



## MAZDA DIGITAL CERTIFIED PROGRAM

### WEBSITE PROGRAM

An all-in-one solution for your Mazda dealership website. Improve your overall website performance and optimize your digital showroom by enrolling in one of the top industry-leading website providers below. Our goal is to provide the highest quality dealership websites that align with Mazda's elevated UX, while leveraging best practices and data insights to increase your ROI and overall performance, all while maintaining brand compliance.

### PROGRAM BENEFITS

- Discounted program pricing
- 100% eligible for co-op reimbursement under Marketing Hard Cost
- 30-day dealer agreements – allowing you to easily upgrade, downgrade, or switch providers
- Automated and streamline billing via Dealer's Parts statement
- Co-op claims automatically processed to Ansira for reimbursement
- Brand and digital standards integrated into all services
- Improved strategic alignment with MNAO initiatives
- Certified provider compliance and infraction support. Monthly compliance audits to ensure your website maintains brand compliance
- Integrated benchmark reporting with Mazda Digital Analytics Dashboard
- MNAO approved assets and imagery provided to certified providers
- Dedicated dealer support team

### PARTICIPATING PROVIDERS



LEARN MORE & ENROLL TODAY AT [MAZDADIGITALCERTIFIED.COM](http://MAZDADIGITALCERTIFIED.COM)

Questions? Contact the Mazda Dealer Support Team at 1-844-683-3151 or by email at [info@mazdadigitalcertified.com](mailto:info@mazdadigitalcertified.com).

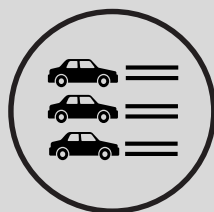
# PROGRAM ENHANCEMENTS DEALER WEBSITE REDESIGN



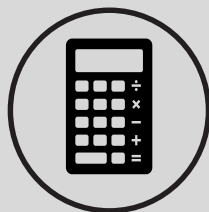
As the Mazda brand continues its transition to premium, it's becoming more important than ever to project a premium aesthetic throughout all of our customer interactions – from the Mazda USA website to individual dealer websites. To help dealer partners create a more cohesive online experience for consumers, MNAO, in partnership with Wunderman Thompson, developed a comprehensive dealer website component library.

A component library is a collection of containers that have been designed and styled together to create unity in design. These “blocks” can easily be rearranged to support the content hierarch for each page.

Each component is styled in accordance with the Mazda Visual Identity requirements and key user flows; interaction experiences will be predefined. The extensive component library has been delivered to the MDCP Website Program Providers for build out and implementation. Dealers will have flexibility to move and place content blocks to support their individual needs, while keeping a consistent consumer experience across all touch points.



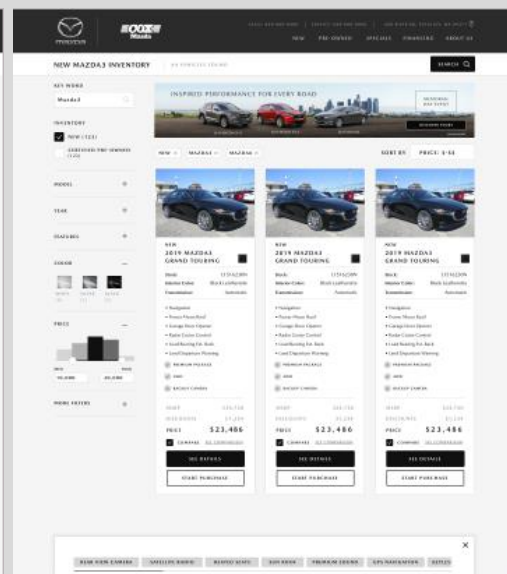
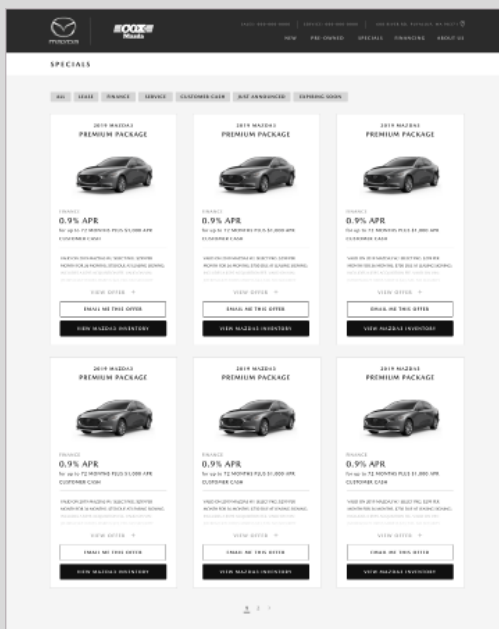
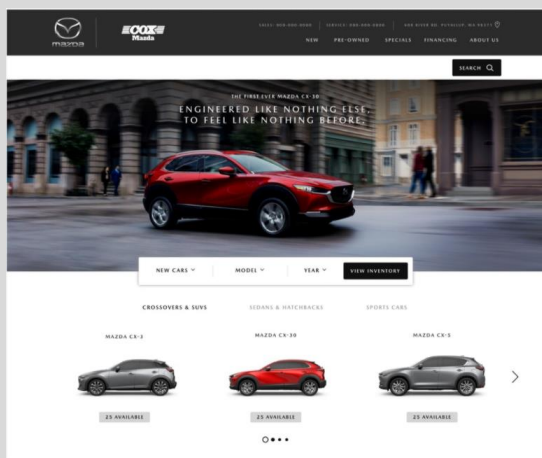
Prioritization of inventory search and listings



Clearly displayed financial information



Use of high-quality imagery





**Q.** What is the purpose of this program?

**A.** The purpose of the MDCP Website Program is to improve your overall website performance and optimize your digital merchandising. We provide solutions that align with MNAO and leverage best practices and data insights through the program to increase your ROI and overall performance all while maintaining brand compliance.

**Q.** What are the package offerings?

**A.** The Website program will offer a series of packages across all providers. The offerings within each package varies by provider:

Packages	Price Range
Basic	\$699 - \$899 per month
Intermediate	\$1,299 - \$1,999 per month
Advanced	\$1,999- \$4,499 per month

**Q.** What type of agreement am I entering with Shift Digital and the providers? How long is the commitment?

**A.** When you enroll in the program, you are entering into a 30-day agreement with Shift Digital, meaning you are in a month-to-month contract with Shift Digital and the provider. Allowing you to easily upgrade, downgrade, or switch providers.

**Q.** What if I want to cancel my services with my chosen provider?

**A.** Please contact the Mazda Dealer Support Team at 1-844-683-3151 or by email at [info@mazdadigitalcertified.com](mailto:info@mazdadigitalcertified.com) to cancel services with your provider of the month.

**Q.** How does billing and co-op work?

**A.** All dealers will be billed for in-program services automatically via the Parts Statement. The MDCP team will process all eligible in-program co-op claims to Ansira for reimbursement monthly. Note: billing and co-op claim submission may appear delayed if you are working with a provider who bills any services in arrears.

**Q.** Is this program Required? Or Optional?

**A.** The MDCP Website Program is required to receive co-op reimbursement

**Q.** When is the Dealer Website Redesign launching?

**A.** The redesign rollout will be staggered across a 6-month period and will not be coordinated to a single date for all dealers nationally. Expect the new redesign components on your dealership website November 2020 – March 2021.