



mazda®

FEATURES AND BENEFITS

Written Guarantees to . . .

- Pay MSRP price for Mazda parts
- Pay Mazda SRT hours at your posted labor rates
- Not ship parts (unless authorized by you)
- Pay double on claims not paid within 30 days

Penetration

Aggressive eligibility for New and Used vehicle plans (TOTALCare®, STATEDCare, PRIMARYCare, POWERCare, TIRECare and DRIVERCare)

- Exclusionary coverage available on New and Used up to 120,000 miles at time of delivery
- More plans and more options than anyone in the industry ~ Including Time of Sale/Max Mile Terms
- No extended eligibility surcharges

Coverage Highlights

Available on New, and on Used Plans up to 120,000 miles at Time of Delivery (see contract for details)

- Flexible deductibles
- Heads and blocks (no "internally lubricated parts" loophole)
- ABS control unit
- Manually operated switches
- Factory installed AM/FM radio cassette, CD player and speakers
- Radiator
- **Thermostat** (no overheating exclusion)
- Seals and gaskets
- Taxes and fluids
- High tech items including: power locks/windows/seats/sun roof/cruise
- Commercial vehicle coverage
- Farm usage vehicle coverage

Unique Additional Benefits

- **Immediate First Day Rental** - \$30 a Day up to 6 Days (not governed by labor hours, overnight stays or inoperative loopholes)
- Rental Car Upgrade Option to \$50 a Day
- **Free Service CSI Advantage Coupons**
- Towing allowance of \$100 per occurrence
- Trip interruption (\$100 per day, up to \$300, for breakdowns more than 50 miles from home)⁽¹⁾
- **Tire and Wheel Road Hazard**⁽¹⁾
- Mechanical Breakdown Clearly Defined... "The manufacturer has established tolerances for the express purpose of defining failure and serviceability. When specifications exceed these manufacturer's tolerances, a failure will be considered to have occurred."
- Per visit deductible
- One-time deductible guarantee
- Maintenance receipts only required when directly related to the breakdown

Emergency Roadside Assistance

- For length of contract (see membership card for details)
- Additional towing benefits (even for non-covered breakdowns)
- Fuel delivery
- Battery jump-start
- Lock out service
- Flat tire change

Unique Retention Tools

For Service and Sales

- Towing \$100
- Lost service report
- Renewable
- Transferable
- **Disappearing deductible**
- **RECAPTURE LETTER**...brings the customer back to your dealership and builds profitability in your service department.⁽²⁾
- **Free Service CSI Advantage Coupons**

Nationwide Acceptance

- Traveling claims paid by administrator's credit cards: Visa, MasterCard and American Express
- Customized ID card
- Claims process document holder
- National network of Designated Repair Facilities

More Profit Opportunities

- Flexible 0% APR payment plans
- Customized dealer wealth building plans

Another Profit Center

Stand-alone DRIVERCare Coverage⁽¹⁾

Targeting leased vehicles, short-term retail purchases and Service Drive Sales

- Two options to offer:
 - ~ **Tire and Wheel**
 - ~ **Tire, Wheel and Trip Interruption**
- Low cost
- High Penetration
- Flexible Terms



⁽¹⁾ Not available in all states.

⁽²⁾ Only one Recapture Letter per customer.

We can help!
888/327-9400



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ADDITIONAL BENEFITS



Warranty Advantage

For New and Used Vehicles

Gain the competitive advantage with this innovative, all-new product that allows you to place a low-cost Powertrain Limited Warranty on specific Mazda vehicles, or your entire Mazda inventory. Various terms are available up to 10 years/100,000 miles. Additionally, your customers have an opportunity to purchase MEPP plan upgrades at a reduced cost. This is an excellent compliment to the Mazda CPO program, and a win-win for both your dealership and your customers.

- **Dealer Advantage**

- ~ Competitive Advantage...You have "your own" warranty
- ~ Draw More Customers - Cut through advertising clutter

- **Sales Advantage**

- ~ Close more new car sales by giving your cars a unique Warranty Advantage
- ~ Higher Grosses - More profit per deal – Competitors can't compete with your warranty
- ~ Stop the Shopper – Your unique Warranty Advantage

- **Service Advantage**

- ~ Retain more customers for future service and sales
- ~ It's a proven fact that customers that are still under warranty are 2 times more likely to return to their dealer for future maintenance and repairs

- **F&I Advantage**

- ~ Increase Penetration and Profits - Finance presents what is free and offers a low cost upgrade

- **Customer Advantage**

- ~ They get peace of mind with a long term warranty
- ~ They get a long term relationship with your dealership

Your
Unfair
Competitive
Advantage

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Incentives

To Motivate and Maximize VSC Sales

- **Chairman's Invitational Conferences for dealer or key management**
 - ~ Conferences at world class destinations
- **Performance Points Program for F&I Managers**
 - ~ Points awarded for every policy sold
 - ~ Points redemption for catalog of rewards
- **President's Council of Excellence Conference**
 - ~ Top F&I managers invited
 - ~ Conference at world class resort
- Dealer approval and sign off required

For F&I Manager details, visit
www.RewardsHQ.com/mepp
(id: mepp, password: rewards)

For Dealer details, visit
www.RewardsHQ.com/meppdealers
(id: mepp, password: travel)

DealerOnline

Dealer Online Capabilities

- Secure access for Dealers
- Service Department - claims assistance
- Business Office - administrative assistance

