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### **The MDOL Program Guidelines**

Dealer Responsibility: It is expected that Mazda dealers will respond to **ONE-HUNDRED (100%)** percent of the Internet direct post leads from Mazda:

- **Dealers must respond within 30 minutes using an MDOL approved lead management tool in order to meet compliance.**
- **Dealers must respond with a personalized Email and/or Phone Call that addresses the customer's specific request.**
- **It is expected that a dealers initial-response, to any Mazda Internet lead, should not contain references to other vehicle manufacturer brands**

**NOTE:** Automatic responses sent by a dealer's CRM tool (auto-response) or any other form of response (broadcast emails etc.) do not count towards response Compliance.

### **How is MDOL dealer performance measured and enforced?**

Mazda will evaluate all MDOL dealers' response performances to meet the monthly performance thresholds whereas dealers must:

- **Maintain a monthly response rate of NINETY PERCENT (90%) or greater by responding to MDOL leads within 30 minutes during your normal business hours**

If during any month, any MDOL dealer failing to respond to at least NINETY PERCENT (90%) of the leads that are received within 30 min(s) by using an MDOL approved lead management tool, that MDOL dealer(s) will be counseled and can be removed from participation in the MDOL program effective at the end of the following month.

Appeal Process. If any dealer is to be removed from the MDOL Lead Program disagrees with Mazda's actions, the dealer may appeal to their District Sales Manager before the last business day of the month which the notification is received and request to remain on the MDOL program. Mazda reserves the right to approve or deny each dealer's appeal request.