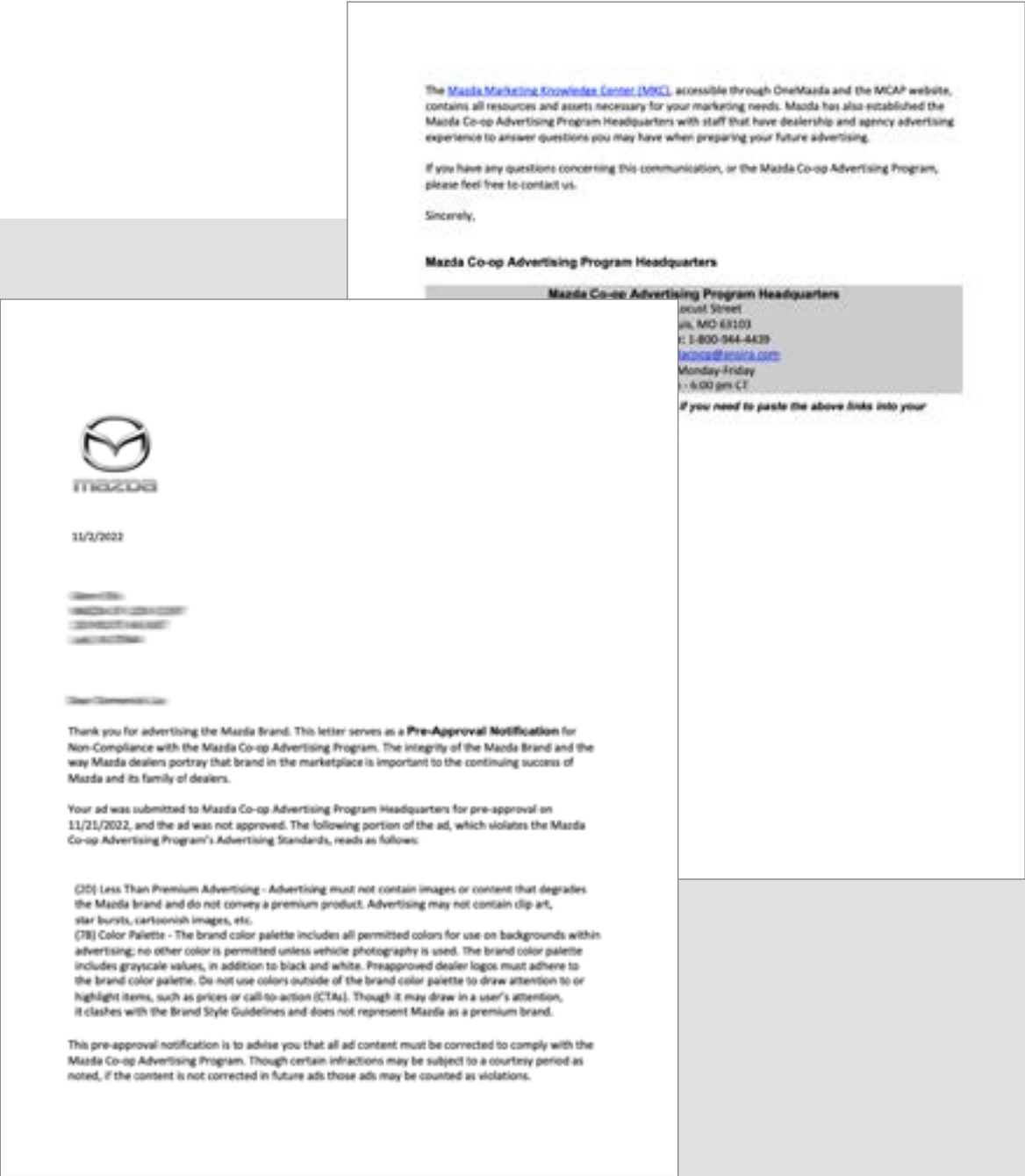


PRE-APPROVAL PROCESS

DECLINED STATUS – If an ad is not in compliance with the advertising standards, you will receive an email with links to a letter detailing the infraction(s) and their locations in the ad, as well as an annotated ad referencing the relevant advertising standards by number. Together, the letter and annotated ad will provide all the information you need to bring the advertisement into compliance with the advertising standards.

STEP 4:

If a submission is declined, you may resubmit it as many times as needed for final approval.



CLAIM SUBMISSIONS

SUBMISSIONS PROCESS

All claims that require submission must be submitted to the MCAP website no later than 60 days after the last day of the month the advertising took place.

FOR EXAMPLE — If an ad runs on December 11, you have until February 28 to submit claims.

To be eligible for 100% reimbursement of Co-Op Funds, all claims must be compliant with Category 1 and Category 2 of the advertising standards and they must be submitted with all required supporting documentation. Hispanic claim submissions are eligible.

STEP 1: ACCESS CLAIM SUBMISSION FORM

Claim submission is completed electronically on the MCAP website. You can access the website via One Mazda (onemazdausa.com). The website is located in the Sales & Marketing section under Dealer Resources. Once here, click on the Mazda Co-Op Advertising Program (MCAP) link. Then, click on the "Submit a Claim" button to access the claim form, select "Sales" or "Service & Parts Claim" and select the type(s) of media you would like to submit.

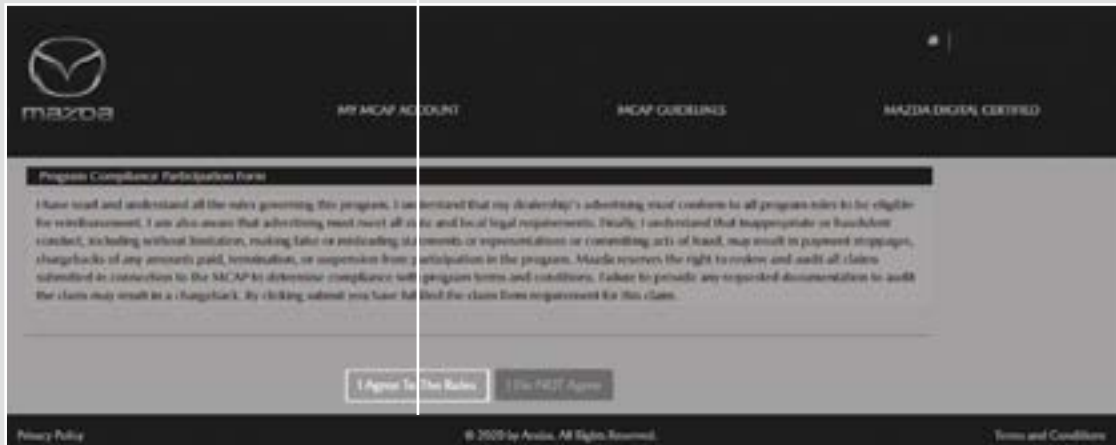
Each individual claim submission is issued a Claim ID number. Each invoice/media type submitted under the Claim ID number will be issued its own unique Ad ID number.

FOR EXAMPLE: If you submit all November advertising under one Claim ID #12345, a broadcast advertisement will be issued Ad ID #1, a digital campaign will be issued Ad ID #2 and so forth.



STEP 2: REVIEW AND AGREE TO THE RULES FOR CO-OP REIMBURSEMENT

You will be asked to agree to the rules governing the MCAP for Co-Op Funds reimbursement.



CLAIM SUBMISSIONS (CONT.)

STEP 3: COMPLETE CLAIM FORM AND ASSEMBLE REQUIRED DOCUMENTATION

The claim form will appear with your dealership's name, dealer code and contact information already filled in. You are responsible for completing information about the publication name, run dates and ad cost.

Every claim must be accompanied by the required supporting documentation. Documentation requirements, which vary by type of advertising, appear on [page 77](#) for Sales and [page 109](#) for Service & Parts. All claim documents must be submitted electronically.

The screenshot shows a web form for submitting a claim. Fields include: City, State, Zip/Postal Code, Phone Number, E-Mail Address, Publication, Ad Run Start Date (Aug 07, 2020), Ad Run End Date (Aug 07, 2020), Ad Size (Inches), Ad Cost (\$), and Notes. Below these is a section for 'Upload Documentation' with a dropdown for 'Documentation Type' (currently 'Searches') and a '+ Select or Drag Files...' button. An 'Attached Files' section is also visible. A 'Submit Claim' button is at the bottom right.

STEP 4: SUBMIT THE CLAIM FORM

Press “Complete Claim Submission” and you will receive a Claim ID # and Ad ID #.

*NOTE: All claim submission confirmations and notification emails go to the person who submitted the claim.

The screenshot shows the 'Submit a Claim - Step 2 of 3' page. It has buttons for 'View Balance', 'Complete Claim(s) Submission', and 'Submit Another Claim'. Below is a table with two columns: 'View Current Balance' and 'Not Yet Approved Submissions'.

View Current Balance		Not Yet Approved Submissions	
Active Funds:	\$244,319.00	Online Form Submitted:	\$0.00
Approved/Paid Funds:	(\$18,500.18)	Pending Approval:	\$0.00
Total Available Funds:	\$185,818.82	Missing Documents:	\$0.00
		Total Not Yet Approved:	\$0.00

The screenshot shows the 'Submit a Claim - Step 3 of 3' confirmation page. It includes a thank you message, a confirmation of successful submission, a timeline for review (5 business days for initial review, 10 business days for Quality Control), and a note about the 60-day submission deadline. It also provides contact information for the Mazda Co-op Advertising Program Headquarters (800-944-4429, M-F 8:30am-6:00pm CST). A 'Print This Page' button and a 'Back to Home' button are at the bottom.

CLAIM SUBMISSIONS

FOR SALES: BROADCAST MANDATORY PRE-APPROVAL

For broadcast media types such as Pre-roll, Radio, and TV Spots, pre-approval of both the script and final produced spot are **required** prior to claiming. During claim submission, there will be an additional step to attach the pre-approval letter to the claim submission before final submission.

Failure to obtain pre-approval for both the script and final produced spot will result in the claim denial.

STEP 1 – STEP 2 SAME CLAIM SUBMISSION PROCESS

(Refer to [page 15](#) for detailed steps)

STEP 3: COMPLETE CLAIM FORM AND ASSEMBLE REQUIRED DOCUMENTATION

Select the relevant Pre-approval letter for the script and final produced spot and input remaining claim details/information.

If the Pre-approval letter does not auto-populate in the drop-down list, you can manually upload the letter in the “Upload Documentation” section.

STEP 4: SUBMIT THE CLAIM FORM

Press “Complete Claim Submission” and you will receive a Claim ID # and Ad ID #.

*NOTE: All claim submission confirmations and notification emails go to the person who submitted the claim.

This screenshot shows the left portion of the claim submission form. Fields include: Dealer Brand Name, Contact First Name, Contact Last Name, Address Line 1, Address Line 2, City, State, Zip/Postal Code, Phone Number, E-Mail Address, Station/Call Letter, Pre-approval letter (with a dropdown menu open showing a list of pre-approval letters with dates), Ad Start Date, Ad End Date, Length of Spot (in seconds), Ad Cost, and Notes.

This screenshot shows the right portion of the claim submission form. Fields include: Station/Call Letter, Pre-approval letter (with a dropdown menu open showing a list of pre-approval letters with dates), Ad Start Date, Ad End Date, Length of Spot (in seconds), Ad Cost, Station, Upload Documentation, Upload Date, Documentation Type, Broadcast Pre-Approval (with a dropdown menu open showing a list of pre-approval letters with dates), Select or Drag Files, and Submit Claim.

CLAIM SUBMISSIONS

AUTO SUBMISSIONS

For dealers enrolled in programs with auto submission providers, claims will be processed for the following vendors every month:

1. Mazda Owner Connect (MOC)

2. Mazda Wholesale Solutions (MWS)

3. Retail Go-To-Market+ (RGTM+)

4. Mazda Digital Certified Program (MDCP)
5. Digital Service Technologies (MyKaarma, Text2Drive, Truvideo)

6. SimplePart

7. Mazda Service Scheduler (MyKaarma, X-Time)

8. Mazda Leads

9. Automotive Mastermind

If a dealer has depleted all their funds for the applicable media type, the auto claim will be deemed “Insufficient funds” claim status.

AUTO SUBMISSION PROVIDERS

MAZDA DIGITAL CERTIFIED PROGRAM (MDCP)

When you’re enrolled in MDCP (mazdadigitalcertified.com) with one of Mazda’s preferred website and/or website tools providers, your claims are submitted automatically by the approved provider (applied to the marketing Hard Costs account).

MAZDA OWNER CONNECT (MOC)

Claims for dealers who are enrolled in the Mazda Owner Connect program will be automatically submitted each month.

RETAIL GO-TO-MARKET+

Enrollment in RGTM+, at the qualifying minimum level, allows all funds spent towards RGTM+ campaigns and communications to be automatically reimbursed at the rate of 100%, subject to sufficient MCAP Sales Co-Op Funds available. All media and owner communications within RGTM+ will be automatically reimbursed via Consumer Facing Media (CFM) and RGTM+ associated platform fees will be automatically reimbursed via Marketing Hard Costs.

- Effective November 1st, 2023 – April 30th, 2024, all RGTM+ Demand Generation Management and Tagging Fees, Demand Capture provider fees (for RGTM+ associated media only), and RGTM+ CDP Platform fee will be reimbursed via Consumer Facing Media (CFM). Fees will resume being reimbursed via Marketing Hard Costs (HC) on May 1st, 2024.

All non-RGTM+ or Mazda Official programs will be reimbursed via the standard MCAP claiming process.

DIGITAL SERVICE TECHNOLOGIES

If you are enrolled with Text2Drive, MyKaarma, or TruVideo for the Email/Text Communication Tools with Video Integration media type, your claims will be automatically submitted on your behalf with 100% reimbursement.

MAZDA SERVICE SCHEDULER

If you are enrolled with MyKaarma, or X-Time for Mazda Service Scheduler media type, your claims will be automatically submitted on your behalf with 100% reimbursement.

NOTE: Regardless of whether dealers participate in an auto submission vendor program, their advertising may still be reviewed for Advertising Standards. Non-compliance with three or more of Category 1 or Category 2, or an infraction in Predatory SEM of the Advertising Standards will result in ineligibility of Co-Op Funds.

Please review eligible media types for Sales ([page 77](#)) and Service & Parts ([page 109](#)) prior to submitting.

CLAIM SUBMISSIONS

MISSING DOCUMENTS

Claims that are received within the required timeframe, but without all the required documentation, will be put into “Missing Documents” status. A notification email detailing the missing documents will be sent to the user that submitted the claim. All missing documentation must be received electronically no later than 30 days after the date of the original notification letter to be considered for processing. If the proper documentation is not received within 30 days, the claim will be denied.



APPEALS PROCESS

Appeals for any infraction occurrence and/or claim decline can now be done entirely online through the MCAP website. Appeals are only available for infraction occurrence and/or claim decline that meets the general program guidelines.

The following reasons are not valid for an appeal:

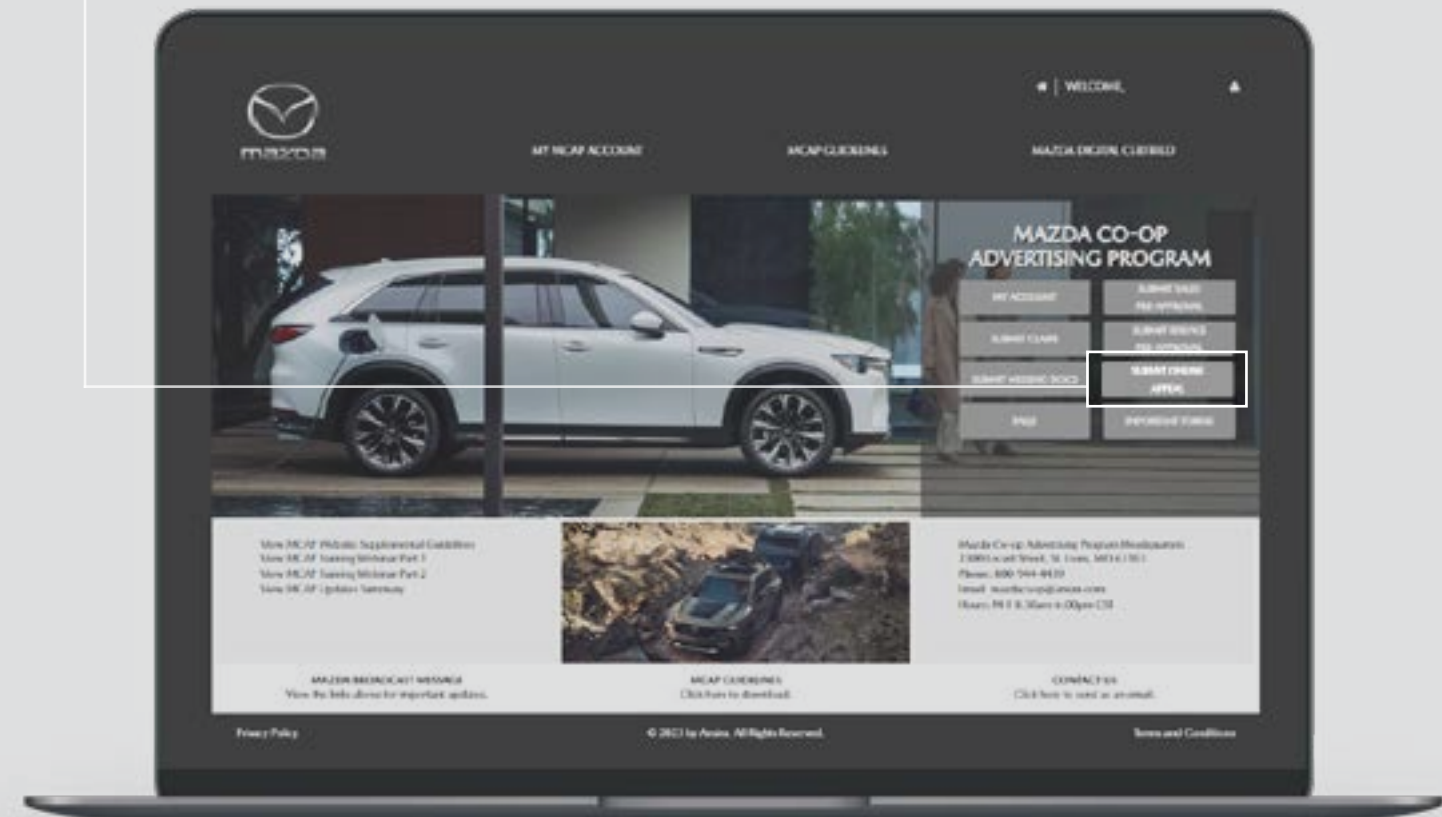
- If the infraction notification/decline letter is older than 30 days
- If the dealer did not submit pre-approval for required media types (Broadcast, Video Ads/Pre-roll/Over-The-Top [OTT], Digital Radio, Events, Charitable Contributions)
- If due to an oversight of vendor agency and the vendor/agency made an error (Exceptions applicable for preferred providers i.e. MDCP)
- If no valid reason can be presented and the dealer is displeased with the notification/decline
- If claim decline is a result of an existing rule within the program (i.e.: didn't turn missing docs in on time, didn't submit a claim on time)

APPEALS PROCESS (CONT.)

You will have the opportunity to appeal any infraction and/or claim decline with valid reasoning.

STEP 1: SELECT SUBMIT ONLINE APPEAL

To submit an appeal, access the MCAP website via One Mazda (onemazdausa.com). Select Submit Online Appeal button on the homepage. An appeal queue will appear listing all eligible infractions and/or claims available for appeal.

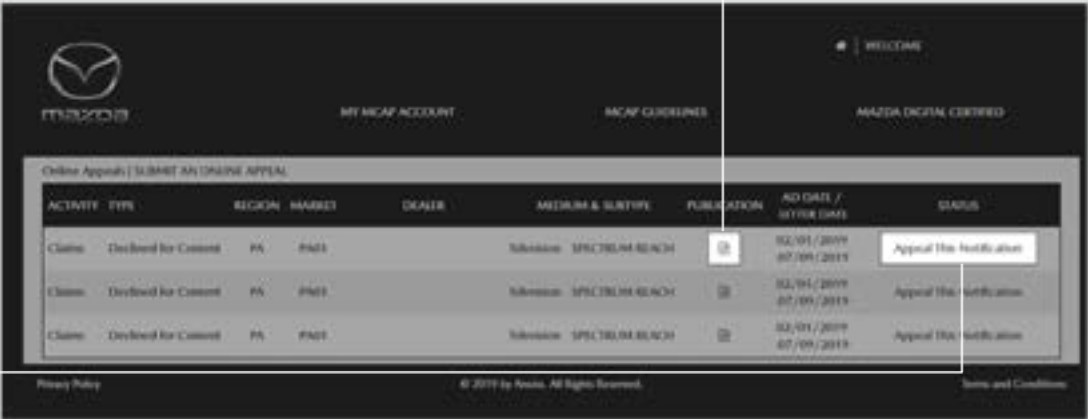


APPEALS PROCESS (CONT.)

STEP 2: REVIEW DECLINE REASON

Once you have identified the infraction and or claim that you would like to appeal, under the Status column, select Appeal This Notification. Complete the necessary fields and submit an appeal. Once submitted, the Appeal will be electronically transmitted to the Mazda Co-Op and Advertising Program Headquarters. If the infraction or claim is no longer displayed on this list, it is no longer eligible for an appeal.

STEP 3: SELECT APPEAL THIS NOTIFICATION



APPEALS PROCESS (CONT.)

STEP 4: ENTER CONTACT INFORMATION

STEP 5: ENTER THE REASON FOR APPEALING DECISION

STEP 6: ATTACH ANY SUPPORTING DOCUMENTS FOR APPEAL

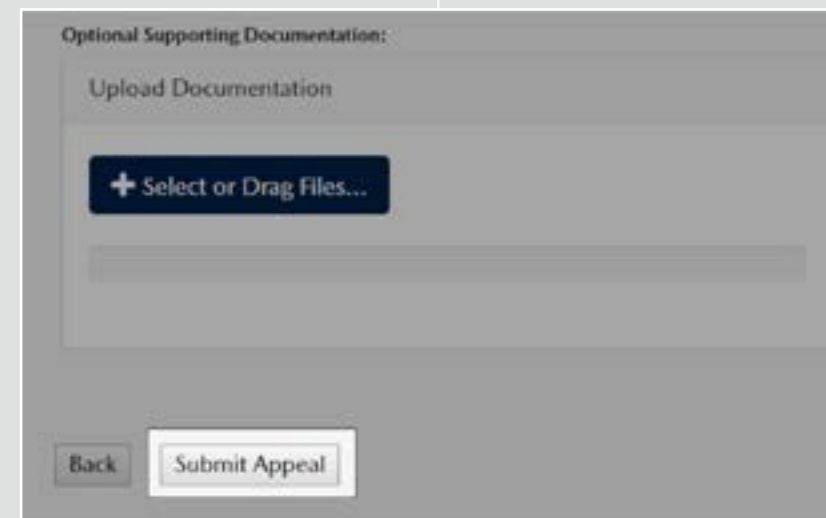
The screenshot shows the Mazda website's appeal process form. The form is titled "Mazda Appeal" and includes a "Mazda" logo at the top left. The form is divided into several sections. The first section, "Appeal Information", contains fields for "Appeal Number", "Appeal Date", "Appeal Type", and "Appeal Status". The second section, "Appeal Reason", contains a large text area for "Reason for Appeal" and a "Submit" button. The third section, "Supporting Documents", contains a "Upload Document" button and a "Submit" button. The form is annotated with three lines: a line from "STEP 4: ENTER CONTACT INFORMATION" points to the "Appeal Information" section; a line from "STEP 5: ENTER THE REASON FOR APPEALING DECISION" points to the "Reason for Appeal" text area; and a line from "STEP 6: ATTACH ANY SUPPORTING DOCUMENTS FOR APPEAL" points to the "Upload Document" button.

APPEALS PROCESS (CONT.)

STEP 7: SELECT SUBMIT APPEAL BUTTON TO PROCESS APPEAL

STEP 8:

Mazda Co-Op and Advertising Program Headquarters will review the appeal and communicate the appeal summary along with recommendations. All appeal submissions must be received no later than 30 days after the date of the “declined” notification letter.



The screenshot shows a web form titled "Optional Supporting Documentation:". Below the title is a section labeled "Upload Documentation". Inside this section is a dark blue button with a white plus icon and the text "+ Select or Drag Files...". Below the button is a light gray rectangular area, likely a placeholder for an uploaded file. At the bottom of the form, there are two buttons: a "Back" button on the left and a "Submit Appeal" button on the right. The "Submit Appeal" button is highlighted with a white border.

CLAIM STATUS

Users may track the status of their claims through the My Account Portal on MCAP to ensure that the submitted claims have been properly reviewed and processed.

****NOTE:** If your claim has "Pending Final Review" near the status, that means the MCAP team has not finalized their review.**

PENDING APPROVAL – Claim has not been reviewed. It will be fully processed within 5 business days of the received date.

APPROVED – When a claim is processed and meets Mazda Co-Op Guidelines and has all of the pertinent information, the status will change to “Approved.” Once the ad is approved, the “Status Log” box will have specific parameters for its approval, such as “Approved as Submitted,” “Reduced to Mazda portion only,” or “Partial Payment, Exhausted Funds.” Claim has not yet been paid.

APPROVED WITH COURTESY – Claim is approved, but an infraction was found.

DECLINED – The status is declined when an ad will not be reimbursed. This can happen for multiple reasons, such as non-compliance, late submission, or ineligible media.

MISSING DOCUMENT – If a claim being processed does not have all of the required documentation to be processed, the Mazda team member will change its status to “Missing Document” with an explanation in the “Status Log.”

MISSING DOCUMENT RECEIVED – Your dealership has submitted the documentation for a missing document letter. Missing documents have not yet been reviewed. It will be processed within 5 business days of the received date.

INSUFFICIENT FUNDS – This status is used if your dealership no longer has eligible funds to draw from.

PENDING PAYMENT – Export has occurred and claims in this status will be paid on the next scheduled payment date.

PAID – Your dealership has now received reimbursement for this claim.

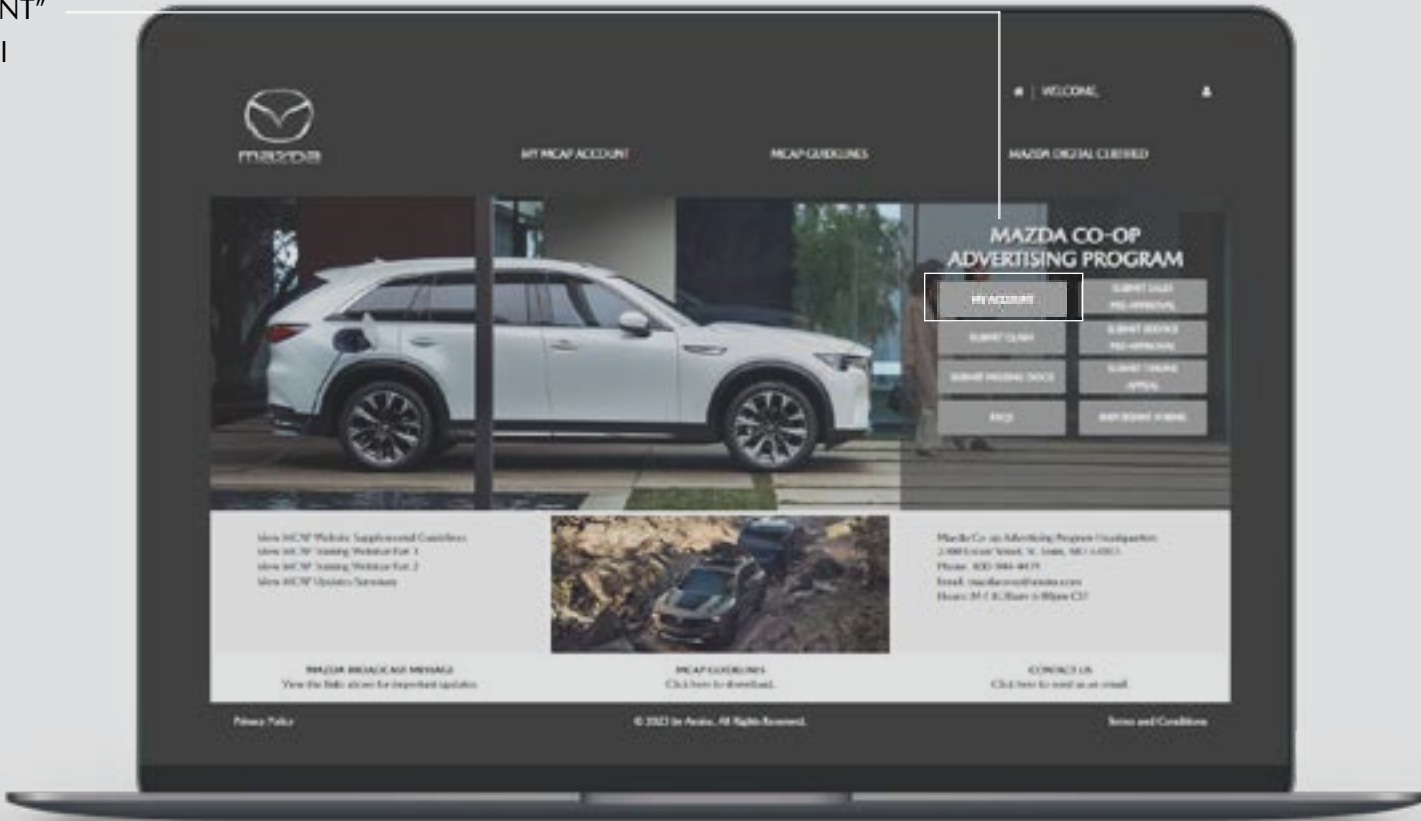
PENDING SALES AUTOPAY – Autopay of Sales Preferred Provider claim file that will be paid on the next scheduled payment date.

PENDING S&P AUTOPAY – Autopay of Service & Parts Preferred Provider claim file that will be paid on the next scheduled payment date.



TRACKING CO-OP FUNDS

You can track your earned, pending and available Co-Op Funds by visiting the MCAP website. Once on the MCAP website, click on the “MY ACCOUNT” button on your dashboard to view Accruals, Current Balance and Historical Balance by fund type: Consumer-Facing Media, Marketing Hard Costs and Service and Parts.



TIPS FOR EXPEDITED REIMBURSEMENT

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

- 1) Read and understand the MCAP rules. A properly executed marketing program is your best guarantee of timely reimbursement.
- 2) Submit all advertising for pre-approval to ensure reimbursement.
- 3) Work closely with agency partners and media reps to ensure they understand the program, the documentation required for reimbursement and your dealership's particular needs. Ask them to include all the required documentation for reimbursement when they send invoices, so you will have everything needed to quickly submit requests for Co-Op reimbursement.
- 4) Be sure to provide all documentation with claims for Co-Op Funds. Refer to the documentation requirements on [page 77 \(Sales\)](#)/[page 109 \(Service & Parts\)](#) as necessary to ensure that requests will not be delayed for lack of the required documentation.
- 5) Use assets provided on Mazda Marketing Knowledge Center (MKC), including logos, ad templates and photography accessed via MKC located on One Mazda in the Sales & Marketing Section under Dealer Resources.

Remember: Submit claims electronically online no later than 60 calendar days after the last day of the month the advertising took place.



WEBSITE 2.0

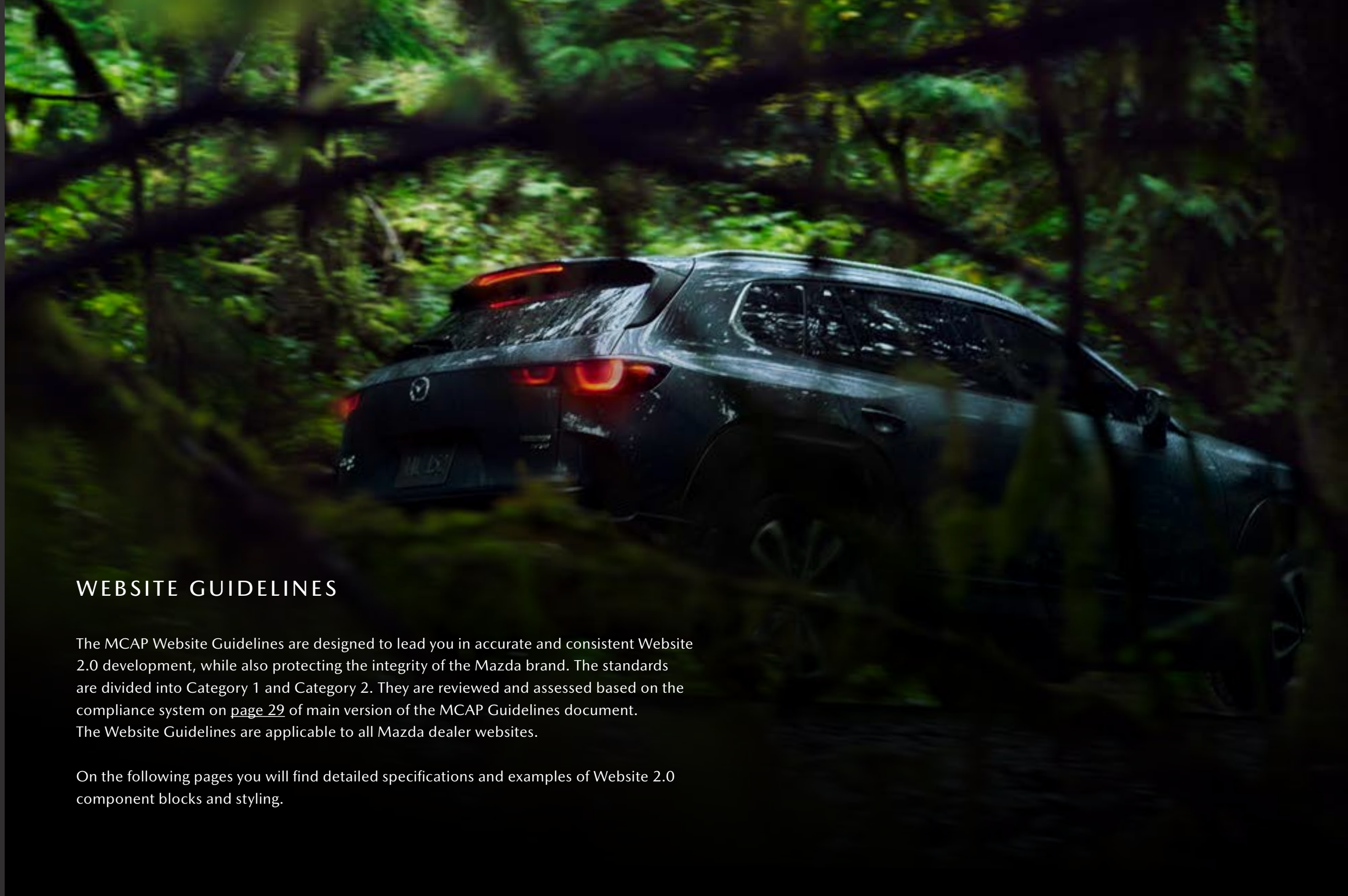
INFRACTION SCHEDULE
WEBSITE ADVERTISING GUIDELINES



INFRACTION SCHEDULE

CRITERIA	Co-Op	COMPLIANCE ACTION
<div>CATEGORY 1</div> <div>1. Price Advertising - MAAP & LABLP</div> <div>2. Brand Integrity - Distressed Guidelines</div> <div>4. Mazda Certified Website Traffic</div>	Must be compliant to receive reimbursement.	<div>CATEGORY 1 infraction schedule:</div> <div><div>Infraction 1 & 2</div><div>Written warning and region consult</div></div> <div><div>Infraction 3</div><div>Ineligible for 1 month of Co-Op Funds</div></div> <div><div>Infraction 4</div><div>Ineligible for an additional 3 months of Co-Op Funds</div></div> <div><div>Infraction 5</div><div>Ineligible for an additional 3 months of Co-Op Funds</div></div> <div><div>Infraction 6 or more</div><div>Ineligible for an additional 6 months of Co-Op Funds</div></div> <div>Infractions reset after 9 months</div>
<div>CATEGORY 2</div> <div>5. Logos</div> <div>7. Typography - Fonts & Colors</div> <div>8. Advertising Messages</div> <div>9. Vehicle Line Advertising</div> <div>10. Mazda Trademarks & Registration Marks</div> <div>11. Dealer Accolades</div> <div>12. Social</div> <div>13. Mazda Certified Pre-Owned 2.0 Redesign Requirements</div> <div>14. Photography/Imagery</div> <div>15. Main Navigation Dropdown</div> <div>16. Homepage Faceted Display</div> <div>17. Approved 2.0 Components</div> <div>18. Vertical Cards For Use On Specials/Incentives Pages</div> <div>19. Search Results Page/Vehicle Listings Page</div> <div>20. Vehicle Detail Page</div> <div>21. Header And Navigation Design</div> <div>22. Footer</div> <div>23. Site Wide Search</div> <div>24. CTAs On Dealer Websites</div> <div>25. Third-Party Tools/Plug Ins</div> <div>26. Mazda Inventory Solution & In Transit Inventory Requirements</div> <div>27. MDS & Non-MDS Website Digital Retailing Guide</div> <div>28. Homepage Hero Guidelines</div>	Must be compliant to receive reimbursement.	<div>CATEGORY 2 infraction schedule:</div> <div><div>Infraction 1 & 2</div><div>Written warning and region consult</div></div> <div><div>Infraction 3</div><div>Ineligible for 1 month of Co-Op Funds</div></div> <div><div>Infraction 4 or more</div><div>Ineligible for an additional month of Co-Op Funds</div></div> <div>Infractions reset after 6 months</div>

Three or more infractions in the same eligibility criteria for Category 1 or 2 will result in the ineligibility of Co-Op Funds. Dealers will be ineligible to receive Co-Op Funds for the month following the month in which the infraction took place. If a dealer is already ineligible to receive funds due to prior infractions, the ineligible month(s) will begin as soon as the previous period of ineligibility ends.



WEBSITE GUIDELINES

The MCAP Website Guidelines are designed to lead you in accurate and consistent Website 2.0 development, while also protecting the integrity of the Mazda brand. The standards are divided into Category 1 and Category 2. They are reviewed and assessed based on the compliance system on [page 29](#) of main version of the MCAP Guidelines document. The Website Guidelines are applicable to all Mazda dealer websites.

On the following pages you will find detailed specifications and examples of Website 2.0 component blocks and styling.



WEBSITE GUIDELINES

– CATEGORY 1

- 1. PRICE ADVERTISING - MAAP & LABLP
- 2. BRAND INTEGRITY - DISTRESSED GUIDELINES
- 4. MAZDA CERTIFIED WEBSITE TRAFFIC

– CATEGORY 2

- 5. LOGOS
- 7. TYPOGRAPHY - FONTS & COLORS
- 8. ADVERTISING MESSAGES
- 9. VEHICLE LINE ADVERTISING
- 10. MAZDA TRADEMARKS & REGISTRATION MARKS
- 11. DEALER ACCOLADES
- 12. SOCIAL
- 13. MAZDA CERTIFIED PRE-OWNED 2.0
REDESIGN REQUIREMENTS
- 14. PHOTOGRAPHY/IMAGERY
- 15. MAIN NAVIGATION DROPDOWN

- 16. HOMEPAGE FACETED DISPLAY
- 17. APPROVED 2.0 COMPONENTS
- 18. VERTICAL CARDS FOR USE ON SPECIALS/
INCENTIVES PAGES
- 19. SEARCH RESULTS PAGE/VEHICLE LISTINGS PAGE
- 20. VEHICLE DETAIL PAGE
- 21. HEADER AND NAVIGATION DESIGN
- 22. FOOTER
- 23. SITE WIDE SEARCH
- 24. CTAS ON DEALER WEBSITES
- 25. THIRD-PARTY TOOLS/PLUG INS
- 26. MAZDA INVENTORY SOLUTION & IN TRANSIT
INVENTORY REQUIREMENTS
- 27. MDS & NON-MDS WEBSITE DIGITAL
RETAILING GUIDE
- 28. HOMEPAGE HERO GUIDELINES



CATEGORY 1

GUIDELINES

1. PRICE ADVERTISING - MAAP & LABLP

- 1a. All units displayed on the website must include pricing, starting with MSRP. MAAP is Dealer Invoice plus the delivery and destination (D&D) charges less any available, unrestricted consumer-facing incentives available to all buyers, (i.e., Customer Cash incentives). Dealer offers displayed as “XX Off” must advertise the MSRP in order to determine if the price is above MAAP. Any price advertised on any new Mazda vehicle below the MAAP is not permitted and all parts of any monitored ad will be evaluated, including fine print and disclaimers.
- 1b. All lease advertising on all new Mazda vehicles must adhere to the lease advertising standards communicated monthly. Any lease payment advertised on any new Mazda vehicle that is below the lowest allowable advertised base lease payment (LABLP) specified is not permitted. Only monthly lease payments must be advertised, with the exception of any one (1) Pay Lease programs provided by Mazda Financial Services (MFS). Dealers are not permitted to split the one (1) pay lease amounts into multiple payments. All one (1) pay lease offers must be advertised in accordance with offer guidelines from Mazda Financial Services (MFS).
- 1c. Stackable incentives that are not available to all buyers must not be deducted from the final price (e.g., College Graduation Rebate, Military Rebate, etc.).
- 1d. Advertising must never mention any of these standards or similar distressed language that is disparaging toward the Mazda Co-Op Advertising Program (MCAP), i.e. “Prices too low to show per Mazda standards,” “Click here to Unlock your Special Price.” Dealers must not advertise any purchase or lease price offer with a strikethrough or distressed language to imply selling a car lower than advertised. CTA language must only use verbiage indicating advertised MAAP price.



1. PRICE ADVERTISING - MAAP & LABLP (CONT.)

1e. Any/all VIN specific NEW Mazda vehicles being merchandised on dealer websites must display accurate MSRP pricing, including destination and delivery, and contain the acronym "MSRP".

This includes all inventory search results, digital retail inventory search results, vehicle detail pages, etc. MSRP must be listed as the acronym in all cases, no exceptions.

1f. "Call for Price", "Click to Show Price", etc. may only be positioned below the MSRP price, and must link to all market adjustments being advertised.

1g. Any/all market adjustments and or any/all dealer added or installed options must be itemized.

For example:

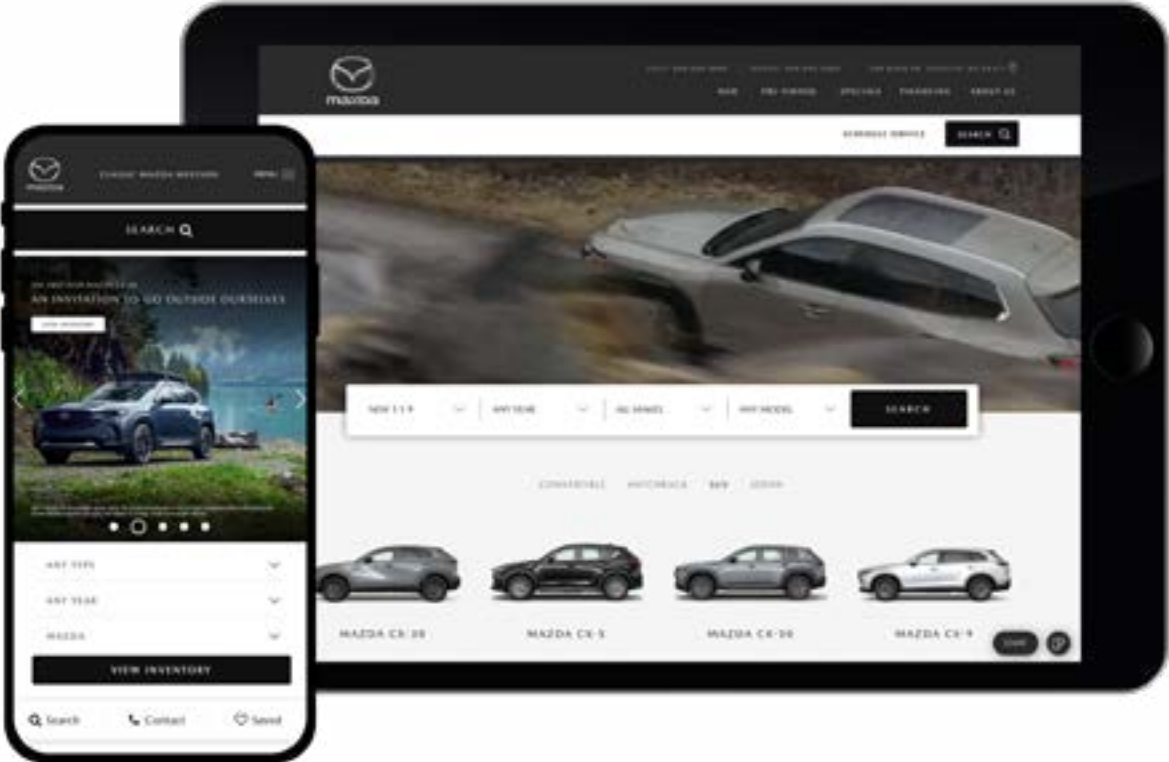
MSRP + Dealer Markup = Advertised Price

MSRP + Dealer Markup + Dealer Added Options = Advertised Price

MSRP – Dealer Discount = Advertised Price

MSRP – Dealer Discount + Dealer Added Options = Advertised Price

1h. Any/all dealer added or installed options must be actual vehicle options and included within the Vehicle Details inventory listing.



2. BRAND INTEGRITY - DISTRESSED LANGUAGE

2a. Advertising must not include any distressed language or language that portrays Mazda as a “discount” brand. The following terms in any of their forms or any phrases with similar meanings are examples of what cannot be used:

“Liquidate”	“Fleet Pricing”
“Overstocked”	“Buy One, Get One (BOGO)”
“Clearance”	“Special Allocation”
“Employee Pricing”	“Special Pricing”
“Closeout”	“Special Allowance”
“Blowout”	“No Credit, No Problem”
“Supplier Pricing”	“Bad Credit, No Problem”
“Red Tag Sale”	“We Finance Anyone”
“Meet”	“Everyone Approved”
“Beat”	“Guaranteed Credit Approval”
“E-Plan”	“No Rejections”
“S-Plan”	“Can't Get A Loan?”
“Drastically Reduced”	“Special Test Pricing”
“Rock Bottom”	“Special Program”
“Markdown”	“Special Discount”

- 2b. The words “cost,” “factory” and “invoice” or any of their variations are not permitted unless required by state law or as part of a vehicle description.
- 2c. Advertising must not harm the goodwill and reputation of Mazda or contain images or content deemed to be political, sexual, racial, religious or derogatory to any group, organization, race or party. Mazda reserves the right to deny any advertising deemed harmful to the Mazda brand and reputation.
- 2d. Advertising must not contain images or content that degrades the Mazda brand and does not convey a premium product. Advertising may not contain clip art, star bursts, cartoonish images, etc.
- 2e. Advertising must not state or imply that any dealer has favored status or preferential standing with Mazda corporate. The following terms in any of their forms or any phrases with similar meanings are examples of what cannot be used:
- “Headquarters” “Corporate” “Authorized”
- 2f. Advertising that states or implies that the dealer is in a better position to sell Mazda products in comparison to any Mazda Dealer is prohibited. Disparaging or negative comparisons to another Mazda Dealer must also not appear in any advertising. The following terms in any of their forms or any phrases with similar meanings are examples of what cannot be used:
- “Only at...” “We do deals those other guys can’t”
- “Special deals exclusively at...”



2. BRAND INTEGRITY - DISTRESSED LANGUAGE (CONT.)

- 2g. Superlatives such as the “biggest,” “newest,” “best,” “largest,” “#1” or other similar phrases must not be used unless true and correct, and can be substantiated. Substantiation is your responsibility and must include the source and source year based on the previous calendar year. Mazda reserves the right to request substantiation.
- 2h. All advertising must maintain Mazda brand exclusivity. Dual and multi-franchise dealers may not advertise competitive makes, logos or multi-branded URL(s). Exceptions include pre-owned advertising that is clearly separated. Any mentions of competitive makes and/or models are only allowed if the information is comparative in nature with Mazda benefitting. Verification and usage approval of comparisons is the sole responsibility of the dealer.
- 2i. Dealerships must be accurately depicted in advertising. Dealer personnel included in advertising (specifically broadcast) must represent their actual positions (i.e., no fictional characters, cartoons, etc.). No skits, parodies, humor/jokes.

(All broadcast must be pre-approved. See pre-approval [page 8](#))

4. MAZDA CERTIFIED WEBSITE TRAFFIC

- 4a. All traffic for Mazda New Vehicle Sales, In Transit Vehicle Sales, Certified Preowned (CPO), Used Vehicle Sales, Service, Parts, Warranty, etc., must direct to the dealer's approved Mazda Digital Certified Program (MDCP) website URL and/or Mazda Digital Showroom (MDS) URL and/or Mazda Parts Online (MPO) URL.
- 4b. Dealers with multiple Mazda dealerships points can submit a request for approval for a Mazda only splash page that directs customers to their respective, approved Mazda Digital Certified Program (MDCP) Website. However, a Mazda exclusive landing page that directs traffic to each site is required. All splash pages must adhere to the following requirements:
- Splash pages must be created by a Mazda Digital Certified Program (MDCP) Website Provider and meet all MDCP tagging requirements.
 - Splash pages must be submitted for pre-approval prior to use and are subject to all advertising standards.
 - Splash pages must directly link to your approved Mazda Digital Certified Program (MDCP) Website.

CATEGORY 2

5. LOGOS

5a. The Mazda brand mark must be used once and should be placed prominently in the ad. Exclusions may apply where the brand mark and dealer identity is already displayed where the ad is present such as website sliders, social, and endemic sites. The primary Mazda brand mark is fixed and should not be altered in any way; it must be positioned on a monotone background, or as close to monotone as possible. 85% of the clear space of the brand mark must be solid to make the logo appear more prominent. Logos can be downloaded directly from Mazda’s MKC available through One Mazda (onemazdausa.com). Any previous versions of the Mazda Brand Mark or Mazda Dynamic Wing logo will not be accepted.

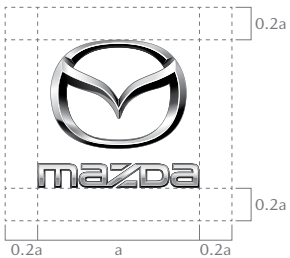
If a dealer is using the Mazda Brand Mark for their website favicon, a compliant/ current logo must be used. Example of non-compliant:

NON-COMPLIANT:



5c. When displaying the Mazda Brand Mark in websites, web banners, and other digital media, clear space equal to at least 20% of the length of the Mazda logo must be maintained.

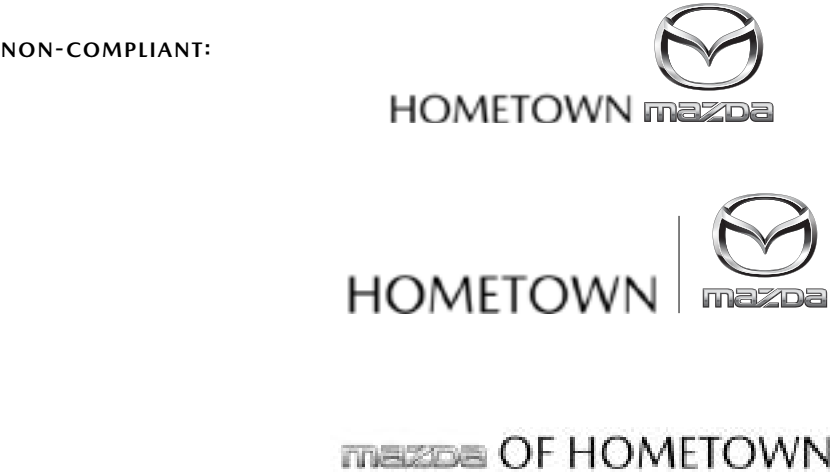
SPECIAL-CASE CLEAR SPACE



* When visibility would be significantly impaired if the full clear space is maintained in a particular display space, such as when indicating sponsorship, the special-case clear space may be used.

5. LOGOS (CONT.)

5d. The Mazda logo or any of its components may not appear as a direct lockup to your dealer name or logo. Separating your name and the Mazda logo with a line is not sufficient. Recommended placement of the Mazda logo and the dealer identity is available on the [MAZDA DEALER BRAND STYLE GUIDE](#).



5e. You must clearly identify yourself by using your full Mazda dealership name (DBA) when advertising Mazda products in all media types. Dealer identity may only be presented in one of the three ways:

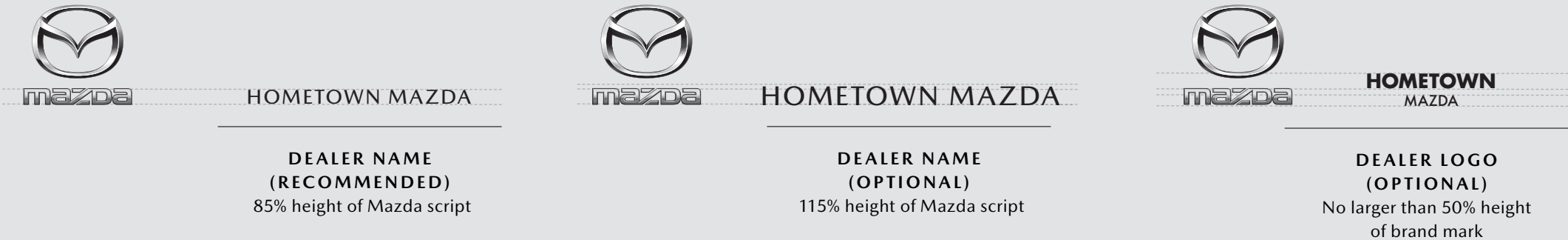
- 1) Mazda type with 85% height of the brand mark script (Recommended)
- 2) Mazda type with 115% height of the brand mark script (Optional)
- 3) Pre-approved dealer logo no bigger than 50% of brand mark (Optional)

Auto group/dealer group logo usage is allowed only if it adheres to color and size restrictions. Group logo must be no bigger than 50% of brand mark & color must adhere to brand color palette. (See [7b guideline](#)). **Pre-approval is recommended.**

Dealer identity must follow alignment & placement guidelines. Refer to [MAZDA DEALER BRAND STYLE GUIDE](#).

5f. The Mazda Brand Mark must only be present in the header and footer of the website and is prohibited on any homepage banners.

COMPLIANT:



7. TYPOGRAPHY – FONTS & COLORS

7a. Mazda Type fonts are required on all Mazda dealer websites. Any fonts that degrade the Mazda brand are prohibited (e.g., bubbles, script, cartoonish, multicolor, etc.). All typography is to be set in monochrome tones only (black, gray, white).

7b. The brand color palette includes all permitted colors for use on backgrounds within advertising; no other color is permitted unless vehicle photography is used.

Brand color palette includes grayscale values, in addition to black and white. Pre-approved dealer logos must adhere to the brand color palette.




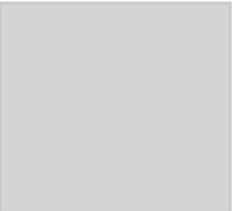
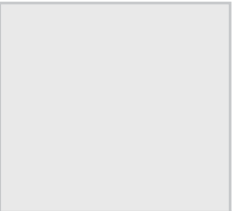
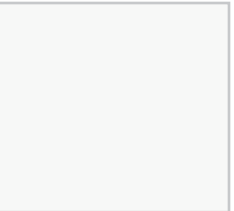


Do not use colors outside of the brand color palette to draw attention to or highlight items, such as prices or call-to-action (CTAs). Though it may draw in a user’s attention, it clashes with the Brand Style Guidelines and does not represent Mazda as a premium brand.

Color and font exceptions may be granted for 3rd party vendor logos but **must be submitted for pre-approval**.

PROHIBITED COLORS



BRAND COLOR PALETTE

BLACK	DARK GRAY	GRAY	BORDER GRAY	MEDIUM GRAY	LIGHT GRAY	OFF WHITE	WHITE
							
#101010	#2B2B2B	#737373	#D5D5D5	#999999	#E7E7E7	#F5F5F5	#FFFFFF
USED TO DEFINE TEXT COLOR AND CTAS	USED FOR HEADER BACKGROUND	PROVIDES NEUTRAL COLOR TO BALANCE DESIGN AND ENHANCE ACCENT COLORS	PROVIDES NEUTRAL COLOR TO BALANCE DESIGN AND ENHANCE ACCENT COLORS	USED FOR BORDER TO HELP ADD CONTRAST TO WHITE TOUTS ON THE PAGE	PROVIDES NEUTRAL COLOR TO BALANCE DESIGN AND ENHANCE ACCENT COLORS	USED AS PRIMARY BACKGROUND COLOR	USED TO DEFINE TEXT ON BLACK BACKGROUNDS AND PROVIDES ACCENT TO LIGHT GRAY

8. ADVERTISING MESSAGE

8a. A valid offer must be included in all media types. "MSRP", "Dealer Price", "APR", or "Lease" for sale are valid. Expired offers are considered non-compliant.

- For ads with the sole intent of promoting the dealer or Mazda brand, an offer is not required within the ad.
- For ads directly related to promoting a Mazda vehicle, a valid offer is required.
 - Exceptions will be provided to select media types where an offer is not applicable.

8b. The height of the price or offer on the vehicle may not exceed the height of the vehicle being advertised.

8c. All new car advertising must feature new Mazda vehicles and include a photo of at least one new Mazda vehicle. If vehicle running footage is used, it must be obtained from the Mazda Marketing Knowledge Center (MKC). Dealers are not permitted to use their own created running footage.

- Exceptions will be provided to select content/media types where MKC supplied vehicle running footage is not applicable (ex: Vehicle Walkaround Video).

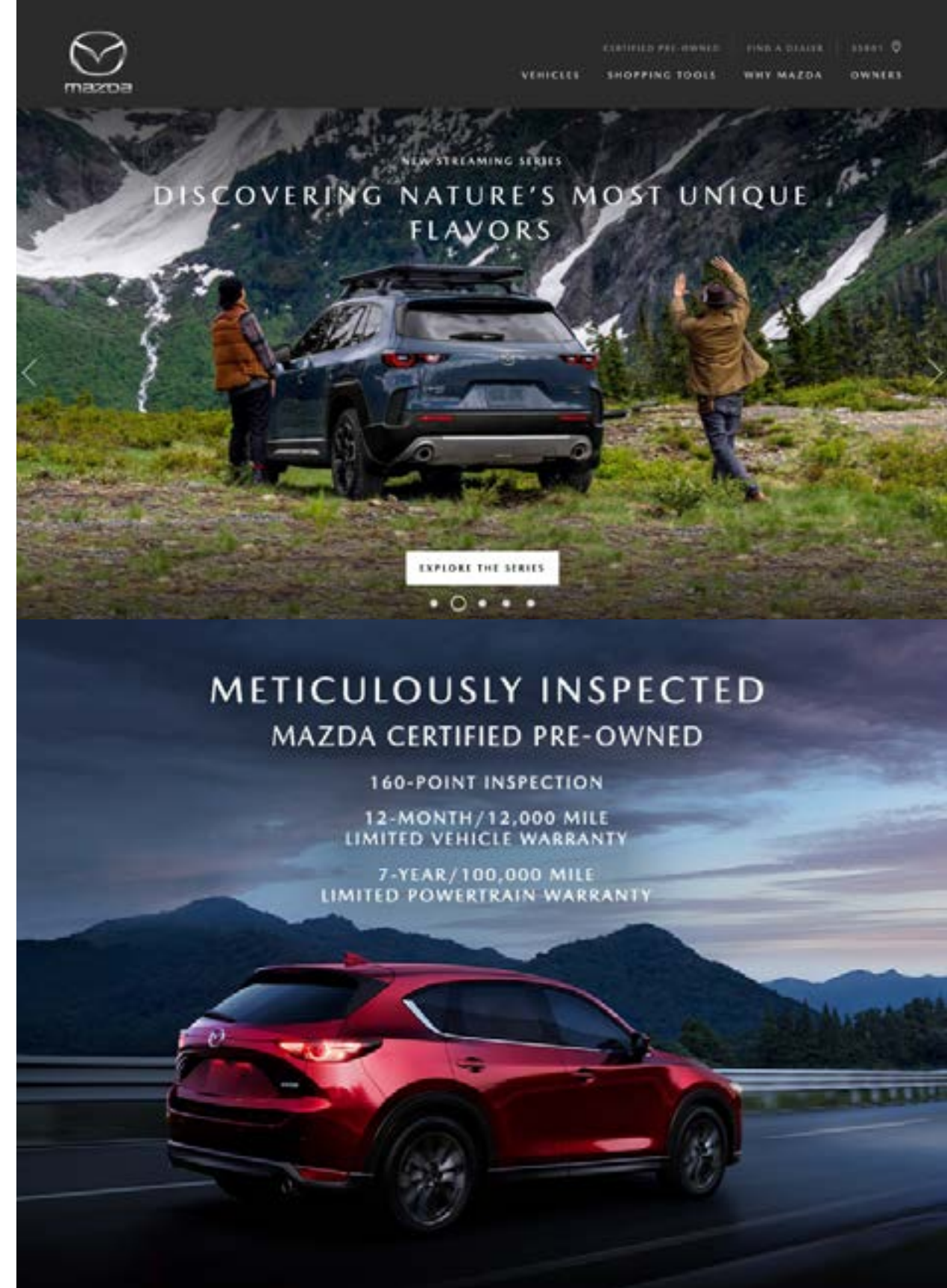
8d. No text or graphic treatments may obstruct the Mazda logo or vehicle photos.

8e. **DURING MAZDA EVENT CAMPAIGN PERIODS:** Requires mandatory use of provided sales event logo or campaign mention in advertising; exception may be provided for national holidays overlapping Mazda Event Campaign Periods (i.e. 4th of July) but **must be pre-approved**. TV must include sales event logo, and radio must mention campaign name. Must be submitted for pricing compliance pre-approval.

Sales Event Logos may not be altered or appear as a lockup to the Mazda Brand mark, your dealer name, or dealer logo.

DURING NON-MAZDA EVENT CAMPAIGN PERIODS: Dealer sales events allowed; pre-approval is mandatory for all advertising with sales events mention and must follow advertising guidelines.

8f. An offer must be present in Service & Parts Co-Op media types: newspaper, magazine, circulars, flyers, Pennysavers, retail and wholesale direct mail, radio, television, etc.



9. VEHICLE LINE ADVERTISING

- 9a. The use of inaccurate Mazda vehicle images per the vehicle/product description is prohibited. All Mazda vehicle images must align with the advertised description. Approved vehicle images are available on MKC.
- 9b. The correct vehicle description including year, make, model, as well as equipment descriptions and information, must be accurate in all advertising. Year, make, model and trim are required for vehicle description when advertising an offer.

- 9c. Car names must be in all uppercase when standing alone in advertising. Only the first letter is capitalized when car names are used in advertising within body text; all other letters must be lowercased. The model name must be listed in one line (Title or Body Copy) and only the model year or trim level can be split into other lines.

Vehicle lines beginning with “Mazda” followed by a number must use only an uppercase “M” and must not have a space before the number in advertising within body text. For example: Mazda3. Mazda3 is required to be displayed as such at all times. For other vehicle lines (CX, MX), a space must follow the word “Mazda” and a hyphen must precede the number. For example: Mazda CX-90.

For SEM & Broadcast types where spacing and word count is limited, “Mazda” is permitted to precede only once before a list of vehicle names, such as “Mazda3, CX-30, CX-5, CX-50, MX-30 EV, MX-5 MIATA, CX-90”.

		EXAMPLES	
		COMPLIANT	NON-COMPLIANT
STAND ALONE COPY:		2024 MAZDA3 SEDAN	2024 Mazda3 Sedan
		2024 MAZDA CX-90 SIGNATURE	2024 MAZDA CX-90
WITHIN BODY TEXT:		The Mazda3 offers an exhilarating, holistic approach to performance. Its 186-hp Skyactiv®-G engine offers responsive acceleration, while G-Vectoring Control Plus subtly adjusts engine torque and braking for a more natural feeling around corners.	The MAZDA3 offers an exhilarating, holistic approach to performance. Its 186-hp Skyactiv®-G engine offers responsive acceleration, while G-Vectoring Control Plus subtly adjusts engine torque and braking for a more natural feeling around corners.



10. MAZDA TRADEMARKS & REGISTRATION MARKS

10a. When referencing Mazda registered or trademarked words and phrases in advertising, the following should be included:

- The registered or trademark symbol
- Type/show logo only in Mazda font (downloadable on MKC)
- Uppercase lettering, only if word and/or phrase is standing alone (Only the first letter needs to be uppercased when using in body text)
 - i-ACTIV AWD®
 - i-ACTIVSENSE®
 - MAZDA CONNECT™
- Never use "SKYACTIV®" alone. It should always be part of "SKYACTIV® TECHNOLOGY" or part of a word combination such as the examples below:
 - "SKYACTIV®-G," referring to the gasoline engine
 - "SKYACTIV®-Drive," referring to the automatic transmission
 - "SKYACTIV®-Chassis," referring to the chassis
 - "SKYACTIV®-MT," referring to the manual transmission
 - "SKYACTIV®-Body," referring to the body
 - The SKYACTIV® TECHNOLOGY logo may not be modified from its current design (unless it is used in a sentence); i.e., "The CX-50 with SKYACTIV® TECHNOLOGY."

COMPLIANT

RESPONSIVE 186-HP
SKYACTIV® -G ENGINE

NON-COMPLIANT

RESPONSIVE 186-HP
Skyactiv® -G ENGINE

11. DEALER ACCOLADES

11a. For Mazda Brand Accolades, you may only advertise nationally approved accolades listed (i.e. IIHS, NHTSA) on the latest MKC Accolades Tracker. Any other accolade mention is not permitted.

President’s Club and Gold Cup logos and language may only be used if your dealership is in current standing. Logos should be the current and up-to-date versions and can be downloaded directly from MKC. Mazda dealers may include applicable awards in the main header. Please contact your Mazda Digital Certified Program Website Provider for review and pre-approval process.

MKC Accolades Tracker List can be found on MKC > Creative Library > Awards & Accolades > Accolades Tracker

12. SOCIAL

12a. Mazda exclusive profiles are required for any and all social channels. Any paid social media advertising must drive to your Mazda exclusive social page or certified website. Social posts from third parties that are shared on any social channels are not subject to the advertising standards.



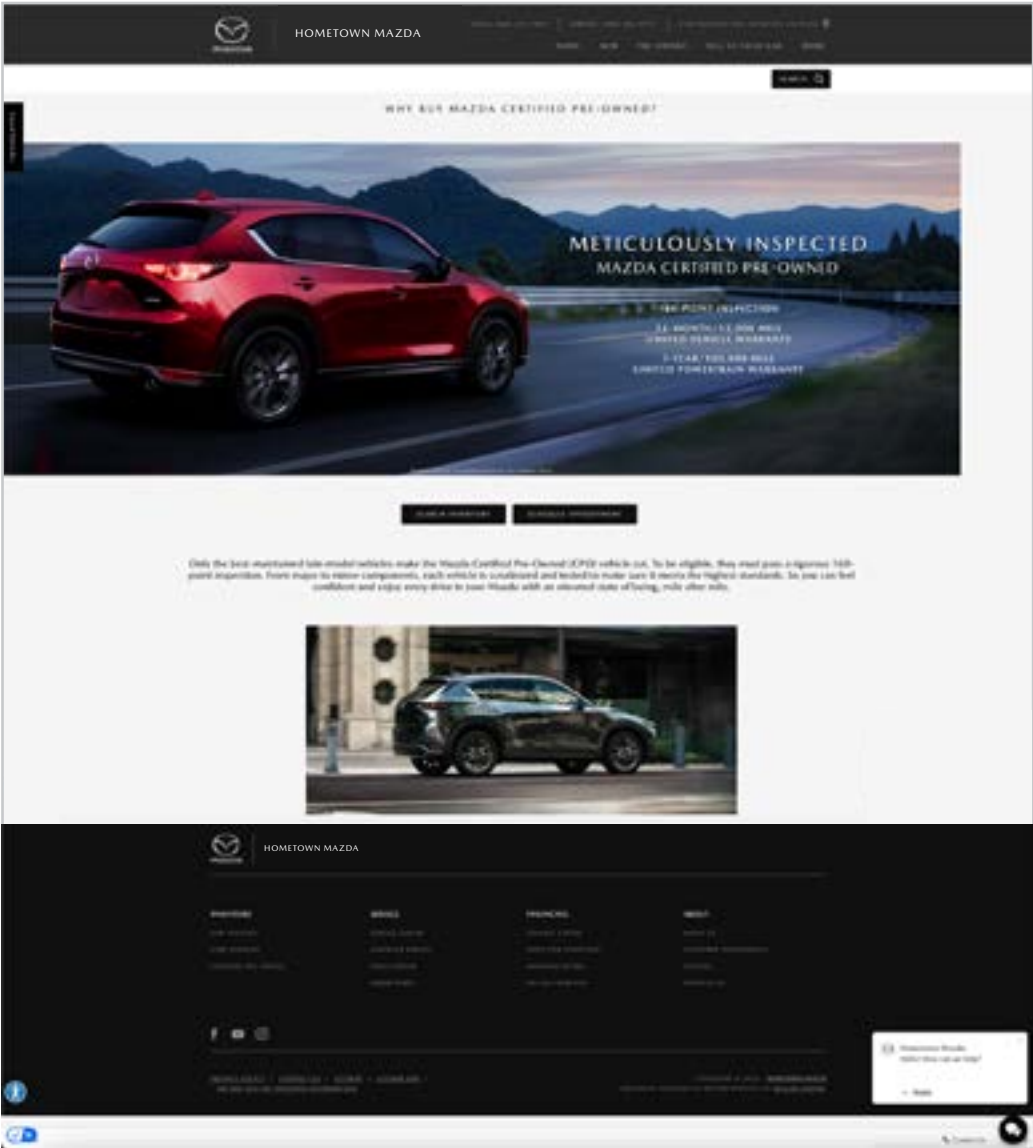
13. MAZDA CERTIFIED PRE-OWNED 2.0 REDESIGN REQUIREMENTS

13a. Advertising for Mazda Certified Pre-Owned vehicles must include the words “Mazda Certified Pre-Owned” or the Mazda Certified Pre-Owned logos. Using the terms “CPO” and “Certified Program” are prohibited. Exclusions may apply for environment (i.e. SEM, Website Inventory Search Tool) where word count/space is limited.

<div>MAZDA CERTIFIED PRE-OWNED</div>	MAZDA CERTIFIED PRE-OWNED
<div>MAZDA CERTIFIED PRE-OWNED</div>	MAZDA CERTIFIED PRE-OWNED

- 13b. New Mazda vehicles must be separated in print ads by a solid, uninterrupted box or line from Mazda Certified Pre-Owned or used vehicles.
- 13c. The Mazda Certified Pre-Owned logo should always be placed on a solid background (no patterns) and must be legible.
- 13d. All Mazda Certified Pre-Owned advertising must feature Certified Pre-Owned vehicles and include a photo of at least one Certified Pre-Owned vehicle.

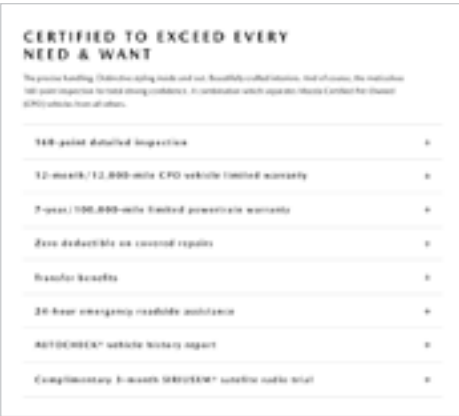
13e. Dealers must have required Mazda Certified Pre-Owned Program Landing Page. Example shown here:



13. MAZDA CERTIFIED PRE-OWNED 2.0 REDESIGN REQUIREMENTS (CONT.)

13f. Either the Mazda Certified Pre-Owned Details Accordion Component or the Certified Pre-Owned Tout Cards Component are required to be used on all Mazda Certified Pre-Owned vehicle detail pages. Dealers are required to use one of the components at minimum. Both components are permitted to be used if desired.

CPO ACCORDION EXAMPLE



CPO TOUT CARD EXAMPLE



13g. If Certified Pre-Owned Incentives are featured on the incentives/specials offer page, the Certified Pre-Owned Incentive Cards are required to be used. Example below:



13h. Dealers have the ability to choose from available Mazda Certified Pre-Owned Components.

MAZDA CERTIFIED PRE-OWNED QUICKLINK TILE: Mazda Certified Pre-Owned specific tile can be incorporated into an existing quicklink tile set on desktop or mobile to easily direct customers to available Mazda Certified Pre-Owned inventory. Examples below:

DESKTOP EXAMPLE



MOBILE EXAMPLE



13. MAZDA CERTIFIED PRE-OWNED 2.0 REDESIGN REQUIREMENTS (CONT.)

VEHICLE HISTORY COMPONENT: If supported by the website provider, dealers are encouraged to leverage the Mazda Certified Pre-Owned vehicle history report component on the Mazda Certified Pre-Owned VDP

Alternative page suggestions include Mazda Certified Pre-Owned Model Landing Pages or other Mazda Certified Pre-Owned Landing Pages. Desktop and mobile examples below:

MAZDA CERTIFIED PRE-OWNED BANNERS FOR SRP/VDP: Mazda Certified Pre-Owned specific banners can be incorporated on the SRP and/or VDP across Desktop and Mobile for additional merchandising. Desktop and mobile examples below:

DESKTOP EXAMPLE



MOBILE EXAMPLE



DESKTOP EXAMPLE



MOBILE EXAMPLE

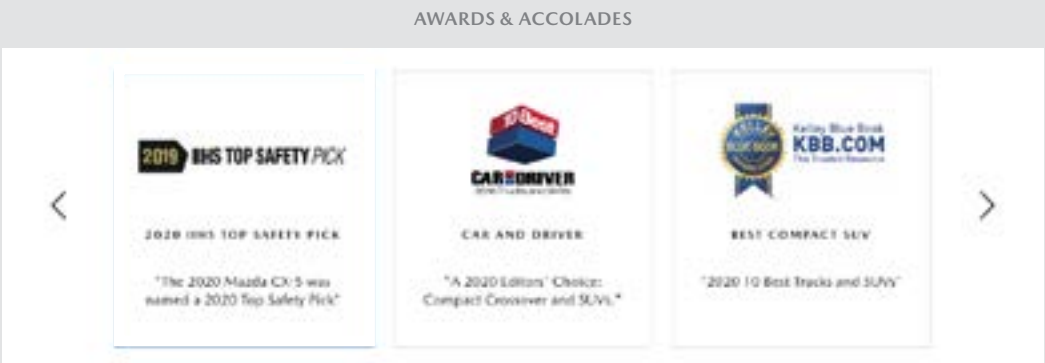


13. MAZDA CERTIFIED PRE-OWNED 2.0 REDESIGN REQUIREMENTS (CONT.)

AWARDS & ACCOLADES COMPONENT: If supported by the website provider, dealers are encouraged to leverage the Mazda Certified Pre-Owned Awards & Accolades Component on Mazda Certified Pre-Owned VDPs and/or applicable model landing pages or other landing pages. Desktop and mobile examples below:

ACCESSORIES COMPONENT: If supported by your website provider, dealers are encouraged to incorporate the Accessories Component into the Mazda Certified Pre-Owned VDP. Horizontal and vertical examples below

DESKTOP EXAMPLE



MOBILE EXAMPLE



ACCESSORIES

EXTERIOR

- All weather floor mats
- Roof rack
- Smart rear bumper guard
- Rear splash guard

INTERIOR

- Sport peddel set
- Wireless charging
- Frameless auto-dimming rearview mirror with HOMELINK®

ACCESSORIES

EXTERIOR

- All weather floor mats
- Roof rack
- Smart rear bumper guard
- Rear splash guard

INTERIOR

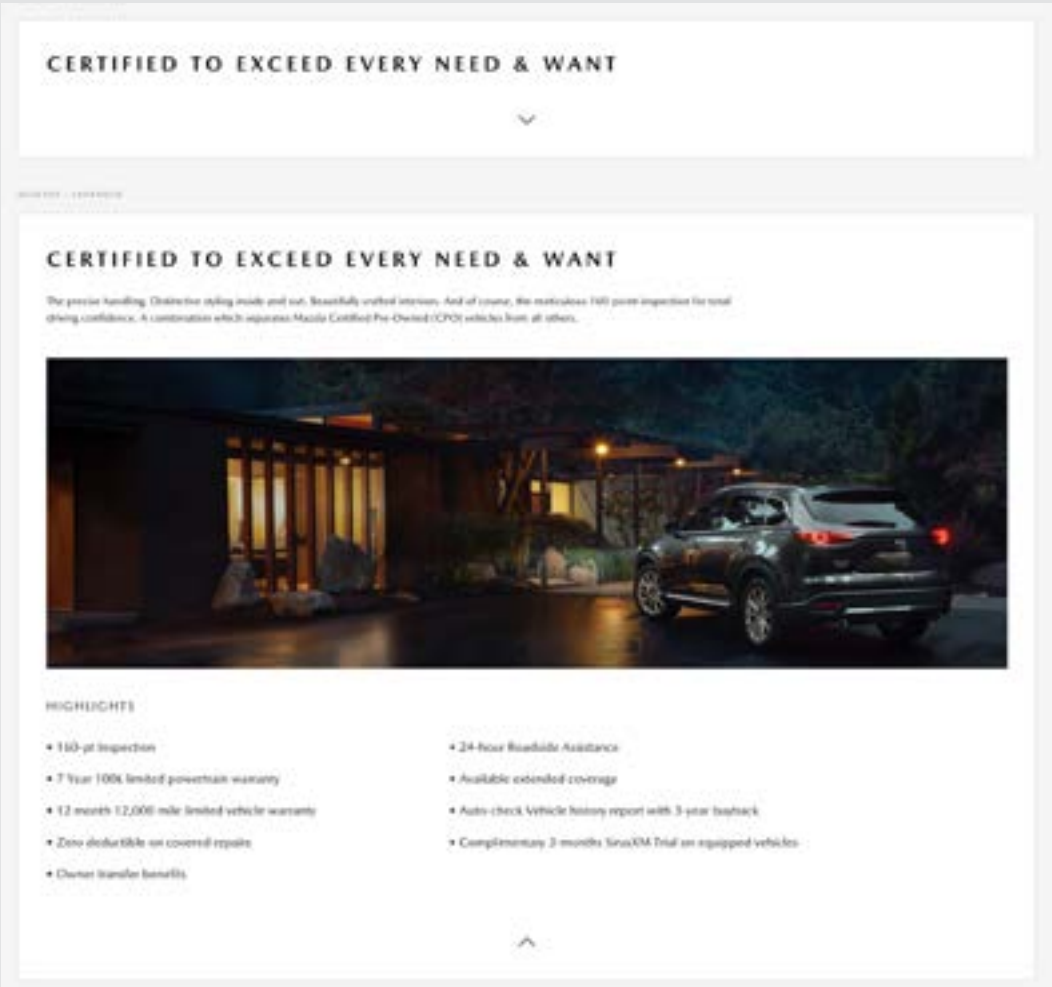
- Sport peddel set
- Wireless charging
- Frameless auto-dimming rearview mirror with HOMELINK®

13. MAZDA CERTIFIED PRE-OWNED 2.0 REDESIGN REQUIREMENTS (CONT.)

FULL WIDTH MAZDA CERTIFIED PRE-OWNED EXPLANATION EXPANSION COMPONENT: If supported by the website provider, dealers are encouraged to incorporate the Full Width Mazda Certified Pre-Owned Explanation Expansion Component, which includes additional details on Mazda Certified Pre-Owned Program and benefits

It is recommended to be incorporated onto the Mazda Certified Pre-Owned VDP, but it can also be used elsewhere on the website. Desktop and mobile examples below:

DESKTOP EXAMPLE



MOBILE EXAMPLE



13. MAZDA CERTIFIED PRE-OWNED 2.0 REDESIGN REQUIREMENTS (CONT.)

TWO COLUMN MAZDA CERTIFIED PRE-OWNED EXPLANATION EXPANSION COMPONENT: If supported by the website provider, dealers are encouraged to incorporate the Two Column Mazda Certified Pre-Owned Explanation Expansion Component, which includes additional details on Mazda Certified Pre-Owned Program and benefits


It is recommended to be incorporated onto the Mazda Certified Pre-Owned VDP, but it can also be used elsewhere on the website. Desktop and mobile examples below:

DESKTOP EXAMPLE

ALPHA / EXPANDED

UNEQUALED JOY. CERTIFIED.

Every Mazda is built with passion. It's reflected in our dynamic designs. Visible in our beautifully crafted interiors. You feel it in the heightened handling. That's what every Mazda Certified Pre-Owned Vehicle (CPO) delivers. Each has been scrutinized and meticulously tested in our 160-point inspection. So every time you're behind the wheel, you can focus on the joy of driving.



CPO Commercial

- 160-pt Inspection
- 7 Year 100k limited powertrain warranty
- 12 month 12,000 mile limited vehicle warranty

- 24-hour Roadside Assistance
- Available extended coverage
- Auto-check Vehicle history report with

MOBILE EXAMPLE

ALPHA / EXPANDED

UNEQUALED JOY. CERTIFIED.

Every Mazda is built with passion. It's reflected in our dynamic designs. Visible in our beautifully crafted interiors. You feel it in the heightened handling. That's what every Mazda Certified Pre-Owned Vehicle (CPO) delivers. Each has been scrutinized and meticulously tested in our 160-point inspection. So every time you're behind the wheel, you can focus on the joy of driving.



CPO Commercial

- 160-pt Inspection
- 7 Year 100k limited powertrain warranty
- 12 month 12,000 mile limited vehicle warranty
- Zero deductible on covered repairs
- Owner transfer benefits
- 24-hour Roadside Assistance
- Available extended coverage
- Auto-check Vehicle history report with 3-year buyback
- Complimentary 3-months Starline Trial on equipped vehicles

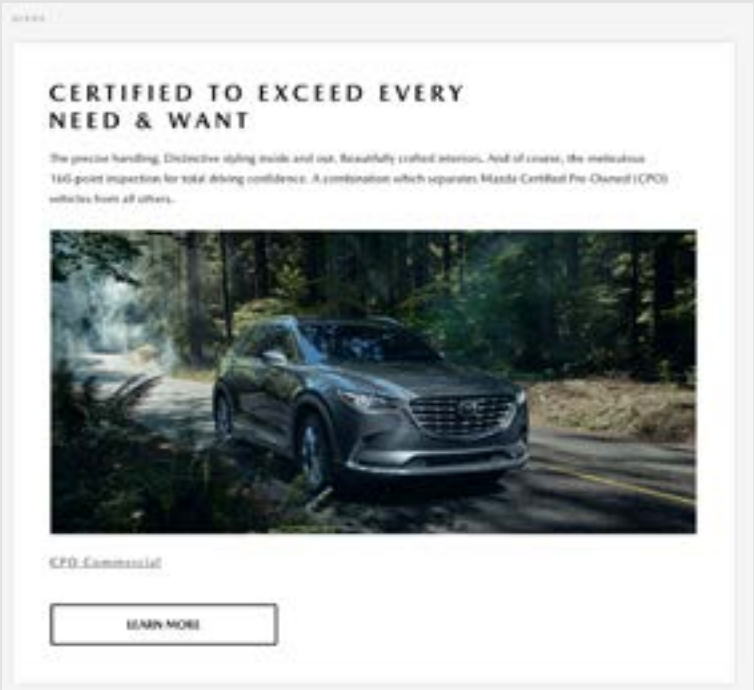
Read More

13. MAZDA CERTIFIED PRE-OWNED 2.0 REDESIGN REQUIREMENTS (CONT.)

MAZDA CERTIFIED PRE-OWNED LEARN MORE COMPONENT: If supported by the website provider, dealers are encouraged to use the Mazda Certified Pre-Owned Learn More component, which includes additional information on the Mazda Certified Pre-Owned Program and includes a CTA to link to a landing page. Desktop and mobile examples below:

MAZDA CERTIFIED PRE-OWNED VIDEO FOOTAGE LINK: If supported by the website provider, dealers can enable a link for users to click through to see running footage of the applicable Mazda Certified Pre-Owned model. This link is enabled on the VDP. Alternatively, if this was automatically enabled on the Mazda Certified Pre-Owned VDPs, it is permitted to be disabled.

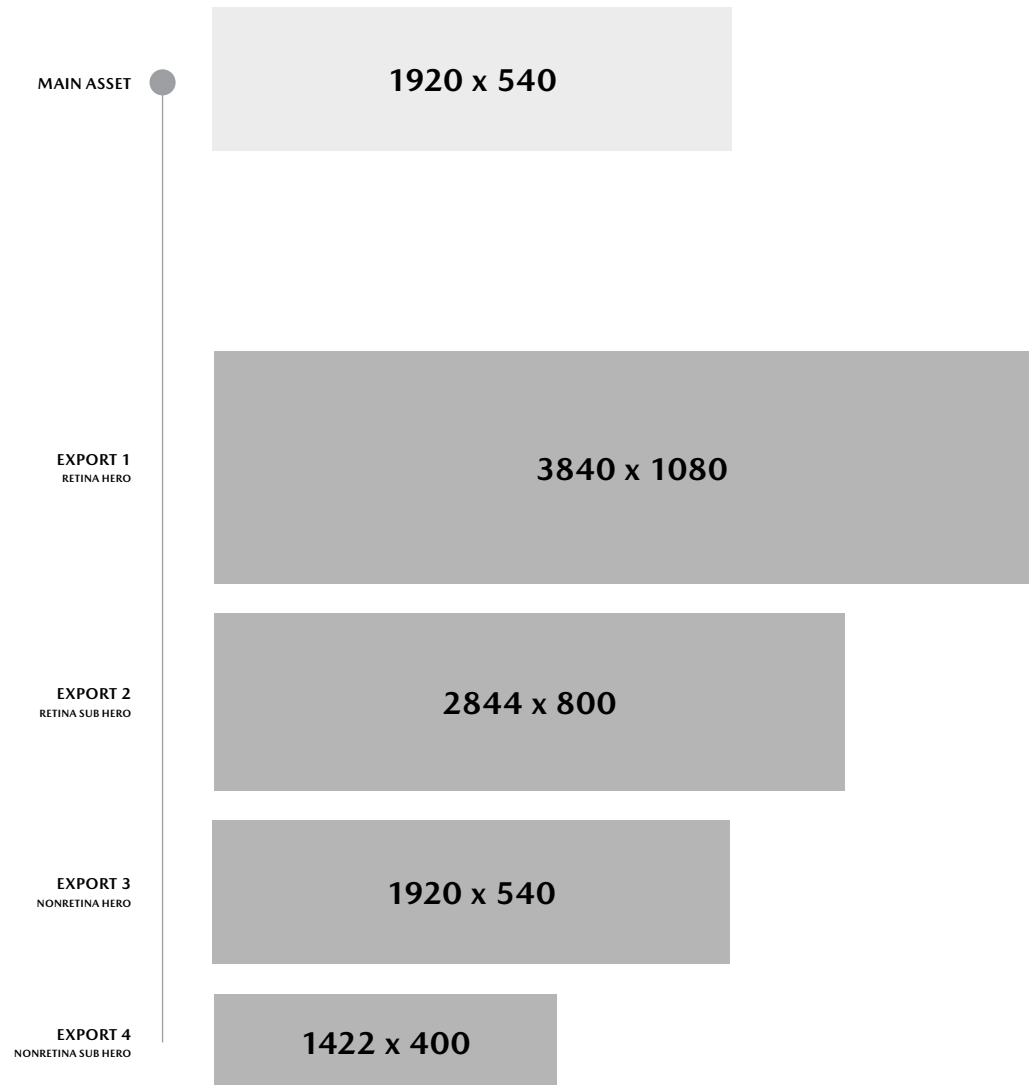
DESKTOP EXAMPLE



MOBILE EXAMPLE



DESKTOP EXPORT X4



Depending on your software application and starting point, these are your 4 desktop hero exports:

3840 x 1080 | 1920 x 540 | 2844 x 800 | 1422 x 400

MOBILE HERO 768 X 716

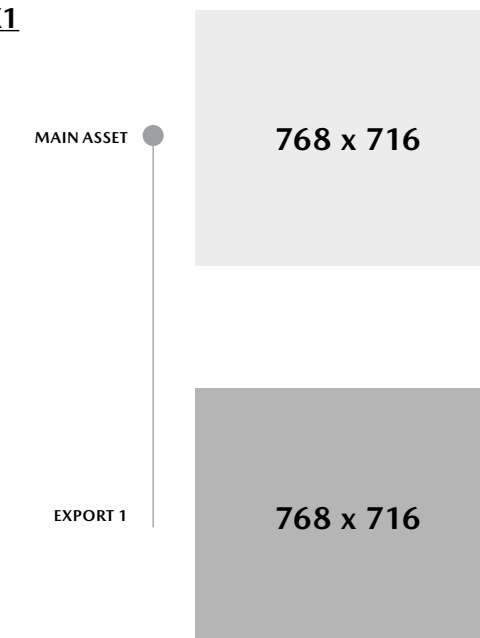
SAFE AREA 648 X 596 | ALL-AROUND MARGIN 60PX

The mobile homepage hero is even simpler. One creative file, one asset export, 768 x 716.

Placing your headlines, copy and CTAs within the SAFE AREA will ensure your content does not overlap with code-based pagination, scroll arrows and other various interactive elements. This SAFE AREA is universal and applies to all hero sizing.



MOBILE EXPORT X1



There is 1 mobile hero export:

768 x 716

DUAL CTAS DESKTOP/MOBILE

In the instance your hero presents dual CTAs (primary + secondary), desktop displays them horizontally side-by-side (20px padding) whereas on mobile, they stack vertically (15px padding) and expand to full-width (with margins that align to site content).

DESKTOP EXAMPLE



MOBILE EXAMPLE



HERO CREATIVE WITH DISCLAIMERS

Disclaimer text should adhere to the same content safe areas described above. Any extensive copy (more than 1-2 lines) should strategically be linked to a dedicated location to display the full text version – displaying the full version will take up valuable hero real estate and break brand guidelines by covering key imagery.

DESKTOP EXAMPLE



MOBILE EXAMPLE



FINAL DESKTOP EXPORTS

3840x1080

1920x540

2844x800

1422x400

FINAL MOBILE EXPORTS

768x716

14. PHOTOGRAPHY/IMAGERY

14a. Jellybean images on homepage banners should not be shown floating in space.

COMPLIANT



14b. Vehicle photography on homepage banners should not be shown in non-lifestyle environment.

14c. All homepage banners in the main hero carousel above the fold must be the same size at 1920x540px for desktop and 768x616px for mobile. Retina dimensions are 2x and permitted - e.g. 3840x1080.

No 'jumping' from different sizes can occur. No other size variations can occur.

Rendering for mobile: some providers, e.g. DealerOn, reduce dimensions of the desktop banner to render for mobile. Ratio stays the same, but it's simply reduced for mobile.

14d. All homepage banners in the sub hero banner carousel below the fold (if present) must be the same size at 1422x400px. No 'jumping' from different sizes can occur. No other size variations can occur. Retina dimensions are 2x and permitted - e.g. 2844x800.

14e. CTAs, disclaimers and carousel pagination are not blocked or obstructed on homepage banners. Reference the Homepage Hero Guidelines PDF file to provide the necessary padding to prevent any copy from being obstructed by the carousel pagination or the hovering faceted search.

14f. Vehicle jellybeans populate as expected (if applicable).

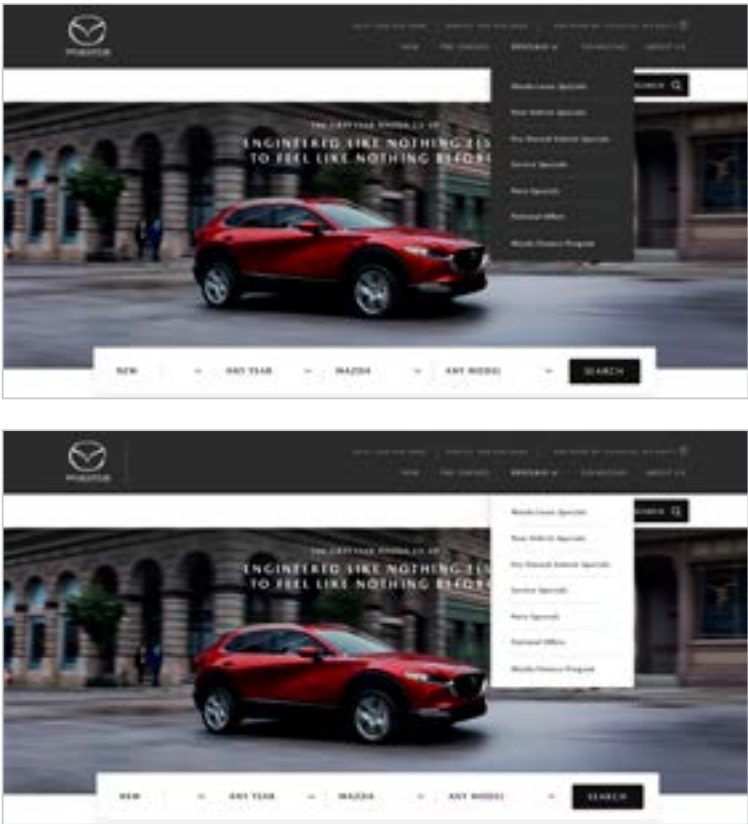
14g. When creating assets, use MKC assets whenever possible.



15. MAIN NAVIGATION DROPDOWN

15a. When referencing Mazda registered or trademarked words and phrases in a main navigation, dropdown menus must be on a gray background or white background as shown below.

Only text dropdown menu items can be used. Images, icons, etc. are not permitted in the list dropdown menus. Please note an optional Mega Menu is available for NEW dropdown menus.



15b. BEST PRACTICE MEGA MENU DROPDOWN



Mega Menu Requirements:

- White background, black 2.0 primary CTAs to the right
- Mazda requirement is to mirror MUSA jellybeans (color, placement, etc.)
- Must use current MY jellybeans once made available by Mazda
- Correct terminology must be used for each model such as Mazda3 hatchback and not Mazda3 5-door
- Current Mazda model lineup must be on display – discontinued models cannot be present and any new models must be added.

15c. BEST PRACTICE SHOWROOM PAGE

- Showroom pages that display the current Mazda model lineup and link out to each individual model's research page is optional for dealers to add to their websites.
- Follow same requirements as 15b.

16. HOMEPAGE FACETED DISPLAY

16a. The main hero image or video remains in locked placement below the navigation and above the fold.

Please note there are two approved homepage hero styles –
Homepage 1 and Homepage 2.

EXAMPLE: HOMEPAGE 1



EXAMPLE: HOMEPAGE 2



16b. Faceted inventory search dropdowns appear in correct order and naming convention. Mazda must be the default. Off brand make/models are permitted when Used is selected, but Mazda should be default.

- TYPE**
 - Default: NEW
 - Order: ANY TYPE, NEW, CERTIFIED/CERTIFIED PRE-OWNED, USED/PRE-OWNED
- YEAR**
 - Default: ANY YEAR Order: ANY YEAR, then Newest to Oldest
- MAKE**
 - Default: Mazda
 - Order: MAZDA, then Alphabetical non-Mazda makes [non-Mazda makes are now permitted]
- MODEL**
 - Default: ANY MODEL
 - Order: Mazda Models Alphabetical, then all other non-Mazda Models Alphabetical [non-Mazda models are now permitted]

- 16c. FACETED SEARCH LAYOUT OPTIONS
- The single file row option is preferred
 - It must be hovering 50% over the bottom of the main homepage hero
 - It cannot be placed below the hero or above the hero



16. HOMEPAGE FACETED DISPLAY (CONT.)

16d. Faceted inventory search remains in locked placement.
There are two permitted options that are shown below.

EXAMPLE 1: See the highlighted box shown hovering over the hero image



MOBILE
EXAMPLE

EXAMPLE 2: See the highlighted box shown below the hero image to the left



16e. Mazda model carousel remains in locked place. There are two permitted options that are shown below. Any variation from the examples shown is not permitted - other components, trade-in tools, third-party plug ins, etc. cannot be added above the homepage Mazda model carousel. The current Mazda model lineup must be on display - discontinued models cannot be present and any new models must be added. Current MY jelly beans must be used.

EXAMPLE 1: See the highlighted box shown below faceted search hovering



EXAMPLE 2: See the highlighted box shown to the right of faceted inventory search

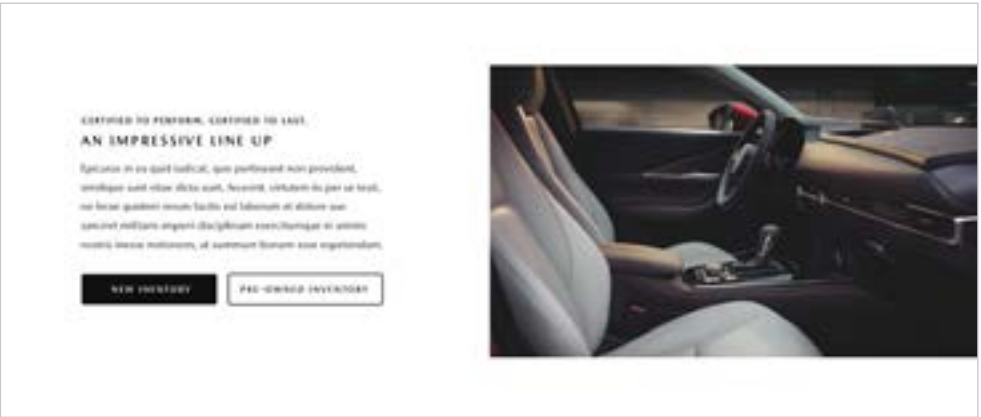
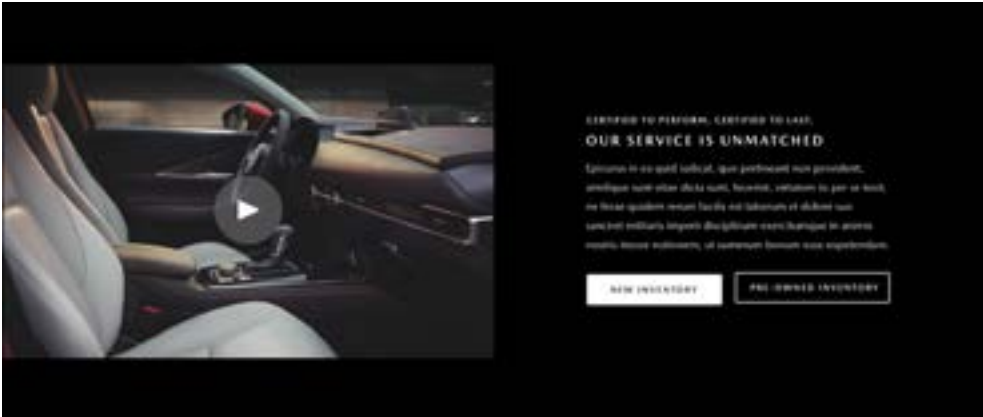
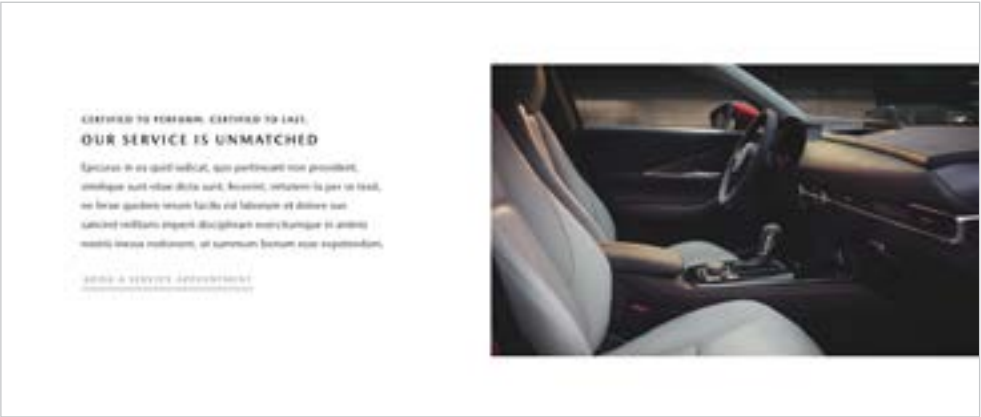
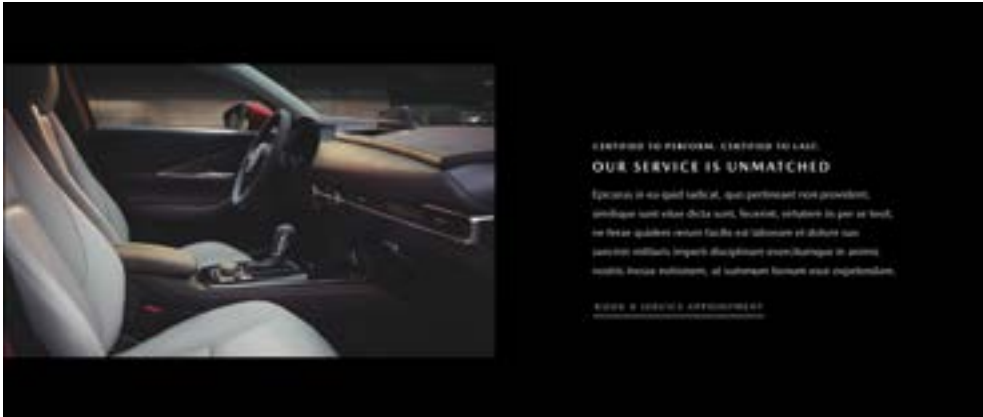


17. APPROVED 2.0 COMPONENTS

These components have been developed and are expected to be used to support customized dealer content across the website. There is no limit or minimum to the amount of times a component can be used. However, when used, the components are required to maintain the design guidelines set forth below.

17a. 50:50 COMPONENT

- When using the 50/50 component, the background color can vary between black, white or gray.
- Dealers can utilize custom verbiage for their dealership.
- The component can be mirrored or reversed where copy and CTAs are on the left and image is on right and vice versa.
- CTAs can vary (or not be included at all) provided 2.0 approved CTA design is followed e.g. Primary CTA only, Primary + Secondary Combo, etc.



17. APPROVED 2.0 COMPONENTS (CONT.)

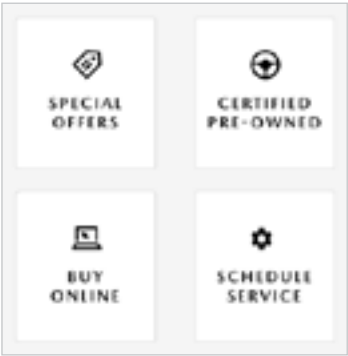
17b. QUICKLINKS COMPONENT

- Gizmo and Gizmo style icons are the required set of icons to be used.
- Please contact your MDCP Website Provider for available Gizmo icons.
- If a dealership wants to use a provider-developed icon, it must be submitted for approval.

DESKTOP EXAMPLE

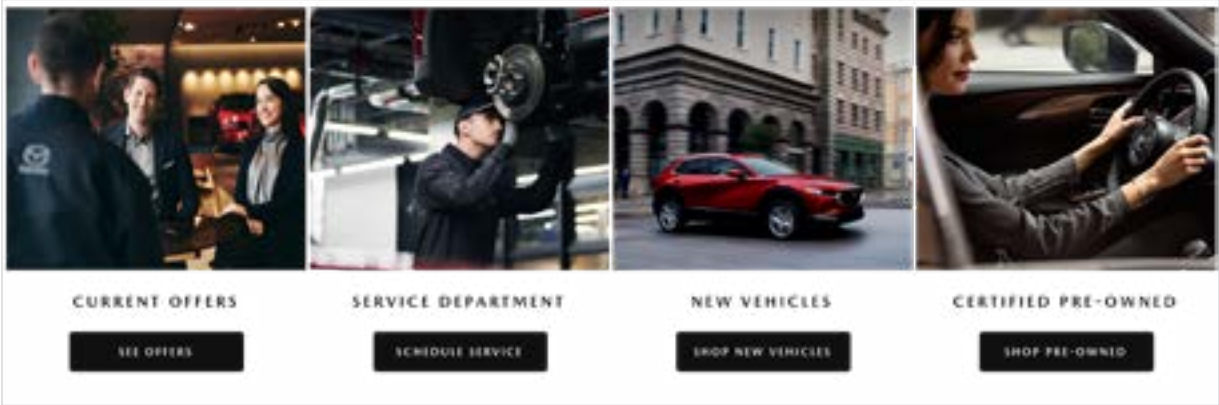


MOBILE EXAMPLE



17c. TILE COMPONENT

All Tile Component features must use similar style to this example:

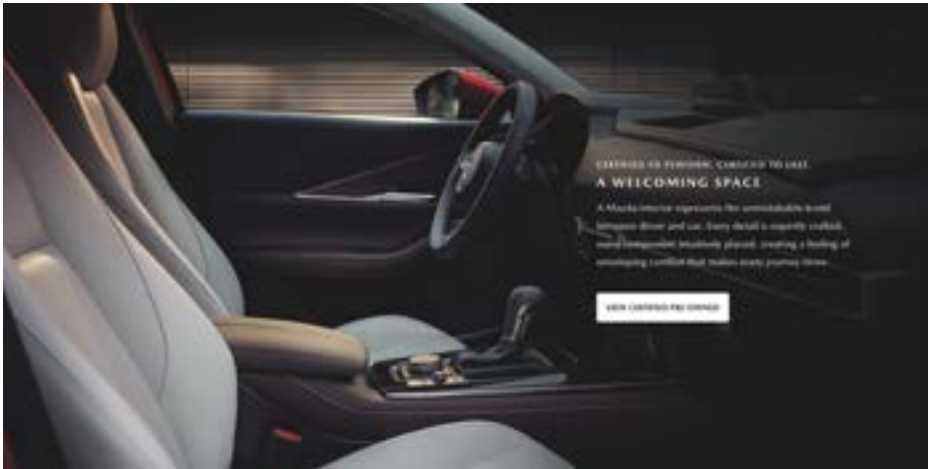


- Dealerships may use 2-4 tiles at their discretion.
- Alternate images and verbiage can be used, but MKC assets must be used (unless third party image).
- Overall design must be mirrored – Black primary CTA, image, title is optional. All caps must be used. Website 2.0 design guidelines required.
- Premium images must be used – Dealer created and MKC Mazda brand images only. No stock generic photography permitted.

17. APPROVED 2.0 COMPONENTS (CONT.)

17d. FULL WIDTH COMPONENT

- When using the full width component, dealer sites must follow examples below:
- Similar to the 50/50 component, the full width component can be mirrored or reversed where copy and CTAs are on the left or right
- CTAs can vary provided approved 2.0 CTA design is followed— Primary CTA only, Primary + Secondary Combo, etc.
- Dealers can utilize custom verbiage

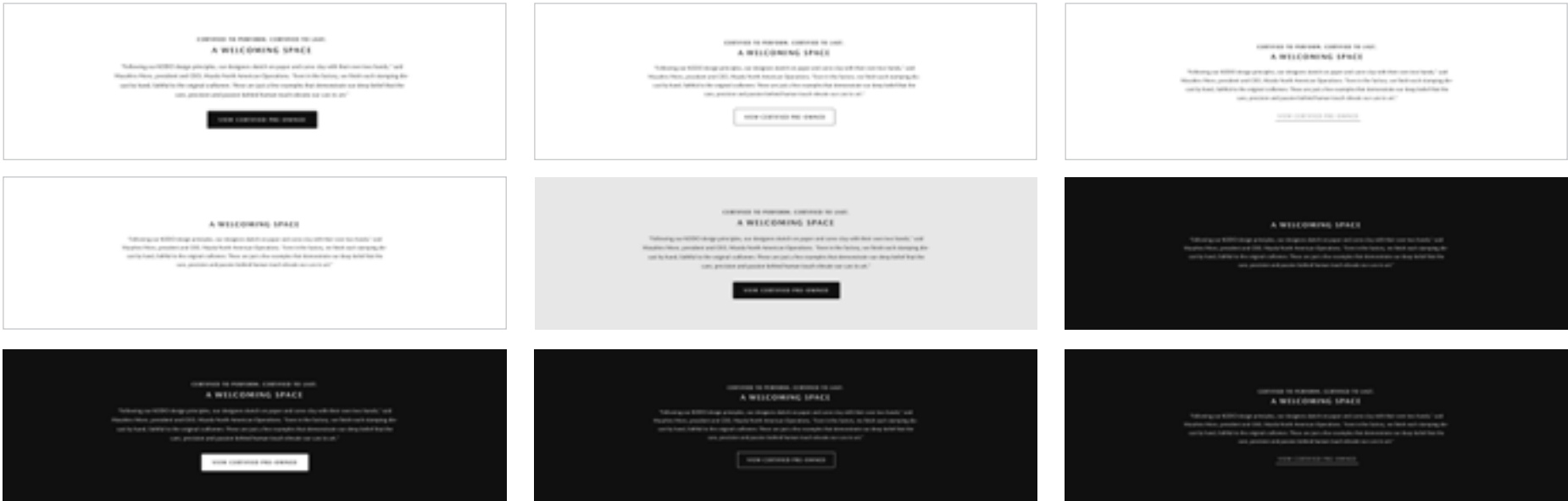


17. APPROVED 2.0 COMPONENTS (CONT.)

17e. CENTER COPY COMPONENT

When using the Copy Component, dealer sites must follow the examples below. Please note that different verbiage can be used. Background color can vary between black, white or gray.

- CTAs can vary (or not be included at all) provided approved 2.0 CTA design is followed— Primary CTA only, Primary + Secondary Combo, etc.
- Copy can be aligned on the left or centered.
- A combination of different background colors/CTA styles can be used provided approved 2.0 CTAs are followed.



17f. LEFT ALIGNED COMPONENT

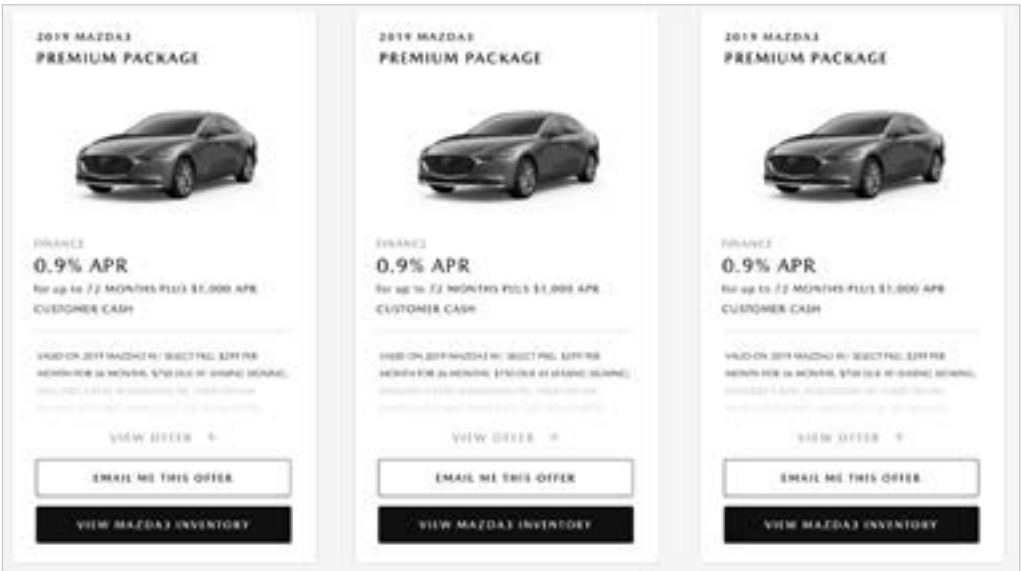
- White, black or gray background can be used. Refer to above CTA examples that show the different color backgrounds and font.



18. VERTICAL CARDS FOR USE ON SPECIALS/INCENTIVES PAGES

18a. Actual implementation will vary by provider

- It is preferred that all website providers are expected to uphold the style and design of their approved specials page

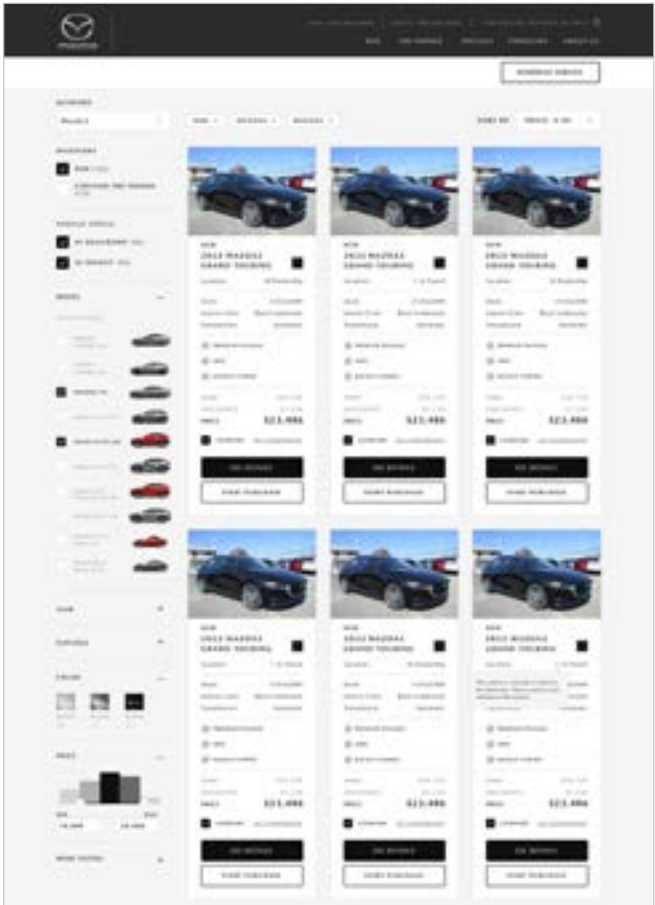


19. SEARCH RESULTS PAGE/VEHICLE LISTINGS PAGE

19a. All inventory search results pages are expected to uphold the approved SRP style and design supported by each website platform. Example below, actual implementation will vary by provider.

- All vehicles advertised on Mazda websites (new, pre-owned, CPO) must follow all 2.0 requirements: color, font, etc.
- Overlays on all inventory images must meet 2.0 requirements

COMPLIANT



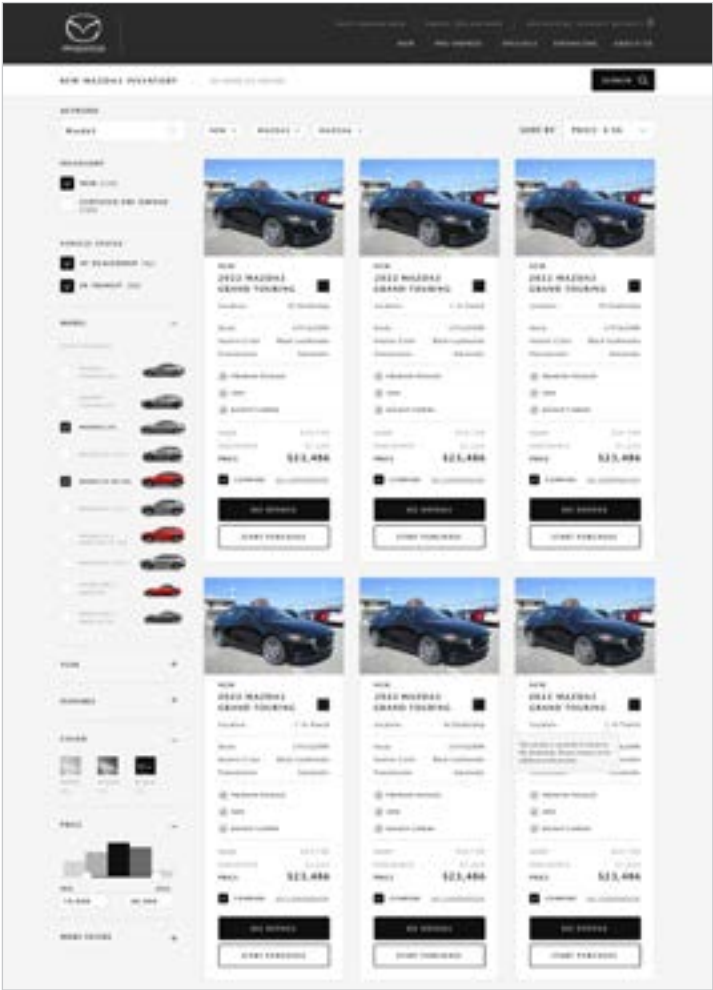
NON-COMPLIANT



19. SEARCH RESULTS PAGE/VEHICLE LISTINGS PAGE (CONT.)

19b. SRP FILTERING

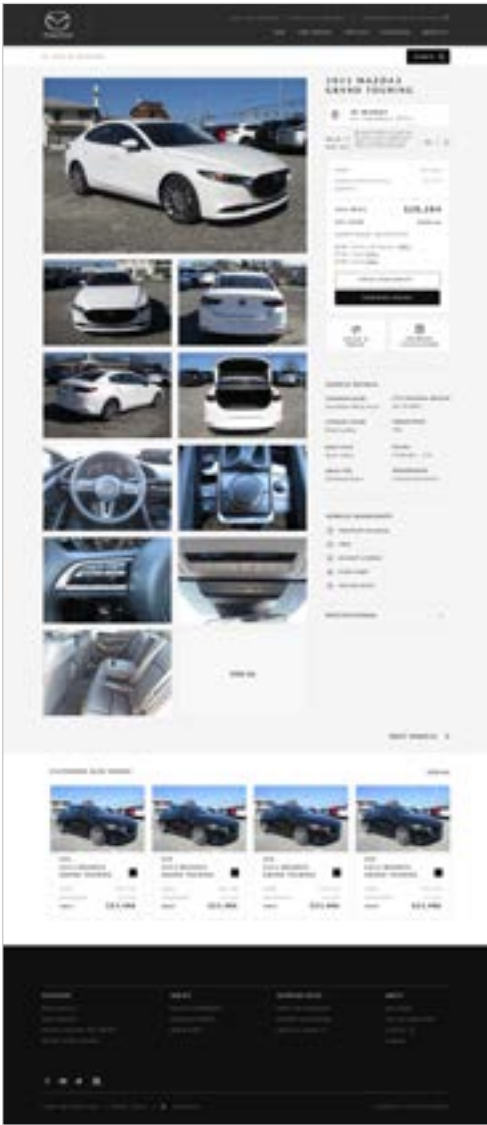
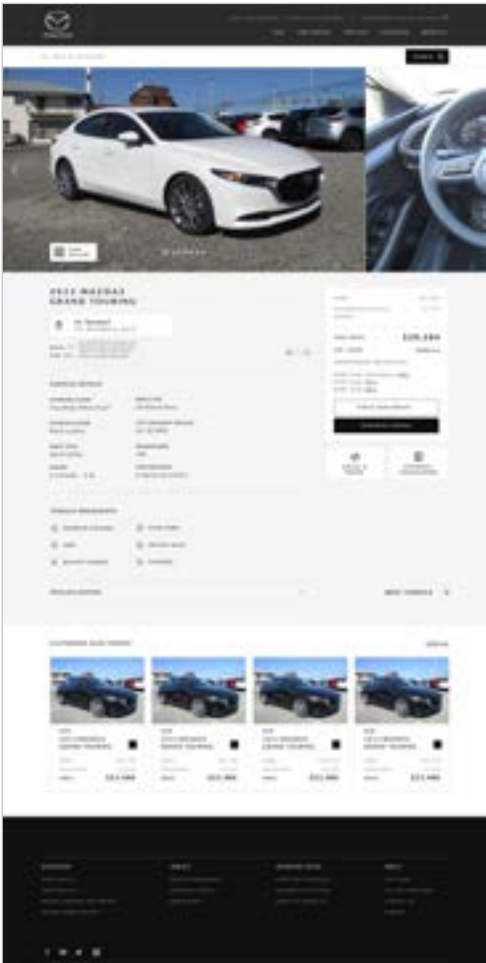
- It is preferred that the SRP filtering on left remains intact, per the approved layout and design per website platform. It cannot be modified from a design or style perspective.
- Example below, actual implementation will vary by provider.



20. VEHICLE DETAIL PAGE

20a. All inventory vehicle detail pages are expected to uphold the approved VDP style and design supported by each website platform.

- Actual implementation will vary by provider.



21. HEADER AND NAVIGATION DESIGN

21a. Header and navigation design, style, and placement are required to be adhered to.

- Header background must be #2b2b2b
- Approved font colors are #d5d5d5 and #999999
- The header can only be made up of the Mazda Brand Mark, pre-approved dealer logo or DBA, main navigation menu, phone and address
- The Mazda Brand Mark must be placed on the left with either the pre-approved dealer logo or DBA in Mazda Type to the right of it
- Dropdown Menus are completely customizable, but the font type, size, padding between text cannot be altered
- Above the main nav menu, the dealership phone numbers and address can be placed—preferably in a single line unless there are space restrictions due to length
- Second address may be listed for those who have separate service/sales centers and short hand addresses are also permitted
- Dealers may advertise Mazda awards such as the President’s Club award provided it is in current standing to advertise it as part of the dealer logo and font/color requirements are followed
- Additional CTAs are not permitted to be added to the header.
- The dealer logo obstructing the navigation menu and is not permitted (see examples below).

COMPLIANT:



NON COMPLIANT:



21. HEADER AND NAVIGATION DESIGN

21b. SubNav Schedule Service

White SubNav with Schedule Service CTA is required for desktop and mobile. Only approved MDS and Mazda Parts Online CTAs may also be used in addition to Schedule Service. See below for visual examples:



22. FOOTER

22a. Footer design, style and placement are required to be adhered to.

- Variation in font, style or color is not permitted
- Footer must be #101010 (black)
- Mazda Type font must be used
- Dealer logo or DBA must be present with Mazda brand mark
- Approved font colors for the font are #d5d5d5, #999999 and #ffffff



23. SITEWIDE SEARCH

23a. Sitewide Search is not a required Website 2.0 element and is only optional for applicable supporting MDCP Website Providers and dealers that would like to include this feature.

- The optional sitewide search is to be used in the Main Header (H1) only and the search icon CTA must only use the approved color of #d5d5d5. No images may be inserted.



24. CTAS ON DEALER WEBSITES

24a. All CTAs on dealer websites must follow approved 2.0 design and style for both hover and non-hover over states.

- Providers and dealers are approved to alter the CTA VI of CTAs in order to meet WCAG compliance
- Any alteration must still follow the Mazda Brand Color Palette. Examples include altering the hover-over VI when the primary or secondary CTA is used on a gray banner.
- Mazda does not guarantee CTAs below are WCAG/ADA compliant in all applications
- Providers and dealers are responsible for ensuring their websites are WCAG/ADA compliant.

PRIMARY:

Solid fill

ON LIGHT BACKGROUNDS:

PRIMARY

#101010 (black) with #FFFFFF (white) text

HOVER

#767676 (dark gray) hover with #FFFFFF (white) text

ON DARK BACKGROUNDS:

PRIMARY

#FFFFFF (white) with #101010 (black) text

HOVER

#767676 (dark gray) hover with #FFFFFF (white) text

SECONDARY:

Transparent button with 2px stroke

ON LIGHT BACKGROUNDS:

SECONDARY

#101010 (black) stroke with #101010 (black) text

HOVER

#767676 (dark gray) hover all

ON DARK BACKGROUNDS:

SECONDARY

#FFFFFF (white) stroke with #FFFFFF (white) text

HOVER

#999999 (lighter gray) text

TERTIARY:

Small, bold text with underline

ON LIGHT BACKGROUNDS:

TERTIARY

#767676 (dark gray) text

HOVER

#101010 (black) hover

ON DARK BACKGROUNDS:

TERTIARY

#999999 (lighter gray) text

HOVER

#FFFFFF (white) hover

EXAMPLES:

Screenshot below is from [Zeplin link](#) containing CTA CSS + Colors

PRIMARY

HOVER

SECONDARY

HOVER

PRIMARY

HOVER

SECONDARY

HOVER

INTERACTIVE

PRIMARY

HOVER

SECONDARY

HOVER

PRIMARY

HOVER

SECONDARY

HOVER

65

25. THIRD-PARTY TOOLS/PLUG INS

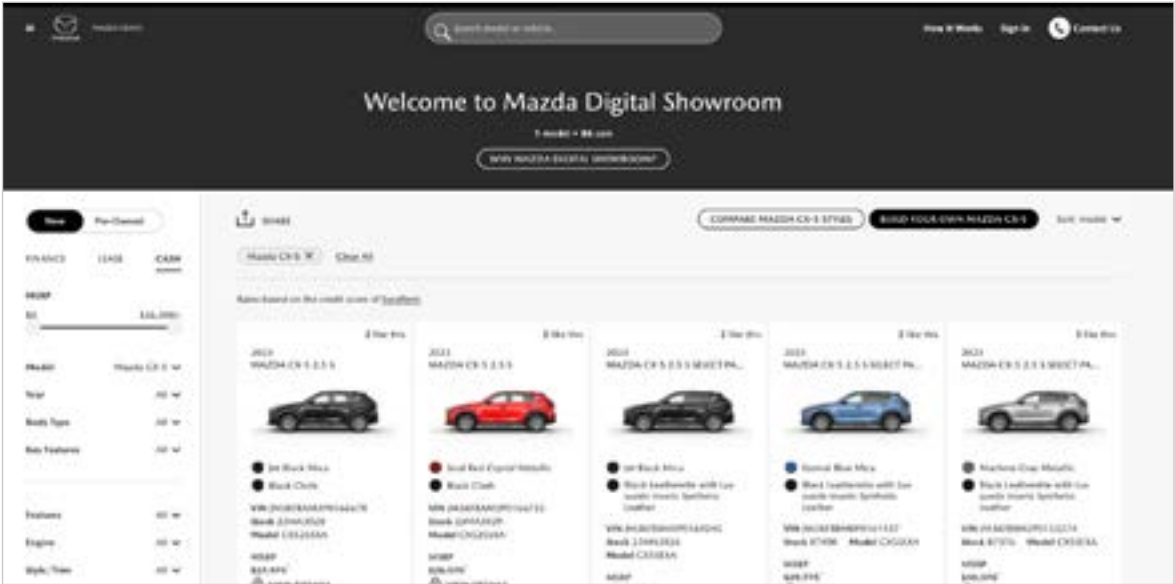
25a. Third-party tools and plug-ins are subject to the website design requirements and are required to uphold the requirements in order to be approved

- All third-party tools are required to be submitted for pre-approval
- Messaging approved certified third-party providers: ActivEngage, CarNow, Conversations, Gubagoo, Podium
- Test Drive approved certified third-party providers: VIPdrv
- Trade In approved certified third-party providers: Kelley Blue Book, Car and Driver Black Book

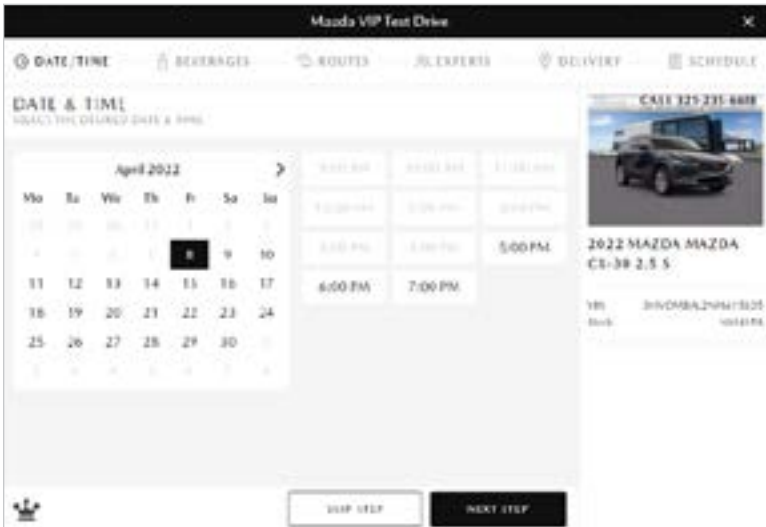
CERTIFIED DIGITAL EXAMPLES

- Must be submitted for pre-approval
- Guides and requirements around third-parties will be included in updated MCAP later in the year.

CERTIFIED DIGITAL ROADSTER EXAMPLE



CERTIFIED TEST DRIVE TOOL EXAMPLE (VIPDRV)



26. MAZDA INVENTORY SOLUTION & IN TRANSIT INVENTORY REQUIREMENTS

26a. Dealers are required to support the enhanced New & Mazda Certified Pre-Owned inventory data that is being provided through Mazda Digital Certified Program Inventory upon release. The data feed is not permitted to be disabled.

26b. Dealers are not required to show in transit inventory on their website. However, if in transit inventory is being displayed, it is required to be supported through the Mazda Digital Certified Program Inventory upon release.

26c. For in transit inventory, the Mazda vehicle imagery provided through Mazda Digital Certified Program Inventory upon release is required to be used and displayed first. Dealers are permitted to augment the Mazda images with their own dealer images so long as the images and/or image templates have been pre-approved

26d. When displaying in transit inventory, the dealer website search results page (SRP) is required to support the following:

- In Transit units should be labeled as In Transit. In stock units should be labeled as At Dealership.
- Vehicle Status Filter should be at the top of the Search Results Page (SRP) Filter stack.
- Location or Status Field on Inventory Card that indicates if the vehicle is In Transit or At Dealership/In Stock
- Disclaimer (either hover over or popup is acceptable) for all in transit vehicle inventory cards. Disclaimer is required to be left justified. By default, the provided disclaimer for an in transit unit with an ETA is: "This vehicle is currently in transit to our dealership. Any ETA shown is only an estimate and is subject to change or delay. Please contact us for additional information." By default, the provided disclaimer for an in-transit unit without an ETA is: "This vehicle is currently in transit to our dealership. Please contact us for additional information." Dealers are permitted to modify the disclaimers as needed to comply with local regulations.

26e. When displaying in transit inventory, the dealer website vehicle detail page (VDP) is required to support the following:

- Badge indicator to denote in transit status for in-transit vehicles only
- Disclaimer (either hover over or popup is acceptable) for all in transit vehicle badges. Disclaimer is required to be left justified. By default, the provided disclaimer for an in-transit unit with an ETA is: "This vehicle is currently in transit to our dealership. Any ETA shown is only an estimate and is subject to change or delay. Please contact us for additional information." By default, the provided disclaimer for an in- transit unit without an ETA is: "This vehicle is currently in transit to our dealership. Please contact us for additional information." Dealers are permitted to modify the disclaimers as needed to comply with local regulations.
- Custom in transit or pipeline inventory badges and indicators are not permitted.



27. MDS & NON-MDS WEBSITE DIGITAL RETAILING GUIDE

27a. Mazda Digital Showroom CTA can be added to the white subheader that is present on most dealer websites.

- If used, it is required to remain left aligned. CTA design is required to follow the approved design for each provider and is not permitted to be altered.
- See examples below, actual implementation may vary from example shown



NOTE: The white subheader is located below the main gray header, but above the main hero image/video. This subheader typically has the sitewide search present. Use of the MDS CTA in the white subheader is only permitted to be used for dealers enrolled in the MDS Program. Use of this application for non-MDS Digital Retailing tools is not permitted.

28. HOMEPAGE HERO GUIDELINES

28a. There are only 2 designed hero assets for Tier III homepage, desktop and mobile.

DESKTOP HERO (1920X540)

SAFE AREA 1202 x 422 | TOP MARGIN 40PX | BOTTOM MARGIN 78PX

Depending on your software application, your primary creative asset may vary. Designing within Sketch and Adobe XD, your main design will be 1920 x 540 and you will export @2x / retina at 3840 x 1080. If using Adobe Photoshop, you'll want to create your primary asset at 3840 x 1080 and export this original size, as well as the 1x version, 1920 x 540.

Placing your headlines, copy and CTAs within the SAFE AREA will ensure your content does not overlap with code-based pagination, scroll arrows and other various interactive elements. This SAFE AREA is universal and applies to all hero sizing.



For platforms that cannot accommodate mixed media (video+static) in the main hero, we are permitting the use of a SUB HERO, positioned lower down on the homepage. There is no new asset needed. It will use the same creative and will be scaled down in code by approximately 75% – any body copy or disclaimers will likely scale by 1px size (in the event copy falls too small, individual creation guides are provided).

DESKTOP SUB HERO 1422 X 400

SAFE AREA 890 x 310 | TOP MARGIN 30PX | BOTTOM MARGIN 60PX

Similarly to the main hero, if you choose to design individual assets for the subhero, you will also export the original 1422 x 400 as well as the @2x retina version, 2844 x 800.



MAIN HERO @2X 3840 X 1080

SAFE AREA 2404 x 844 | TOP MARGIN 80PX | BOTTOM MARGIN 156PX

MAIN HERO @1X 1920 X 540

SAFE AREA 1202 x 422 | TOP MARGIN 40PX | BOTTOM MARGIN 78PX

SUB HERO @2X 2844 X 800

SAFE AREA 1780 x 625 | TOP MARGIN 60PX | BOTTOM MARGIN 120PX

SUB HERO @1X 1422 X 400

SAFE AREA 890 x 310 | TOP MARGIN 30PX | BOTTOM MARGIN 60PX

SALES CO-OP

PROGRAM FUNDING

CO-OP ELIGIBILITY

- ELIGIBILITY FOR CO-OP FUNDING
- SEM REQUIREMENT/RECOMMENDATION

CO-OP REIMBURSEMENT

ELIGIBLE & INELIGIBLE MEDIA TYPES

MONITORING/INFRACTION SCHEDULE

- REVIEW OF DEALER ADVERTISING
- COMPLIANCE SYSTEM BY ADVERTISING STANDARDS CATEGORIES
- INFRACTION SCHEDULE

ADVERTISING GUIDELINES



PROGRAM FUNDING

Co-Op Funds are accrued for each new vehicle wholesaled, at 2.62% of base MSRP, and tied to the month-end sales close period.

The funds are divided into two categories:
CONSUMER-FACING MEDIA and MARKETING HARD COSTS

70% of the funds will be deposited into the Consumer-Facing Media account, and 30% of the funds will be deposited into the Marketing Hard Costs account.

You are required to submit claims for reimbursement from both categories.

Retail Evolution enrolled dealers are currently auto paid hard costs and do not need to submit claims for hard costs.



ELIGIBILITY FOR CO-OP FUNDING

In order to be eligible to receive Co-Op Funds, dealers must be compliant with the following two criteria:

MAZDA DIGITAL CERTIFIED PROGRAM (MDCP) WEBSITE ENROLLMENT

You must be enrolled with one of Mazda’s MDCP website providers. This enhanced certified website program is comprised of several best-in-class website providers. To learn more and to be part of the program, visit mazdadigitalcertified.com.

Dealers' websites must meet Website 2.0 requirements in order for Co-Op eligibility.

COMPLIANT ADVERTISING

The Advertising Standards are divided into three criteria:

CATEGORY 1 — Includes Pricing & Brand Integrity

CATEGORY 2 — Includes Brand Identity, Keywords, Geography Requirement

PREDATORY SEM ([page 92](#)) — Dealers are not permitted to advertise content or copy such as Ad Headline, URL or Ad Copy (organic and paid) that utilizes or displays another Mazda dealer's name or intellectual property.

Dealers are not permitted to bid on other Mazda dealer DBAs or dealer name variations, reference page 20 for additional information. Dealers are required to have all other Mazda dealer DBA's and dealer name variations listed as Negative Keywords across all Match Types with exception to location DBAs.

Please refer to the Negative Keywords List available on the MCAP Website > Important Forms

If it is determined your dealership(s) is non-compliant with Category 1 or Category 2 of the MCAP Advertising Standards, you will be ineligible to receive future Co-Op Funds. A warning will be issued for the first two infractions. Three or more infractions will result in you being ineligible to receive future Co-Op Funds.

Non-compliance with Predatory SEM guideline ([page 92](#)) of the MCAP Advertising Standards will be an automatic ineligibility of Co-Op funds. (See infraction schedule, [page 85](#))

SEM REQUIREMENT/RECOMMENDATIONS

We have collaborated with the Digital MAT team to update the requirements and provide SEM compliance recommendations, which are outlined below.

SEM REQUIREMENTS – REQUIRED FOR SEM CLAIM REIMBURSEMENT

Failure to comply with the requirements will result in compliance action, in addition to:

- 1. Written warning
- 2. Loss of SEM Claim Reimbursement

CATEGORY	SEM REQUIREMENTS	COMPLIANCE ACTION
KEYWORDS	<p>1) Minimum 70% of required keywords must be enabled and active at all times. Required keyword list of low-funnel keywords only to be provided.</p> <p>Additional explanation: the required keyword list includes low-funnel, New Car Mazda Branded keywords. At a minimum, 70% of all keywords are always required to be enabled and active within any Google or Bing Paid Search account. This 70% keyword threshold is intended to provide flexibility should any model or subset of keywords be demonstrating poor performance.</p> <p>2) Dealers are required to have all other Mazda dealer DBA's listed as Negative Keywords across all Match Types. The only exception are dealer DBAs that include a city or town name that is in the dealer's SOA – in this instance, the dealer is required to include the DBA as a Negative Keyword for Exact Match only, additional rules apply, reference page 92.</p> <p>Failure to comply with this guideline will result in an automatic loss of Co-Op funds. (See page 85 for infraction schedule) Negative Keyword list can be found on MCAP Website > Important Forms > Negative Keyword List</p> <p>3) Negative keyword list is required to include the exact match for the term [Mazda] across all campaigns</p> <p>4) Bidding on the term Mazda is forbidden across all match types and all campaigns:</p> <ul style="list-style-type: none">• BROAD MATCH: MAZDA• PHRASE MATCH: "MAZDA" <p>Please note: the above keywords are not intended to be added as a negative keyword, dealers are simply not permitted to bid on them.</p>	Category 2 Infraction Schedule
GEOGRAPHY	<ul style="list-style-type: none">• 75-mile maximum radius permitted for non-metro and/or single point markets.• 45-mile maximum radius permitted for metro and/or multi-point markets. <p>Please refer to the Dealer Market Classification list on the MCAP Website > Important Forms to confirm dealer. Pre-approval request must be submitted to the Regional Marketing Manager (RMM) should dealer wish to expand beyond maximum radius.</p>	Category 2 Infraction Schedule

SEM REQUIREMENT/RECOMMENDATIONS (CONT.)

RECOMMENDED SEM GUIDELINES FOR COMPLIANCE

Dealers will not be penalized for failure to adhere to the below SEM recommendations. However, dealers are encouraged to integrate and uphold the SEM recommendations outlined below.

CATEGORY	SEM REQUIREMENTS
KEYWORDS	Bidding on upper-funnel keywords without achieving minimum lower-funnel performance is not recommended.
PERFORMANCE	Minimum of 80% average impressions share is recommended to be achieved for low-funnel keywords in aggregate. This should be achieved within a reasonable geographical radius.
CAMPAIGN SETUP	<p>Ad copy and ad extensions should be aligned with the intent of an ad and be relevant to the ad headline.</p> <p>Ad extensions implemented at account level at minimum - campaign/ad group level is recommended – sitelink extensions, call extensions, location extensions, callout extensions.</p> <p>Ad extensions are proven to increase ad conversion, ad rank and quality score.</p>

REIMBURSEMENTS & MANAGING CO-OP BUDGETS

To provide flexibility in planning your advertising, MCAP allows a 120-day period for spending Co-Op Funds. All claims must be submitted to the MCAP website no later than 60 days after the last day of the month the advertising took place.

Reimbursements are issued monthly via Electronic Fund Transfer (EFT). To receive Co-Op payment for the following month, claim submission and all required documentation must be submitted by the 20th of the month. All claims approved by the end of the month will be paid the following month. Processing a claim can take up to five business days. Depending on the media type, reimbursements are applied to various qualifying funds:

CONSUMER-FACING MEDIA FUNDS

Reimbursed for consumer-facing media ([see eligible media types](#)).

MARKETING HARD COSTS FUNDS

Reimbursed for other media and Mazda marketing expenses or for consumer-facing media, including digital advertising ([see eligible expenses](#)).

Mazda Co-Op and Advertising Program Headquarters applies the oldest available Co-Op Funds to your qualified advertising expenditures first. If you deplete all of your eligible Consumer-Facing Media Funds for a claim, we will apply the oldest eligible Marketing Hard Costs Funds if funds are available. Any funds not spent within the allotted 120-day period will expire and will no longer be available for your use.

NOTE: Hard Cost funds can be applied to reimburse Consumer Facing media types, however, applying Consumer Facing funds to reimburse Hard Cost media types is not permitted.



SALES CO-OP REIMBURSEMENT

The table below offers examples of when funds are earned and the timeframes in which they can be spent:

ACCRUAL PERIOD	SPENDING MONTHS (AD RUN DATES)	CLAIM SUBMISSIONS
October Wholesales	Nov, Dec, Jan, Feb Advertising Dates	60 days after the last day of the month the advertising took place.



ELIGIBLE MEDIA TYPES FOR SALES CO-OP CLAIMS

CONSUMER-FACING MEDIA ACCOUNT		
MEDIA TYPE	EXAMPLES	REQUIRED DOCUMENTS
BUNDLED AI DIGITAL PACKAGE	Google Performance Max	<ul style="list-style-type: none">• Invoice• Ad Example• Campaign report
BROADCAST	TV spot, terrestrial radio spot, cinema	<p>Pre-approval letter (Pre-approval required for Script & Final Produced Spot)</p> <p>All pages of the vendor invoice showing itemized media costs (i.e., gross total, agency commission total, net total & the affidavit of performance that lists run dates, run times & cost of each spot)</p> <p>Complete script that includes the following three components all on the same page (if longer than one page, you must be able to connect the pages, i.e., ISCI codes or page numbers):</p> <ul style="list-style-type: none">• Full audio & if applicable, video portion of script including the Mazda logo, dealer tag, offers & disclaimers• ANA/TVB or ANA/CAB (cable) stamp• Station official's signature
SEARCH ENGINE MARKETING (SEM)	Pay-per-click	<ul style="list-style-type: none">• Itemized invoice on official vendor letterhead• List of the purchased keywords with cost per keyword in Excel format• List must include SEM qualified keywords on top & in order• Screenshot of the search engine site showing a successful search using one of the purchased keywords• Claim will be prorated if ineligible keywords are included (i.e. used, service, parts, other manufacturers, etc.) <p>Buying competing Mazda dealership names is an automatic decline of the claim per the infraction schedule.</p>
SEARCH ENGINE OPTIMIZATION (SEO)		<ul style="list-style-type: none">• Itemized invoice on official vendor letterhead• Metrics/analytics - screenshot of analytics dashboard, performance overview reports, campaign summary
INTERNET ADVERTISING	Retargeting & banner ads	<ul style="list-style-type: none">• Itemized invoice on official vendor letterhead• Still frames of the internet creative as it appears "in page" showing live URL (i.e. Screenshot of banner ad)• Co-Op Summary of Charges Invoice - Autotrader "Spotlights New Car" & "Spotlights Certified Car" Itemized Invoice - Autotrader
PAID SOCIAL	Facebook, Twitter, Instagram, Snapchat	<p>Itemized invoice & a screenshot of the advertisement "in page"</p> <p>Note: Management fees are eligible for Hard Cost funds only</p> <p>Facebook Ad Manager Report with Itemized Cost - Facebook</p>

ELIGIBLE MEDIA TYPES FOR SALES CO-OP CLAIMS (CONT.)

CONSUMER-FACING MEDIA ACCOUNT		
MEDIA TYPE	EXAMPLES	REQUIRED DOCUMENTS
VIDEO ADS/PRE-ROLL/ OVER-THE-TOP (OTT)		<p>Pre-approval Letter (Pre-approval required for Script & Final Produced Spot)</p> <ul style="list-style-type: none">• Itemized invoice with description of all charges on official vendor letterhead• Pre-roll script• Impression report• Screenshot of pre-roll video “in page” or station official's signature
DIGITAL RADIO	Spotify & Pandora	<p>Pre-approval letter (Pre-approval required)</p> <ul style="list-style-type: none">• Itemized invoice with description of all charges on official vendor letterhead• Script containing Impression report
PRINT MEDIA	Magazine, Newspaper, Auto Show Handouts, Shopper guides & FSI (Free Standing Inserts)	<p>Itemized vendor invoice on official vendor letterhead with:</p> <ul style="list-style-type: none">• Dealership name• Publication run dates• Ad size(s)• Itemized media cost <p>Electronic tear sheet from publication bearing the publication name & ad date (front cover acceptable for magazine run dates)</p> <p>NOTE: Tear sheet must be the full-page version</p>
OUT-OF-HOME	Billboards, bus boards, airport, subways, transit, building clings, digital boards, mall kiosks & mall displays	<p>Vendor invoice reflecting the location & monthly cost</p> <p>Photograph(s) of all installed advertising or billboard locations</p>
DIRECT MARKETING	Postcards, welcome packages, Valpak inserts, MCD, newsletters (printing and postage) & email blasts	<p>Itemized printer and/or fulfillment company invoice(s) on official vendor letterhead listing:</p> <ul style="list-style-type: none">• Itemized costs for all services rendered including agency commission• Direct mail quantity• Mailing date• Copy of the original piece (cannot be sample piece)• Postage receipts (on USPS letterhead) listing dealership name, quantity mailed & mailing cost(s) <p>Email Blasts: Include Screenshot of E-mail in Page showing recipient/date received (Cannot be sample piece)</p> <p>Automotive Masterminds: Itemized invoice with description of all charges on official vendor letterhead & copy of original campaign piece (PDF)</p>

ELIGIBLE MEDIA TYPES FOR SALES CO-OP CLAIMS (CONT.)

CONSUMER-FACING MEDIA ACCOUNT		
MEDIA TYPE	EXAMPLES	REQUIRED DOCUMENTS
EXPERIENTIAL EVENTS & SPONSORSHIPS (MEDIA)	Relevant events with signage, flyers, broadcast, or other media component advertising Mazda or dealership as primary focus Events with Vehicle Display/Test Drive advertising Mazda or dealership as primary focus	Pre-approval required with event form approval NOTE: Refer to form for complete details, found under "Important Forms" on the MCAP Homepage. <ul style="list-style-type: none">• All Consumer Facing line items must be itemized on the Event Form for pre-approval & claim reimbursement• Itemized vendor invoice (on official vendor letterhead) with payment terms• Photographs & support for all event-related creative mentioned on invoice or contract
INVENTORY LISTINGS	Lotlinx, CarGurus, Cars.com, Edmunds, Truecar & Google VLAs	Itemized invoice with description of all charges on official vendor letterhead: <ul style="list-style-type: none">• Co-Op invoice — Cars.com Full inventory report with a summary of new, CPO and used vehicles on official vendor letterhead (Truecar, CarGurus, Cars.com) Screenshot of a new vehicle listing on the site
CERTIFIED PRE-OWNED	Broadcast, direct marketing, print media, Out-of-Home, Search Engine Marketing (SEM), Search Engine Optimization (SEO), internet advertising, paid social, video ads/pre-roll	See broadcast, direct marketing, print media, out-of-home & paid digital media required documentation above Dealers must provide proof of Mazda Certified Pre-Owned Vehicles included in advertising. <ul style="list-style-type: none">• Mazda Certified Pre-Owned Program’s Dealer Detail Report (must include VINs) Search Engine Marketing (SEM): Allowing up to 10% of total SEM budget allocated for Used Mazda terms pointing to CPO listings. You must be active & enrolled in the Mazda Certified Pre-Owned Program.
DATA MINING (OMNI-CHANNEL)	Most Common: Dealer Socket Revenue Radar, Dominion Dealer Solution, Outsell, Market Activator, Team Velocity	Invoice/Contract
SERVICE & PARTS (ONLY AVAILABLE ONCE THE SERVICE & PARTS FUNDS ARE DEPLETED)	Broadcast, direct marketing, print media, In-dealership POS, Out of Home, Search Engine Marketing (SEM), Search Engine Optimization (SEO), internet advertising, paid social, video ads/pre-roll Genuine Mazda Premium Oil Program (GMPOP)	See broadcast, direct marketing, print media, in-dealership POS, out-of-home & paid digital media required documentation under consumer facing media page 13 Genuine Mazda Premium Oil Program (GMPOP): <ul style="list-style-type: none">• Paper Floor Mats/Windshield Label Printer: Itemized GMPOP Invoice• Windshield Labels: Dealer must be enrolled in GMPOP; Itemized Invoice

ELIGIBLE MEDIA TYPES FOR SALES CO-OP CLAIMS

MARKETING HARD COSTS ACCOUNT (OTHER MEDIA AND MAZDA MARKETING EXPENSES)		
MEDIA TYPE	EXAMPLES	REQUIRED DOCUMENTS
ADVERTISING PRODUCTION COSTS	Photoshoot, printing & studio time	Itemized vendor invoice, sample of original piece & photos or example of output
AGENCY COMMISSION		Invoice Only applicable for non-Mazda Programs
AUTO MALL (ONLY MAZDA-EXCLUSIVE ADVERTISING OF AUTO MALL)		Invoice/Contract
BRANDED MERCHANDISE	Giveaways, apparel & vehicle displays	Invoice & photographs
BUSINESS DEVELOPMENT CENTER (SOFTWARE)	Marketing Software tools, dynamic call tracking, website customer service chat (e.g., CarChat24, ActiveEngage, ContactAtOnce)	Invoice/Contract, copy of call script, screenshots or measurement report
CHARITABLE CONTRIBUTIONS & SUPPORT	Donations to charity event or organization with dealer & Mazda logo usage or mention	Pre-approval required with charity form approval NOTE: Form is located under “Important Forms” on the MCAP Homepage Invoice/Contract with organization or parties involved
CUSTOMER RELATIONSHIP MANAGEMENT (CRM)	VIN Solutions, Reynolds and Reynolds, Dominion, & DealerSocket	Invoice/Contract
DATA MINING	Auto Alert, Clarivoy, Strategic Marketing	Invoice/Contract

ELIGIBLE MEDIA TYPES FOR SALES CO-OP CLAIMS (CONT.)

MARKETING HARD COSTS ACCOUNT (OTHER MEDIA AND MAZDA MARKETING EXPENSES)		
MEDIA TYPE	EXAMPLES	REQUIRED DOCUMENTS
IN-DEALERSHIP POS	Dealership signage, handouts & brochures	Itemized vendor invoice & sample of original piece or photo of signage
INVENTORY MANAGEMENT TOOLS	vAuto, Dealertrack, HomeNet	Invoice/Contract
LEAD BUYING	Lead buying services & fees (e.g., Costco, Autobytel, Mazda USA) Truecar (PPS Only)	Itemized invoice from vendor with lead type specified (new car or Certified Pre-Owned) Vendor Invoice – Costco Itemized Invoice from vendor with Pay-per-sale (PPS) VIN list (new car or Certified Pre-Owned) - Truecar 3rd Party leads under MDOL Program will be submitted by the Preferred Provider
MARKETING-RELATED EMPLOYEE COSTS	Dedicated Mazda marketing related cost	Form found under "Important Forms" on the MCAP Homepage
MAZDA DIGITAL CERTIFIED	Vendor management fees, website maintenance & website development	Claim detail submitted through Mazda Digital Certified Program
VEHICLE DISPLAY ENHANCEMENT TOOLS	Spincar, PureCars & MakeMyDeal	Itemized invoice with description of all charges on official vendor letterhead



INELIGIBLE MEDIA TYPES FOR SALES CO-OP CLAIMS

DEALERSHIP MEETINGS & TRAVEL EXPENSES

VEHICLE LEASES

VEHICLE COURTESY DELIVERY COSTS (CLEANING, TRANSPORTATION FEES, GAS, INSURANCE, REGISTRATION & TITLE FEES & DAMAGE COSTS)

SALES TAX

USED VEHICLE ADVERTISING INCLUDING CARFAX INVENTORY REPORT (ONLY MAZDA CERTIFIED PRE-OWNED ALLOWED)

MAZDA COLLECTION PACKAGES

ALCOHOL/ALCOHOLIC BEVERAGES

GAMBLING

TOBACCO

DRUGS/DRUG USE



REVIEW OF DEALER ADVERTISING

Mazda Co-Op Advertising Program Headquarters will review randomly selected advertisements on an ongoing basis to ensure compliance with the advertising standards. When reviewed, advertising is scanned into the program database and then audited to determine whether it is compliant with the advertising standards. If an advertisement is compliant, Mazda Co-Op Advertising Program Headquarters will send a compliant email to the dealer. If the advertisement is found to be non-compliant, a declined notification letter communicating the infractions and appropriate enforcement actions will be sent.

To track monitoring activity, you can access the MCAP website via One Mazda (onemazdausa.com) and visit the Dealer Activity report located on the My Account page.



COMPLIANCE SYSTEM BY ADVERTISING STANDARDS CATEGORIES

The Advertising Standards are divided into three categories. Category 1 includes Pricing & Brand Integrity. Non-compliance with three or more guidelines of Category 1 will result in the ineligibility of Co-Op Funds. Category 2 includes Brand Identity and the Keyword, & Geography Requirement. Non-compliance with three or more of Category 2 guidelines will result in the ineligibility of Co-Op Funds. Non-compliance with Predatory SEM is an automatic loss of Co-Op Funds (See infraction compliance schedule on [page 85](#)).

RESET POLICY

CRITERIA	INFRACTION RESET POLICY
CATEGORY 1 Includes Pricing & Brand Integrity	Each infraction will reset 9 months from the date of the notification letter.
CATEGORY 2 Includes Brand Identity, Keyword, Geography Requirement	Each infraction will reset 6 months from the date of the notification letter.
PREDATORY SEM Page 92	Each infraction will reset 9 months from the date of the notification letter.

INFRACTION SCHEDULE

CRITERIA	Co-Op	COMPLIANCE ACTION
<div>CATEGORY 1</div> <div>1. Price Advertising - MAAP & LABLP</div> <div>2. Brand Integrity - Distressed Guidelines</div> <div>4. Mazda Certified Website Traffic</div>	Must be compliant to receive reimbursement.	<div>CATEGORY 1 infraction schedule:</div> <div>Infraction 1 & 2Written warning and region consult</div> <div>Infraction 3Ineligible for 1 month of Co-Op Funds</div> <div>Infraction 4Ineligible for an additional 3 months of Co-Op Funds</div> <div>Infraction 5Ineligible for an additional 3 months of Co-Op Funds</div> <div>Infraction 6 or moreIneligible for an additional 6 months of Co-Op Funds</div> <div>Infractions reset after 9 months</div>
<div>CATEGORY 2</div> <div>5. Logos</div> <div>7. Typography - Fonts & Colors</div> <div>8. Advertising Messages</div> <div>9. Vehicle Line Advertising</div> <div>10. Mazda Trademarks & Registration Marks</div> <div>11. Dealer Accolades</div> <div>12. Social</div> <div>13. Mazda Certified Pre-Owned 2.0 Redesign Requirements</div>	Must be compliant to receive reimbursement.	<div>CATEGORY 2 infraction schedule:</div> <div>Infraction 1 & 2Written warning and region consult</div> <div>Infraction 3Ineligible for 1 month of Co-Op Funds</div> <div>Infraction 4 or moreIneligible for an additional month of Co-Op Funds</div> <div>Infractions reset after 6 months</div>
<div>PREDATORY SEM</div> <div>Page 92</div>	Must be compliant to receive reimbursement.	<div>PREDATORY SEM infraction schedule:</div> <div>Infraction 1Ineligible for 1 month of Co-Op Funds</div> <div>Infraction 2Ineligible for an additional 3 months of Co-Op Funds</div> <div>Infraction 3Ineligible for an additional 3 months of Co-Op Funds</div> <div>Infraction 4 or moreIneligible for an additional 6 months of Co-Op Funds</div> <div>Infractions reset after 9 months</div>

Three or more infractions in the same eligibility criteria for Category 1 or 2, or an infraction in Predatory SEM will result in the ineligibility of Co-Op Funds. Dealers will be ineligible to receive Co-Op Funds for the month following the month in which the infraction took place. If a dealer is already ineligible to receive funds due to prior infractions, the ineligible month(s) will begin as soon as the previous period of ineligibility ends.



ADVERTISING GUIDELINES

The MCAP Advertising Standards are designed to guide you in the development of positive and consistent advertising, while also protecting the integrity of the Mazda brand. The standards are divided into Category 1, Category 2, and Predatory SEM.

Standards are reviewed and assessed based on the compliance system outlined on [page 84](#). The advertising standards are applicable to all forms of advertising, including dealer websites.



SALES ADVERTISING GUIDELINES

– CATEGORY 1

- 1. PRICE ADVERTISING - MAAP & LABLP**
- 2. BRAND INTEGRITY - DISTRESSED GUIDELINES**
- 4. MAZDA CERTIFIED WEBSITE TRAFFIC**

– 3. PREDATORY SEM

– CATEGORY 2

- 5. LOGOS**
- 7. TYPOGRAPHY - FONTS & COLORS**
- 8. ADVERTISING MESSAGES**
- 9. VEHICLE LINE ADVERTISING**
- 10. MAZDA TRADEMARKS & REGISTRATION MARKS**
- 11. DEALER ACCOLADES**
- 12. SOCIAL**
- 13. MAZDA CERTIFIED PRE-OWNED 2.0
REDESIGN REQUIREMENTS**



CATEGORY 1

GUIDELINES

1. PRICE ADVERTISING - MAAP & LABLP

- 1a. All units displayed on the website must include pricing, starting with MSRP. MAAP is Dealer Invoice plus the delivery and destination (D&D) charges less any available, unrestricted consumer-facing incentives available to all buyers, (i.e., Customer Cash incentives). Dealer offers displayed as “XX Off” must advertise the MSRP in order to determine if the price is above MAAP. Any price advertised on any new Mazda vehicle below the MAAP is not permitted and all parts of any monitored ad will be evaluated, including fine print and disclaimers.

1b. All lease advertising on all new Mazda vehicles must adhere to the lease advertising standards communicated monthly. Any lease payment advertised on any new Mazda vehicle that is below the lowest allowable advertised base lease payment (LABLP) specified is not permitted. Only monthly lease payments must be advertised, with the exception of any one (1) Pay Lease programs provided by Mazda Financial Services (MFS). Dealers are not permitted to split the one (1) pay lease amounts into multiple payments. All one (1) pay lease offers must be advertised in accordance with offer guidelines from Mazda Financial Services (MFS).
- 1c. Stackable incentives that are not available to all buyers must not be deducted from the final price (e.g., College Graduation Rebate, Military Rebate, etc.).

1d. Advertising must never mention any of these standards or similar distressed language that is disparaging toward the Mazda Co-Op Advertising Program (MCAP), i.e. “Prices too low to show per Mazda standards,” “Click here to Unlock your Special Price.” Dealers must not advertise any purchase or lease price offer with a strikethrough or distressed language to imply selling a car lower than advertised. CTA language must only use verbiage indicating advertised MAAP price.

1. PRICE ADVERTISING - MAAP & LABLP (CONT.)

- 1e. Any/all VIN Specific NEW Mazda vehicles being merchandised on dealer websites must display accurate MSRP pricing, including destination and delivery.

This includes all inventory search results, digital retail inventory search results, vehicle detail pages, etc. MSRP must be listed as the acronym in all cases, no exceptions.

- 1f. "Call for Price", "Click to Show Price", etc. may only be positioned below the MSRP price, and must link to all market adjustments being advertised.
- 1g. Any/all market adjustments and or any/all dealer added or installed options must be itemized.

For example:

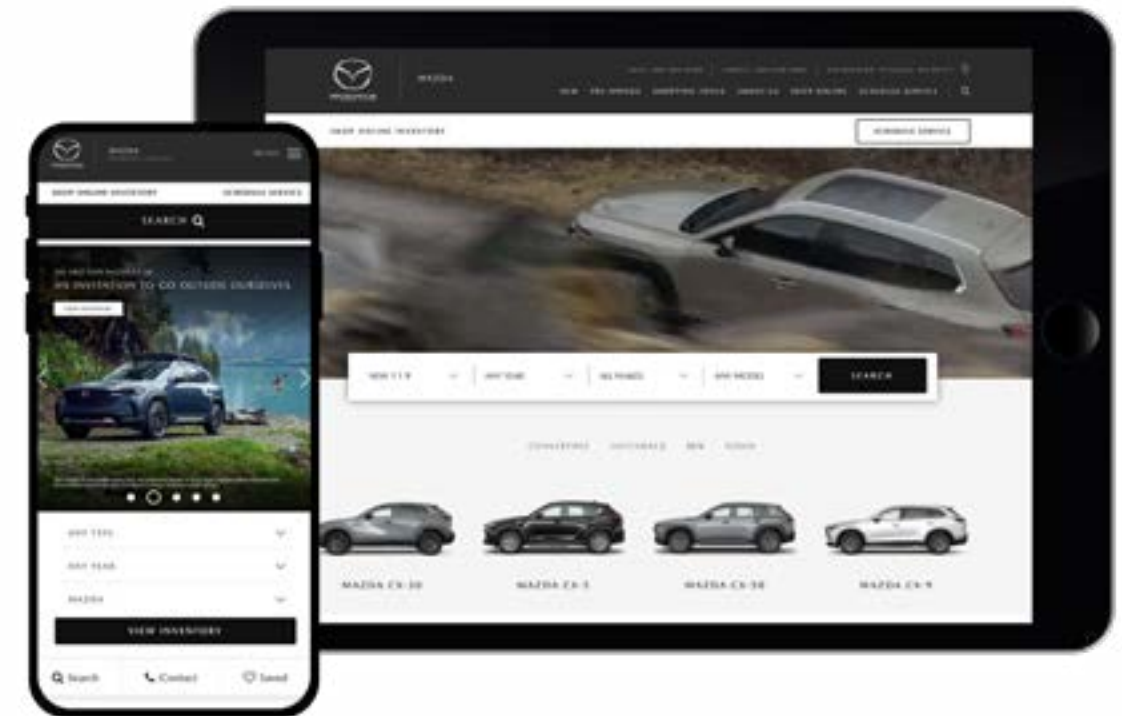
$\text{MSRP} + \text{Dealer Markup} = \text{Advertised Price}$

$\text{MSRP} + \text{Dealer Markup} + \text{Dealer Added Options} = \text{Advertised Price}$

$\text{MSRP} - \text{Dealer Discount} = \text{Advertised Price}$

$\text{MSRP} - \text{Dealer Discount} + \text{Dealer Added Options} = \text{Advertised Price}$

- 1h. Any/all dealer added or installed options must be actual vehicle options and included within the Vehicle Details inventory listing.



2. BRAND INTEGRITY - DISTRESSED LANGUAGE

2a. Advertising must not include any distressed language or language that portrays Mazda as a “discount” brand. The following terms in any of their forms or any phrases with similar meanings are examples of what cannot be used:

“Liquidate”	“Fleet Pricing”
“Overstocked”	“Buy One, Get One (BOGO)”
“Clearance”	“Special Allocation”
“Employee Pricing”	“Special Pricing”
“Closeout”	“Special Allowance”
“Blowout”	“No Credit, No Problem”
“Supplier Pricing”	“Bad Credit, No Problem”
“Red Tag Sale”	“We Finance Anyone”
“Meet”	“Everyone Approved”
“Beat”	“Guaranteed Credit Approval”
“E-Plan”	“No Rejections”
“S-Plan”	“Can't Get A Loan?”
“Drastically Reduced”	“Special Test Pricing”
“Rock Bottom”	“Special Program”
“Markdown”	“Special Discount”

- 2b. The words “cost,” “factory” and “invoice” or any of their variations are not permitted unless required by state law or as part of a vehicle description.
- 2c. Advertising must not harm the goodwill and reputation of Mazda or contain images or content deemed to be political, sexual, racial, religious or derogatory to any group, organization, race or party. Mazda reserves the right to deny any advertising deemed harmful to the Mazda brand and reputation.
- 2d. Advertising must not contain images or content that degrades the Mazda brand and does not convey a premium product. Advertising may not contain clip art, star bursts, cartoonish images, etc.
- 2e. Advertising must not state or imply that any dealer has favored status or preferential standing with Mazda corporate. The following terms in any of their forms or any phrases with similar meanings are examples of what cannot be used:
- “Headquarters”

“Corporate”

“Authorized”
- 2f. Advertising that states or implies that the dealer is in a better position to sell Mazda products in comparison to any Mazda Dealer is prohibited. Disparaging or negative comparisons to another Mazda Dealer must also not appear in any advertising. The following terms in any of their forms or any phrases with similar meanings are examples of what cannot be used:
- “Only at...”

“We do deals those other guys can’t”

“Special deals exclusively at...”



2. BRAND INTEGRITY - DISTRESSED LANGUAGE (CONT.)

- 2g. Superlatives such as the “biggest,” “newest,” “best,” “largest,” “#1” or other similar phrases must not be used unless true and correct, and can be substantiated. Substantiation is your responsibility and must include the source and source year based on the previous calendar year. Mazda reserves the right to request substantiation.
- 2h. All advertising must maintain Mazda brand exclusivity. Dual and multi-franchise dealers may not advertise competitive makes, logos or multi-branded URL(s). Exceptions include pre-owned advertising that is clearly separated. Any mentions of competitive makes and/or models are only allowed if the information is comparative in nature with Mazda benefitting. Verification and usage approval of comparisons is the sole responsibility of the dealer.
- 2i. Dealerships must be accurately depicted in advertising. Dealer personnel included in advertising (specifically broadcast) must represent their actual positions (i.e., no fictional characters, cartoons, etc.). No skits, parodies, humor/jokes.

(All broadcast must be pre-approved. See pre-approval [page 8](#))

4. MAZDA CERTIFIED WEBSITE TRAFFIC

- 4a. All traffic for Mazda New Vehicle Sales, In Transit Vehicle Sales, Certified Preowned (CPO), Used Vehicle Sales, Service, Parts, Warranty, etc., must direct to the dealer's approved Mazda Digital Certified Program (MDCP) website URL and/or Mazda Digital Showroom (MDS) URL and/or Mazda Parts Online (MPO) URL.
- 4b. Dealers with multiple Mazda dealerships points can submit a request for approval for a Mazda only splash page that directs customers to their respective, approved Mazda Digital Certified Program (MDCP) Website. However, a Mazda exclusive landing page that directs traffic to each site is required. All splash pages must adhere to the following requirements:
- Splash pages must be created by a Mazda Digital Certified Program (MDCP) Website Provider and meet all MDCP tagging requirements.
 - Splash pages must be submitted for pre-approval prior to use and are subject to all advertising standards.
 - Splash pages must directly link to your approved Mazda Digital Certified Program (MDCP) Website.

PREDATORY SEM

3. PREDATORY SEM

3a. Dealers are not permitted to advertise content or copy (organic and paid) that utilizes or displays another Mazda dealer's name or intellectual property. This is inclusive of Paid and Organic Search and the Search Results Page – dealers are not permitted to have another Mazda dealer's name or intellectual property displayed in the Ad Headline, URL or Ad Copy.

Dealers are not permitted to bid on other Mazda dealer DBAs. Dealers are required to have all other Mazda dealer DBAs listed as Negative Keywords (match type details found below), with the exception of dealer DBAs that include a city or town name. In this instance, the Dealer is required to include the DBA as a Negative Keyword for Exact Match only. (NEW) Refinements to the required SEM Negative Keyword List have been made to further restrict Mazda dealers from entering Predatory SEM territory, offering greater protection against dealer conquesting.

The required SEM Negative Keyword List now includes:

- 1) Dealer DBA name variations: ensure all permissible variations of dealer names are accounted for
 - e.g. "XYZ's Mazda" added as a dealer name variation for XYZ's Mazda of Anytown.
- 2) Dealer DBA root names/words: unique-identifying names/words specific to individual dealers
 - e.g. "FirstName LastName" for FirstName LastName Mazda or "ABC" for ABC Mazda

The following match types are required based on Location and Non-Location DBA/DBA Variations:

Location DBA (Dealer DBA includes city/town)

KEYWORD TYPE	NEGATIVE MATCH TYPE	EXAMPLE
Location DBA	Exact match	XYZ MAZDA AT ANYTOWN*
Location DBA Variations	Exact match	MAZDA XYZ ANYTOWN*
Location Root Names/Words*	Broad match	XYZ*

*Only applicable for dealership names that include "root word/unique identifier + Mazda + Location" in any order. Locations cannot be used as root words.

Non-Location DBA (Dealer DBA includes city/town)

KEYWORD TYPE	NEGATIVE MATCH TYPE	EXAMPLE
Non-Location DBA	Exact match	FirstName LastName Mazda
Non- Location DBA Variations	Exact match	LastName Mazda
Non- Location Root Names/Words*	Broad match	FirstName LastName

DEALER GROUP EXCEPTION: Dealerships within a dealer group that share inventory are permitted to bid on related store DBA names.

Please refer to the Negative Keywords List available on the MCAP Website > Important Forms.

CATEGORY 2

5. LOGOS

5a. The Mazda brand mark must be used once and should be placed prominently in the ad. Exclusions may apply where the brand mark and dealer identity is already displayed where the ad is present such as website sliders, social, and endemic sites. The primary Mazda brand mark is fixed and should not be altered in any way; it must be positioned on a monotone background, or as close to monotone as possible. 85% of the clear space of the brand mark must be solid to make the logo appear more prominent. Logos can be downloaded directly from Mazda’s MKC available through One Mazda (onemazdausa.com). Any previous versions of the Mazda Brand Mark or Mazda Dynamic Wing logo will not be accepted.

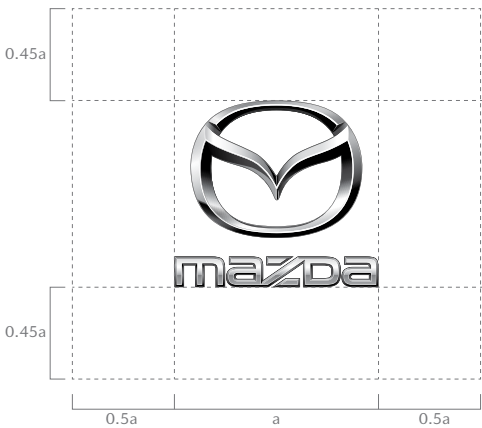
If a dealer is using the Mazda Brand Mark for their website favicon, a compliant/ current logo must be used. Example of non-compliant:

NON-COMPLIANT:

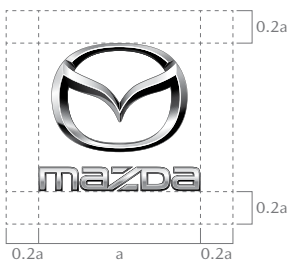


- 5b. The Mazda Brand Mark logo must be displayed in one of the four corners in print advertising, while still adhering to clear space regulations.
- 5c. For maximum impact and clarity, clear space equal to at least 50% the length of the Mazda logo must be maintained around the Mazda logo, and no other text or graphics can appear in this area. The Mazda logo may not be displayed less than 10mm wide. When displaying the Mazda Brand Mark in websites, web banners, and other digital media, clear space equal to at least 20% of the length of the Mazda logo must be maintained.

CLEAR SPACE OF THE BRAND MARK



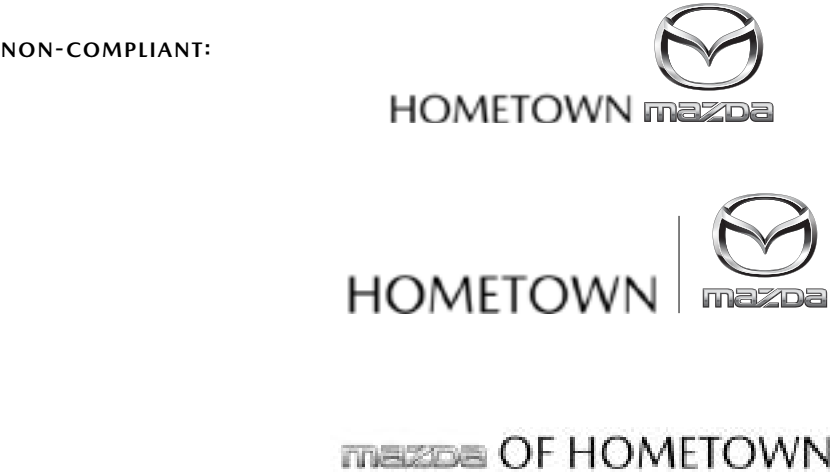
SPECIAL-CASE CLEAR SPACE



* When visibility would be significantly impaired if the full clear space is maintained in a particular display space, such as when indicating sponsorship, the special-case clear space may be used.

5. LOGOS (CONT.)

5d. The Mazda logo or any of its components may not appear as a direct lockup to your dealer name or logo. Separating your name and the Mazda logo with a line is not sufficient. Ecommended placement of the Mazda logo the dealer identity is available on the [MAZDA DEALER BRAND STYLE GUIDE](#).



5e. You must clearly identify yourself by using your full Mazda dealership name (DBA) when advertising Mazda products in all media types. Dealer identity may only be presented in one of the three ways:

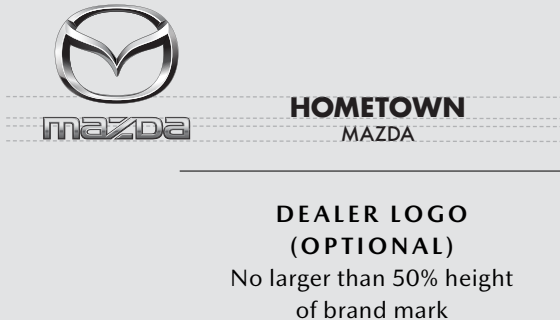
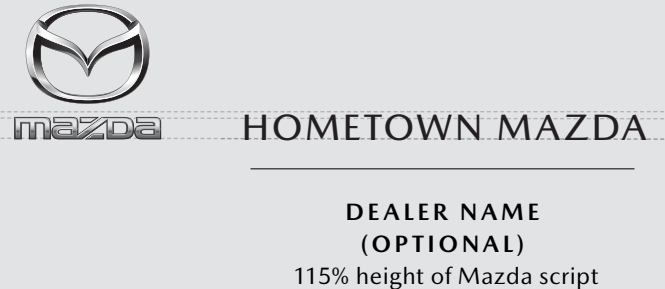
- 1) Mazda type with 85% height of the brand mark script (Recommended)
- 2) Mazda type with 115% height of the brand mark script (Optional)
- 3) Pre-approved dealer logo no bigger than 50% of brand mark (Optional)

Auto group/dealer group logo usage is allowed only if it adheres to color and size restrictions. Group logo must be no bigger than 50% of brand mark & color must adhere to brand color palette. (See [7b guideline](#)). **Pre-approval is recommended.**

Dealer identity must follow alignment & placement guidelines.
Refer to [MAZDA DEALER BRAND STYLE GUIDE](#).

5f. The Mazda Brand Mark must only be present in the header and footer of the website and is prohibited on any homepage banners.

COMPLIANT:



CATEGORY 2

7. TYPOGRAPHY – FONTS & COLORS

7a. Mazda Type fonts are required on all Mazda advertising. Any fonts that degrade the Mazda brand are prohibited (e.g., bubbles, script, cartoonish, multicolor, etc.). All typography is to be set in monochrome tones only (black, gray, white).

- Arial font is approved as an alternative for email campaigns when Mazda Type font is not available.

7b. The brand color palette includes all permitted colors for use on backgrounds within advertising; no other color is permitted unless vehicle photography is used.

Brand color palette includes grayscale values, in addition to black and white. Pre-approved dealer logos must adhere to the brand color palette.




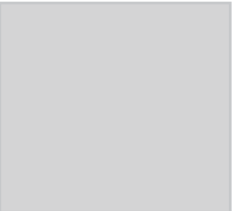
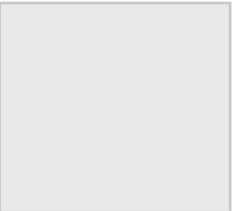
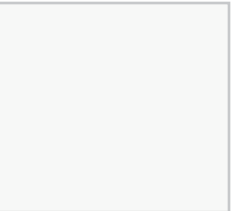


Do not use colors outside of the brand color palette to draw attention to or highlight items, such as prices or call-to-action (CTAs). Though it may draw in a user’s attention, it clashes with the Brand Style Guidelines and does not represent Mazda as a premium brand.

Color and font exceptions may be granted for 3rd party vendor logos but **must be submitted for pre-approval**.

PROHIBITED COLORS



BRAND COLOR PALETTE

BLACK	DARK GRAY	GRAY	BORDER GRAY	MEDIUM GRAY	LIGHT GRAY	OFF WHITE	WHITE
							
#101010	#2B2B2B	#737373	#D5D5D5	#999999	#E7E7E7	#F5F5F5	#FFFFFF
USED TO DEFINE TEXT COLOR AND CTAS	USED FOR HEADER BACKGROUND	PROVIDES NEUTRAL COLOR TO BALANCE DESIGN AND ENHANCE ACCENT COLORS	PROVIDES NEUTRAL COLOR TO BALANCE DESIGN AND ENHANCE ACCENT COLORS	USED FOR BORDER TO HELP ADD CONTRAST TO WHITE TOUTS ON THE PAGE	PROVIDES NEUTRAL COLOR TO BALANCE DESIGN AND ENHANCE ACCENT COLORS	USED AS PRIMARY BACKGROUND COLOR	USED TO DEFINE TEXT ON BLACK BACKGROUNDS AND PROVIDES ACCENT TO LIGHT GRAY



8. ADVERTISING MESSAGE

8a. A valid offer must be included in all media types. "MSRP", "Dealer Price", "APR", or "Lease" for sale are valid. Expired offers are considered non-compliant.

- For ads with the sole intent of promoting the dealer or Mazda brand, an offer is not required within the ad.
- For ads directly related to promoting a Mazda vehicle, a valid offer is required.
 - Exceptions will be provided to select media types where an offer is not applicable.

8b. The height of the price or offer on the vehicle may not exceed the height of the vehicle being advertised.

8c. All new car advertising must feature new Mazda vehicles and include a photo of at least one new Mazda vehicle. If vehicle running footage is used, it must be obtained from the Mazda Marketing Knowledge Center (MKC). Dealers are not permitted to use their own created running footage.

- Exceptions will be provided to select content/media types where MKC supplied vehicle running footage is not applicable (ex: Vehicle Walkaround Video).

8d. No text or graphic treatments may obstruct the Mazda logo or vehicle photos.

8e. **DURING MAZDA EVENT CAMPAIGN PERIODS:** Requires mandatory use of provided sales event logo or campaign mention in advertising; exception may be provided for national holidays overlapping Mazda Event Campaign Periods (i.e. 4th of July) but **must be pre-approved**. TV must include sales event logo, and radio must mention campaign name. Must be submitted for pricing compliance pre-approval.

Sales Event Logos may not be altered or appear as a lockup to the Mazda Brand mark, your dealer name, or dealer logo.

DURING NON-MAZDA EVENT CAMPAIGN PERIODS: Dealer sales events allowed; pre-approval is mandatory for all advertising with sales events mention and must follow advertising guidelines.

8f. An offer must be present in Service & Parts Co-Op media types: newspaper, magazine, circulars, flyers, Pennysavers, retail and wholesale direct mail, radio, television, etc.



9. VEHICLE LINE ADVERTISING

- 9a. The use of inaccurate Mazda vehicle images per the vehicle/product description is prohibited. All Mazda vehicle images must align with the advertised description. Approved vehicle images are available on MKC.
- 9b. The correct vehicle description including year, make, model, as well as equipment descriptions and information, must be accurate in all advertising. Year, make, model and trim are required for vehicle description when advertising an offer.

- 9c. Car names must be in all uppercase when standing alone in advertising. Only the first letter is capitalized when car names are used in advertising within body text; all other letters must be lowercased. The model name must be listed in one line (Title or Body Copy) and only the model year or trim level can be split into other lines.

Vehicle lines beginning with “Mazda” followed by a number must use only an uppercase “M” and must not have a space before the number in advertising within body text. For example: Mazda3. Mazda3 is required to be displayed as such at all times. For other vehicle lines (CX, MX), a space must follow the word “Mazda” and a hyphen must precede the number. For example: Mazda CX-90.

For SEM & Broadcast types where spacing and word count is limited, “Mazda” is permitted to precede only once before a list of vehicle names, such as “Mazda3, CX-30, CX-5, CX-50, MX-30 EV, MX-5 MIATA, CX-90”.

		EXAMPLES	
		COMPLIANT	NON-COMPLIANT
STAND ALONE COPY:		2024 MAZDA3 SEDAN	2024 Mazda3 Sedan
		2024 MAZDA CX-90 SIGNATURE	2024 MAZDA CX-90
WITHIN BODY TEXT:		The Mazda3 offers an exhilarating, holistic approach to performance. Its 186-hp Skyactiv®-G engine offers responsive acceleration, while G-Vectoring Control Plus subtly adjusts engine torque and braking for a more natural feeling around corners.	The MAZDA3 offers an exhilarating, holistic approach to performance. Its 186-hp Skyactiv®-G engine offers responsive acceleration, while G-Vectoring Control Plus subtly adjusts engine torque and braking for a more natural feeling around corners.



10. MAZDA TRADEMARKS & REGISTRATION MARKS

10a. When referencing Mazda registered or trademarked words and phrases in advertising, the following should be included:

- The registered or trademark symbol
- Type/show logo only in Mazda font (downloadable on MKC)
- Uppercase lettering, only if word and/or phrase is standing alone (Only the first letter needs to be uppercased when using in body text)
 - i-ACTIV AWD®
 - i-ACTIVSENSE®
 - MAZDA CONNECT™
- Never use "SKYACTIV®" alone. It should always be part of "SKYACTIV® TECHNOLOGY" or part of a word combination such as the examples below:
 - "SKYACTIV®-G," referring to the gasoline engine
 - "SKYACTIV®-Drive," referring to the automatic transmission
 - "SKYACTIV®-Chassis," referring to the chassis
 - "SKYACTIV®-MT," referring to the manual transmission
 - "SKYACTIV®-Body," referring to the body
 - The SKYACTIV® TECHNOLOGY logo may not be modified from its current design (unless it is used in a sentence); i.e., "CX-50 with SKYACTIV® TECHNOLOGY."

COMPLIANT

RESPONSIVE 186-HP
SKYACTIV® -G ENGINE

NON-COMPLIANT

RESPONSIVE 186-HP
Skyactiv® -G ENGINE

11. DEALER ACCOLADES

11a. For Mazda Brand Accolades, you may only advertise nationally approved accolades listed (i.e. IIHS, NHTSA) on the latest MKC Accolades Tracker. Any other accolade mention is not permitted.

President’s Club and Gold Cup logos and language may only be used if your dealership is in current standing. Logos should be the current and up-to-date versions and can be downloaded directly from MKC. Mazda dealers may include applicable awards in the main header. Please contact your Mazda Digital Certified Program Website Provider for review and pre-approval process.

MKC Accolades Tracker List can be found on MKC > Creative Library > Awards & Accolades > Accolades Tracker



12. SOCIAL

12a. Mazda exclusive profiles are required for any and all social channels. Any paid social media advertising must drive to your Mazda exclusive social page or certified website. Social posts from third parties that are shared on any social channels are not subject to the advertising standards.

13. MAZDA CERTIFIED PRE-OWNED 2.0 REDESIGN REQUIREMENTS

13a. Advertising for Mazda Certified Pre-Owned vehicles must include the words “Mazda Certified Pre-Owned” or the Mazda Certified Pre-Owned logos. Using the terms “CPO” and “Certified Program” are prohibited. Exclusions may apply for environment (i.e. SEM, Website Inventory Search Tool) where word count/space is limited.



- 13b. New Mazda vehicles must be separated in print ads by a solid, uninterrupted box or line from Mazda Certified Pre-Owned or used vehicles.
- 13c. The Mazda Certified Pre-Owned logo should always be placed on a solid background (no patterns) and must be legible.
- 13d. All Mazda Certified Pre-Owned advertising must feature Certified Pre-Owned vehicles and include a photo of at least one Certified Pre-Owned vehicle.

ADVERTISING STANDARDS EXAMPLES — WEB BANNER (WITH PRICING)

NON-COMPLIANT



INFRACTIONS FOR NON-COMPLIANCE:

- 2d. Advertising must not contain clip art, star bursts, cartoonish images, etc.
- 5a. Any previous versions of the Mazda Brand Mark or Mazda Dynamic Wing logo will not be accepted.
- 5e. Dealer logo must be pre-approved prior to use; pre-approved dealer logo must follow brand style guidelines.
- 7a. Mazda Type fonts are required in all advertising.
- 7b. Do not use colors outside of the brand color palette to draw attention to or highlight items, such as prices or call-to-action (CTAs).
- 8e. Sales Event Logos may not be altered or appear as a lockup to the Mazda Brand mark, your dealer name, or dealer logo.

COMPLIANT



ADVERTISING STANDARDS EXAMPLES — OLA

NON-COMPLIANT



INFRACTIONS FOR NON-COMPLIANCE:

- 5a. Any previous versions of the Mazda Brand Mark or Mazda Dynamic Wing logo will not be accepted.
- 5d. The Mazda logo or any of its components may not appear as a direct lockup to your dealer name or logo.
- 5e. Dealer logo must be pre-approved prior to use; pre-approved dealer logo must follow brand style guidelines.
- 7a. Mazda Type fonts are required in all advertising.
- 7b. Do not use colors outside of the brand color palette to draw attention to or highlight items, such as prices or call-to-action (CTAs).

COMPLIANT



SALES CAMPAIGNS: STATIC BANNER

NON-COMPLIANT



INFRACTIONS FOR NON-COMPLIANCE:

- 1c. Stackable incentives that are not available to all buyers must not be deducted.
- 2d. Advertising must not contain clip art, star bursts, cartoonish images, etc.
- 5a. Must use current version of Mazda brand mark. Use of the old brand mark is prohibited.
- 5e. The full Mazda Dealership name (DBA) must be identified when advertising Mazda products. Dealer logos must be pre-approved prior to use.
- 7a. Mazda Type fonts are required in all advertising. However, when it is not possible to use the Mazda fonts, the alternative required font to use is Arial. Any fonts that degrade the Mazda brand are prohibited (e.g., bubbles, script, cartoonish, multicolor, etc.). All typography is to be set in monochrome tones only (black, gray, white).
- 7b. Do not use colors outside of the brand color palette to draw attention to or highlight items, such as prices or call-to-action (CTAs).
- 8e. During Mazda Event Campaign periods, no other sales events ("Summer Savings Event") may be mentioned.

COMPLIANT



SERVICE & PARTS CO-OP

PROGRAM FUNDING

CO-OP ELIGIBILITY

CO-OP REIMBURSEMENT

ELIGIBLE & INELIGIBLE MEDIA TYPES

ADVERTISING GUIDELINES



PROGRAM OBJECTIVE

To increase Mazda service and parts advertising and the marketing presence in your local market and results in increased Mazda service and parts awareness, parts sales, market share, dealership profitability, service retention, wholesale growth and customer loyalty.



FUND GENERATION

Funds are generated as a percentage of your dealership's Scheduled Stock Order (SSO)* parts purchases less returns.

PERCENTAGE	CATEGORY: SELECT MAINTENANCE PARTS	
3%	Cabin Air Filters	Engine Oil
	Engine Air Filters	VPM Brake Pads
	Oil Filters	VPM Brake Shoes
	Batteries	VPM Wiper Blades
	Brake Discs (Rotors)	Wiper Blades
	Brake Pads	Wiper Blade Refills
	Brake Shoes	Tires
3%	Dealer Installed Option (DIO) Accessories	
2%	All Other Parts	

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



CO-OP ELIGIBILITY

To be eligible to receive Service & Parts Co-Op Funds, you must be enrolled in Retail Go-To-Market+ (RGTM+) and/or enrolled in Mazda Owner Connect (MOC). Once enrolled, you will be reimbursed 100% for the following advertising and marketing campaigns:

- Mazda Wholesale Solutions (MWS)
- Mazda Service Scheduler (MyKaarma, X-Time)
- Digital Service Technologies (MyKaarma, TruVideo, Text2Drive, X-Time)
- All other dealer-initiated Service or Parts-related advertising

If you are not enrolled with RGTM+ and/or MOC, but are still using X-Time or Digital Service Technologies, you will be reimbursed 100% for the following auto-claims:

- Mazda Wholesale Solutions (MWS)
- Digital Service Technologies (MyKaarma, TruVideo, Text2Drive, X-Time)
- Mazda Service Scheduler (MyKaarma, X-Time)



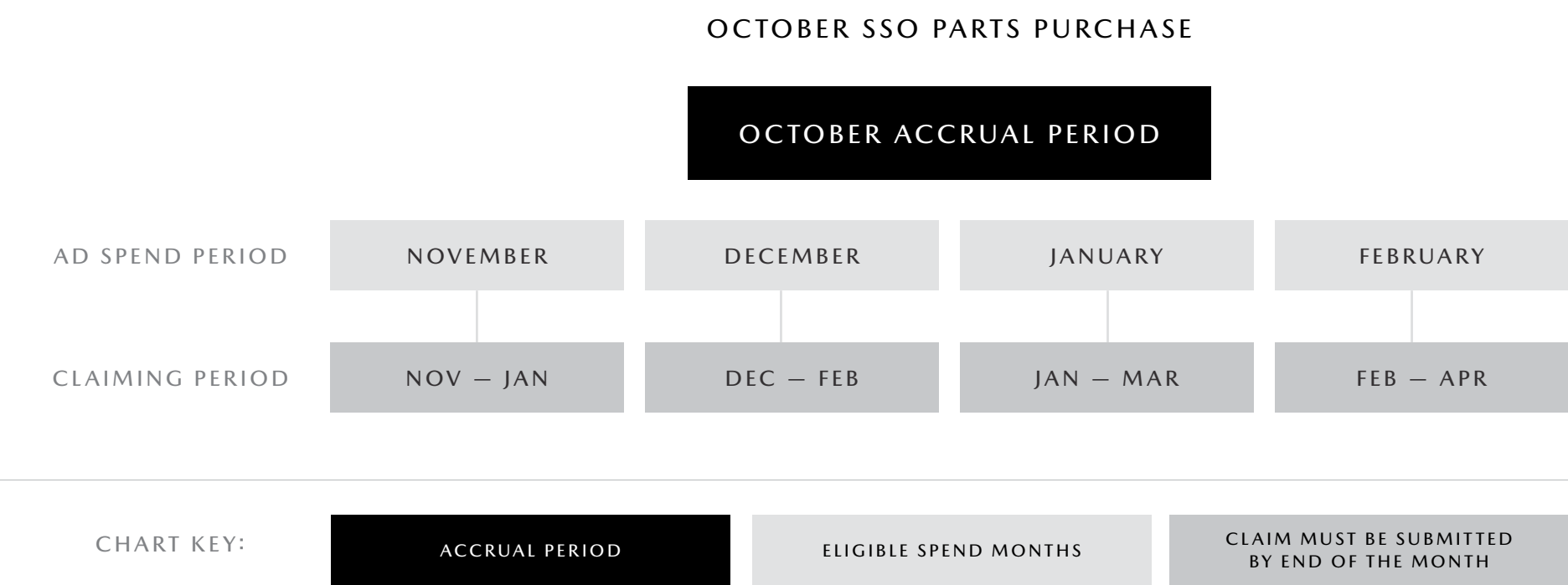
REIMBURSEMENTS & MANAGING CO-OP BUDGETS

To provide flexibility in planning dealer advertising, the Service & Parts Co-Op Advertising Program allows a 120-day period for spending Co-Op Funds. Mazda Co-Op Advertising Program Headquarters applies the oldest available Co-Op Funds to your qualified advertising expenditures first. Any funds not utilized within the allotted 120-day period will expire and will no longer be available for use. All claims must be submitted to the MCAP website no later than 60 days after the last day of the month the advertising took place.

Service & Parts claims are only eligible for reimbursement under Consumer Facing Media once the S&P account is depleted. Mazda Co-Op and Advertising Program Headquarters will not automatically assume that you want to use the Sales Co-Op program funds. You will need to submit a claim under the Sales Co-Op program and choose the S&P Media Type. If an S&P claim will utilize both new car and S&P funds, you will be prompted to include the S&P claim ID for reference when submitting the balance of the claim under the new car program.

Reimbursements are issued monthly via Electronic Fund Transfer (EFT).

ACCRUAL PERIOD	SPENDING MONTHS (AD RUN DATES)	CLAIM SUBMISSIONS
October SSO Parts Purchases	Nov, Dec, Jan, Feb Advertising Dates	60 days after the last day of the month the advertising took place.



ELIGIBLE MEDIA TYPES FOR SERVICE & PARTS CO-OP CLAIMS

SERVICE & PARTS ELIGIBLE MEDIA TYPES		
MEDIA TYPE	EXAMPLES	REQUIRED DOCUMENTS
BUNDLED AI DIGITAL PACKAGE	Google Performance Max	<ul style="list-style-type: none">• Invoice• Ad Example• Campaign report
BROADCAST	TV Spot, Terrestrial Radio Spot, Cinema	<p>Pre-approval Letter (Pre-approval required for Script & Final Produced Spot)</p> <p>All pages of the vendor invoice showing itemized media costs (i.e., gross total, agency commission total, net total & the affidavit of performance which lists run dates, run times & cost of each spot)</p> <p>Complete script which includes the following three components all on the same page (if longer than one page, you must be able to connect the pages, i.e., ISCI codes or page numbers):</p> <ul style="list-style-type: none">• Full audio & if applicable, video portion of script including the Mazda logo, dealer tag, offers & disclaimers• ANA/TVB or ANA/CAB (cable) stamp• Station official's signature
DIRECT MARKETING	Postcards, welcome packages, Valpak inserts, newsletters (printing and postage), email blasts, text message campaigns & service menus	<p>Itemized printer and/or fulfillment company invoice(s) (on official vendor letterhead) listing:</p> <ul style="list-style-type: none">• Itemized costs for all services rendered including agency commission• Direct mail quantity• Mailing date• Copy of the original piece (cannot be sample piece)• Postage receipts (on USPS letterhead) listing dealership name, quantity mailed & mailing cost(s) <p>Email Blasts: Include Screenshot of E-mail in Page showing recipient/date received (Cannot be sample piece)</p>
PRINT MEDIA	Magazine/Newspaper, Newspaper/Free Standing Insert (FSI), Auto Show Handouts	<p>Itemized vendor invoice (on official vendor letterhead) with:</p> <ul style="list-style-type: none">• Dealership name• Publication run dates• Ad size(s)• Itemized media cost <p>Electronic tear sheet from publication bearing the publication name & ad date (front cover acceptable for magazine run dates)</p> <p>Note: Tear sheet must be the full-page version</p>
OUT-OF-HOME	Courtesy vehicle decals, billboards, bus boards, airport, subways, transit, building clings, digital boards, mall kiosks & mall displays	<p>Vendor invoice reflecting the location & monthly cost</p> <p>Photograph(s) of all installed advertising or billboard locations</p>

ELIGIBLE MEDIA TYPES FOR SERVICE & PARTS CO-OP CLAIMS (CONT.)

SERVICE & PARTS ELIGIBLE MEDIA TYPES		
MEDIA TYPE	EXAMPLES	REQUIRED DOCUMENTS
EXPERIENTIAL EVENTS & SPONSORSHIPS (MEDIA)	<ul style="list-style-type: none">• Relevant events with signage, flyers, broadcast, or other media component advertising Mazda or dealership as primary focus• Events with Vehicle Display/ Test Drive advertising Mazda or dealership as primary focus	<p>Pre-approval required with event form approval</p> <p>NOTE: Form is located under “Important Forms” on the MCAP Homepage</p> <ul style="list-style-type: none">• Itemized vendor invoice (on official vendor letterhead) with payment terms• Photographs & support for all event-related creative mentioned on invoice or contract
SEARCH ENGINE MARKETING (SEM)		<ul style="list-style-type: none">• Itemized invoice on official vendor letterhead• List of the purchased keywords with cost per keyword in Excel format• List must include SEM qualified keywords on top & in order• Screenshot of the search engine site showing a successful search using one of the purchased keywords• Claim will be prorated if ineligible keywords are included (i.e. used, service, parts, other manufacturers, etc.) <p>Buying competing Mazda dealership names is an automatic decline of the claim per the infraction schedule.</p>
SEARCH ENGINE OPTIMIZATION (SEO)		<p>Itemized invoice on official vendor letterhead</p> <p>Screenshot of the website before & after the search engine optimization</p>
INTERNET ADVERTISING	Retargeting & banner ads	<p>Itemized invoice on official vendor letterhead</p> <p>Still frames of the internet creative as it appears "in page" showing live URL</p> <p>Co-Op Summary of Charges Invoice - e.g. Autotrader</p>

ELIGIBLE MEDIA TYPES FOR SERVICE & PARTS CO-OP CLAIMS

SERVICE & PARTS ELIGIBLE MEDIA TYPES		
MEDIA TYPE	EXAMPLES	REQUIRED DOCUMENTS
PAID SOCIAL	Facebook, Twitter, Instagram	Itemized invoice & a screenshot of the advertisement "in page". Note: Management fees are eligible for Hard Cost funds only Facebook Ad Manager Report with Itemized Cost - Facebook
VIDEO ADS/PRE-ROLL/ OVER-THE-TOP (OTT)		Pre-approval Letter (Pre-approval required for Script & Final Produced Spot) <ul style="list-style-type: none">• Itemized invoice with description of all charges on official vendor letterhead• Pre-roll script• Impression report• Screenshot of pre-roll video "in page" or station official's signature
DIGITAL RADIO	Spotify & Pandora	Pre-approval letter (Pre-approval required) <ul style="list-style-type: none">• Itemized invoice with description of all charges on official vendor letterhead• Script containing Impression report
TELEPHONE MARKETING ACTIVITIES	Recall Masters	Recall Masters: Itemized Invoice with description of all charges on official vendor letterhead Service phone calls, live or automated, performed by outside agencies. Service phone calls may remind customers of scheduled appointments or offer a service special: <ul style="list-style-type: none">• Itemized invoice reflecting costs, numbers of calls, dates of activity



ELIGIBLE MEDIA TYPES FOR SERVICE & PARTS CO-OP CLAIMS (CONT.)

SERVICE & PARTS ELIGIBLE MEDIA TYPES		
MEDIA TYPE	EXAMPLES	REQUIRED DOCUMENTS
MAZDA SERVICE SCHEDULER	MyKaarma, X-Time (Auto Submission Provider)	Automatically submitted by vendor & Reimbursed at 100% (Auto Submission provider)
DIGITAL SERVICE TOOLS	Text2Drive, MyKaarma, TruVideo, X-Time (Auto Submission Provider)	Automatically submitted by vendor & reimbursed at 100% (Auto Submission provider)
WHOLESALE VENDOR MARKETING (OUTSIDE PARTS WHOLESALE REPRESENTATIVE)	Retargeting & banner ads CPAPlus and/ or RPAPlus	Vendor representation to wholesale parts businesses to support purchases from Mazda Dealers: <ul style="list-style-type: none">• An original invoice reflecting costs• Copy of the line card• Contact summary report CPAPlus - Invoice/Statement RPAPlus - Invoice/Statement
MWS		Automatically submitted by vendor
MAZDA COLLISION NETWORK	Mitchell (no auto submission, participating dealers to submit claims). No other OE network or estimating software applicable.	Mitchell estimating software invoice for Mazda Collision Network and/or enrollment fee invoice for Mazda Collision Network.



INELIGIBLE MEDIA TYPES FOR SERVICE & PARTS CO-OP CLAIMS (CONT.)

AGENCY FEES

DEALER WEBSITES

PROGRAM FEES (E.G. SOFTWARE COST, PHONE ADMINISTRATIVE FEES, INTERNET ADMINISTRATIVE FEES)



ADVERTISING GUIDELINES

The MCAP Advertising Standards outlines the correct usage of all elements surrounding the Mazda brand, including our logo, vehicle lineup and brand taglines. All Mazda advertising must follow these standards.

Advertisements may not violate any federal, state or local laws or regulations. It is your responsibility to ensure compliance.

Please see [page 109](#) for instructions on submitting required pre-approvals for select media types.



SERVICE & PARTS ADVERTISING GUIDELINES

– CATEGORY 1

2. BRAND INTEGRITY - DISTRESSED GUIDELINES

4. MAZDA CERTIFIED WEBSITE TRAFFIC

– 3. PREDATORY SEM

– CATEGORY 2

5. LOGOS

7. TYPOGRAPHY - FONTS & COLORS

8. ADVERTISING MESSAGES

9. VEHICLE LINE ADVERTISING

10. MAZDA TRADEMARKS & REGISTRATION MARKS

11. DEALER ACCOLADES

12. SOCIAL



CATEGORY 1

2. BRAND INTEGRITY - DISTRESSED LANGUAGE

2a. Advertising must not include any distressed language or language that portrays Mazda as a “discount” brand. The following terms in any of their forms or any phrases with similar meanings are examples of what cannot be used:

“Liquidate”	“Fleet Pricing”
“Overstocked”	“Buy One, Get One (BOGO)”
“Clearance”	“Special Allocation”
“Employee Pricing”	“Special Pricing”
“Closeout”	“Special Allowance”
“Blowout”	“No Credit, No Problem”
“Supplier Pricing”	“Bad Credit, No Problem”
“Red Tag Sale”	“We Finance Anyone”
“Meet”	“Everyone Approved”
“Beat”	“Guaranteed Credit Approval”
“E-Plan”	“No Rejections”
“S-Plan”	“Can't Get A Loan?”
“Drastically Reduced”	“Special Test Pricing”
“Rock Bottom”	“Special Program”
“Markdown”	“Special Discount”

2c. Advertising must not harm the goodwill and reputation of Mazda or contain images or content deemed to be political, sexual, racial, religious or derogatory to any group, organization, race or party. Mazda reserves the right to deny any advertising deemed harmful to the Mazda brand and reputation.

2d. Advertising must not contain images or content that degrades the Mazda brand and does not convey a premium product. Advertising may not contain clip art, star bursts, cartoonish images, etc.

2e. Advertising must not state or imply that any dealer has favored status or preferential standing with Mazda corporate. The following terms in any of their forms or any phrases with similar meanings are examples of what cannot be used:

“Headquarters”	“Corporate”
2f. Advertising that states or implies that the dealer is in a better position to sell Mazda products in comparison to any Mazda Dealer is prohibited. Disparaging or negative comparisons to another Mazda Dealer must also not appear in any advertising. The following terms in any of their forms or any phrases with similar meanings are examples of what cannot be used:	
“Only at...”	“We do deals those other guys can’t”
“Special deals exclusively at...”	



2. BRAND INTEGRITY - DISTRESSED LANGUAGE (CONT.)

- 2g. Superlatives such as the “biggest,” “newest,” “best,” “largest,” “#1” or other similar phrases must not be used unless true and correct, and can be substantiated. Substantiation is your responsibility and must include the source and source year based on the previous calendar year. Mazda reserves the right to request substantiation.
- 2h. All advertising must maintain Mazda brand exclusivity. Dual and multi-franchise dealers may not advertise competitive makes, logos or multi-branded URL(s). Exceptions include pre-owned advertising that is clearly separated. Any mentions of competitive makes and/or models are only allowed if the information is comparative in nature with Mazda benefitting. Verification and usage approval of comparisons is the sole responsibility of the dealer.
- 2i. Dealerships must be accurately depicted in advertising. Dealer personnel included in advertising (specifically broadcast) must represent their actual positions (i.e., no fictional characters, cartoons, etc.). No skits, parodies, humor/jokes.

(All broadcast must be pre-approved. See pre-approval [page 8](#))

4. MAZDA CERTIFIED WEBSITE TRAFFIC

- 4a. All traffic for Mazda New Vehicle Sales, In Transit Vehicle Sales, Certified Preowned (CPO), Used Vehicle Sales, Service, Parts, Warranty, etc., must direct to the dealer's approved Mazda Digital Certified Program (MDCP) website URL and/or Mazda Digital Showroom (MDS) URL and/or Mazda Parts Online (MPO) URL.
- 4b. Dealers with multiple Mazda dealerships points can submit a request for approval for a Mazda only splash page that directs customers to their respective, approved Mazda Digital Certified Program (MDCP) Website. However, a Mazda exclusive landing page that directs traffic to each site is required. All splash pages must adhere to the following requirements:
- Splash pages must be created by a Mazda Digital Certified Program (MDCP) Website Provider and meet all MDCP tagging requirements.
 - Splash pages must be submitted for pre-approval prior to use and are subject to all advertising standards.
 - Splash pages must directly link to your approved Mazda Digital Certified Program (MDCP) Website.

PREDATORY SEM

3. PREDATORY SEM

3a. Dealers are not permitted to advertise content or copy (organic and paid) that utilizes or displays another Mazda dealer's name or intellectual property. This is inclusive of Paid and Organic Search and the Search Results Page – dealers are not permitted to have another Mazda dealer's name or intellectual property displayed in the Ad Headline, URL or Ad Copy.

Dealers are not permitted to bid on other Mazda dealer DBAs. Dealers are required to have all other Mazda dealer DBAs listed as Negative Keywords (match type details found below), with the exception of dealer DBAs that include a city or town name. In this instance, the Dealer is required to include the DBA as a Negative Keyword for Exact Match only. (NEW) Refinements to the required SEM Negative Keyword List have been made to further restrict Mazda dealers from entering Predatory SEM territory, offering greater protection against dealer conquesting.

The required SEM Negative Keyword List now includes:

- 1) Dealer DBA name variations: ensure all permissible variations of dealer names are accounted for
 - e.g. "XYZ's Mazda" added as a dealer name variation for XYZ's Mazda of Anytown.
- 2) Dealer DBA root names/words: unique-identifying names/words specific to individual dealers
 - e.g. "FirstName LastName" for FirstName LastName Mazda or "ABC" for ABC Mazda

The following match types are required based on Location and Non-Location DBA/DBA Variations:

Location DBA (Dealer DBA includes city/town)

KEYWORD TYPE	NEGATIVE MATCH TYPE	EXAMPLE
Location DBA	Exact match	XYZ MAZDA AT ANYTOWN*
Location DBA Variations	Exact match	MAZDA XYZ ANYTOWN*
Location Root Names/Words*	Broad match	XYZ*

*Only applicable for dealership names that include "root word/unique identifier + Mazda + Location" in any order. Locations cannot be used as root words.

Non-Location DBA (Dealer DBA includes city/town)

KEYWORD TYPE	NEGATIVE MATCH TYPE	EXAMPLE
Non-Location DBA	Exact match	FirstName LastName Mazda
Non- Location DBA Variations	Exact match	LastName Mazda
Non- Location Root Names/Words*	Broad match	FirstName LastName

DEALER GROUP EXCEPTION: Dealerships within a dealer group that share inventory are permitted to bid on related store DBA names.

Please refer to the Negative Keywords List available on the MCAP Website > Important Forms.

CATEGORY 2

5. LOGOS

5a. The Mazda brand mark must be used once and should be placed prominently in the ad. Exclusions may apply where the brand mark and dealer identity is already displayed where the ad is present such as website sliders, social, and endemic sites. The primary Mazda brand mark is fixed and should not be altered in any way; it must be positioned on a monotone background, or as close to monotone as possible. 85% of the clear space of the brand mark must be solid to make the logo appear more prominent. Logos can be downloaded directly from Mazda’s MKC available through One Mazda (onemazdausa.com). Any previous versions of the Mazda Brand Mark or Mazda Dynamic Wing logo will not be accepted.

If a dealer is using the Mazda Brand Mark for their website favicon, a compliant/ current logo must be used. Example of non-compliant:

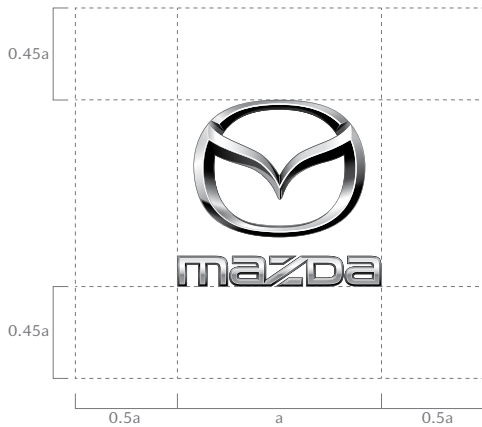
NON-COMPLIANT:



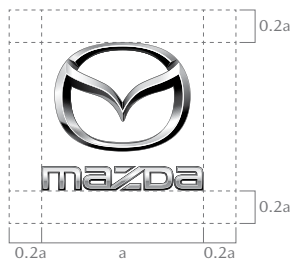
5b. The Mazda Brand Mark logo must be displayed in one of the four corners in print advertising, while still adhering to clear space regulations.

5c. For maximum impact and clarity, clear space equal to at least 50% the length of the Mazda logo must be maintained around the Mazda logo, and no other text or graphics can appear in this area. The Mazda logo may not be displayed less than 10mm wide. When displaying the Mazda Brand Mark in websites, web banners, and other digital media, clear space equal to at least 20% of the length of the Mazda logo must be maintained.

CLEAR SPACE OF THE BRAND MARK



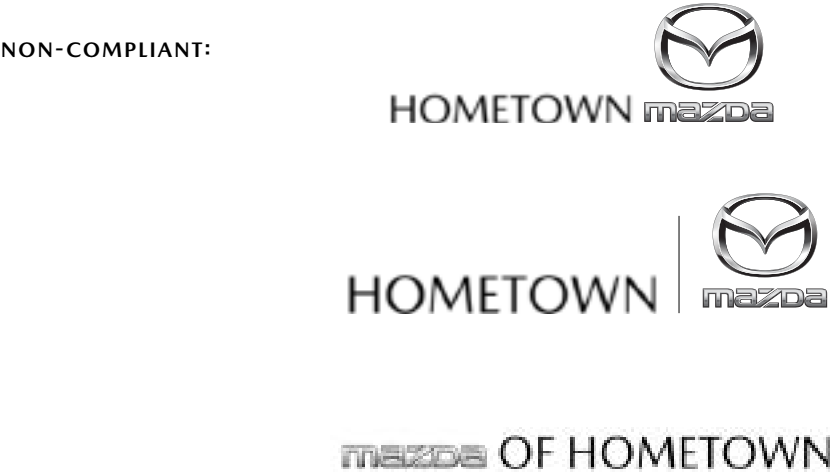
SPECIAL-CASE CLEAR SPACE



* When visibility would be significantly impaired if the full clear space is maintained in a particular display space, such as when indicating sponsorship, the special-case clear space may be used.

5. LOGOS (CONT.)

5d. The Mazda logo or any of its components may not appear as a direct lockup to your dealer name or logo. Separating your name and the Mazda logo with a line is not sufficient. Ecommended placement of the Mazda logo the dealer identity is available on the [MAZDA DEALER BRAND STYLE GUIDE](#).



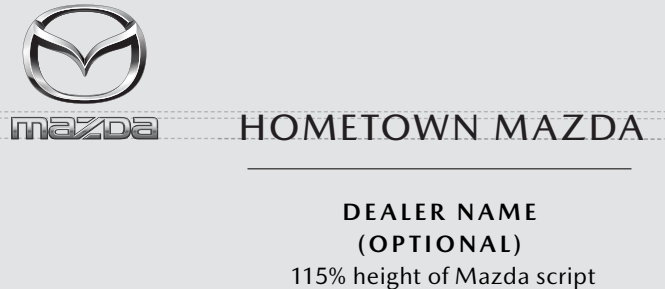
5e. You must clearly identify yourself by using your full Mazda dealership name (DBA) when advertising Mazda products in all media types. Dealer identity may only be presented in one of the three ways:

- 1) Mazda type with 85% height of the brand mark script (Recommended)
- 2) Mazda type with 115% height of the brand mark script (Optional)
- 3) Pre-approved dealer logo no bigger than 50% of brand mark (Optional)

Auto group/dealer group logo usage is allowed only if it adheres to color and size restrictions. Group logo must be no bigger than 50% of brand mark & color must adhere to brand color palette. (See [7b guideline](#)). **Pre-approval is recommended.**

Dealer identity must follow alignment & placement guidelines. Refer to [MAZDA DEALER BRAND STYLE GUIDE](#).

COMPLIANT:



7. TYPOGRAPHY – FONTS & COLORS

7a. Mazda Type fonts are required on all Mazda advertising. Any fonts that degrade the Mazda brand are prohibited (e.g., bubbles, script, cartoonish, multicolor, etc.). All typography is to be set in monochrome tones only (black, gray, white).

- Arial font is approved as an alternative for email campaigns when Mazda Type font is not available.

7b. The brand color palette includes all permitted colors for use on backgrounds within advertising; no other color is permitted unless vehicle photography is used.

Brand color palette includes grayscale values, in addition to black and white. Pre-approved dealer logos must adhere to the brand color palette.




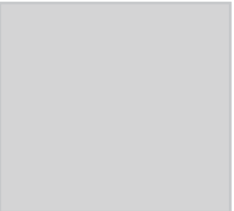
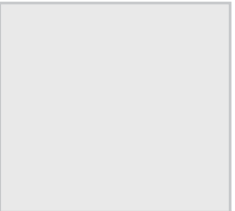
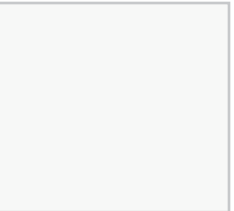


Do not use colors outside of the brand color palette to draw attention to or highlight items, such as prices or call-to-action (CTAs). Though it may draw in a user’s attention, it clashes with the Brand Style Guidelines and does not represent Mazda as a premium brand.

Color and font exceptions may be granted for 3rd party vendor logos but **must be submitted for pre-approval**.

PROHIBITED COLORS



BRAND COLOR PALETTE

BLACK	DARK GRAY	GRAY	BORDER GRAY	MEDIUM GRAY	LIGHT GRAY	OFF WHITE	WHITE
							
#101010	#2B2B2B	#737373	#D5D5D5	#999999	#E7E7E7	#F5F5F5	#FFFFFF
USED TO DEFINE TEXT COLOR AND CTAS	USED FOR HEADER BACKGROUND	PROVIDES NEUTRAL COLOR TO BALANCE DESIGN AND ENHANCE ACCENT COLORS	PROVIDES NEUTRAL COLOR TO BALANCE DESIGN AND ENHANCE ACCENT COLORS	USED FOR BORDER TO HELP ADD CONTRAST TO WHITE TOUTS ON THE PAGE	PROVIDES NEUTRAL COLOR TO BALANCE DESIGN AND ENHANCE ACCENT COLORS	USED AS PRIMARY BACKGROUND COLOR	USED TO DEFINE TEXT ON BLACK BACKGROUNDS AND PROVIDES ACCENT TO LIGHT GRAY

8. ADVERTISING MESSAGE

8d. No text or graphic treatments may obstruct the Mazda logo or vehicle photos.

8e. **DURING MAZDA EVENT CAMPAIGN PERIODS:** Requires mandatory use of provided sales event logo or campaign mention in advertising; exception may be provided for national holidays overlapping Mazda Event Campaign Periods (i.e. 4th of July) but **must be pre-approved**. TV must include sales event logo, and radio must mention campaign name. Must be submitted for pricing compliance pre-approval.

Sales Event Logos may not be altered or appear as a lockup to the Mazda Brand mark, your dealer name, or dealer logo.

DURING NON-MAZDA EVENT CAMPAIGN PERIODS: Dealer sales events allowed; pre-approval is mandatory for all advertising with sales events mention and must follow advertising guidelines.

8f. An offer must be present in Service & Parts Co-Op media types: newspaper, magazine, circulars, flyers, Pennysavers, retail and wholesale direct mail, radio, television, etc.



9. VEHICLE LINE ADVERTISING

9a. The use of inaccurate Mazda vehicle images per the vehicle/product description is prohibited. All Mazda vehicle images must align with the advertised description. Approved vehicle images are available on MKC.

9c. Car names must be in all uppercase when standing alone in advertising. Only the first letter is capitalized when car names are used in advertising within body text; all other letters must be lowercased. The model name must be listed in one line (Title or Body Copy) and only the model year or trim level can be split into other lines.

Vehicle lines beginning with “Mazda” followed by a number must use only an uppercase “M” and must not have a space before the number in advertising within body text. For example: Mazda3. Mazda3 is required to be displayed as such at all times. For other vehicle lines (CX, MX), a space must follow the word “Mazda” and a hyphen must precede the number. For example: Mazda CX-90.

For SEM & Broadcast types where spacing and word count is limited, “Mazda” is permitted to precede only once before a list of vehicle names, such as “Mazda3, CX-30, CX-5, CX-50, MX-30 EV, MX-5 MIATA, CX-90”.

		EXAMPLES	
		COMPLIANT	NON-COMPLIANT
STAND ALONE COPY:		2024 MAZDA3 SEDAN	2024 Mazda3 Sedan
		2024 MAZDA CX-90 SIGNATURE	2024 MAZDA CX-90
WITHIN BODY TEXT:		The Mazda3 offers an exhilarating, holistic approach to performance. Its 186-hp Skyactiv®-G engine offers responsive acceleration, while G-Vectoring Control Plus subtly adjusts engine torque and braking for a more natural feeling around corners.	The MAZDA3 offers an exhilarating, holistic approach to performance. Its 186-hp Skyactiv®-G engine offers responsive acceleration, while G-Vectoring Control Plus subtly adjusts engine torque and braking for a more natural feeling around corners.

10. MAZDA TRADEMARKS & REGISTRATION MARKS

10a. When referencing Mazda registered or trademarked words and phrases in advertising, the following should be included:

- The registered or trademark symbol
- Type/show logo only in Mazda font (downloadable on MKC)
- Uppercase lettering, only if word and/or phrase is standing alone (Only the first letter needs to be uppercased when using in body text)
 - i-ACTIV AWD®
 - i-ACTIVSENSE®
 - MAZDA CONNECT™
- Never use "SKYACTIV®" alone. It should always be part of "SKYACTIV® TECHNOLOGY" or part of a word combination such as the examples below:
 - "SKYACTIV®-G," referring to the gasoline engine
 - "SKYACTIV®-Drive," referring to the automatic transmission
 - "SKYACTIV®-Chassis," referring to the chassis
 - "SKYACTIV®-MT," referring to the manual transmission
 - "SKYACTIV®-Body," referring to the body
 - The SKYACTIV® TECHNOLOGY logo may not be modified from its current design (unless it is used in a sentence); i.e., "The CX-50 with SKYACTIV® TECHNOLOGY."

COMPLIANT

RESPONSIVE 186-HP
SKYACTIV® -G ENGINE

NON-COMPLIANT

RESPONSIVE 186-HP
Skyactiv® -G ENGINE

11. DEALER ACCOLADES

11a. For Mazda Brand Accolades, you may only advertise nationally approved accolades listed (i.e. IIHS, NHTSA) on the latest MKC Accolades Tracker. Any other accolade mention is not permitted.

President’s Club and Gold Cup logos and language may only be used if your dealership is in current standing. Logos should be the current and up-to-date versions and can be downloaded directly from MKC. Mazda dealers may include applicable awards in the main header. Please contact your Mazda Digital Certified Program Website Provider for review and pre-approval process.

MKC Accolades Tracker List can be found on MKC > Creative Library > Awards & Accolades > Accolades Tracker

12. SOCIAL

12a. Mazda exclusive profiles are required for any and all social channels. Any paid social media advertising must drive to your Mazda exclusive social page or certified website. Social posts from third parties that are shared on any social channels are not subject to the advertising standards.



CONTACT

For questions regarding the Mazda Co-Op and Advertising Program (MCAP) including Co-Op claims or reimbursement status, the MCAP portal, infractions, etc., please contact:

MAZDA CO-OP AND ADVERTISING HEADQUARTERS
1-800-944-4439 | MAZDACOOP@ANSIRA.COM
8:30 A.M. – 6:00 P.M. CT

For questions regarding the Mazda Digital Certified Program (MDCP) including enrollment, cancellation, program billing, reporting, etc., please contact:

MDCP SUPPORT TEAM
1-844-683-3151 | INFO@MAZDADIGITALCERTIFIED.COM
8:30 A.M. – 6:00 P.M. ACROSS TIME ZONES

Dealers are also welcome to reach out to their MDCP Website Provider directly for questions regarding their platform capabilities in relation to the MCAP Website Supplement Guide, such as component and design support or compliance support.

