



# SALES BULLETIN

National Sales Department, Mazda Australia Pty. Limited.

Bulletin: S070\_18 Issued: 04/06/2018

Title: Mazda Corporate Select Program Expansion

Model(s): Mazda6, CX-3, CX-5, CX-9

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## MAZDA CORPORATE SELECT PROGRAM EXPANSION

### Introduction

The Mazda Corporate Select Program is an employee benefits program and offers additional value designed to target the private buyer along with buyers who have the ability to purchase a vehicle through their employer with a novated lease. The program was launched in December 2015 designed to generate incremental sales opportunities for Mazda6 and provides the benefit of 4 years/40,000km of complimentary scheduled servicing.

Mazda Corporate Select provides a targeted sales message to corporate customers and their employees, attracting them to the Mazda brand and dealer network.

These types of programs have a proven track record in the marketplace, with these offers and benefits resonating with the target customer. Mazda Corporate Select currently contributes 11% of our Mazda6 sales results.

To further enhance the impact and opportunity that Mazda Corporate Select can offer, we are pleased to announce that the following car lines have been added to the program alongside Mazda6:

- CX-3
- CX-5
- CX-9

**This program is fully funded by Mazda Australia to the retail value of the scheduled service.**

### Program Overview

Mazda Corporate Select will provide eligible purchasers the additional value of 40,000km/4 years of complimentary scheduled servicing on any eligible vehicle. Complimentary scheduled services, conducted in line with the Mazda Service Select intervals, will be available for redemption at any Mazda dealer across Australia and is fully funded by Mazda Australia, with dealers being reimbursed at the Mazda Service Select rates at the time of the service.

Complimentary scheduled services will be managed and paid via the Mazda Warranty System and full details of how to claim are detailed below.

## Eligible Purchasers

To be eligible to receive the benefits of Mazda Corporate Select the buyer must be either:

- A Corporate Select member company (purchasing in the name of the company)
- An eligible employee of a Corporate Select member company.

Employees will need to provide evidence of being employed by a member company via an Eligible Employee Letter prior to having access to the program.

## Eligible Members

To be eligible to register as a company member of Mazda Corporate Select, the company must employ a minimum of 50 permanent employees and be approved by Mazda Australia.

Dealers are encouraged to introduce businesses, within their PMA, with a strong employee base to MA for consideration and acceptance onto the program. A registration form can be found on One.Mazda. A list of current members is attached to the back of this bulletin and can be found on one.mazda:

<https://one.mazda.com.au/sales/Pages/Mazda-Corporate-Select-Program---Overview.aspx>

## Registering a Corporate Select Member Company

To register an eligible Member of Mazda Corporate Select, a "Mazda Corporate Select Program Registration Form" must be submitted to [corporateselect@mazda.com.au](mailto:corporateselect@mazda.com.au). If successful, a membership number will be emailed to the registering dealer details of the business will be loaded onto the database to allow the vehicle to be retailed with corporate select.

## Retailing a Corporate Select Eligible vehicle.

A new process has been developed for this expansion of the program and replaces the old process for Corporate select.

**The updates to the vehicles system will occur on TUESDAY 5<sup>th</sup> JUNE.**

It will be a requirement for all documents and membership details to be obtained by the dealer prior to retailing the vehicle.

To retail a vehicle that has Corporate Select attached, the following needs to occur:

- Select Corporate Select Checkbox within the sales screen when retailing the vehicle.
- Select the registered member company from the list of eligible companies from the dropdown list.
- Upload the verification documents that the employee works at the company.

Please see an example of the screenshots below: