



Mazda Appreciation Program

January 5, 2021

Mazda North American Operations (MNAO) is pleased to support the Mazda Appreciation Program with a special \$1,000 Customer Appreciation Code Bonus Cash Offer. This program will pay an additional \$1,000 on every NEW 20MY and Newer Mazda vehicle sold and delivered within the program period **with the valid Appreciation Code. Customer must present Valid Appreciation Code to dealer at time of purchase or lease.**

Program Name:	Mazda Appreciation Code Program
Program Code:	2012-MYMOD-APP-NA-01A
Eligible Regions:	All Mazda Dealers
Program Period:	January 5, 2021 – June 30, 2022
Incentive:	\$1,000 Mazda Appreciation Code on all new 2020MY and Newer Mazda vehicles sold, delivered, and RDR'd (type "R") during the program period.
Eligible Customers:	Select customers that have received the Mazda Appreciation Code (coupon) by direct mail and/or email and have brought the coupon in at time of Purchase or Lease of a new 20MY and Newer Mazda vehicle

This offer is transferable within household, must live at the same address.

Proof of Eligibility **Please note that this program is NOT eligible for Autopay, as additional documents are required. The following documents must be submitted to MPH for claim redemption.**

One copy of each of the following documents is required for redemption and must be kept in the sales jacket:

1. Copy of the Purchase Contract or Lease Agreement
2. Copy of the Mazda Appreciation Code offer with valid 10-digit offer code
3. Copy of the purchaser's current driver's
4. Customers Appreciation Code must be relinquished to the Dealer at the time of Purchase or Lease
5. Customers MUST have an Appreciation Code to be eligible for this incentive.

This offer IS transferable within household, must live at the same address.

The original vehicle must have the MMS removed and CSP05 closed with the sales voucher code and new sales contract attached to the claim in order for the \$1000 voucher to be paid.

Eligible Vehicles All Purchased and Leased 2020MY or Newer Mazda vehicles

Ineligible Vehicles:

This program does not include:

All 19MY or older vehicles
All 20MY 100th Anniversary MX-5 and MX-R vehicles
Vehicles sold to the dealership
RDR type "M"
RDR type "F" (Fleet)
RDR type "I" (Insurance)
RDR type "C" (Commercial)
RDR type "L" (Mazda Service Loaner)
Any used vehicles, vehicles intended for export, and brokered units.

Program Applicability

The Mazda Appreciation Code Incentive can be combined with other public offers including APR/Lease incentives offers.

The Mazda Appreciation Code Incentive can be combined with the Mazda Military Incentive

The Mazda Appreciation Code Incentive cannot be combined with any other private incentives and is not stackable with other private offers unless specified.

The Mazda Appreciation Code Incentive is stackable with any current Mazda Loyalty offer.

The Mazda Appreciation Code Incentive has no cash value and must be applied within the purchase as a rebate or within the lease as a capital cost reduction.

Reporting Guidelines:

A copy of Each of the following documents is required for redemption AND must be kept in the sales jacket

1. Copy of the Purchase Contract or Lease Agreement
2. Copy of the Mazda Appreciation Code Incentive offer with valid 10-digit offer code
3. Copy of the purchaser's current driver's license
4. "Mazda Cash Back Rebate Form" must be completely filled out

Current owner's vehicle must be titled/registered under their name on the title or registration

- Registration must match the name on the purchaser's current driver's license, or the address on the title

OR

- Registration must match the address on the purchaser's current driver's license or other proof of residency (i.e. prior month's utility bill in name of purchaser at current address, current property tax bill in name of purchaser at current address). Copy of vehicle registration or official documentation.

**** The vehicle must be RDR'd correctly when entered through eMDCS RDR process by selecting this program in the Customer Special Program section****

All documentation MUST be submitted within 90 days of RDR date.

Submit documentation via Email to:

Mazda Program Headquarters

Email – MPHDealerSupport@concentrix.com

Dealer Inquires: Call Mazda Program Headquarters at 248-848-7300

The original vehicle must have the MMS removed and CSP05 closed with the sales voucher code and new sales contract attached to the claim in order for the \$1000 voucher to be paid.

**Interpretation
and Audit
Rules:**

Mazda reserves the right to inspect all dealership records during normal business hours and to disqualify any sales not made or reported in accordance with program rules. Mazda also reserves the right to charge the dealer for any and all of Mazda's costs and employee expenses of auditing and for any and all payments to dealer if Mazda's inspections reveal incorrect reporting or any failure by the dealer to follow program rules. Mazda may decide any questions of eligibility, or any other matter relating to the interpretation, scope, or application of its programs and any rule hereof, in its sole discretion and such decision shall be final and binding upon all dealers. Mazda also reserves the right to cancel, amend, or revoke the program at any time upon written notice.