



# T3 DEALER SITES

## MAZDA DEALER COMPONENT LIBRARY STYLE GUIDE

2020

Version 1.0

## DEVELOPING A COHESIVE ONLINE PRESENCE

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 communications—from the Mazda USA website to individual dealer sites like yours. To help our dealer partners create a more cohesive online experience for consumers, we have developed this comprehensive dealer website component library.

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

Each component will be styled in accordance with Mazda VI requirements and key user flows; interaction experiences will be predefined. This extensive library will be delivered to each of the platform providers for 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. Included are all style guidelines for items like fonts, buttons, scroll element, and colors.

By assimilating these components into your work, you'll be doing your part to raise the Mazda brand to new heights. After all, everyone involved in presenting the Mazda brand has a role to play in shaping and developing it.

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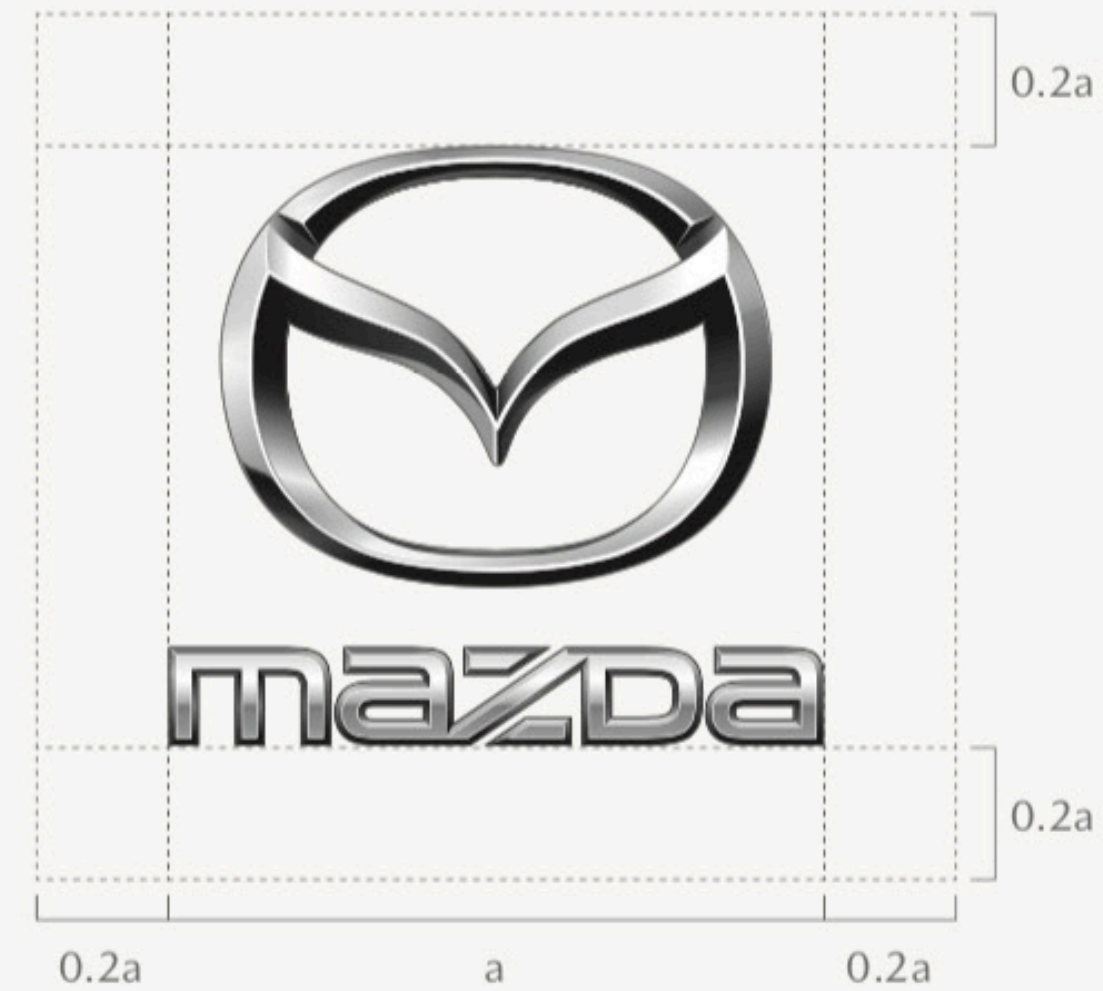


## USAGE TYPE ACCORDING TO THE SIZE AND MINIMUM USAGE SIZE

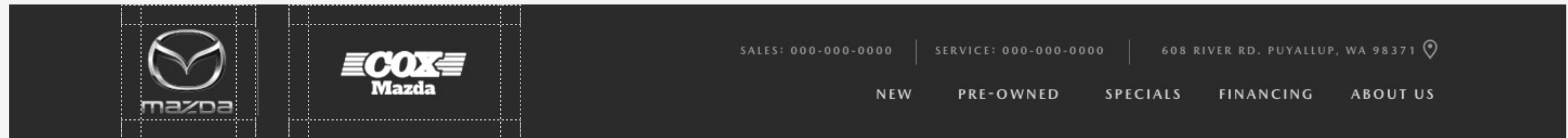
This page shows the specifications for displaying the Brand Mark in digital media.

When displaying these elements in websites, web banner, and other digital media, use the clear space measurements shown at the right.

### BRAND MARK CLEAR SPACE IN DIGITAL MEDIA



### USAGE TYPE ACCORDING TO THE SIZE OF THE BRAND MARK (VERTICAL BRAND MARK ONLY)






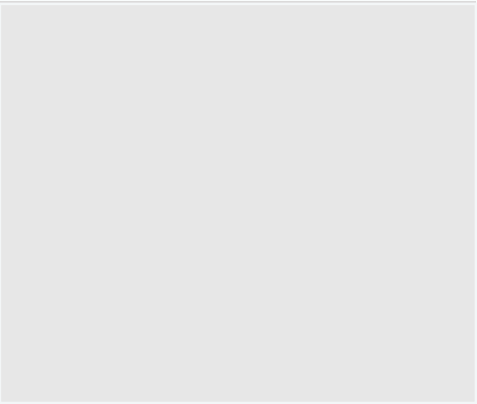
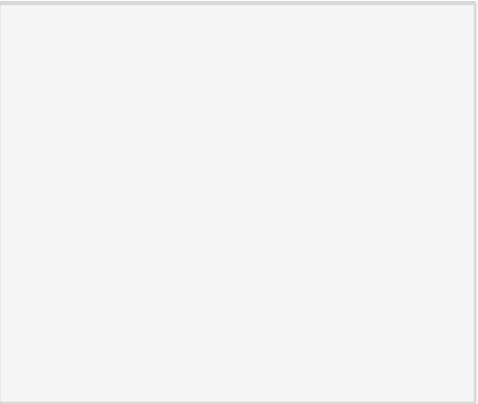
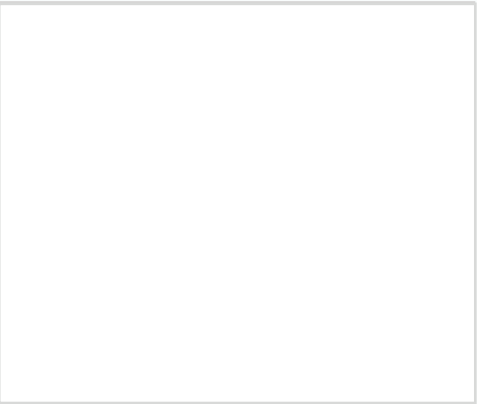


Dealer's logo should maintain clearspace and fit within the bounding box.

Aligned center with a max width no larger than 215px.

# PRIMARY COLORS

These primary colors are used for body copy, headings, main component background colors and functional actions.

<p>BLACK</p>  <p>#101010</p> <p>Used to define text color and CTAs.</p> <p>rgb 16 16 16</p>	<p>DARK GRAY</p>  <p>#2B2B2B</p> <p>Used for Header background.</p> <p>rgb 43 43 43</p>	<p>GRAY</p>  <p>#737373</p> <p>Provides neutral color to balance design and enhance accent colors.</p> <p>rgb 115 115 115</p>	<p>MEDIUM GRAY</p>  <p>#999999</p> <p>Provides neutral color to balance design and enhance accent colors.</p> <p>rgb 153 153 153</p>	<p>BORDER GRAY</p>  <p>#D5D5D5</p> <p>Used for border to help add contrast to white touts on the page.</p> <p>rgb 213 213 213</p>
<p>LIGHT GRAY</p>  <p>#E7E7E7</p> <p>Provides neutral color to balance design and enhance accent colors.</p> <p>rgb 231 231 231</p>	<p>OFF WHITE</p>  <p>#F5F5F5</p> <p>Used as primary background color.</p> <p>rgb 245 245 245</p>	<p>WHITE</p>  <p>#FFFFFF</p> <p>Used to define text on black backgrounds and provide accent to light gray.</p> <p>rgb 255 255 255</p>		

# TYPOGRAPHY

Mazda Type is used for lead copy, titles, body text and for English letters and numbers within Japanese text.

As a general rule, do not use italics for anything other than certain proper nouns and quotations.

Always obtain Mazda Type from Mazda Motor Corporation.

(For contractual reasons, redistribution of Mazda Type is prohibited.)

## MAZDA TYPE REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## MAZDA TYPE MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## MAZDA TYPE BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## MAZDA TYPE ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

## MAZDA TYPE ITALIC MEDIUM

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

## MAZDA TYPE ITALIC BOLD

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890***

## TYPOGRAPHY/ HOW TO USE EACH TYPEFACE WEIGHT

Mazda Type is available in three weights: "Regular", "Medium", and "Bold." Please use the appropriate weight for the purpose such as headings, subheadings, body text, etc.

### STANDARD REFERENCE EXAMPLE

**i-ACTIVSENSE<sup>®</sup>**

Display of headings, car/ technology names etc.  
**Medium**

### **HIGH BEAM CONTROL**

Subheadings

High Beam Control helps the driver see better at night by maximizing opportunities to use the high beams. The system automatically switches to the low beams when it detects oncoming traffic and/or a vehicle ahead.

**Bold**

Main Text  
**Regular**

### **REAR CROSS TRAFFIC ALERT**

When backing up, this system detects a vehicle approaching from the side and promptly alerts the driver with an audible warning, as well as a visual warning in both side mirrors.

## TYPOGRAPHY DON'TS

Avoid overly long headlines. If a long sentence is absolutely necessary, use lower case as it will be difficult to read if set in all upper case.

Headline

BREATHING LIFE INTO THE CAR .

In 2010, Mazda inaugurated a new design philosophy: Kodo-Soul of Motion. To us, a car is more than just a means of transport or a mass of metal. It should be a vital presence in people's lives, like a friend or family member.

Tagline

CAR AS ART

Don't use excessively tight character spacing.

B R E A T H I N G L I F E I N T O

In 2010, Mazda inaugurated a new design philosophy: Kodo-Soul of Motion. To us, a car is more than just a means of transport or a mass of metal. It should be a vital presence in people's lives, like a friend or family member.

C A R A S A R T

Don't use excessively wide character spacing.

**BREATHING LIFE INTO THE CAR.**

In 2010, Mazda inaugurated a new design philosophy: Kodo-Soul of Motion. To us, a car is more than just a means of transport or a mass of metal. It should be a vital presence in people's lives, like a friend or family member.

**CAR AS ART**

Don't use bold type.

Headline

*BREATHING LIFE INTO THE CAR.*

In 2010, Mazda inaugurated a new design philosophy: Kodo-Soul of Motion. To us, a car is more than just a means of transport or a mass of metal. It should be a vital presence in people's lives, like a friend or family member.

Tagline

*CAR AS ART*

Don't use italic type.

Breathing life into the car.

In 2010, Mazda inaugurated a new design philosophy: Kodo-Soul of Motion. To us, a car is more than just a means of transport or a mass of metal. It should be a vital presence in people's lives, like a friend or family member.

Car as Art

Don't use lowercase characters.

BREATHING LIFE into the CAR.

In 2010, Mazda inaugurated a new design philosophy: Kodo-Soul of Motion. To us, a car is more than just a means of transport or a mass of metal. It should be a vital presence in people's lives, like a friend or family member.

CAR as ART

Don't mix upper and lower case characters.

Headline

BREATHING LIFE INTO THE CAR .

In 2010, Mazda inaugurated a new design philosophy: Kodo-Soul of Motion. To us, a car is more than just a means of transport or a mass of metal. It should be a vital presence in people's lives, like a friend or family member.

Tagline

CAR AS ART

Don't scale characters vertically.

BREATHING LIFE INTO THE CAR.

In 2010, Mazda inaugurated a new design philosophy: Kodo-Soul of Motion. To us, a car is more than just a means of transport or a mass of metal. It should be a vital presence in people's lives, like a friend or family member.

CAR AS ART

Don't scale characters horizontally.

**BREATHING LIFE INTO THE CAR.**

In 2010, Mazda inaugurated a new design philosophy: Kodo-Soul of Motion. To us, a car is more than just a means of transport or a mass of metal. It should be a vital presence in people's lives, like a friend or family member.

**CAR AS ART**

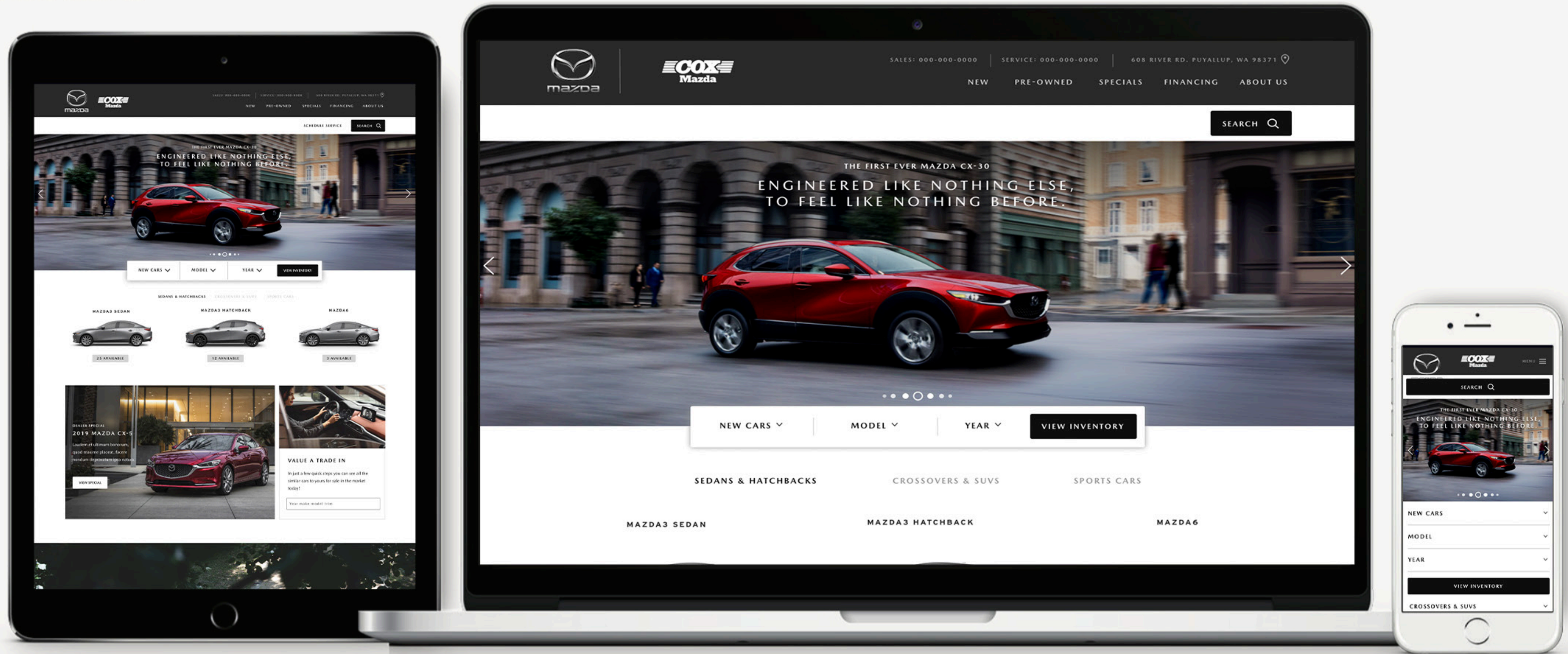
Don't add color to text.



# RESPONSIVE TYPOGRAPHY





























To ensure readability across all screens, maintain approved clear space and avoid type over vehicles in photography.

## USAGE EXAMPLE



## SS-GIZMO / UI ICONS

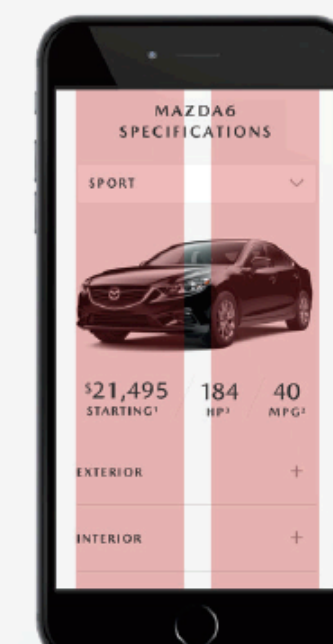
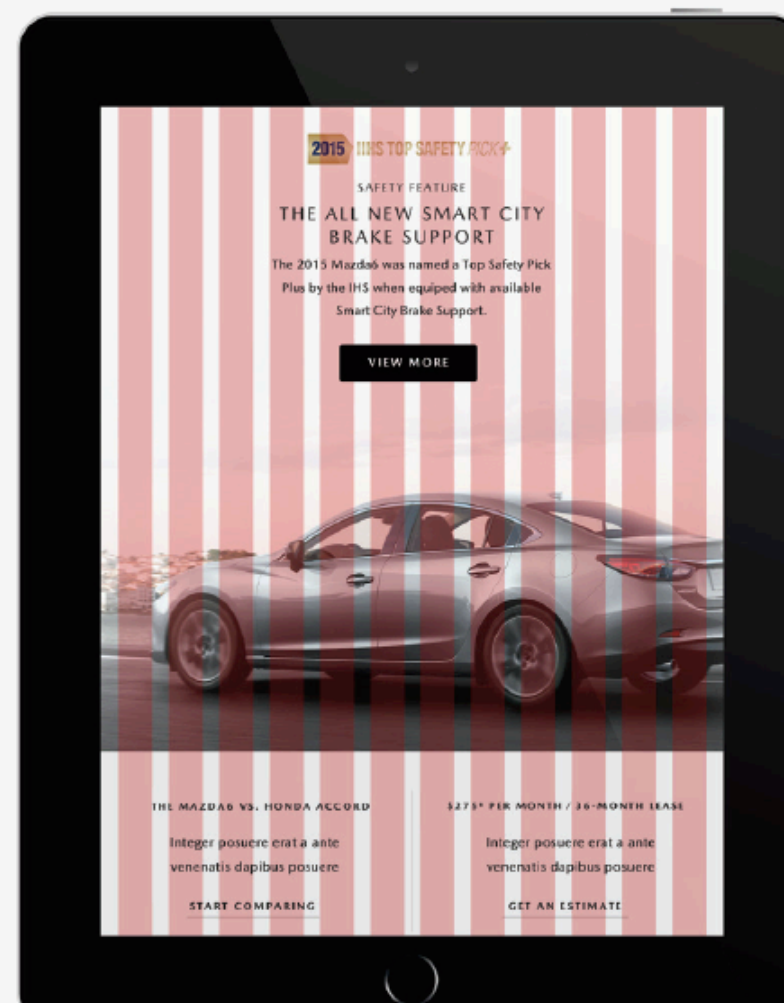
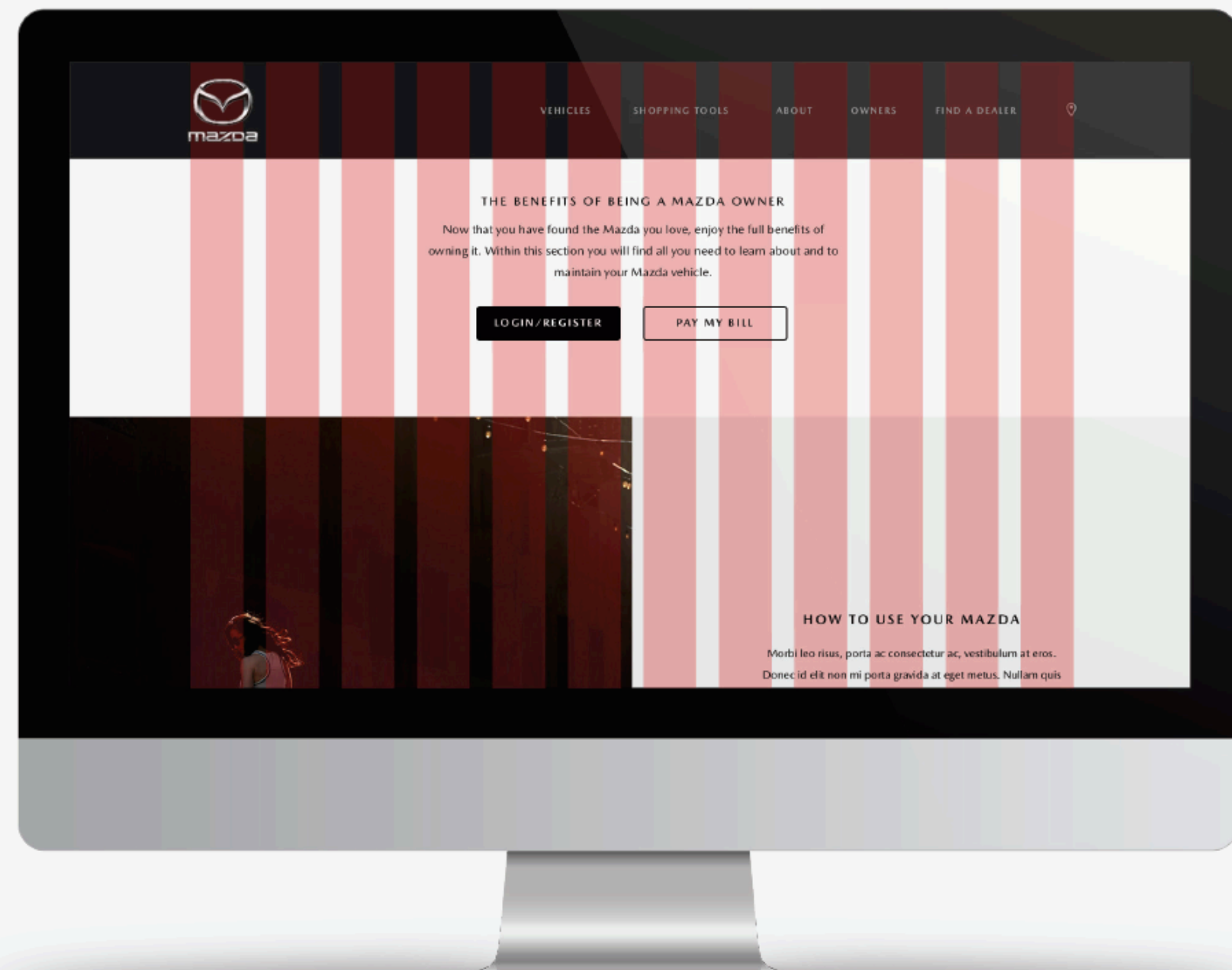
These icons support the website UI and establish a more clear direction in functionality. We use the SS-Gizmo icon typeface at 20px.

						
LOCATION E6D0	SEARCH 1F50E	CALCULATOR E551	PRINT 2399	PHONE 1F4DE	MAIL 2709	IMAGE 1F304
						
ATTACH 1F4CE	LINK 1F517	VIEW 1F440	DOWNLOAD EB01	USER 1F464	KEY 1F511	LOCK 1F512
						
EDIT 270E	TRASH E0D0	CHECK 2713	LEFT 2B05	RIGHT 27A1	UP 2B06	DOWN 2B07
						
NAVIGATE LEFT 25C5	NAVIGATE RIGHT 1F50E	NAVIGATE UP F500	NAVIGATE DOWN F501	PLUS 002B	MINUS 002D	CLOSE 2421

# RESPONSIVE GRID

This grid system enables the flexibility of modules and site content to respond across all devices while maintaining a clean and premium layout.

GRID TABLE	Extra small devices Phones / < 576px	Small devices Tablets / ≥ 768px	Medium devices Desktops / ≥ 992px	Large Devices Desktops / ≥ 1200px
Grid behavior	Horizontal at all times		Collapsed to start, horizontal above breakpoints	
Container width	None (auto)	750px	750px	750px
# of columns	2	12	12	12
Column width	Auto	~62px	~81px	~97px
Gutter width	30px (15px on each side of a column)			
Nestable	Yes			
Offsets	Yes			
Column ordering	Yes			



# PRIMARY AND SECONDARY BUTTONS

45px tall button. 13px Mazda Type Bold. Minimum padding of 23px left and right of text. Black turns to White on dark backgrounds.

The primary button has a clear stronger visual weight over the secondary button. This is to guide the user towards that action.

## PRIMARY BUTTON

Inactive



Hover

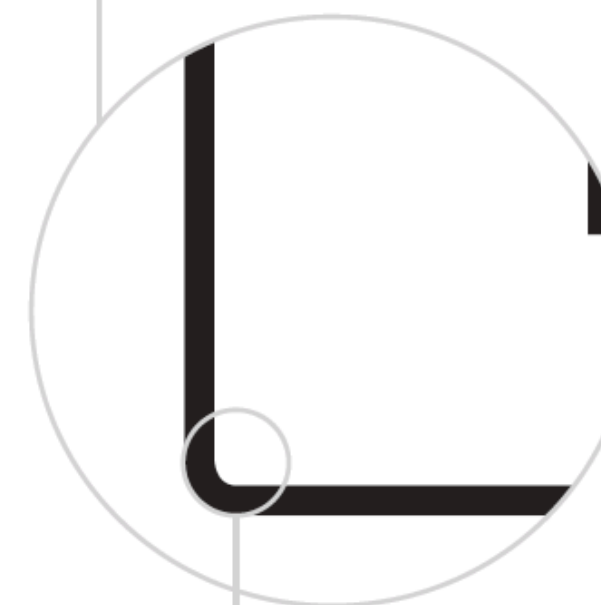


## SECONDARY BUTTON

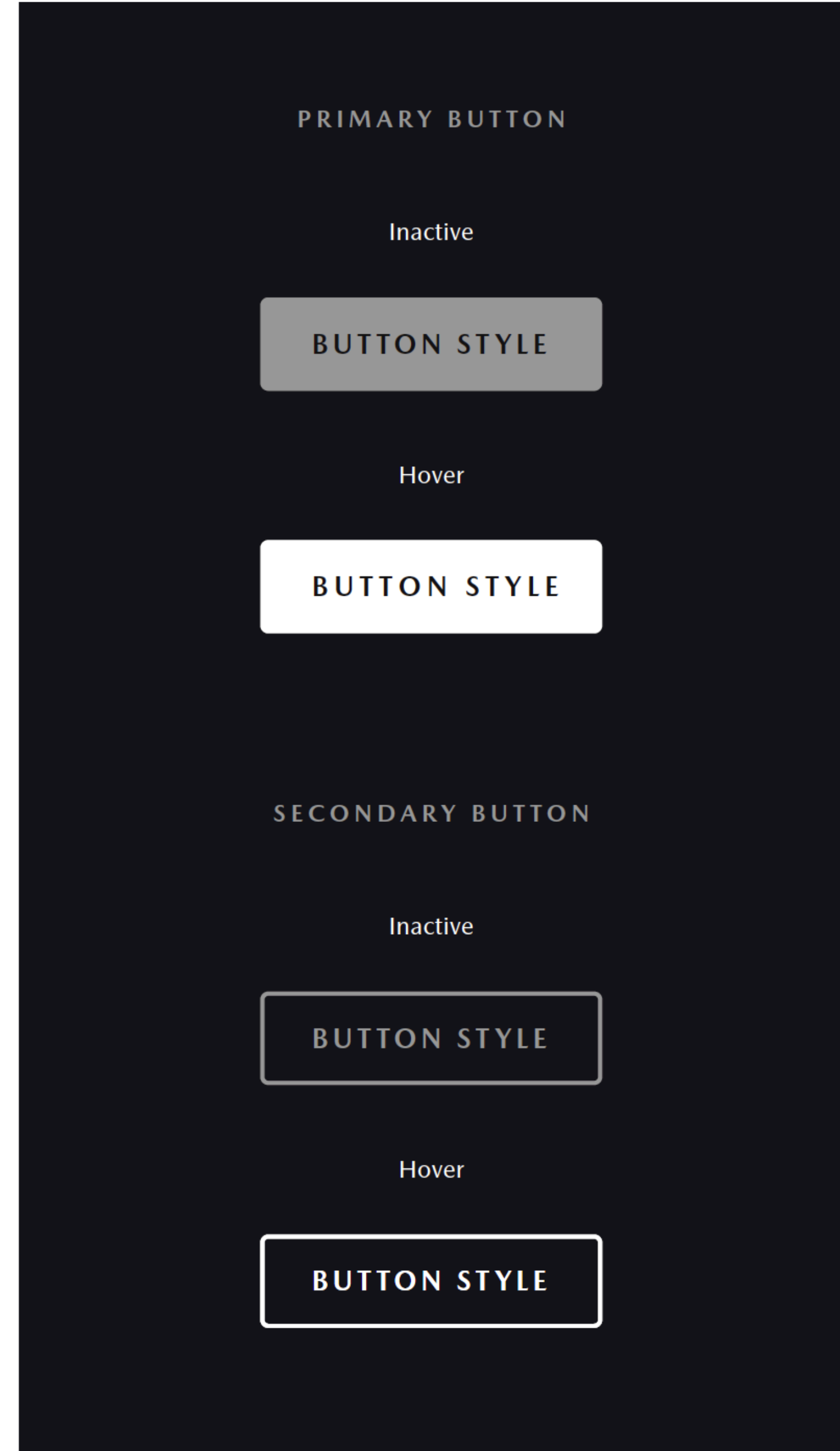
Inactive



Hover



3px rounded corners, 2pt stroke



## TERTIARY LINKS

13px Mazda Type Bold. 2px tall rectangle for underline  
button starts 9px under text then shifts up 2px on hover.  
18px SS-Gizmo for icons.

Tertiary links are important elements to help not to  
overwhelm the user with buttons and provide a subtle  
way to include many buttons/links in one section.

### TERTIARY LINK WITH UNDERLINE

Inactive

BUTTON STYLE

Hover

**BUTTON STYLE**

### TERTIARY LINK WITH ICON

Inactive

↓  
BUTTON STYLE

Hover

**↓  
BUTTON STYLE**



### TERTIARY LINK WITH UNDERLINE

Inactive

BUTTON STYLE

Hover

**BUTTON STYLE**

### TERTIARY LINK WITH ICON

Inactive

↓  
BUTTON STYLE

Hover

**↓  
BUTTON STYLE**

## TOOLTIPS

45px tall rectangle with 3px rounded corners and 1px stroke Border Gray.  
15px Mazda Type Regular with 23px padding left and right of text.

Tooltip Example

Soul Red | Extra \$100

EXTERIOR | INTERIOR



Soul Red | Extra \$100



## FORM FIELDS

45px tall field. 13px Mazda Type Bold for main title and 16px Mazda Type Regular for text input. All text input form field have a White fill.

Inactive - 1px stroke Border Gray

MAIN TITLE

Text Input

Active - 2px stroke Black

MAIN TITLE

Text Input

Disabled - 1px stroke Border Gray, 40% opacity

MAIN TITLE

Text Input

Invalid

MAIN TITLE

Text Input



## RADIO BUTTONS

58px diameter. 13px Mazda Type Bold.

Selected - 1px stroke Border Gray, White fill, 22px diameter Black inner circle



Deselected - 1px stroke Border Gray, White fill



Disabled - Medium Gray fill



## CHECKBOXES

58px wide, 54px tall. 3px rounded corners. 13px Mazda Type Bold.

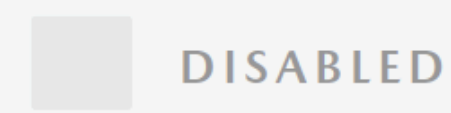
Selected - Black fill, 20px-SS Gizmo "Check"



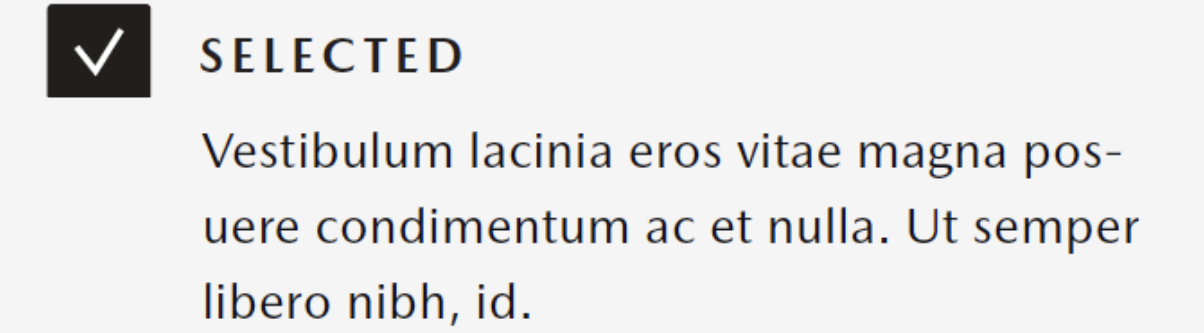
Deselected - 1px stroke Border Gray, White fill



Disabled - Medium Gray fill

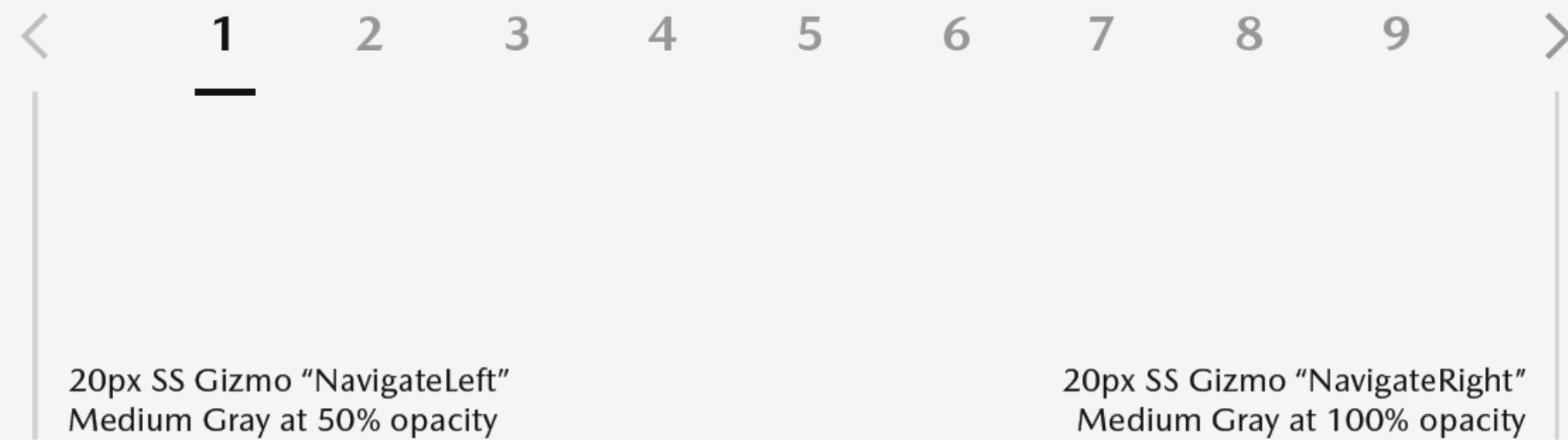


Selected with description



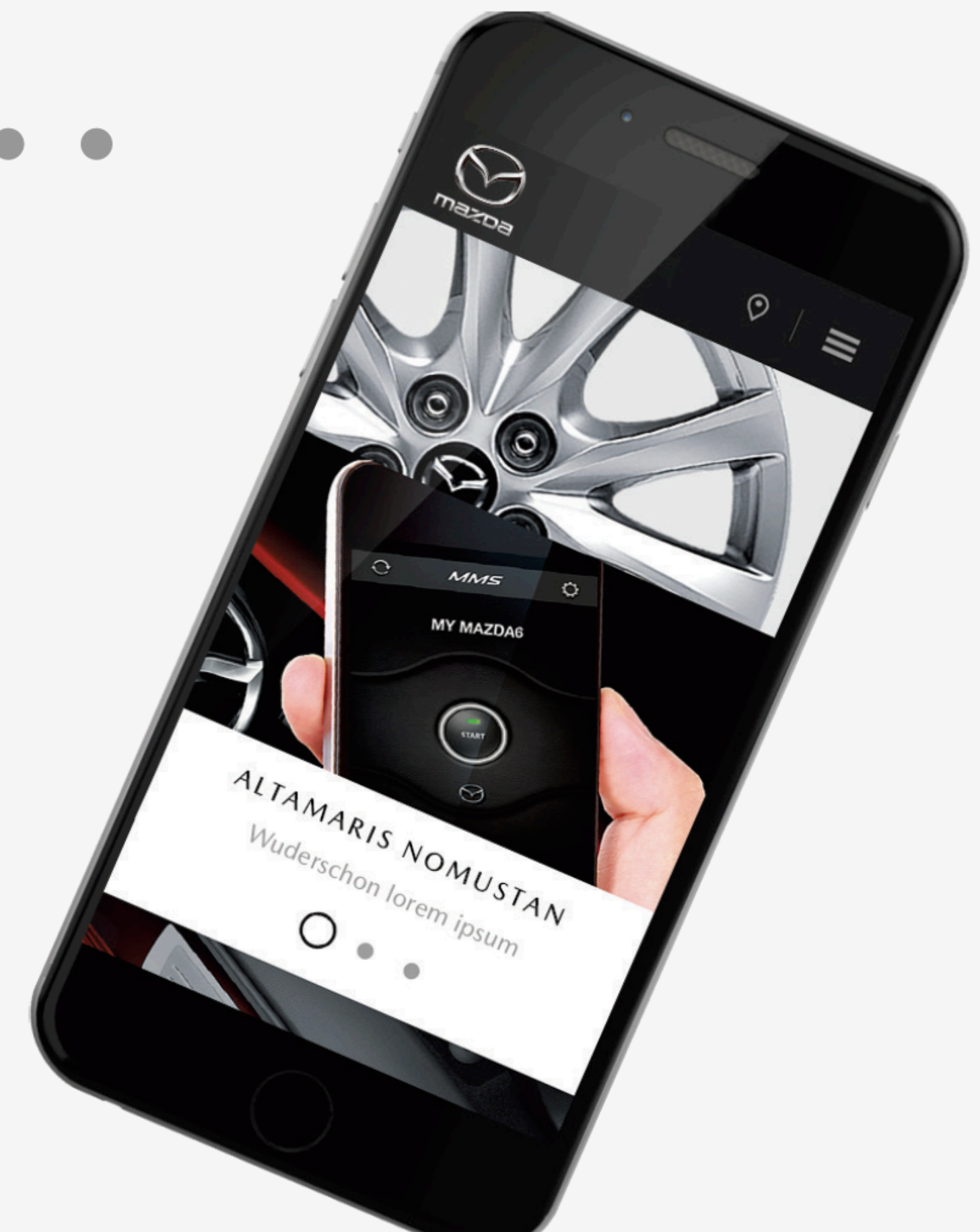
## PAGINATION WITH NUMBERS

9-number max on desktop and tablet, 3-number max on mobile. Minimum of 80px between pagination and sides of grid. 15pt Mazda Type Bold. Black text for active state with a 34px by 4px bar positioned 20px beneath number. Gray text for inactive state. There should be 70px between each number.



## PAGINATION WITH ELLIPSES

Active ellipsis is 24px in diameter with a 2px stroke Black. Inactive ellipses are 11px in diameter with a Gray fill. There should be 20px between each ellipsis.





COMPONENT LIBRARY

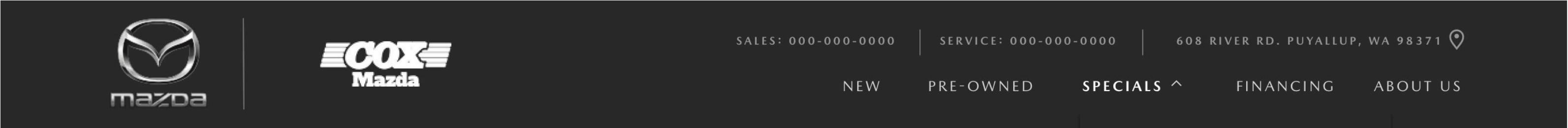
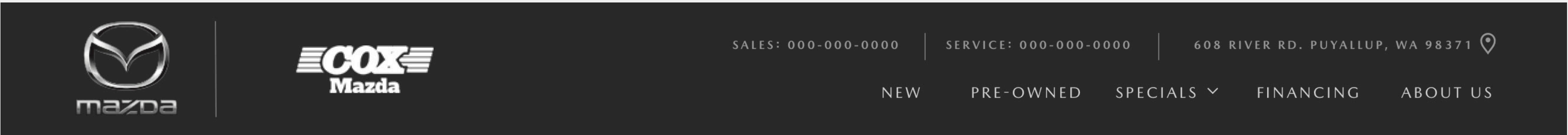


# PRIMARY NAVIGATION

The primary navigation was created to allow users to enjoy a similar experience navigating your dealer site and MazdaUSA.com.

Links are broken up into two sections:

1. Dealer Contact Links.
2. Main Nav Links, which should be organized by order of importance.

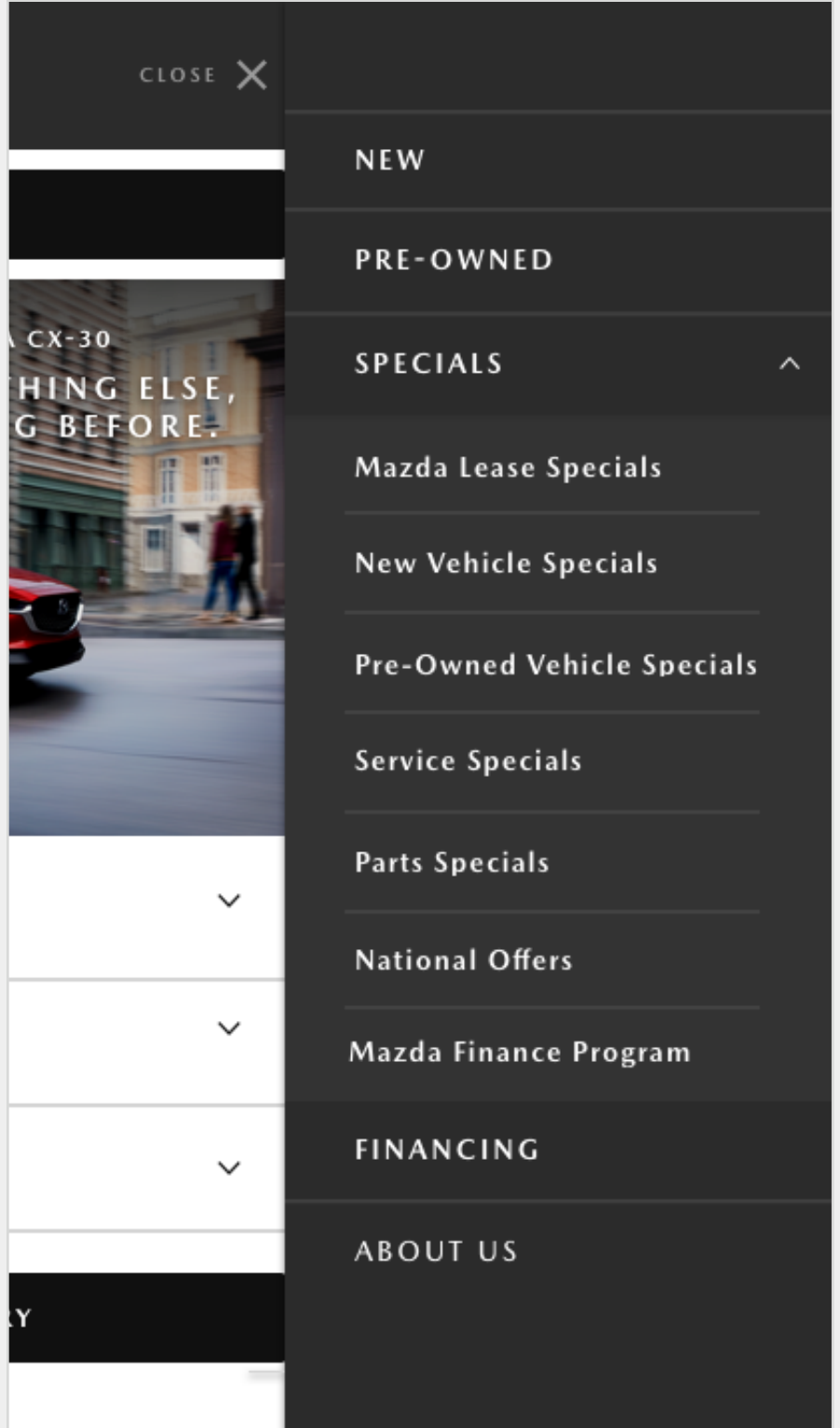


Dealers can add their own brand logos or use the VI compliant font. Refer to pg. 4 for sizing and clear space.

### DROP-DOWN

When the User selects the nav down arrow, the list of links is displayed and the arrow changes to nav up. When the nav up arrow is selected, the list of links is collapsed.

Links should correspond to the section you are in.



### RESPONSIVE

On mobile, clicking the hamburger menu opens the drawer navigation from the right side.

Drawer can be dismissed by:

- Selecting a drawer item
- Tapping the X /Close
- Swiping toward the drawer's anchoring edge (e.g. swiping left-to-right)

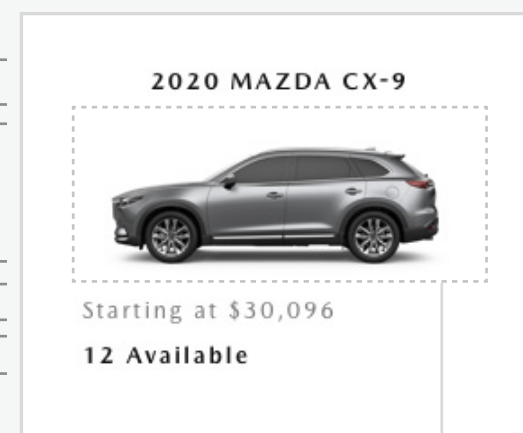
If the list of navigation destinations is longer than the height of the drawer, the list can vertically scroll in the drawer.

# VEHICLE NAVIGATION

The vehicle navigation can be used for New Vehicles and Pre-Owned Vehicles and are organized by category: SUV/CUV, Sedans and Sport Cars.

The sequence of vehicles is determined by the CMS order of entry.

MODEL NAME  
VEHICLE ASSET  
PRICE  
AVAILABILITY



Use CX-9 since it is the largest vehicle for container size. Padding may change per other models but container stays the same.

Name, vehicle asset and # available are clickable and lead to inventory page of that model.

## RIGHT RAIL

Right rail is separated by a gray background and can contain up to 5 CTAs.

CTAs should relate to the section you are in.

Example:  
Clicking "All New Vehicles" leads to the New vehicle inventory.

BEST PRACTICE

Vehicle assets sized accordingly.  
 Price transparency  
 # of available vehicles shown

SALES: 000-000-0000 | SERVICE: 000-000-0000 | 608 RIVER RD. PUYALLUP, WA 98371

NEW ▾ PRE-OWNED ▾ SPECIALS ▾ FINANCING ▾ ABOUT US ▾

SEARCH 🔍

<p><b>2020 MAZDA CX-3</b></p> <p>Starting at \$20,034 22 Available</p>	<p><b>2020 MAZDA CX-30</b></p> <p>Starting at \$21,900 21 Available</p>	<p><b>2020 MAZDA CX-5</b></p> <p>Starting at \$23,892 152 Available</p>	<p><b>2020 MAZDA CX-5 SKYACTIV®-D</b></p> <p>Starting at \$23,900 23 Available</p>
<p><b>2020 MAZDA CX-9</b></p> <p>Starting at \$30,096 12 Available</p>			
<p><b>2020 MAZDA3</b></p> <p>Starting at \$21,006 44 Available</p>	<p><b>2020 MAZDA3 HATCHBACK</b></p> <p>Starting at \$23,490 30 Available</p>	<p><b>2020 MAZDA6</b></p> <p>Starting at \$23,510 86 Available</p>	
<p><b>2020 MAZDA MX-5 MIATA</b></p> <p>Starting at \$25,753 15 Available</p>	<p><b>2020 MAZDA MX-5 MIATA RF</b></p> <p>Starting at \$25,753 5 Available</p>		

ALL NEW VEHICLES

NEW VEHICLES SPECIALS

Simplified number of CTAs  
 Each CTA relates to New Vehicles

SEARCH 🔍

<p><b>2020 MAZDA CX-3</b></p> <p>Starting at \$20,034 22 Available</p>
<p><b>2020 MAZDA CX-30</b></p> <p>Starting at \$21,900 22 Available</p>
<p><b>2020 MAZDA CX-5</b></p> <p>Starting at \$23,892 22 Available</p>
<p><b>2020 MAZDA CX-5 SKYACTIV®-D</b></p> <p>Starting at \$23,900 22 Available</p>
<p><b>2020 MAZDA CX-9</b></p> <p>Starting at \$30,096 22 Available</p>
<p><b>2020 MAZDA3</b></p> <p>Starting at \$20,034 22 Available</p>
<p><b>2020 MAZDA3 HATCHBACK</b></p> <p>Starting at \$20,034 22 Available</p>
<p><b>2020 MAZDA6</b></p> <p>Starting at \$20,034 22 Available</p>
<p><b>2020 MAZDA MX-5 MIATA</b></p> <p>Starting at \$20,034 22 Available</p>
<p><b>2020 MAZDA MX-5 MIATA RF</b></p> <p>Starting at \$20,034 22 Available</p>

ALL NEW VEHICLES

NEW VEHICLES SPECIALS

RESPONSIVE  
 On mobile, vehicles stack vertically.

# HOMEPAGE HERO

Hero components are used at the top of the page beneath the navigation component.

Usually the hero is the content your shoppers first encounter upon landing on your website.

Hero components support static images, a carousel and video functionality, allowing you to share top-line visuals and content for your most important campaigns.

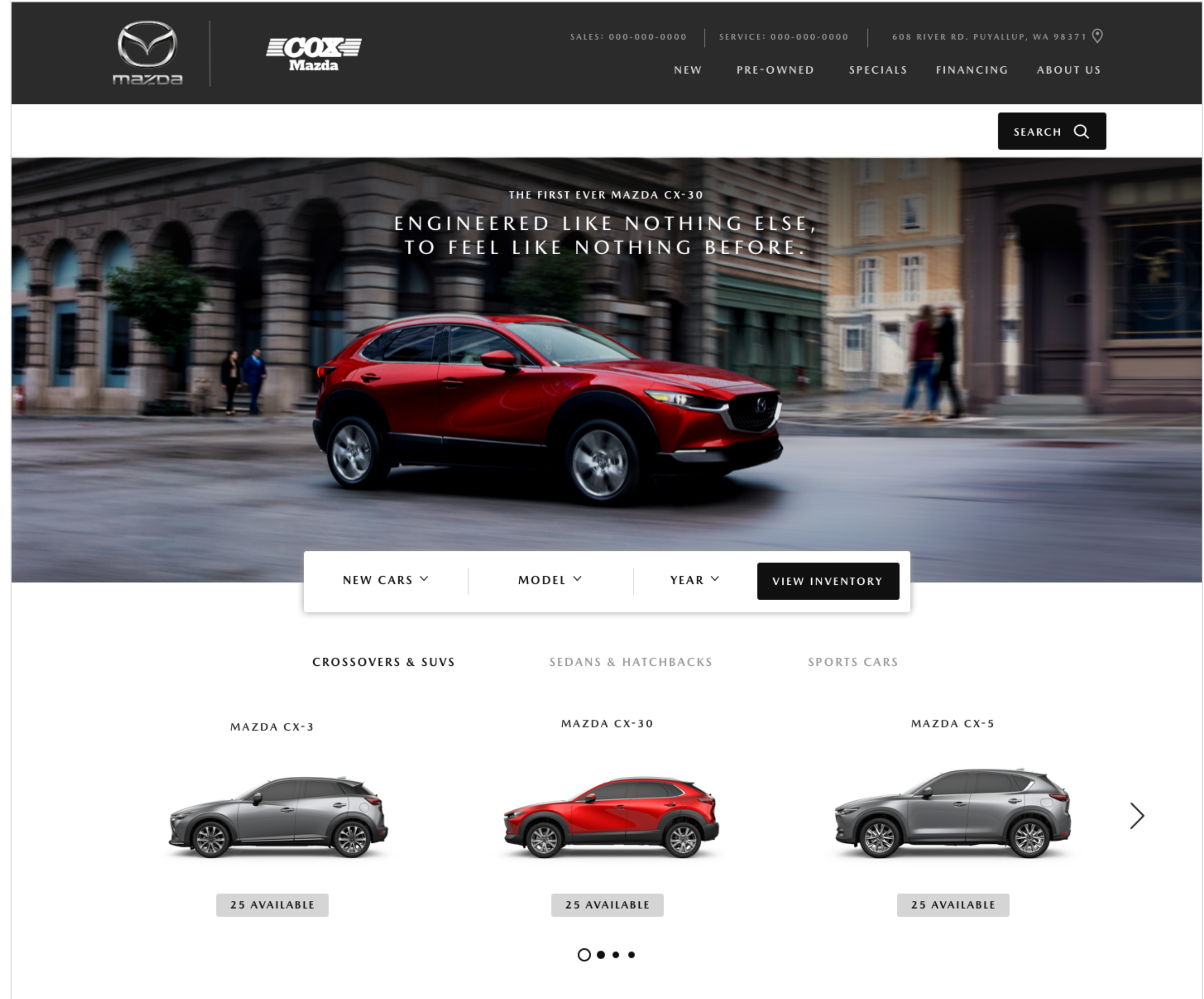
**Linear gradient:**

opacity: 0.6;  
background-image: linear-gradient(to top, rgba(0, 0, 0, 0), rgba(0, 0, 0, 1));

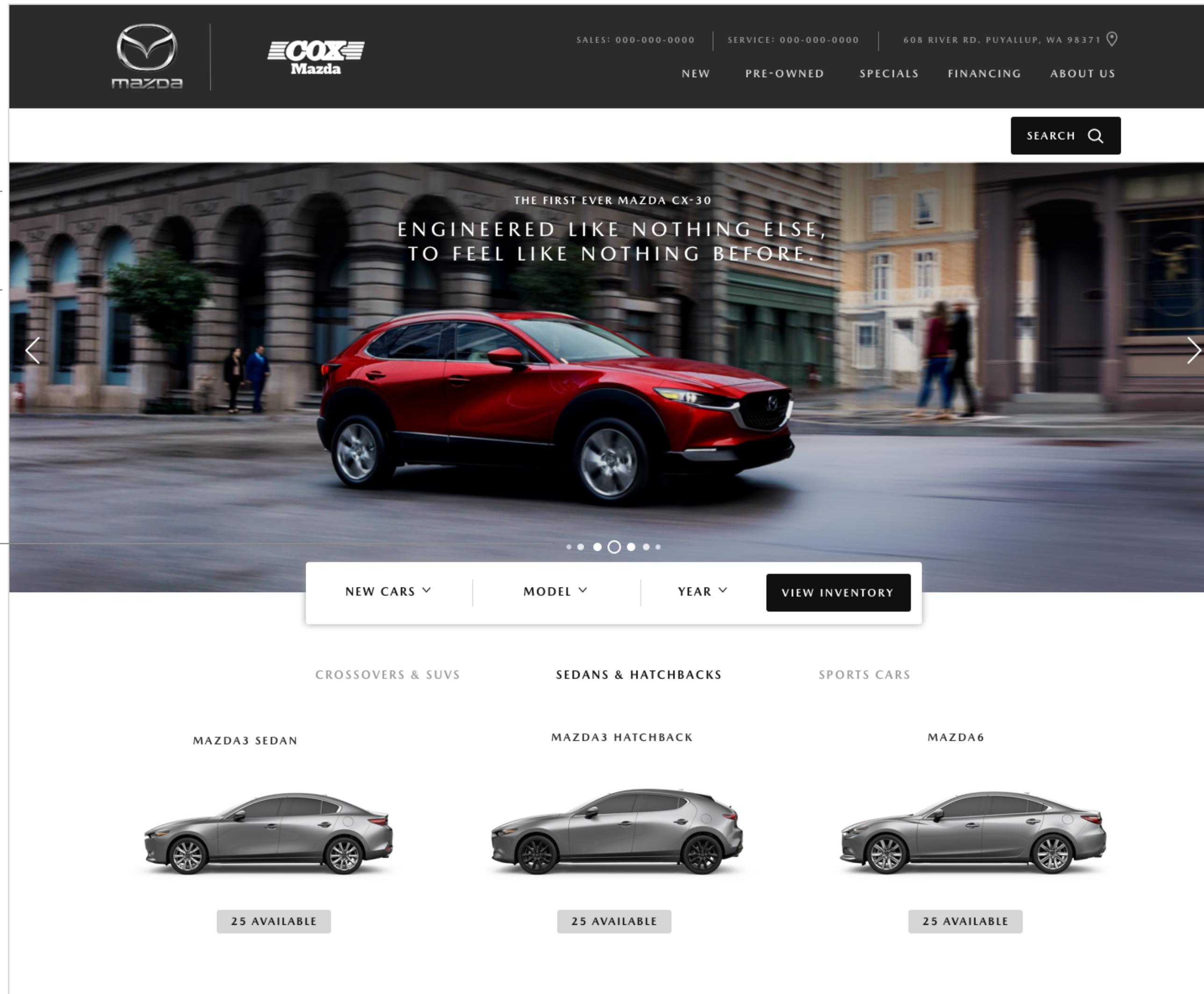
**Configurable options:**

- Carousel w/ images
- Carousel w/ video
- Static Image
- Static Video

Hero component should be paired with **Vehicle Search Component**.



HOMEPAGE HERO COMPONENT CONT.



HEADLINES

Sub. headline and main H1 headline should not overlap the vehicle.

Sub Headline:  
Max Char: 50

Headline:  
Max Char: 60

BEHAVIOR

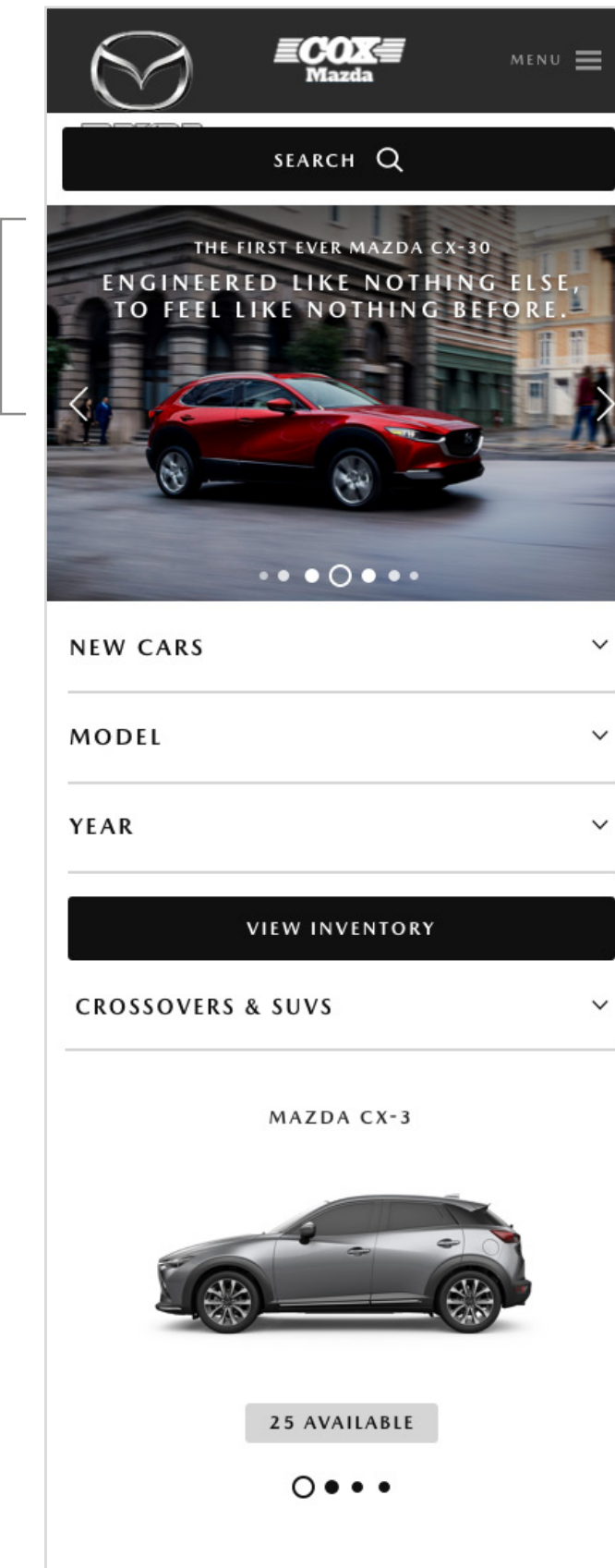
Indicator circles inform the user of how many panels are contained in the carousel and where they are in the rotation.

The carousel will automatically cycle through the panels on a preset time-frame selected in the CMS.

Carousel limit - 7

Even on mobile, type should not cover the vehicle.

On mobile min. type size is 13px.



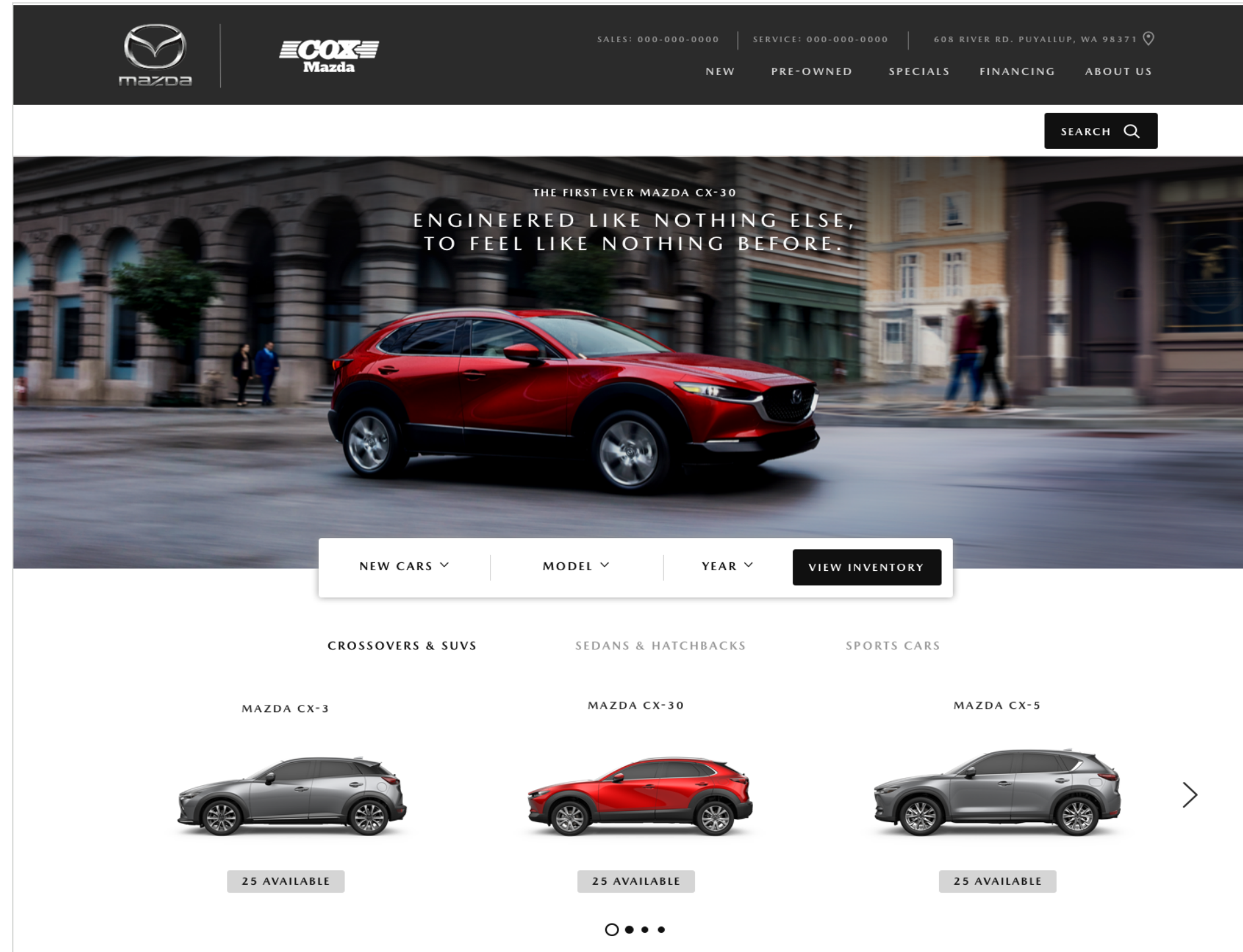
TOUCH

On mobile, the carousel can be changed by swiping and by clicking the arrows.

# VEHICLE SEARCH

Research has shown that consumers are most attracted to a faceted inventory search function on the homepage hero, so we have provided two options for you. Whichever version you choose, your homepage experience will offer best-in-class UX.

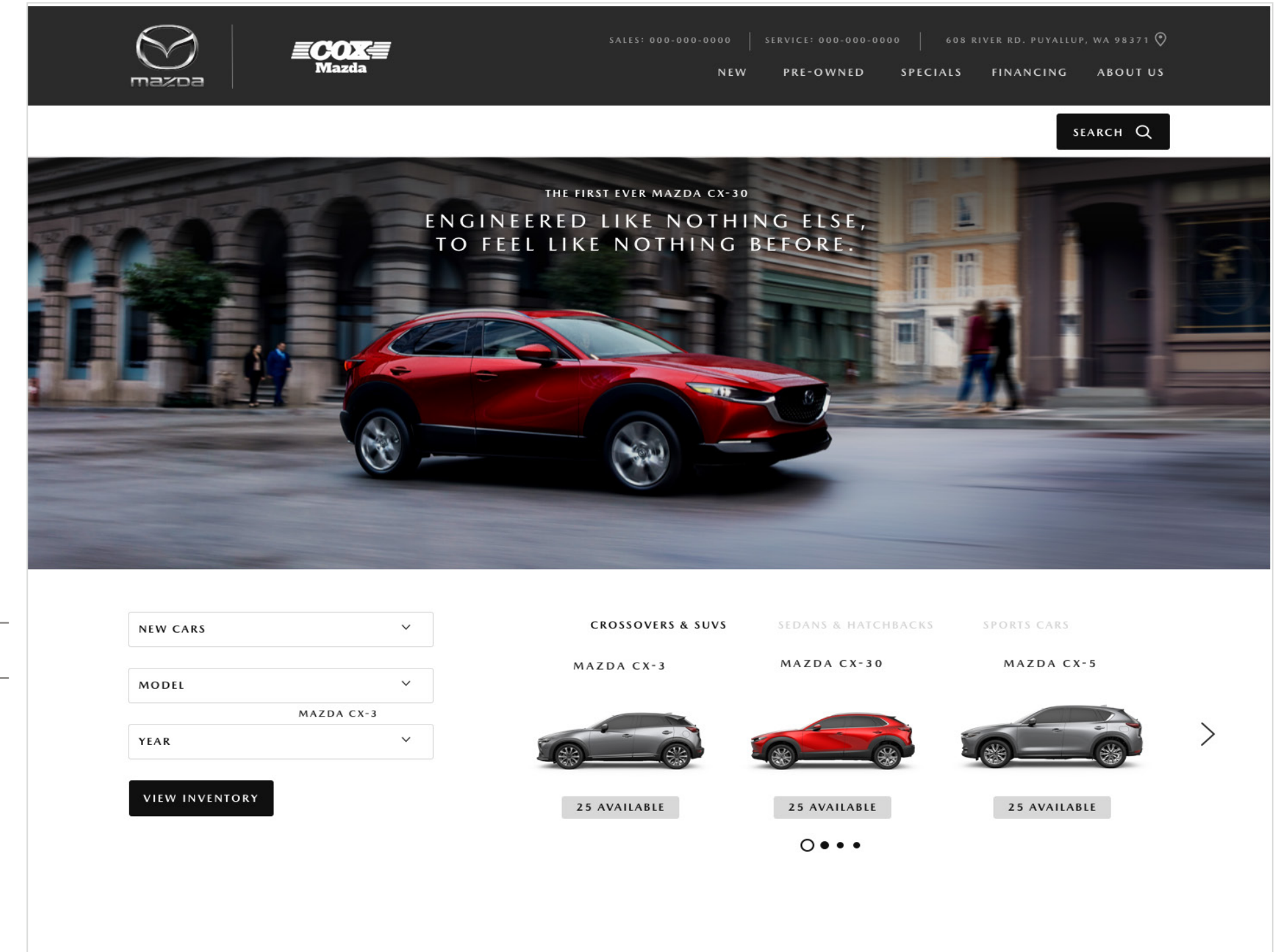
VERSION A



Both the faceted search tool and model selector are centered on the page.

If there are more than 3 items, this becomes a carousel. Carousel is advanced by one item at a time. Ex. CUV&SUV has 4 models = carousel. Sedan & Hatchback has 3 = no carousel.

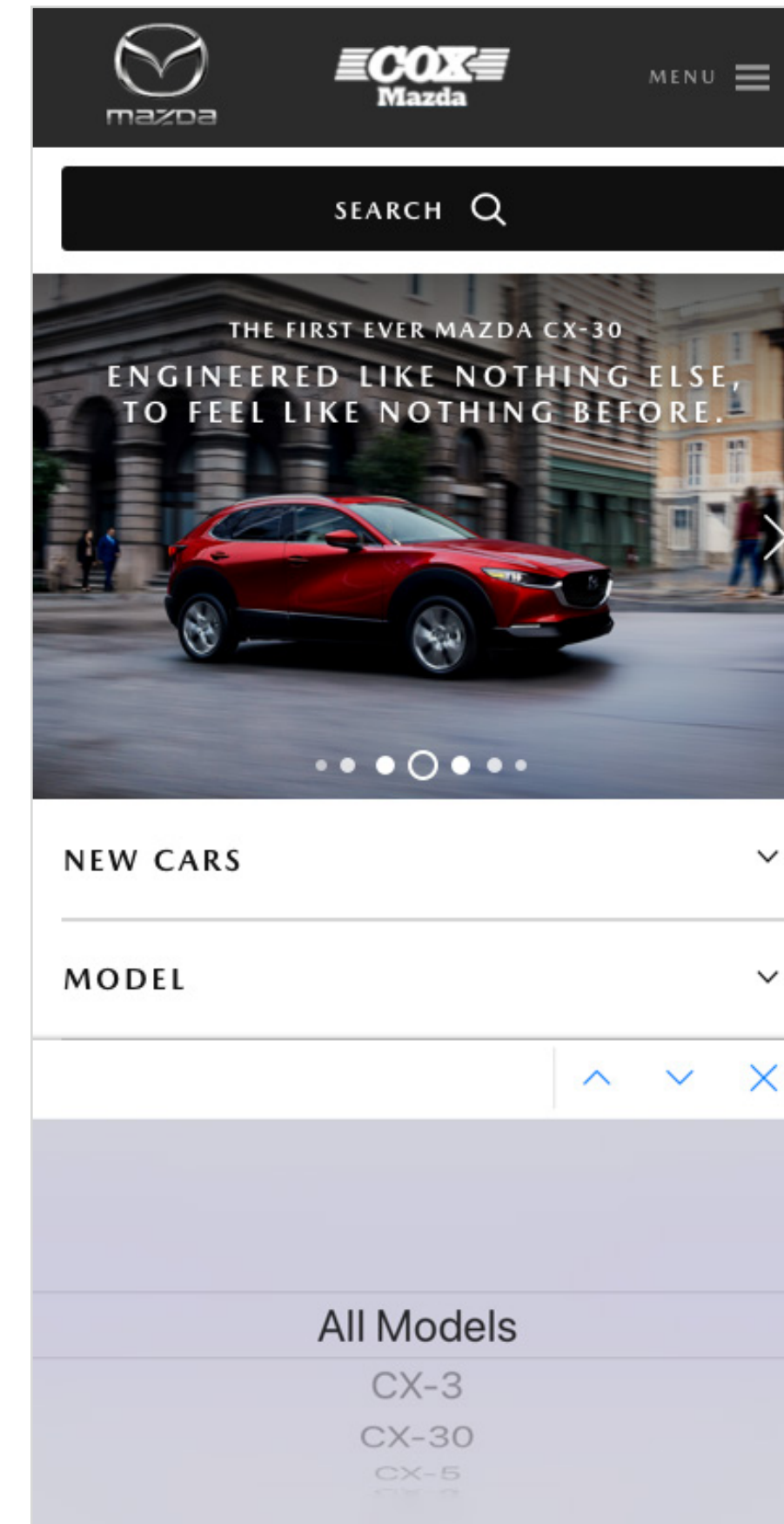
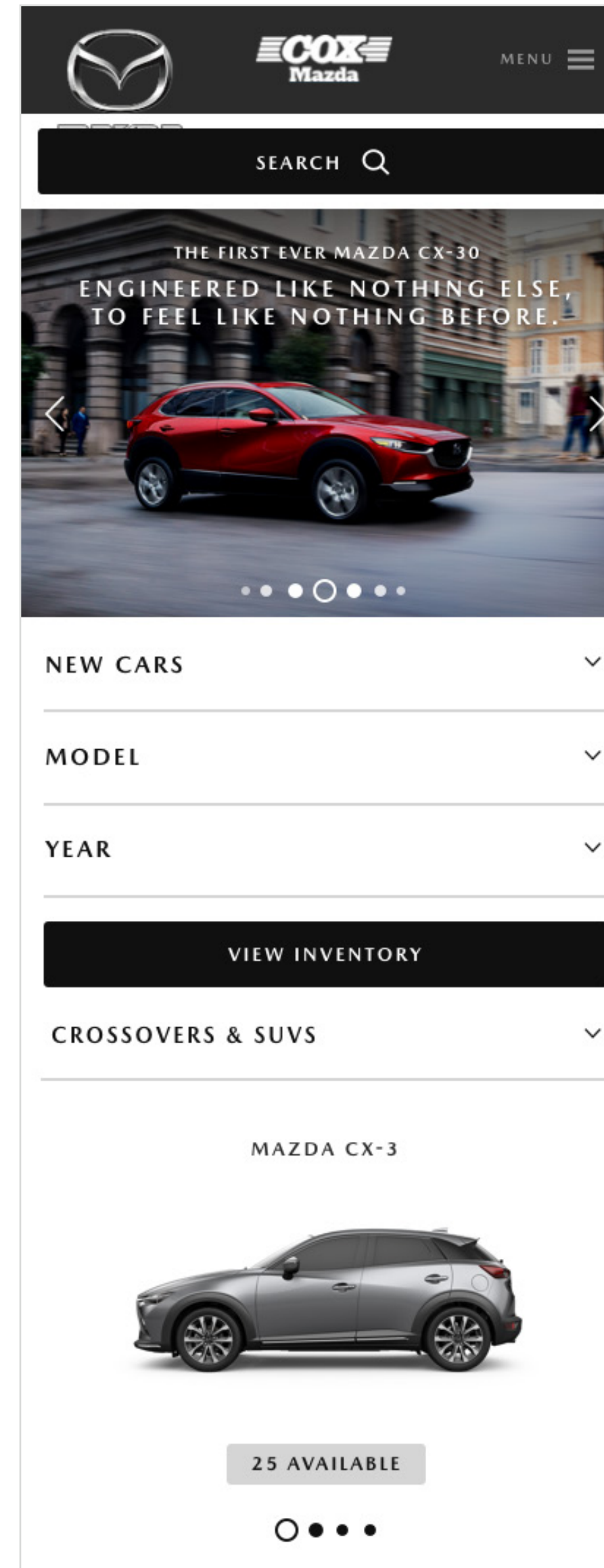
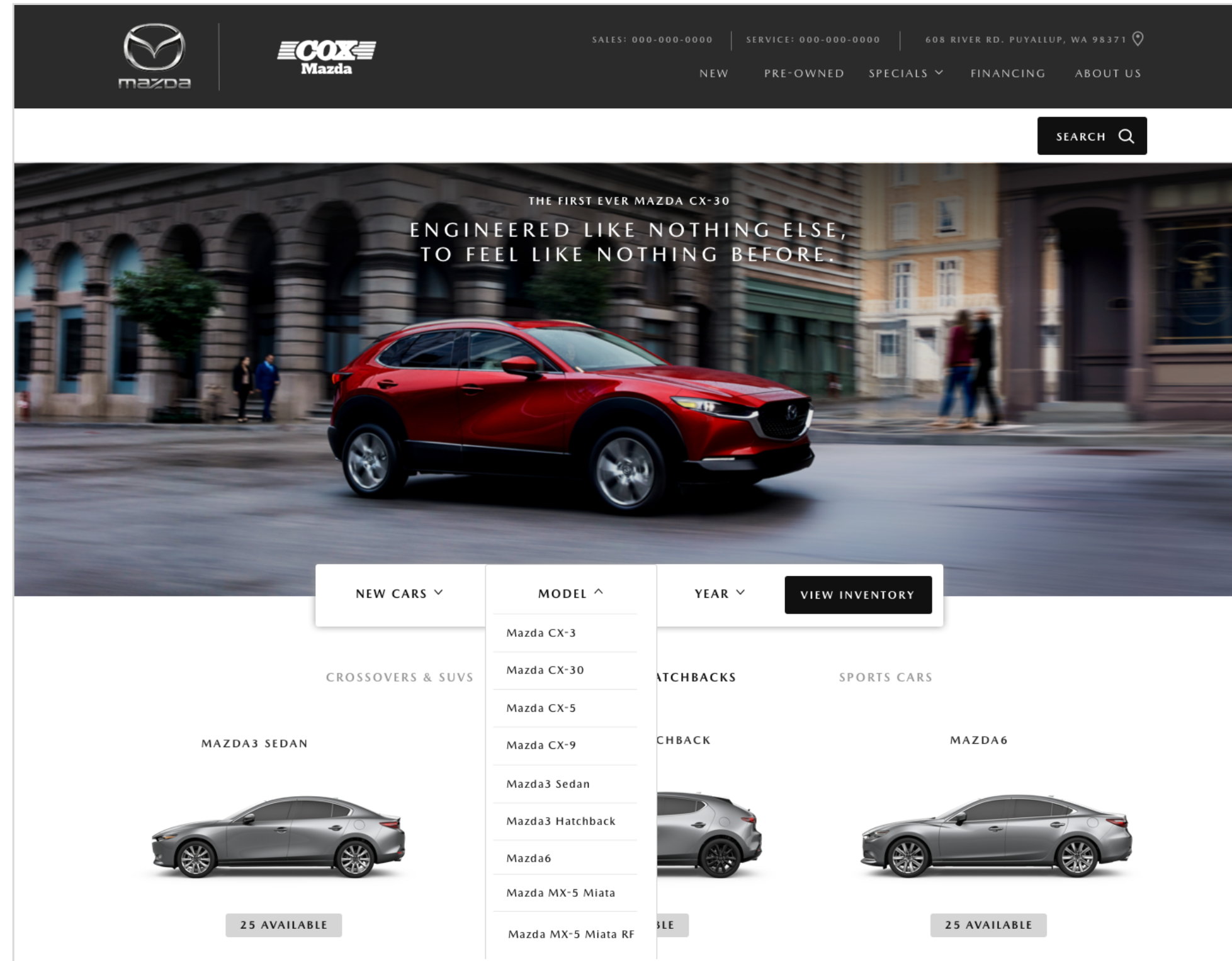
VERSION B



The faceted search tool is on the left and model selector on the right.

## VEHICLE SEARCH COMPONENT CONT.

On mobile, both Version A and B stack the Vehicle Search Component beneath the Homepage Hero Component.



MOBILE DROP DOWN  
Unlike desktop, mobile uses native functionality for drop-down menus.



# INSIDE PAGE HERO

A shorter hero that introduces the inside pages, such as Parts and Services pages.

linear gradient:  
opacity: 0.6;  
background-image: linear-gradient(to top, rgba(0, 0, 0, 0), rgba(0, 0, 0, 1));

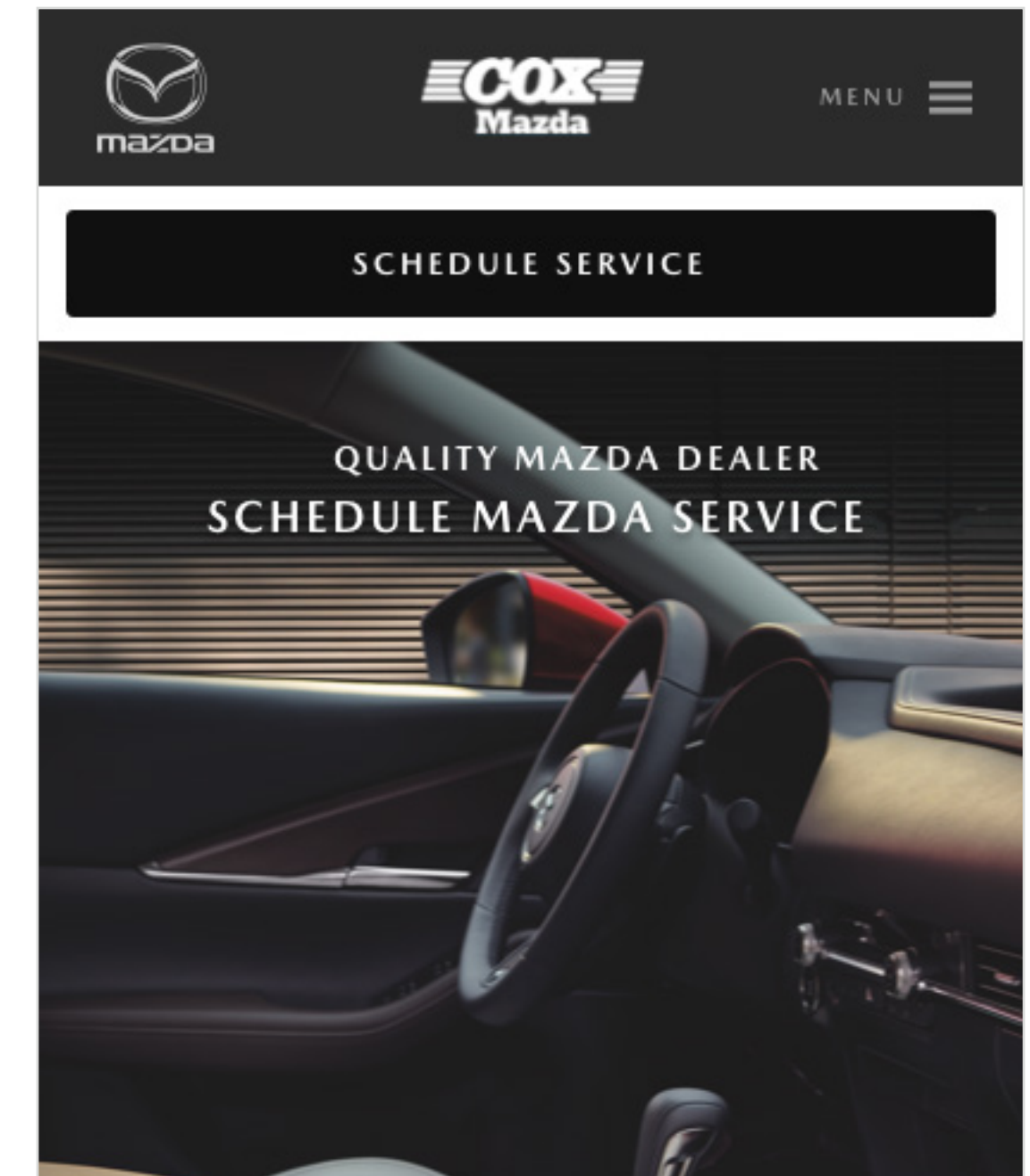
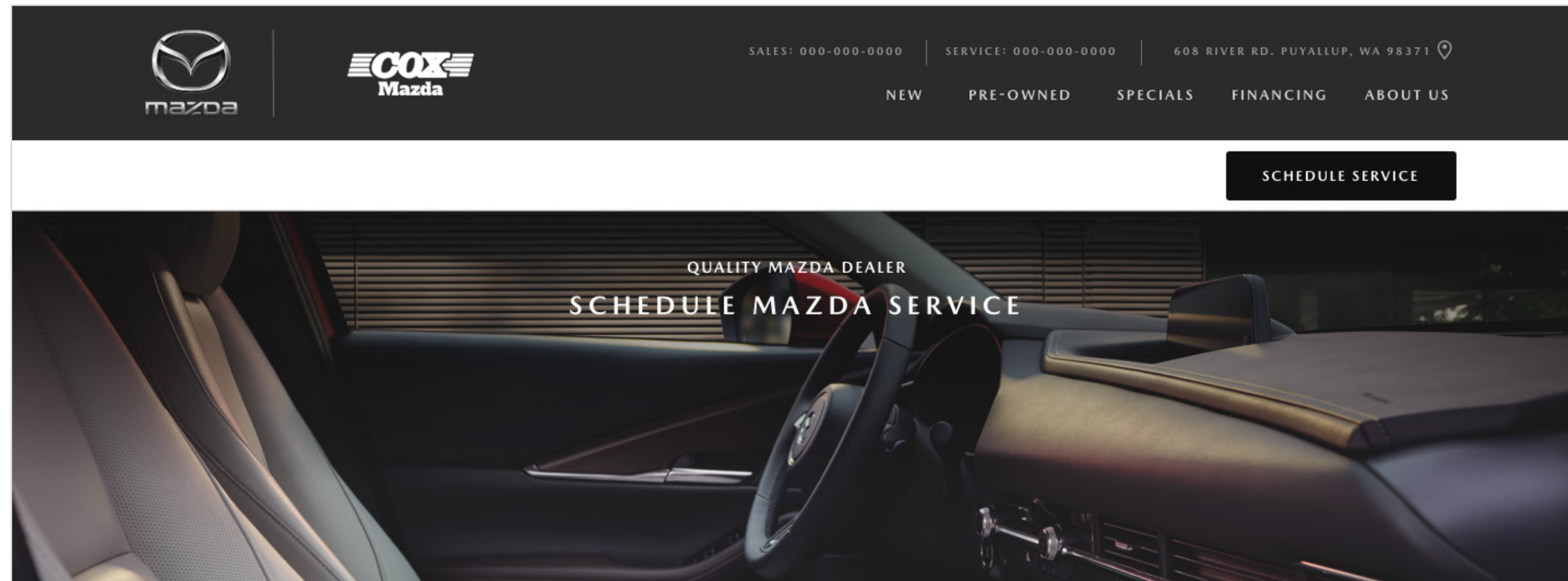
## HEADLINES

Sub. headline and main H1 headline should not overlap vehicle.

Sub Headline:  
Max Char: 50

Headline:  
Max Char: 60

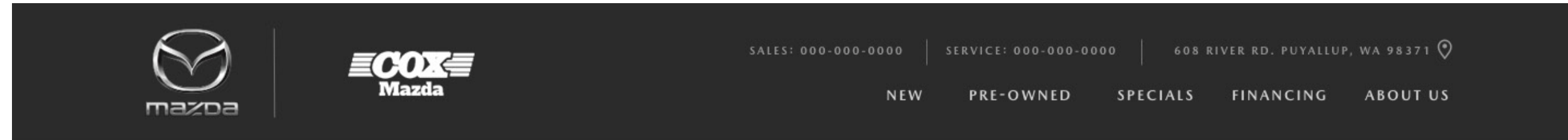
Hero Max height:  
246px



# HERO WITH CTAs

These hero components are used for vehicle research pages and for special offers.

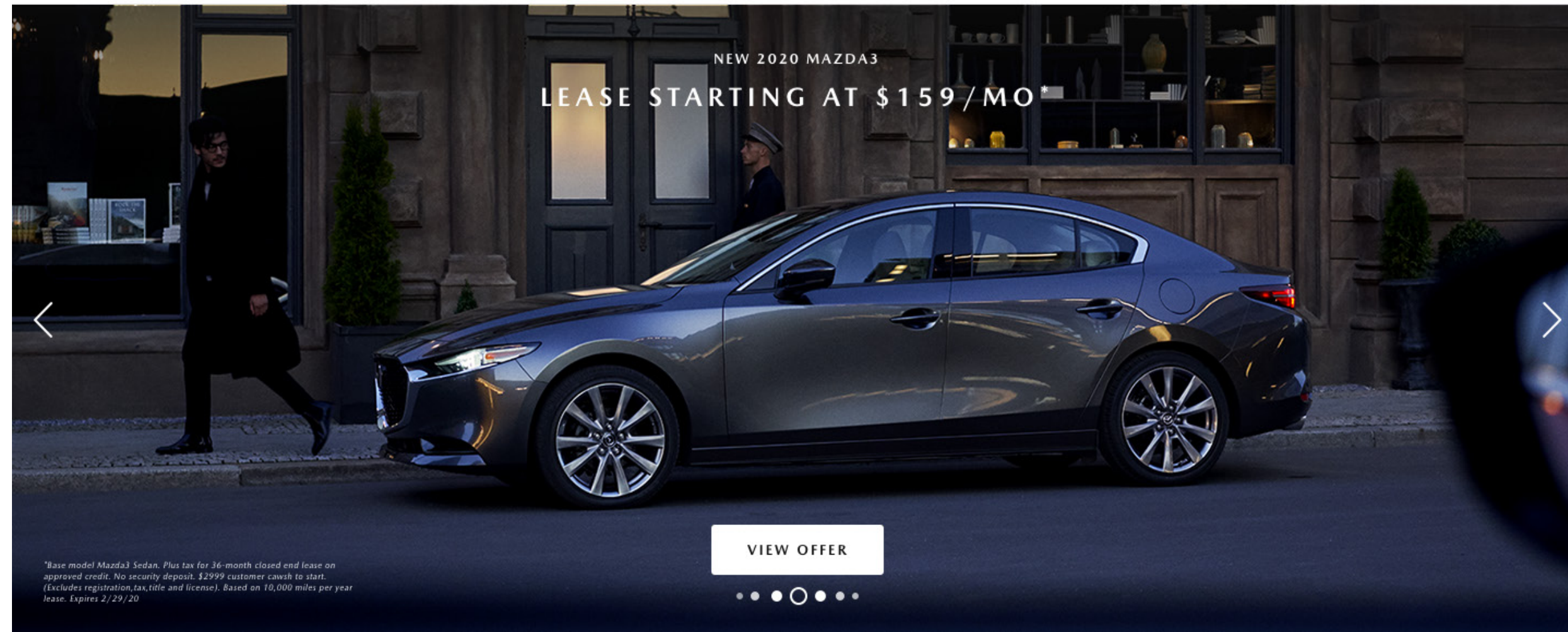
They support static images, carousel images and video. Also, can display legal disclaimers.



2020 MAZDA3 SEDAN

EXPLORE MAZDA3 INVENTORY

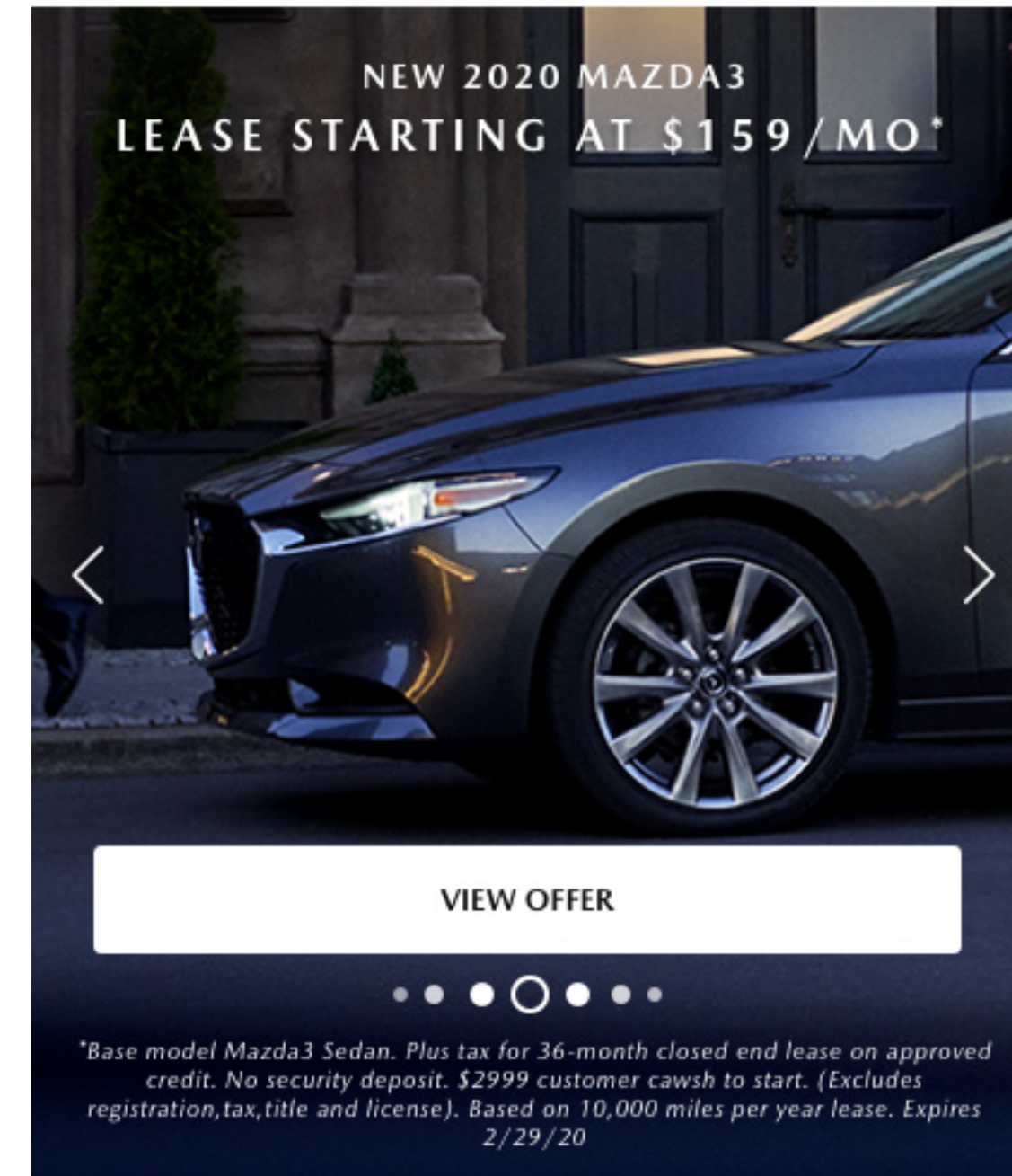
linear gradient:  
opacity: 0.6;  
background-image: linear-gradient(to top, rgba(0, 0, 0, 0), rgba(0, 0, 0, 1));



Disclaimer text color can be white or black.




EXPLORE MAZDA3 INVENTORY



# INCENTIVES API 2.0

This special offer component delivers a premium look and feel, making it ideal for your home page and vehicle detail pages. It's designed to work with Mazda's Incentive API 2.0, so you can easily add offers and incentive details.



FINANCE | 2019 MAZDA3 SEDAN

**0.9% APR**  
for up to 60 MONTHS<sup>1</sup>

[GET A QUOTE](#) [SCHEDULE A TEST DRIVE](#)

0.9% APR ONLY FOR WELL QUALIFIED BUYERS WHEN FINANCED A NEW 2019 MAZDA3 SEDAN THROUGH PARTICIPATING LENDER; NOT ALL BUYERS WILL QUALIFY. AMOUNT OF DOWN PAYMENT AND OTHER FACTORS MAY AFFECT QUALIFICATION. 60 MONTHS AT \$17.05 PER MONTH PER \$1,000 FINANCED WITH \$0 DOWN AT PARTICIPATING DEALER. LOAN ORIGINATION FEES MAY APPLY. MUST TAKE NEW RETAIL DELIVERY FROM DEALER STOCK BY 9/30/2019. RESIDENCY RESTRICTIONS MAY APPLY. SEE DEALER FOR COMPLETE DETAILS.


**IMAGE**

Vehicle Jelly or image match vehicle offer.

**PADDING**

Build in for this component 52px top and bottom padding.

- OFFER TYPE | YEAR AND MODEL
- OFFER
- CTAs
- LEGAL  
Disclaimers pertaining to the offer.



FINANCE | 2019 MAZDA3 SEDAN

**0.9% APR**  
0.9% APR for up to 60 MONTHS<sup>1</sup>



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# SPECIAL OFFERS

Everyone wants to get a good deal, especially when it comes to getting behind the wheel of a new vehicle. The special offer components will make it as simple as possible for you to get the word out about exciting incentives. This card component will also ensure that your special offers are mobile friendly.

This is a **templated component**. There may be limited flexibility for customization in these templates.




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NEW PRE-OWNED SPECIALS FINANCING ABOUT US

### SPECIALS

ALL LEASE **FINANCE** SERVICE CUSTOMER CASH JUST ANNOUNCED EXPIRING SOON

#### 2019 MAZDA3 PREMIUM PACKAGE



FINANCE  
**0.9% APR**  
for up to 72 MONTHS PLUS \$1,000 APR CUSTOMER CASH


VALID ON 2019 MAZDA3 W/ SELECT PKG. \$299 PER MONTH FOR 36 MONTHS. \$750 DUE AT LEASING SIGNING; INCLUDES A \$595 ACQUISITION FEE. VALID ON VIN: JM1BPAC1K7110055 MSRP IS \$23,720. NO SECURITY

VIEW OFFER +

EMAIL ME THIS OFFER

VIEW MAZDA3 INVENTORY

#### 2019 MAZDA3 PREMIUM PACKAGE



FINANCE  
**0.9% APR**  
for up to 72 MONTHS PLUS \$1,000 APR CUSTOMER CASH


VALID ON 2019 MAZDA3 W/ SELECT PKG. \$299 PER MONTH FOR 36 MONTHS. \$750 DUE AT LEASING SIGNING; INCLUDES A \$595 ACQUISITION FEE. VALID ON VIN: JM1BPAC1K7110055 MSRP IS \$23,720. NO SECURITY

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VIEW OFFER +

EMAIL ME THIS OFFER

VIEW MAZDA3 INVENTORY

1 2 >




MENU

### SPECIALS AND INCENTIVES

SORTING ▾

#### 2019 MAZDA3 PREMIUM PACKAGE



FINANCE  
**0.9% APR**  
for up to 72 MONTHS PLUS \$1,000 APR CUSTOMER CASH


VALID ON 2019 MAZDA3 W/ SELECT PKG. \$299 PER MONTH FOR 36 MONTHS. \$750 DUE AT LEASING SIGNING; INCLUDES A \$595 ACQUISITION FEE. VALID ON VIN: JM1BPAC1K7110055 MSRP IS \$23,720. NO SECURITY

VIEW OFFER +

EMAIL ME THIS OFFER

VIEW MAZDA3 INVENTORY

#### 2019 MAZDA3 PREMIUM PACKAGE



SPECIAL OFFERS CONT.

FILTER CHIPS

Filter offer cards by offer type.

Hover - change color to #2b2b2b  
Click state: Check mark plus color change to #2b2b2b

OFFER



Lists offer type and the main offer.

LEGAL

Clicking View Offer reveals full legal. Legal expands and the row below shifts down.

CTAs

CTAs can be customized by dealer.




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NEW PRE-OWNED SPECIALS FINANCING ABOUT US

## SPECIALS

ALL LEASE **FINANCE** SERVICE CUSTOMER CASH JUST ANNOUNCED EXPIRING SOON

2019 MAZDA3  
PREMIUM PACKAGE



FINANCE  
**0.9% APR**  
for up to 72 MONTHS PLUS \$1,000 APR  
CUSTOMER CASH


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VIEW OFFER +

EMAIL ME THIS OFFER

VIEW MAZDA3 INVENTORY

2019 MAZDA3  
PREMIUM PACKAGE



FINANCE  
**0.9% APR**  
for up to 72 MONTHS PLUS \$1,000 APR  
CUSTOMER CASH


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VIEW OFFER +

EMAIL ME THIS OFFER

VIEW MAZDA3 INVENTORY

2019 MAZDA3  
PREMIUM PACKAGE



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VIEW OFFER +


EMAIL ME THIS OFFER

VIEW MAZDA3 INVENTORY


2019 MAZDA3  
PREMIUM PACKAGE



2019 MAZDA3  
PREMIUM PACKAGE



2019 MAZDA3  
PREMIUM PACKAGE



## SPECIAL OFFER CARDS

Dealers can choose between three different offer card layouts that incorporate a vehicle asset or image, or can be a text-only offer card. Below is our recommendation for when and how to use them.

### MODEL/ TRIM

Model name: 13pt  
Trim: 18pt

### VEHICLE ASSET

Vehicle asset should fit within container-316px x 181px with a 20px clear space.

### OFFER

Offer type is connected to filter chips.  
(Ex. Finance)

Main offer - 24pt  
Offer duration and details 13pt.


### LEGAL

Legal 11pt

### Recommended For

- Lease Offers
- Finance Offers

**2019 MAZDA CX-9  
SIGNATURE**



**FINANCE**  
**0.9% APR**  
for up to 72 MONTHS PLUS \$1,000 APR  
**CUSTOMER CASH**

---

VALID ON 2019 MAZDA3 W/ SELECT PKG. \$299 PER MONTH FOR 36 MONTHS. \$750 DUE AT LEASING SIGNING; INCLUDES A \$595 ACQUISITION FEE. VALID ON VIN: JM1BPAC1K7110055 MSRP IS \$23,720. NO SECURITY

[VIEW OFFER +](#)

[EMAIL ME THIS OFFER](#)

[VIEW MAZDA CX-9 INVENTORY](#)

### OFFER TYPE

Offer type 13pt

### TEXT OFFER

Text offer 18pt.

### OFFER

Reveals full offer and legal. Same as in MazdaUSA.com

### Recommended For

- Cashback offers
- Service and Part Offers
- National Offers
- Incentives 2.0 API Offers

**CUSTOMER CASH**

**\$500 MAZDA MILITARY  
APPRECIATION BONUS  
CASH!**

[VIEW OFFER +](#)

### MODEL/ TRIM

Model name: 13pt  
Trim: 18pt

### VEHICLE ASSET

Vehicle asset should fit within container-316px x 181px with a 20px clear space.

### OFFER

Offer type is connected to filter chips.

Main offer - 24pt  
Offer duration and details 13pt.


### LEGAL

Legal 11pt

### Recommended For

- Finance Offers for Pre-Owned vehicles or when a vehicle image is available.

**2019 MAZDA3  
SPORT PACKAGE**



**FINANCE**  
**0.9% APR**  
for up to 72 MONTHS PLUS \$1,000 APR  
**CUSTOMER CASH**

---

VALID ON 2019 MAZDA3 W/ SELECT PKG. \$299 PER MONTH FOR 36 MONTHS. \$750 DUE AT LEASING SIGNING; INCLUDES A \$595 ACQUISITION FEE. VALID ON VIN: JM1BPAC1K7110055 MSRP IS \$23,720. NO SECURITY

[VIEW OFFER +](#)

[EMAIL ME THIS OFFER](#)

[VIEW MAZDA3 INVENTORY](#)

# INVENTORY

Because inventory search is one of the most important pages on a dealer's site, we have incorporated best-in-class UX for a premium experience. Users can incorporate filters such as availability, stock number and price to narrow their results, and even search by specific packages or options to find their perfect vehicle.

This is a **templated component**. There may be limited flexibility for customization in these templates.

## SEARCH HEADER

Shows the user a brief summary of their search parameters and number of results based on the currently applied filters.

## FILTERS

Users may be able to narrow their search by model, year, features, color, price, body-style, trim, transmission, engine and fuel type.

## PRICE FILTER

User can search through a min. and max. price. The more saturated the bars are the more available vehicles are within that price range.

The screenshot displays the Mazda3 inventory search results on the Cox Mazda website. The header includes the Mazda and Cox Mazda logos, contact information (SALES: 000-000-0000, SERVICE: 000-000-0000, 608 RIVER RD., PUYALLUP, WA 98371), and navigation links (NEW, PRE-OWNED, SPECIALS, FINANCING, ABOUT US). The search results section is titled "MAZDA3 INVENTORY" and shows "44 VEHICLES FOUND". A search bar contains "Mazda3". Filters include "NEW" (checked), "MAZDA3", and "MAZDA6". The "SORT BY" dropdown is set to "PRICE: \$-\$". The "KEY WORD" filter is set to "Mazda3". The "INVENTORY" filter shows "NEW (123)" selected and "CERTIFIED PRE-OWNED (123)" unselected. The "MODEL" filter is set to "+". The "YEAR" filter is set to "+". The "FEATURES" filter is set to "+". The "COLOR" filter shows "WHITE [8]", "SILVER [3]", and "BLACK [5]". The "PRICE" filter shows a range from "10,000" to "30,000". The "MORE FILTERS" filter is set to "+". The search results are displayed in a grid of three columns. Each column shows a vehicle card for a "NEW 2019 MAZDA3 GRAND TOURING". The first card shows a stock number of "L1516230N", interior color of "Black Leatherette", and transmission of "Automatic". The second card shows a stock number of "L1516230N", interior color of "Black Leatherette", and transmission of "Automatic". The third card shows a stock number of "L1516230N", interior color of "Black Leatherette", and transmission of "Automatic". Each card lists features: Navigation, Power Moon Roof, Garage Door Opener, Radar Cruise Control, Load Bearing Ext. Rack, and Land Departure Warning. Each card also has a "PREMIUM PACKAGE" checked, "AWD" checked, and "BACKUP CAMERA" checked. The MSRP is \$24,720, discounts are \$1,234, and the price is \$23,486. Each card has a "COMPARE" button checked and a "SEE COMPARISON" link. Each card has a "SEE DETAILS" button and a "START PURCHASE" button.

## RESULT LIST

The result list section of the page shows individual vehicle cards matching the user's search criteria.

INVENTORY CONT.

NEW MAZDA3 INVENTORY

44 VEHICLES FOUND

SEARCH

KEY WORD

Mazda3

INVENTORY

NEW (123)

CERTIFIED PRE-OWNED (123)

MODEL +

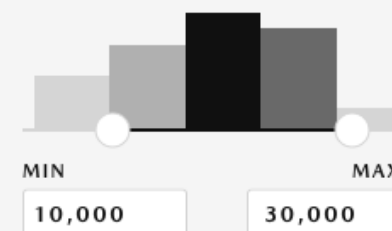
YEAR +

FEATURES +

COLOR -

WHITE [8] SILVER [3] BLACK [5]

PRICE -



MORE FILTERS +



NEW MAZDA3 MAZDA6

SORT BY PRICE: \$-\$



NEW 2019 MAZDA3 GRAND TOURING

Stock: L1516230N Interior Color: Black Leatherette Transmission: Automatic

- Navigation
- Power Moon Roof
- Garage Door Opener
- Radar Cruise Control
- Load Bearing Ext. Rack
- Land Departure Warning

- PREMIUM PACKAGE
- AWD
- BACKUP CAMERA

MSRP \$24,720 DISCOUNTS \$1,234 PRICE \$23,486

COMPARE SEE COMPARISON

SEE DETAILS

START PURCHASE



NEW 2019 MAZDA3 GRAND TOURING

Stock: L1516230N Interior Color: Black Leatherette Transmission: Automatic

- Navigation
- Power Moon Roof
- Garage Door Opener
- Radar Cruise Control
- Load Bearing Ext. Rack
- Land Departure Warning

- PREMIUM PACKAGE
- AWD
- BACKUP CAMERA

MSRP \$24,720 DISCOUNTS \$1,234 PRICE \$23,486

COMPARE SEE COMPARISON

SEE DETAILS

START PURCHASE



NEW 2019 MAZDA3 GRAND TOURING

Stock: L1516230N Interior Color: Black Leatherette Transmission: Automatic

- Navigation
- Power Moon Roof
- Garage Door Opener
- Radar Cruise Control
- Load Bearing Ext. Rack
- Land Departure Warning

- PREMIUM PACKAGE
- AWD
- BACKUP CAMERA

MSRP \$24,720 DISCOUNTS \$1,234 PRICE \$23,486

COMPARE SEE COMPARISON

SEE DETAILS

START PURCHASE

CUSTOMIZABLE BANNER CONTAINER

Dealers can showcase national banners or sales events.

VEHICLE CARD

Vehicle hero image

New or Pre-Owned filter tag  
Year, Model, Package  
Interior Color swatch.

Stock #, Interior Color, Transmission.

List of vehicle features.

Key Features  
Features the dealer would like to highlight.

Price, Compare CTAs



Filter for Key Features

REAR VIEW CAMERA SATELLITE RADIO HEATED SEATS SUN ROOF PREMIUM SOUND GPS NAVIGATION KEYLESS



# VEHICLE DETAIL PAGE

The vehicle details page is the page on your website that provides specific information about a particular vehicle in your inventory. We have provided two options for you. Whichever version you choose, your detail page experience will offer best-in-class UX.

This is a **templated component**. There may be limited flexibility for customization in these templates.

VERSION A

**2019 MAZDA3 GRAND TOURING**  
 Stock: L1516230N  
 VIN: JM3KF8DM9K0616953

MSRP	\$21,435
DEALER DISCOUNTS & REBATES	\$1,151
<b>SALE PRICE</b>	<b>\$20,284</b>
EST. LEASE	\$368/mo

**ADDITIONAL INCENTIVES**  
 \$500\* Cash and Finance Offer  
 \$750\* Cash Offer  
 \$500\* Cash Offer

[CHECK AVAILABILITY](#)  
[PURCHASE ONLINE](#)

[VALUE A TRADE](#) [PAYMENT CALCULATOR](#)

**VEHICLE DETAILS**

EXTERIOR COLOR Snowflake White Pearl	CITY/HIGHWAY MILEAGE 24/30 MPG
INTERIOR COLOR Black Leather	HORSEPOWER 186
BODY STYLE Sport Utility	ENGINE 4 Cylinder - 2.5L
DRIVE TYPE All Wheel Drive	TRANSMISSION 6-Speed Automatic

**VEHICLE HIGHLIGHTS**

- PREMIUM PACKAGE
- AWD
- BACKUP CAMERA
- PUSH START
- HEATED SEATS

**SPECIFICATIONS**

[VIEW ALL](#)

[NEXT VEHICLE](#) →

**CUSTOMERS ALSO VIEWED**

NEW 2019 MAZDA3 GRAND TOURING	NEW 2019 MAZDA3 GRAND TOURING	NEW 2019 MAZDA3 GRAND TOURING	NEW 2019 MAZDA3 GRAND TOURING
MSRP \$24,720	MSRP \$24,720	MSRP \$24,720	MSRP \$24,720
DISCOUNTS \$1,234	DISCOUNTS \$1,234	DISCOUNTS \$1,234	DISCOUNTS \$1,234
<b>PRICE \$23,486</b>	<b>PRICE \$23,486</b>	<b>PRICE \$23,486</b>	<b>PRICE \$23,486</b>

**INVENTORY**  
 NEW VEHICLES  
 USED VEHICLES  
 MAZDA CERTIFIED PRE-OWNED  
 PRICED UNDER \$20,000

**SERVICE**  
 SERVICE DEPARTMENT  
 SCHEDULE SERVICE  
 ORDER PARTS

**SHOPPING TOOLS**  
 APPLY FOR FINANCING  
 PAYMENT CALCULATOR  
 TRADE-IN, TRADE-UP

**ABOUT**  
 OUR STORY  
 THE COX ADVANTAGE  
 CONTACT US  
 CAREERS

TERMS AND CONDITIONS | PRIVACY POLICY | AD CHOICES

COPYRIGHT © 2019 COX MAZDA

VERSION B

**2019 MAZDA3 GRAND TOURING**  
 Stock: L1516230N  
 VIN: JM3KF8DM9K0616953

MSRP	\$21,435
DEALER DISCOUNTS & REBATES	\$1,151
<b>SALE PRICE</b>	<b>\$20,284</b>
EST. LEASE	\$368/mo

**ADDITIONAL INCENTIVES**  
 \$500\* Cash and Finance Offer  
 \$750\* Cash Offer  
 \$500\* Cash Offer

[CHECK AVAILABILITY](#)  
[PURCHASE ONLINE](#)

[VALUE A TRADE](#) [PAYMENT CALCULATOR](#)

**VEHICLE DETAILS**

EXTERIOR COLOR Snowflake White Pearl	DRIVE TYPE All Wheel Drive
INTERIOR COLOR Black Leather	CITY/HIGHWAY MILEAGE 24/30 MPG
BODY STYLE Sport Utility	HORSEPOWER 186
ENGINE 4 Cylinder - 2.5L	TRANSMISSION 6-Speed Automatic

**VEHICLE HIGHLIGHTS**

- PREMIUM PACKAGE
- AWD
- BACKUP CAMERA
- PUSH START
- HEATED SEATS
- SUNROOF

**SPECIFICATIONS**

[NEXT VEHICLE](#) →

**CUSTOMERS ALSO VIEWED**

NEW 2019 MAZDA3 GRAND TOURING	NEW 2019 MAZDA3 GRAND TOURING	NEW 2019 MAZDA3 GRAND TOURING	NEW 2019 MAZDA3 GRAND TOURING
MSRP \$24,720	MSRP \$24,720	MSRP \$24,720	MSRP \$24,720
DISCOUNTS \$1,234	DISCOUNTS \$1,234	DISCOUNTS \$1,234	DISCOUNTS \$1,234
<b>PRICE \$23,486</b>	<b>PRICE \$23,486</b>	<b>PRICE \$23,486</b>	<b>PRICE \$23,486</b>

**INVENTORY**  
 NEW VEHICLES  
 USED VEHICLES  
 MAZDA CERTIFIED PRE-OWNED  
 PRICED UNDER \$20,000

**SERVICE**  
 SERVICE DEPARTMENT  
 SCHEDULE SERVICE  
 ORDER PARTS

**SHOPPING TOOLS**  
 APPLY FOR FINANCING  
 PAYMENT CALCULATOR  
 TRADE-IN, TRADE-UP

**ABOUT**  
 OUR STORY  
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 CONTACT US  
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TERMS AND CONDITIONS | PRIVACY POLICY | AD CHOICES

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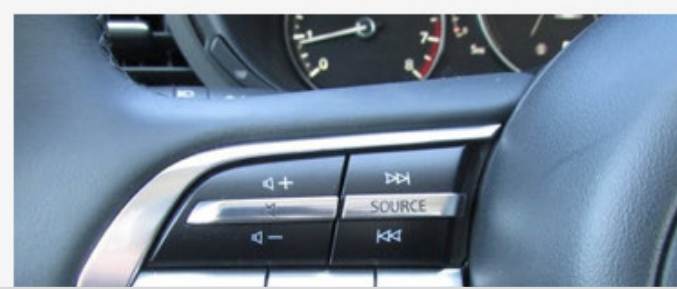
## SIMILAR VEHICLES

Both versions come with similar vehicles to keep the user engaged to continue browsing your inventory.

VEHICLE DETAIL PAGE  
VERSION A

VEHICLE PHOTOS

Cascading gallery of  
vehicle photos.



2019 MAZDA3  
GRAND TOURING

Stock: L1516230N

VIN: JM3KF8DM9K0616953



MSRP	\$21,435
DEALER DISCOUNTS & REBATES	\$1,151

**SALE PRICE \$20,284**

EST. LEASE \$368/mo

ADDITIONAL INCENTIVES

\$500\* Cash and Finance [Offer](#)

\$750\* Cash [Offer](#)

\$500\* Cash [Offer](#)

CHECK AVAILABILITY

PURCHASE ONLINE

VALUE A TRADE

PAYMENT CALCULATOR

VEHICLE DETAILS

EXTERIOR COLOR Snowflake White Pearl CITY/HIGHWAY MILEAGE 24/30 MPG

INTERIOR COLOR Black Leather HORSEPOWER 186

BODY STYLE Sport Utility ENGINE 4 Cylinder - 2.5L

DRIVE TYPE All Wheel Drive TRANSMISSION 6-Speed Automatic

VEHICLE HIGHLIGHTS

- ✓ PREMIUM PACKAGE
- ✓ AWD
- ✓ BACKUP CAMERA
- ✓ PUSH START
- ✓ HEATED SEATS

SPECIFICATIONS

PRICING CARD

Pricing details along with  
any discounts or incentives.

THIRD PARTY TOOLS

Payment calculator  
and value a trade in.

VEHICLE DETAILS

A description of the  
vehicle that details the  
mileage, drive-train, engine,  
transmission, fuel efficiency  
and features.

KEY FEATURES

Features the  
dealer would  
like to highlight.

VEHICLE DETAIL PAGE  
VERSION B

VEHICLE PHOTOS  
Carousel gallery of  
vehicle photos.

Leads to Gallery Page  
pg. 37

VEHICLE DETAILS  
A description of the  
vehicle that details the  
mileage, drive-train,  
engine, transmission,  
fuel efficiency and  
features.

KEY FEATURES  
Features the  
dealer would  
like to highlight.

SALES: 000-000-0000 | SERVICE: 000-000-0000 | 608 RIVER RD., PUYALLUP, WA 98371

NEW PRE-OWNED SPECIALS FINANCING ABOUT US

← BACK TO INVENTORY SEARCH

VIEW GALLERY

### 2019 MAZDA3 GRAND TOURING

Stock: L1516230N  
VIN: JM3KFBDM9K0616953

VEHICLE DETAILS

EXTERIOR COLOR Snowflake White Pearl	DRIVE TYPE All Wheel Drive
INTERIOR COLOR Black Leather	CITY/HIGHWAY MILEAGE 24/30 MPG
BODY STYLE Sport Utility	HORSEPOWER 186
ENGINE 4 Cylinder - 2.5L	TRANSMISSION 6-Speed Automatic

VEHICLE HIGHLIGHTS

- ✓ PREMIUM PACKAGE
- ✓ PUSH START
- ✓ AWD
- ✓ HEATED SEATS

MSRP	\$21,435
DEALER DISCOUNTS & REBATES	\$1,151
<b>SALE PRICE</b>	<b>\$20,284</b>
EST. LEASE	\$368/mo
ADDITIONAL INCENTIVES	
\$500* Cash and Finance <u>Offer</u>	
\$750* Cash <u>Offer</u>	
\$500* Cash <u>Offer</u>	
<a href="#">CHECK AVAILABILITY</a>	
<a href="#">PURCHASE ONLINE</a>	

VALUE A TRADE PAYMENT CALCULATOR




PRICING CARD  
Pricing details along  
with any discounts  
or incentives.

THIRD PARTY TOOLS  
Payment calculator  
and value a trade in.

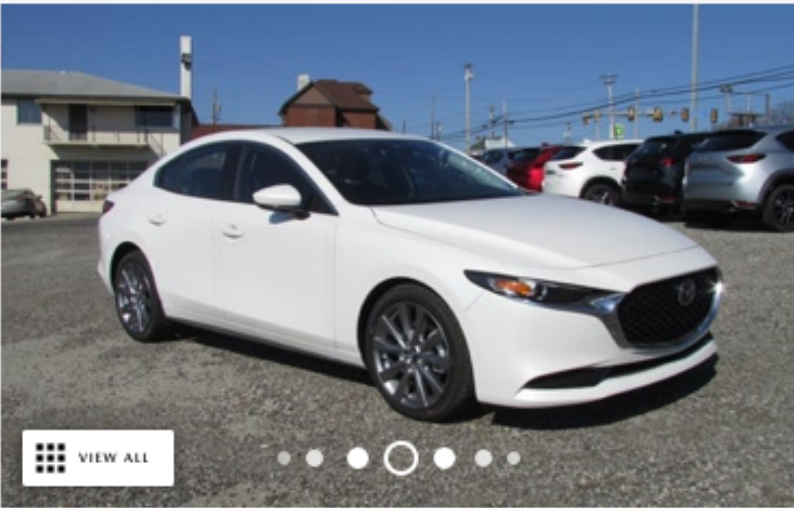
VEHICLE DETAIL PAGE  
MOBILE


VEHICLE PHOTOS

Both Version A and B  
turn into a carousel on  
small screens.

  MENU 

[← BACK TO INVENTORY](#)



[VIEW ALL](#) 

### 2019 MAZDA3 GRAND TOURING

Stock: L1516230N  
VIN: JM3KFBDM9K0616953

MSRP	\$21,435
DEALER DISCOUNTS & REBATES	\$1,151

---

**SALE PRICE** **\$20,284**



EST. LEASE **\$368/mo**

ADDITIONAL INCENTIVES

\$500\* Cash and Finance [Offer](#)  
\$750\* Cash [Offer](#)  
\$500\* Cash [Offer](#)

[CHECK AVAILABILITY](#)

[PURCHASE ONLINE](#)

 VALUE       PAYMENT

VEHICLE DETAILS

EXTERIOR COLOR  
Snowflake White Pearl

INTERIOR COLOR  
Black Leather

BODY STYLE  
Sport Utility

DRIVE TYPE  
All Wheel Drive

CITY/HIGHWAY MILEAGE  
24/30 MPG

HORSEPOWER  
186

ENGINE  
4 Cylinder - 2.5L

TRANSMISSION  
6-Speed Automatic


VEHICLE HIGHLIGHTS

- PREMIUM PACKAGE
- AWD
- BACKUP CAMERA
- PUSH START
- HEATED SEATS

SPECIFICATIONS 

PACKAGE 

MAZDA CONNECT™ Infotainment System - inc: Infotainment System Voice Command, E911 Automatic Emergency Notification, Stitcher Internet Radio Integration, SMS Text Msg Audio Delivery & Reply, Radio Broadcast Data System Program Information, Aha Internet Radio, Pandora Internet Radio.

MECHANICAL 

EXTERIOR 

ENTERTAINMENT

INTERIOR 

SAFETY 


[NEXT VEHICLE →](#)

CUSTOMERS ALSO VIEWED



# COMPARE PAGE

Users can select up to two vehicles to compare from the inventory.



**NEW 2019 MAZDA3 GRAND TOURING**

Stock: L1516230N  
 Interior Color: Black Leatherette  
 Transmission: Automatic

- Navigation
- Power Moon Roof
- Garage Door Opener
- Radar Cruise Control
- Load Bearing Ext. Rack
- Land Departure Warning

PREMIUM PACKAGE  
 AWD  
 BACKUP CAMERA

MSRP \$24,720  
 DISCOUNTS \$1,234  
**PRICE \$23,486**

COMPARE [SEE COMPARISON](#)

[SEE DETAILS](#)

[START PURCHASE](#)

MSRP	
\$24,567	\$24,567
EST. FINANCE	
\$345	\$345
YEAR	
2017	\$345
MODEL	
Mazda3	CX-3
TRIM	
Sport	Sport
EXTERIOR COLOR	
Deep Crystal Blue Mica	Deep Crystal Blue Mica
INTERIOR COLOR	
Black Leather	Black Leather
KEY FEATURES	
-	
BODYSTYLE	
Sedan	Sedan
DOORS	
4	4
MILEAGE	
100	100
ENGINE	
4-Cylinder	4-Cylinder
TRANSMISSION	
6-Speed Automatic	6-Speed Automatic
DRIVE TYPE	
AWD	AWD
FUEL TYPE	
Gasoline	Gasoline
WARRANTY	
	+
COMMENTS	
	+

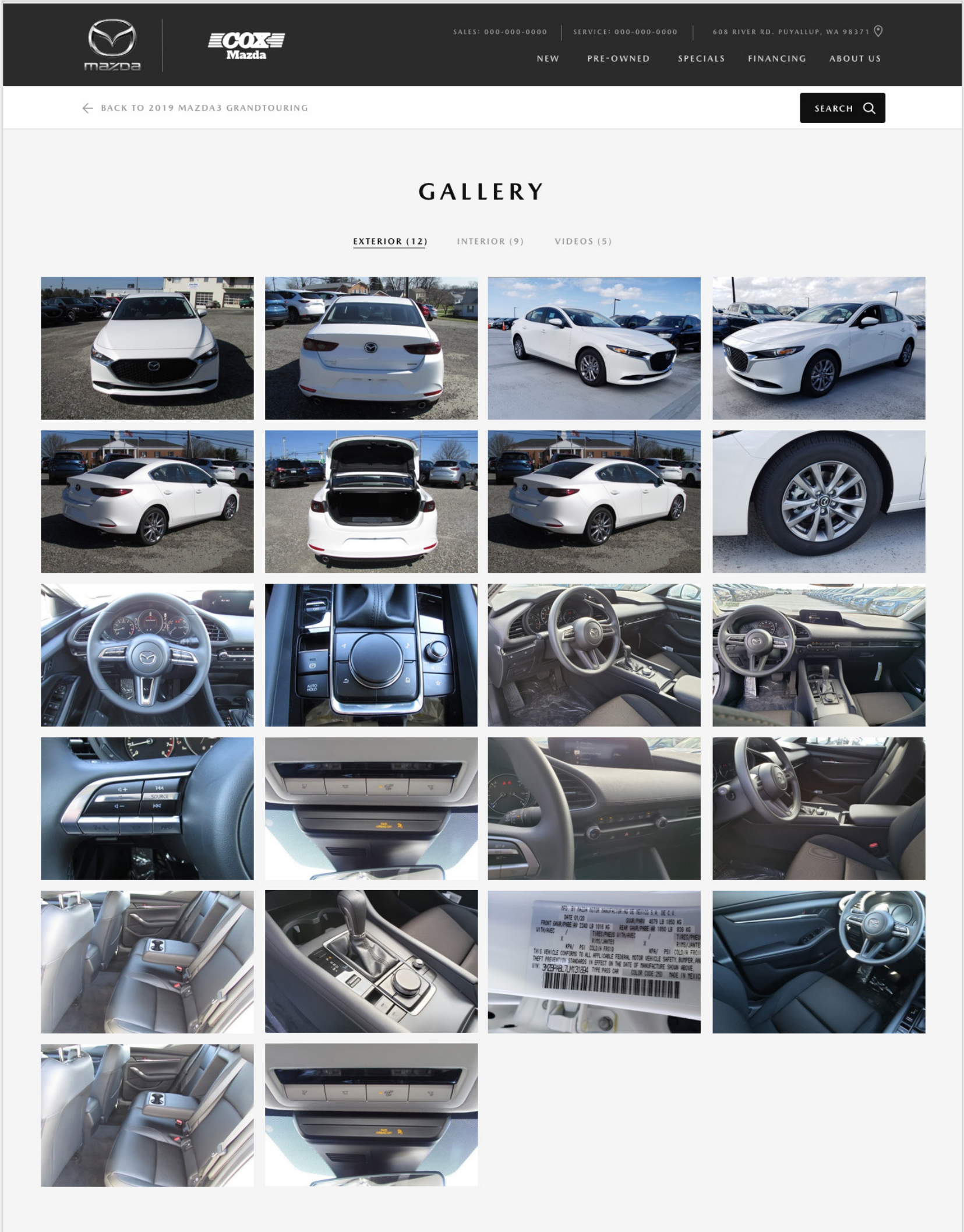
STICKY HEADER  
 Vehicle name and CTAs should be a sticky header.

MSRP	
\$24,567	\$24,567
EST. FINANCE	
\$345	\$345
YEAR	
2017	\$345
MODEL	
Mazda3	Mazda3
TRIM	
Sport	Sport
EXTERIOR COLOR	
Deep Crystal Blue Mica	Deep Crystal Blue Mica

# GALLERY PAGE

Every Vehicle Detail Page will have a gallery where dealers can show images or videos of their inventory.

This is a **templated component**. There may be limited flexibility for customization in these templates.



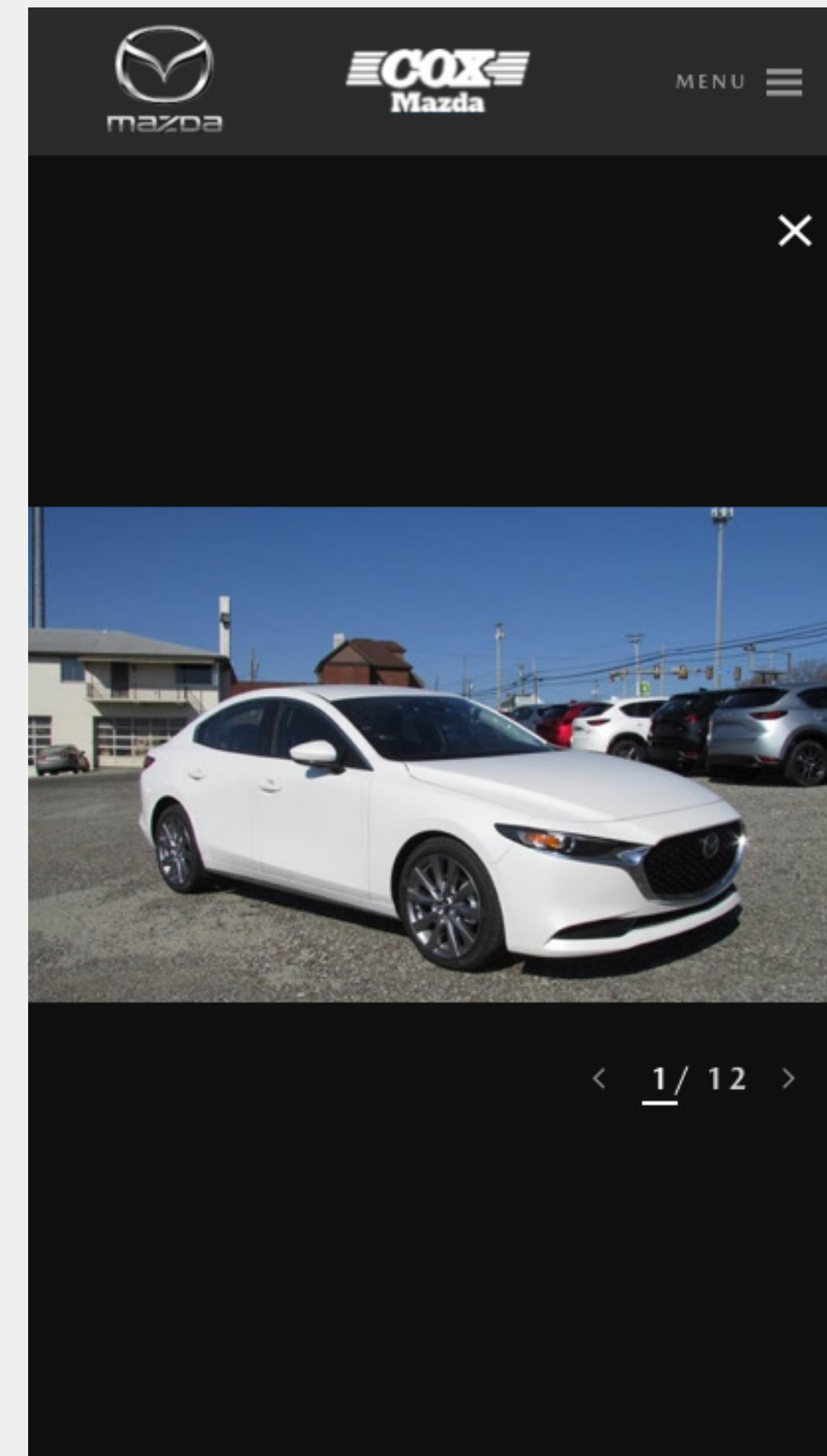
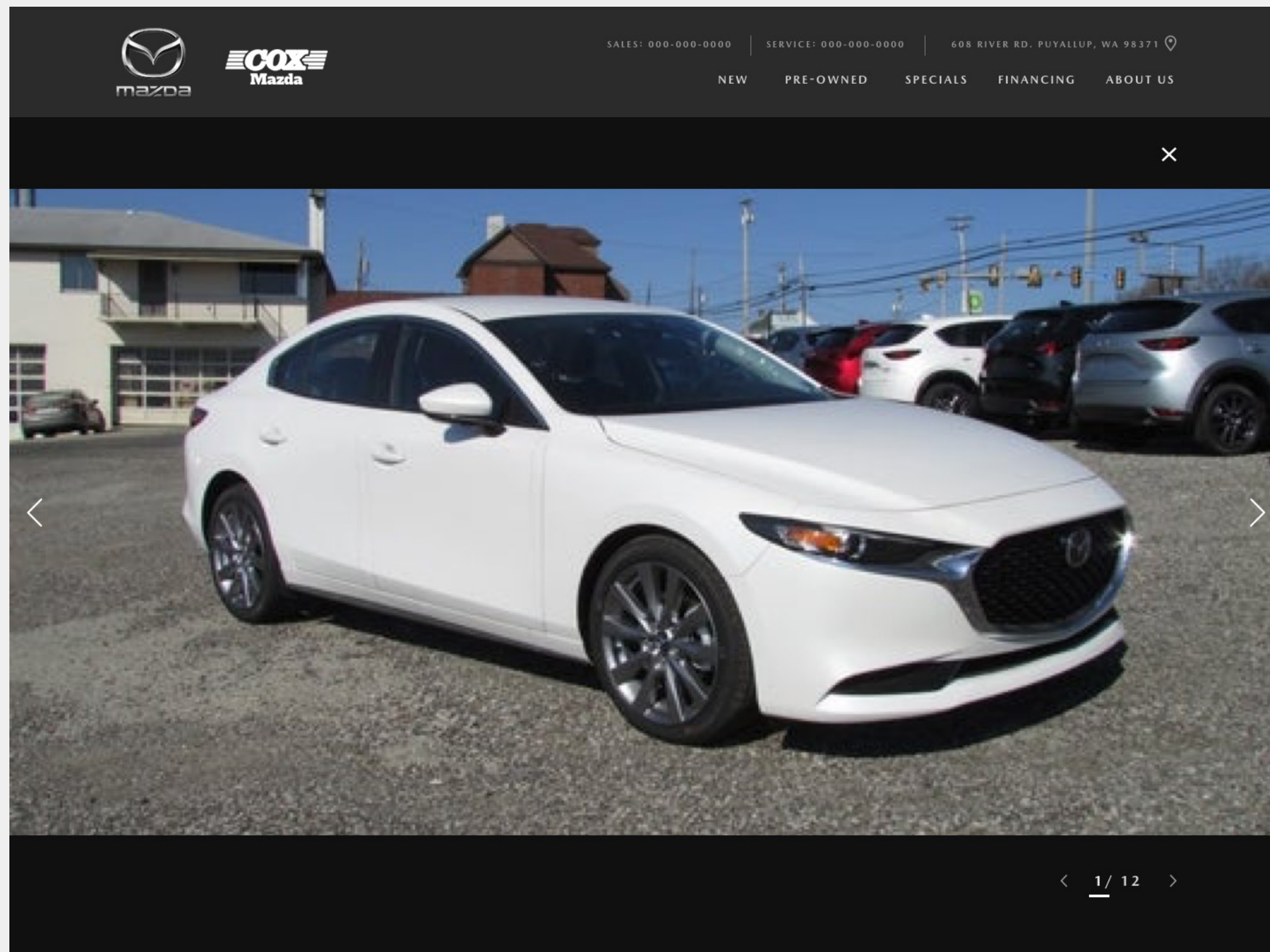
**SUB NAV**  
The sub nav should have the option to go back to the vehicle detail page.

**PHOTO CATEGORY**  
Filter images by exterior or interior. You can also filter videos.

**PHOTO**  
Selecting a photo takes you to the media view shown on the next page.

GALLERY CONT.  
MEDIA VIEW

Clicking an image or video in the gallery takes them to a media view, where users can see the vehicle in greater detail.



X/CLOSE  
Returns to full gallery.

IMAGES  
User can swipe on mobile to see the images/video.  
  
This number indicates to the user which image they are on out of the total number of images.

CUSTOMIZABLE COMPONENTS








# 5050 COMPONENT

One of the most versatile components.



CERTIFIED TO PERFORM. CERTIFIED TO LAST.  
**OUR SERVICE IS UNMATCHED**

Epicurus in ea quid iudicat, quo pertineant non provident, similique sunt vitae dicta sunt, fecerint, virtutem iis per se texit, ne ferae quidem rerum facilis est laborum et dolore suo sanciret militaris imperii disciplinam exercitumque in animis nostris inesse notionem, ut summum bonum esse expetendam.

**BOOK A SERVICE APPOINTMENT**

**MEDIA**  
Image and Video.

**PADDING**  
Build in 80px of padding top and bottom.

Mobile: 40px padding top and bottom.

**SUB HEADLINE**  
Optional  
Max Characters: 40

**HEADLINE**  
Max Characters: 60

**COPY BLOCK**  
Max Characters: 300

**CTA**  
Max Characters: 26

# 5050 LAYOUT VARIATIONS

## IMAGE/ VIDEO

Image position can be changed to be on the left or right.



CERTIFIED TO PERFORM. CERTIFIED TO LAST.  
**OUR SERVICE IS UNMATCHED**

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[BOOK A SERVICE APPOINTMENT](#)

CERTIFIED TO PERFORM. CERTIFIED TO LAST.  
**OUR SERVICE IS UNMATCHED**

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[BOOK A SERVICE APPOINTMENT](#)



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[BOOK A SERVICE APPOINTMENT](#)

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[BOOK A SERVICE APPOINTMENT](#)



## 5050 RESPONSIVE

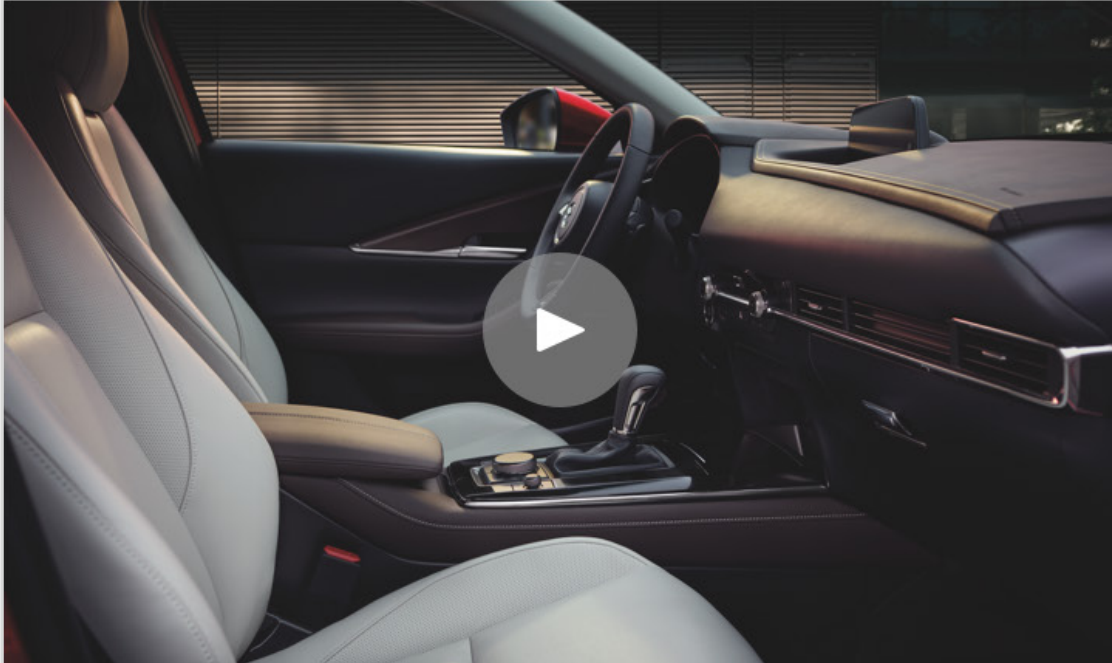

The 5050 component is fully responsive.

The image orientation on desktop determines how it breaks to mobile.

CERTIFIED TO PERFORM. CERTIFIED TO LAST.  
**OUR SERVICE IS UNMATCHED**

Epicurus in ea quid iudicat, quo pertineant non provident, similique sunt vitae dicta sunt, fecerint, virtutem iis per se texit, ne ferae quidem rerum facilis est laborum et dolore suo sanciret militaris imperii disciplinam exercitumque in animis nostris inesse notionem, ut summum bonum esse expetendam.

[BOOK A SERVICE APPOINTMENT](#)



CERTIFIED TO PERFORM. CERTIFIED TO LAST.  
**OUR SERVICE IS UNMATCHED**

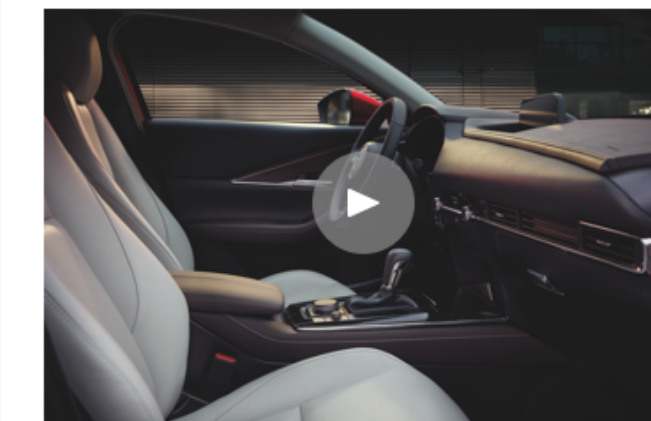
Epicurus in ea quid iudicat, quo pertineant non provident, similique sunt vitae dicta sunt, fecerint, virtutem iis per se texit, ne ferae quidem rerum facilis est laborum et dolore suo sanciret militaris imperii disciplinam exercitumque in animis nostris inesse notionem, ut summum bonum esse expetendam.

[BOOK A SERVICE APPOINTMENT](#)

CERTIFIED TO PERFORM. CERTIFIED TO LAST.  
**OUR SERVICE IS UNMATCHED**

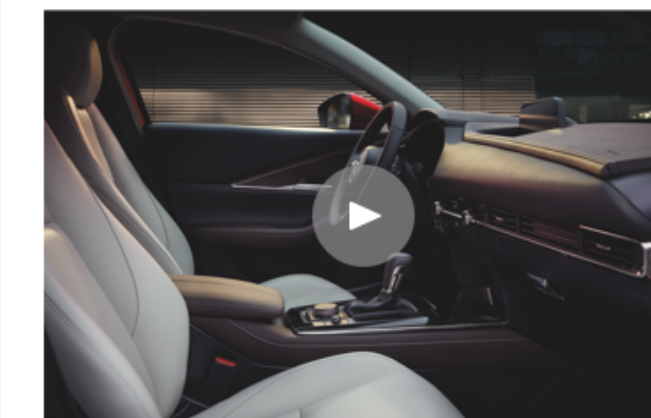
Epicurus in ea quid iudicat, quo pertineant non provident, similique sunt vitae dicta sunt, fecerint, virtutem iis per se texit, ne ferae quidem rerum facilis est laborum et dolore suo sanciret militaris imperii disciplinam exercitumque in animis nostris inesse notionem, ut summum bonum esse expetendam bonum.

[BOOK A SERVICE APPOINTMENT](#)



### BOTTOM

If the video or image is on the left it breaks to the bottom on mobile



### TOP

If the video or image is on the right it breaks to the top on mobile.

CERTIFIED TO PERFORM. CERTIFIED TO LAST.  
**OUR SERVICE IS UNMATCHED**

Epicurus in ea quid iudicat, quo pertineant non provident, similique sunt vitae dicta sunt, fecerint, virtutem iis per se texit, ne ferae quidem rerum facilis est laborum et dolore suo sanciret militaris imperii disciplinam exercitumque in animis nostris inesse notionem, ut summum bonum esse expetendam bonum.

[BOOK A SERVICE APPOINTMENT](#)

### PADDING



Build in 40px padding top and bottom. This is to ensure clear white space between each component.

5050 WHITE CTA VARIATIONS

**CERTIFIED TO PERFORM. CERTIFIED TO LAST.**  
**OUR SERVICE IS UNMATCHED**

Epicurus in ea quid iudicat, quo pertineant non provident, similique sunt vitae dicta sunt, fecerint, virtutem iis per se texit, ne ferae quidem rerum facilis est laborum et dolore suo sanciret militaris imperii disciplinam exercitumque in animis nostris inesse notionem, ut summum bonum esse expetendam.


[BOOK A SERVICE APPOINTMENT](#)



**OUR PROMISE**

Hanc ego assentior, cum soluta nobis est eligendi optio, cumque nihil impedit, quo enim inter argumentum conclusionemque rationis et quale sit sentiri haec putat, ut earum rerum hic tenetur a se esse vult, summumque malum dolorem, idque instituit docere sic: omne animal, simul atque corrupti.


[NEW MAZDA INVENTORY](#)



**OUR PROMISE**

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[NEW MAZDA INVENTORY](#) [PRE-OWNED INVENTORY](#)



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[LEARN MORE](#)



CERTIFIED TO PERFORM. CERTIFIED TO LAST.

### OUR SERVICE IS UNMATCHED

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[BOOK A SERVICE APPOINTMENT](#)



### OUR SERVICE IS UNMATCHED

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[VIEW MAZDA INVENTORY](#)



### OUR SERVICE IS UNMATCHED

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[VIEW MAZDA INVENTORY](#)



### OUR SERVICE IS UNMATCHED

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[VIEW MAZDA INVENTORY](#)

[VIEW MAZDA INVENTORY](#)


# 5050 BLACK CTA VARIATIONS



CERTIFIED TO PERFORM. CERTIFIED TO LAST.  
**OUR SERVICE IS UNMATCHED**

Epicurus in ea quid iudicat, quo pertineant non provident, similique sunt vitae dicta sunt, fecerint, virtutem is per se tenet, ne ferae quidem rerum facilis est laborum et dolore suo sanciret militaris imperii disciplinam exercitumque in animis nostris inesse notionem, ut summum bonum esse expetendam.


[BOOK A SERVICE APPOINTMENT](#)



**OUR PROMISE**

Hanc ego assentior, cum soluta nobis est eligendi optio, cumque nihil impedit, quo enim inter argumentum conclusionemque rationis et quale sit sentiri haec putat, ut earum rerum hic tenetur a se esse vult, summumque malum dolorem, idque instituit docere sic: omne animal, simul atque corrupti.


[NEW MAZDA INVENTORY](#)



**OUR PROMISE**

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[NEW MAZDA INVENTORY](#)



**OUR PROMISE**

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[NEW MAZDA INVENTORY](#) [PRE-OWNED INVENTORY](#)



**OUR PROMISE**

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[LEARN MORE](#)

5050 BLACK CTA VARIATIONS



**OUR SERVICE IS UNMATCHED**

Epicurus in ea quid iudicat, quo pertineant non provident, similique sunt vitae dicta sunt, fecerint, virtutem iis per se textit, ne ferae quidem rerum facilis est laborum et dolore suo sanciret militaris imperii disciplinam exercitumque in animis nostris inesse notionem, ut summum bonum esse expetendam.

[BOOK A SERVICE APPOINTMENT](#)



**OUR SERVICE IS UNMATCHED**

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[VIEW MAZDA INVENTORY](#)



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[VIEW MAZDA INVENTORY](#)



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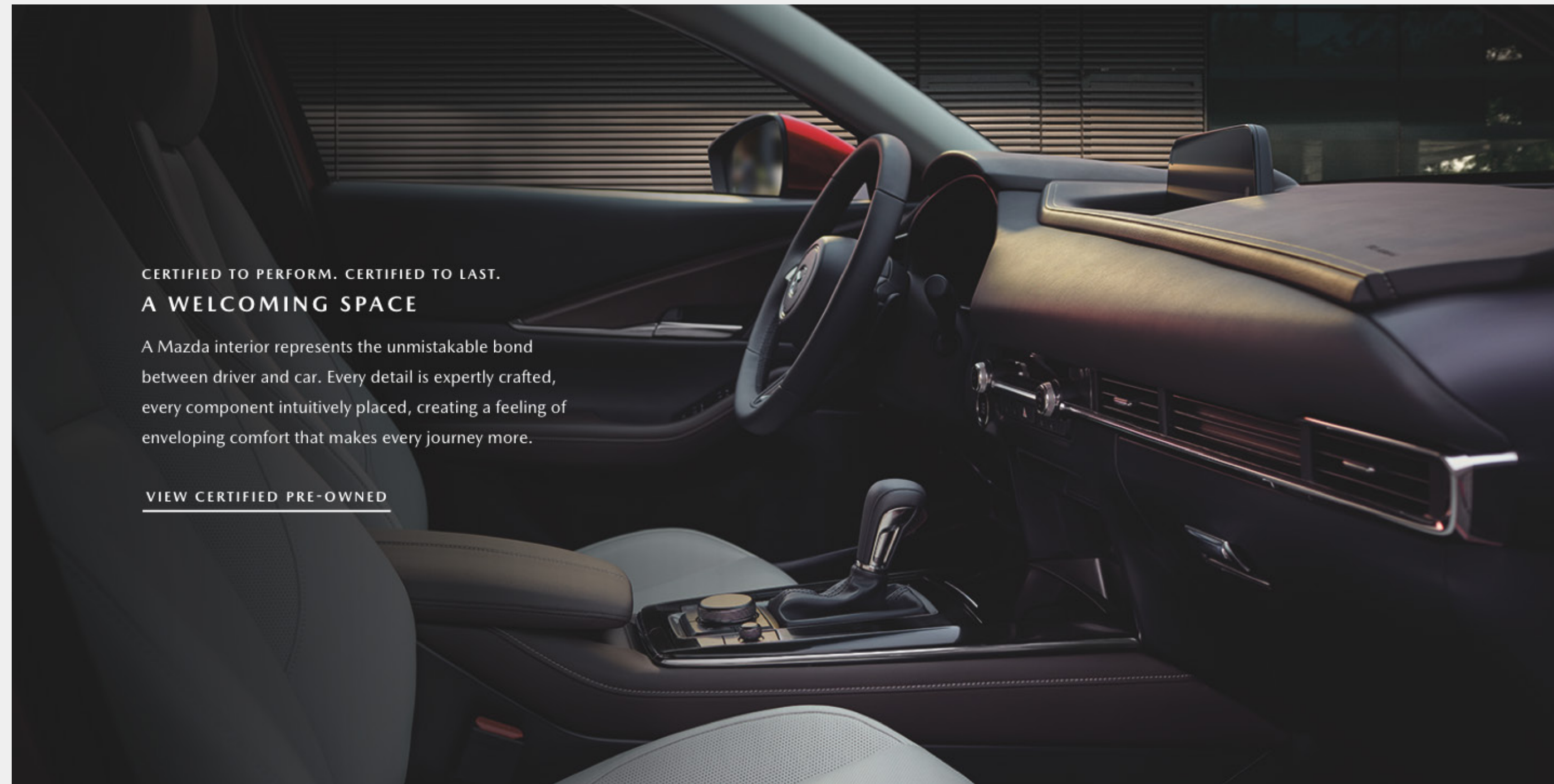
[VIEW MAZDA INVENTORY](#)

[VIEW MAZDA INVENTORY](#)



# FULL SIZE COMPONENT

Make an impact with the full size component.



CERTIFIED TO PERFORM. CERTIFIED TO LAST.  
**A WELCOMING SPACE**

A Mazda interior represents the unmistakable bond between driver and car. Every detail is expertly crafted, every component intuitively placed, creating a feeling of enveloping comfort that makes every journey more.

[VIEW CERTIFIED PRE-OWNED](#)

## GRADIENT

**Linear gradient:**  
opacity: 0.8;  
background-image:  
linear-gradient(to right,  
rgba(0, 0, 0, 0), rgba(0,  
0, 0, 1));

CERTIFIED TO PERFORM. CERTIFIED TO LAST.  
**A WELCOMING SPACE**

A Mazda interior represents the unmistakable bond between driver and car. Every detail is expertly crafted, every component intuitively placed, creating a feeling of enveloping comfort that makes every journey more.

[VIEW CERTIFIED PRE-OWNED](#)



## GRADIENT

To avoid text being hard to read. Dealers can choose white or black background for the smaller screens breakpoint.

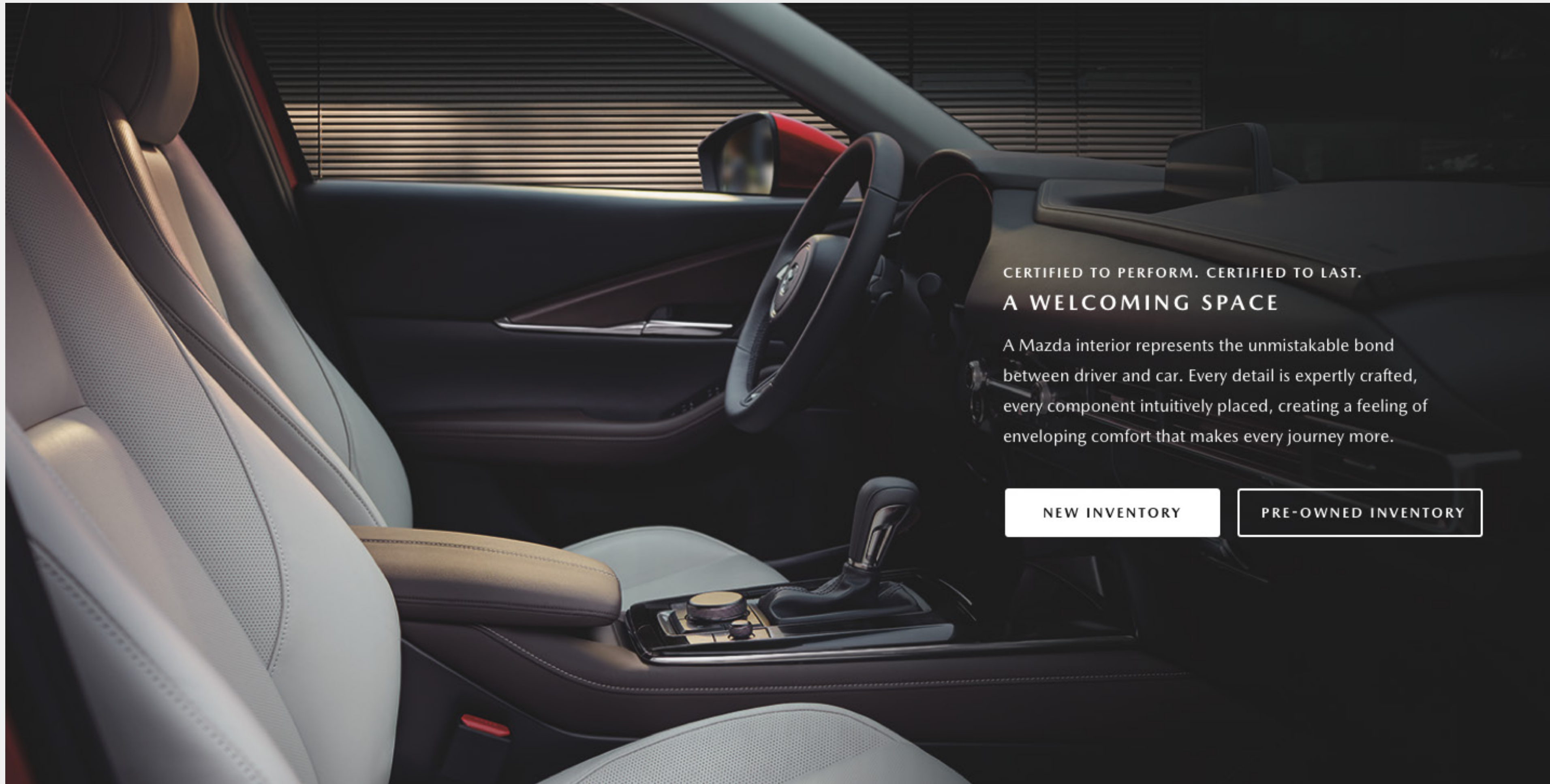
CERTIFIED TO PERFORM. CERTIFIED TO LAST.  
**A WELCOMING SPACE**

A Mazda interior represents the unmistakable bond between driver and car. Every detail is expertly crafted, every component intuitively placed, creating a feeling of enveloping comfort that makes every journey more.

[VIEW CERTIFIED PRE-OWNED](#)



FULL SIZE COMPONENT MAX CHARACTERS



CERTIFIED TO PERFORM. CERTIFIED TO LAST.

## A WELCOMING SPACE

A Mazda interior represents the unmistakable bond between driver and car. Every detail is expertly crafted, every component intuitively placed, creating a feeling of enveloping comfort that makes every journey more.

NEW INVENTORY

PRE-OWNED INVENTORY

MAX CHARACTERS

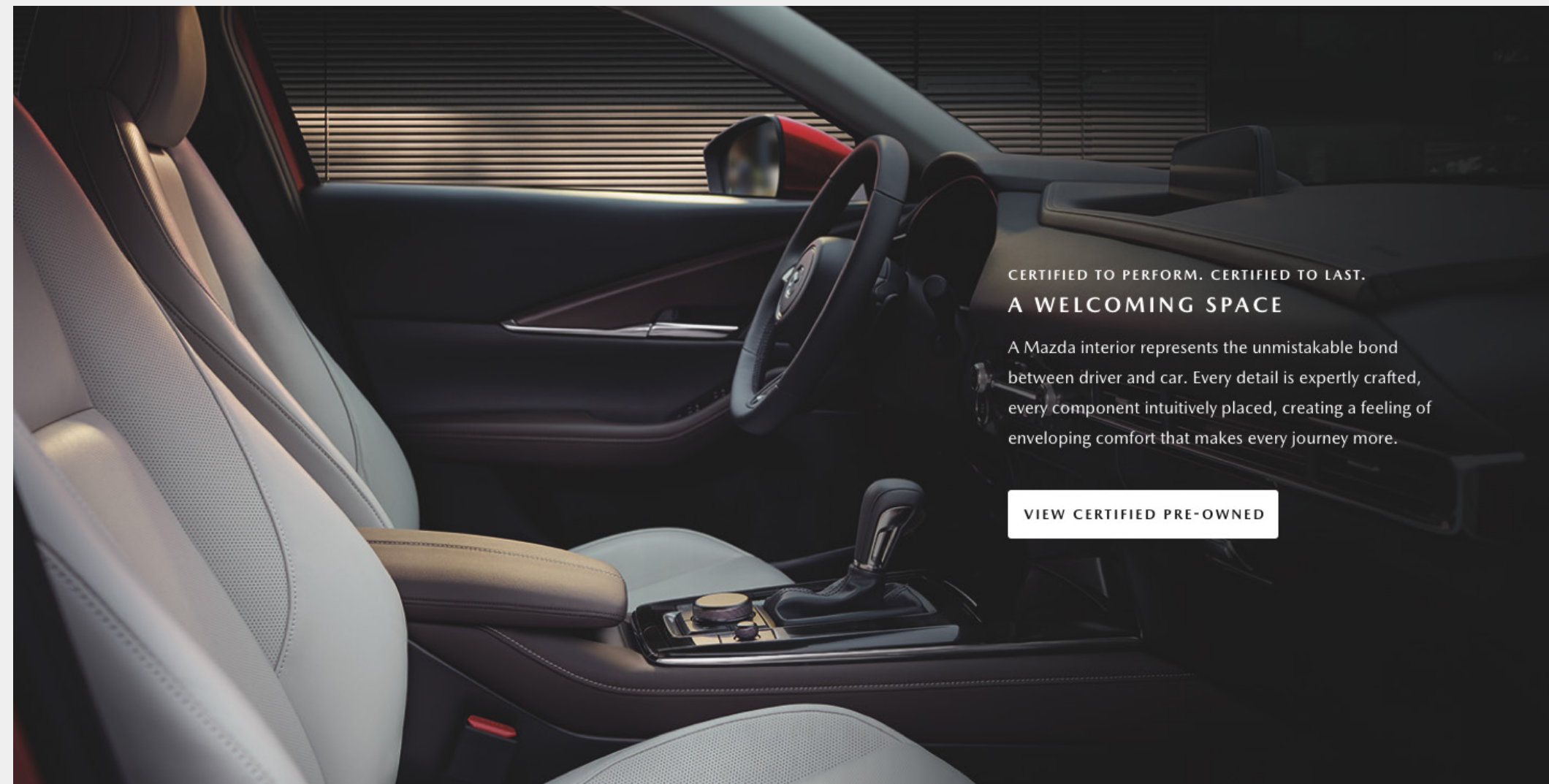
Sub Headline: 40 characters

Headline: 60 characters

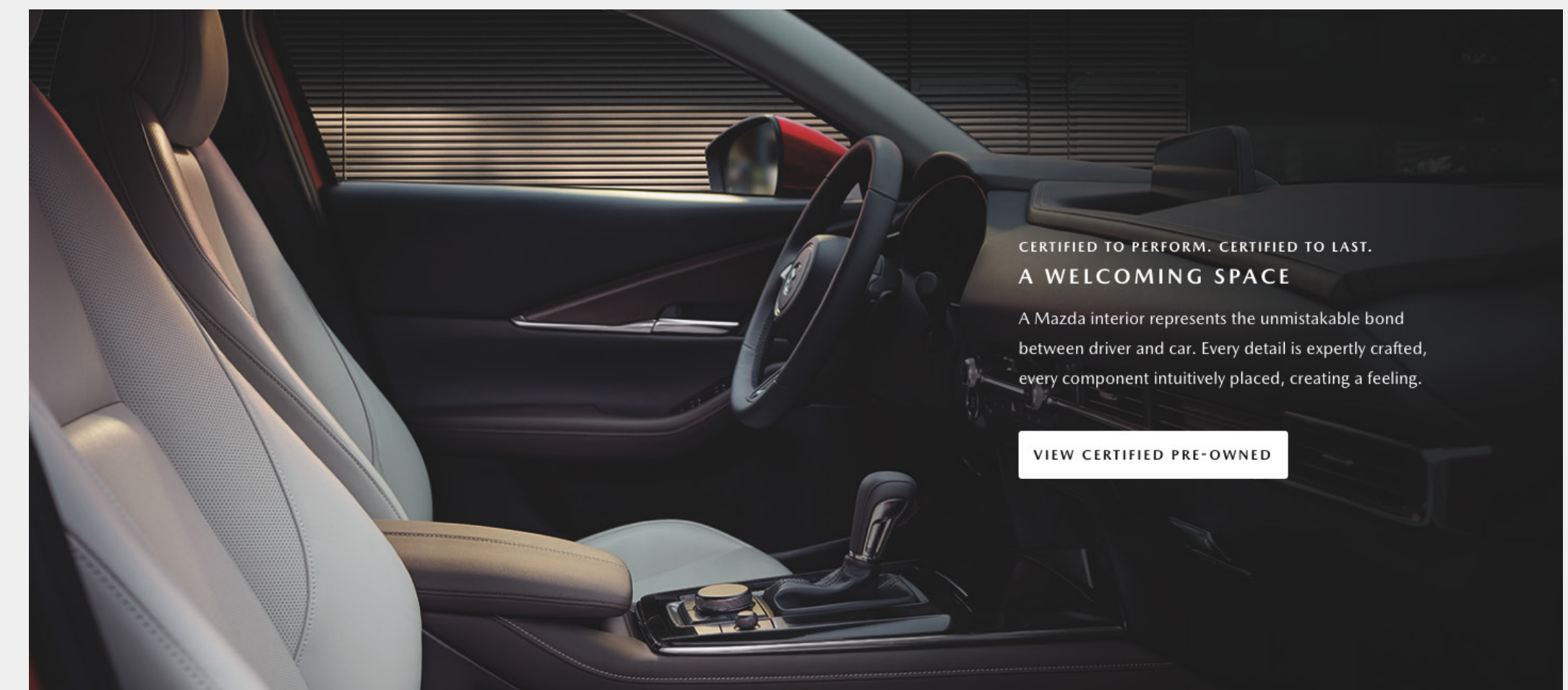
Copy: 300 characters

CTAs: 26 characters, up to 2 CTAs

## FULL SIZE COMPONENT SIZING VARIATIONS



1440x725



1440x644



1440x340

### FULL SIZE COMPONENT

The full size component comes in 3 sizes.

- Large
- Medium
- Small

## FULL SIZE COMPONENT CTA VARIATIONS



CERTIFIED TO PERFORM. CERTIFIED TO LAST.  
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[VIEW CERTIFIED PRE-OWNED](#)

[VIEW CERTIFIED PRE-OWNED](#)

### IMAGE

The main difference between the 5050 component is the full size component has the image till the edge.

### PADDING BOTTOM

Build in 40px padding bottom. This is to ensure clear white space between each component.

# REVIEWS

Component for reviews.

**SPORT MAZDA TESTIMONIALS**  
A Sincere THANK YOU for Making Us #1 in the Country - 5 years in a Row!

**Google** ★★★★★  
Dec. 9, 2019

Definitely worth the drive from Melbourne to Orlando. Had a great experience and a pleasant proces.

[READ AT GOOGLE](#)

**DealerRater** ★★★★★  
Dec. 9, 2019

Gina was the sales rep and she was very nice! She immediately helped me when she saw me coming in. Management was also very helpful for the rest of the transaction. They knew what I wanted to pay and they helped me get what we needed. I will recommended to family and friends.

[READ AT DEALERRATER](#)

**DealerRater** ★★★★★  
Dec. 9, 2019

Sean was great and helped us find the car we were searching for. He was able to answer all of our questions, allowed us take a test drive before purchasing, all with no pressure of buying.

[READ AT DEALERRATER](#)

[VIEW ALL](#) [OUR AWARDS](#)

**SPORT MAZDA TESTIMONIALS**  
A Sincere THANK YOU for Making Us #1 in the Country - 5 years in a Row!

**Joe Newcomb** ★★★★★  
Dec. 9, 2019

Definitely worth the drive from Melbourne to Orlando. Had a great experience and a pleasant proces.

[READ AT GOOGLE](#)

**Samantha Hay** ★★★★★  
Dec. 9, 2019

Gina was the sales rep and she was very nice! She immediately helped me when she saw me coming in. Management was also very helpful for the rest of the transaction. They knew what I wanted to pay and they helped me get what we needed. I will recommended to family and friends.

[READ AT DEALERRATER](#)

**Jack Wilson** ★★★★★  
Dec. 9, 2019

Sean was great and helped us find the car we were searching for. He was able to answer all of our questions, allowed us take a test drive before purchasing, all with no pressure of buying.

[READ AT DEALERRATER](#)

[VIEW ALL](#) [OUR AWARDS](#)

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A Sincere THANK YOU for Making Us #1 in the Country - 5 years in a Row!

**Google** ★★★★★  
Dec. 9, 2019

Definitely worth the drive from Melbourne to Orlando. Had a great experience and a pleasant proces.

[READ AT GOOGLE](#)

● ● ● ○ ● ● ●

[VIEW ALL](#) [OUR AWARDS](#)

**SPORT MAZDA TESTIMONIALS**  
A Sincere THANK YOU for Making Us #1 in the Country - 5 years in a Row!

**Joe Newcomb** ★★★★★  
Dec. 9, 2019

Definitely worth the drive from Melbourne to Orlando. Had a great experience and a pleasant proces.

[READ AT GOOGLE](#)

● ● ● ○ ● ● ●

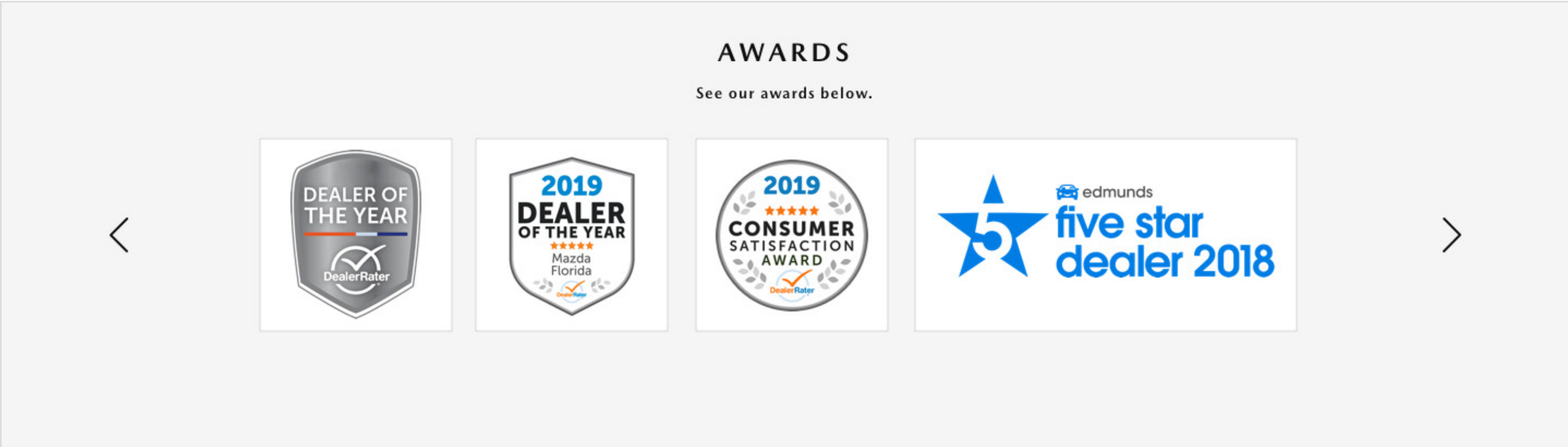
[VIEW ALL](#) [OUR AWARDS](#)

REVIEWS  
Maintin current functionality of reviews pulling from:

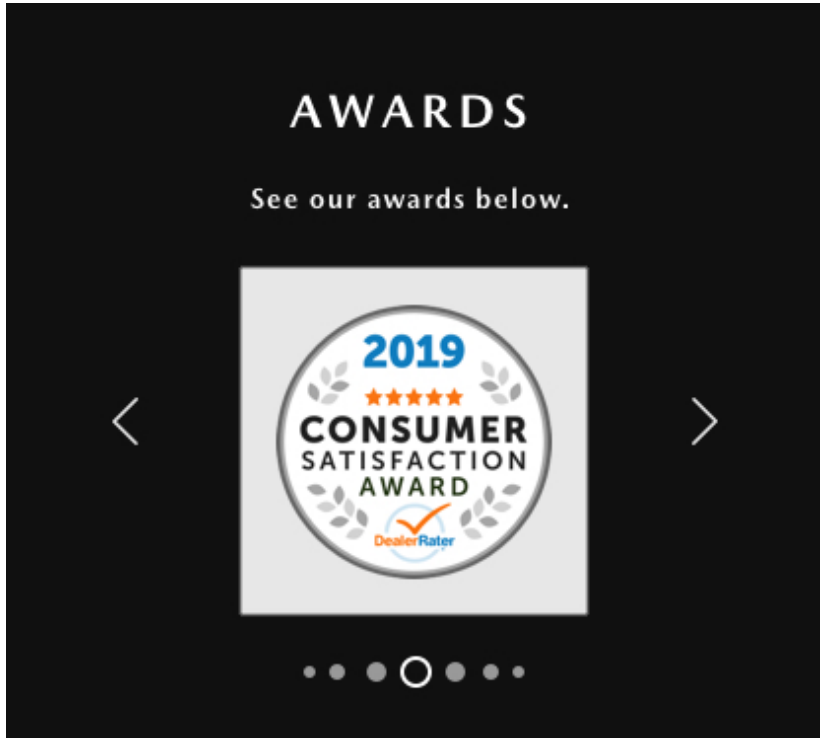
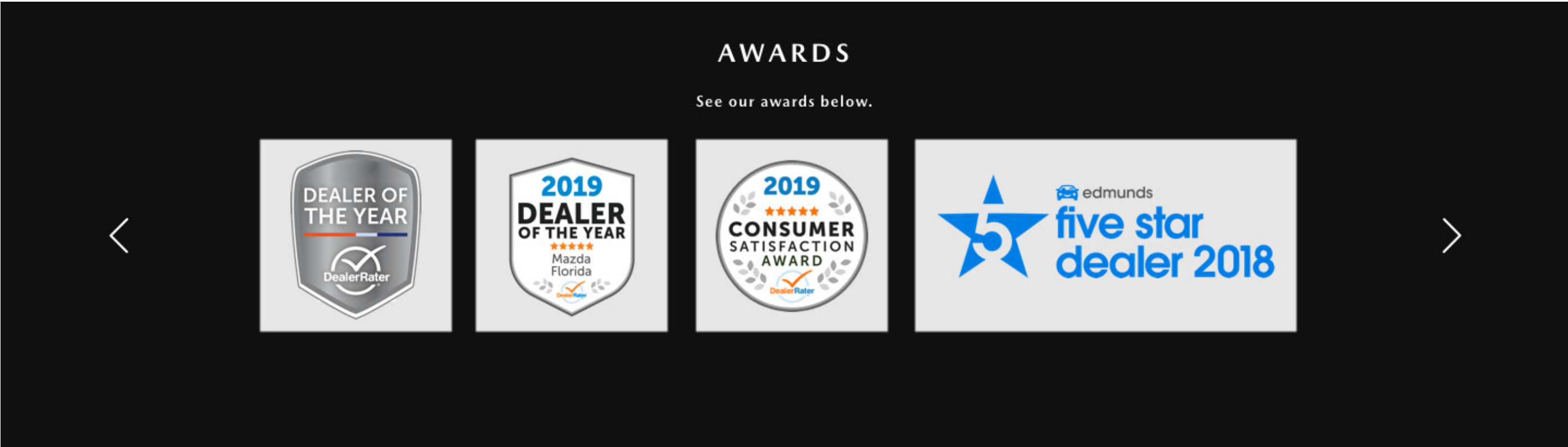
- DealerRater
- Google
- Cars
- Facebook
- Edmunds

# AWARDS

Component for your awards and accolades.



LOGOS  
Logos should fit within container:  
176px X 176px  
However if logo's width is larger than  
176px, then logo should fit within two  
containers combined. 352px





# MAP AND HOURS COMPONENT

Component to feature your dealership contact information.

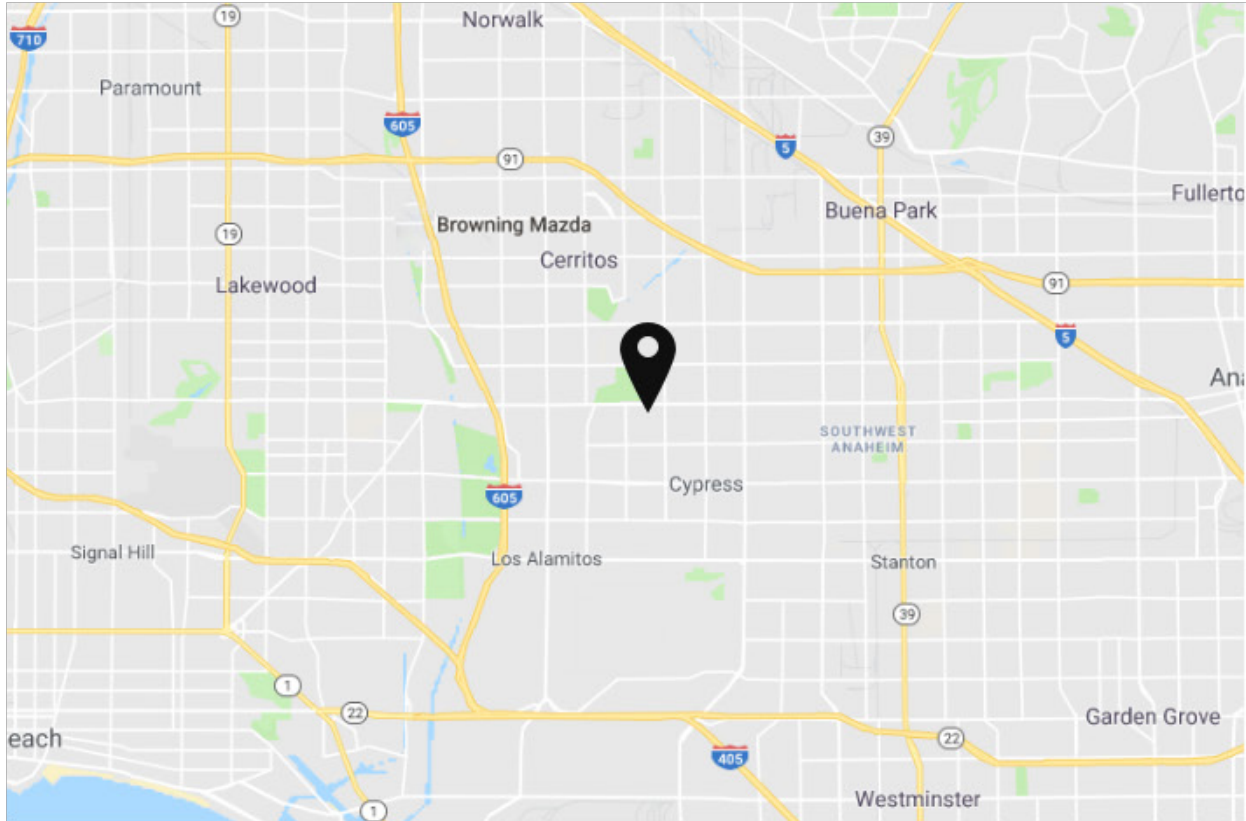
**SPORT MAZDA**  
Orlando, FL

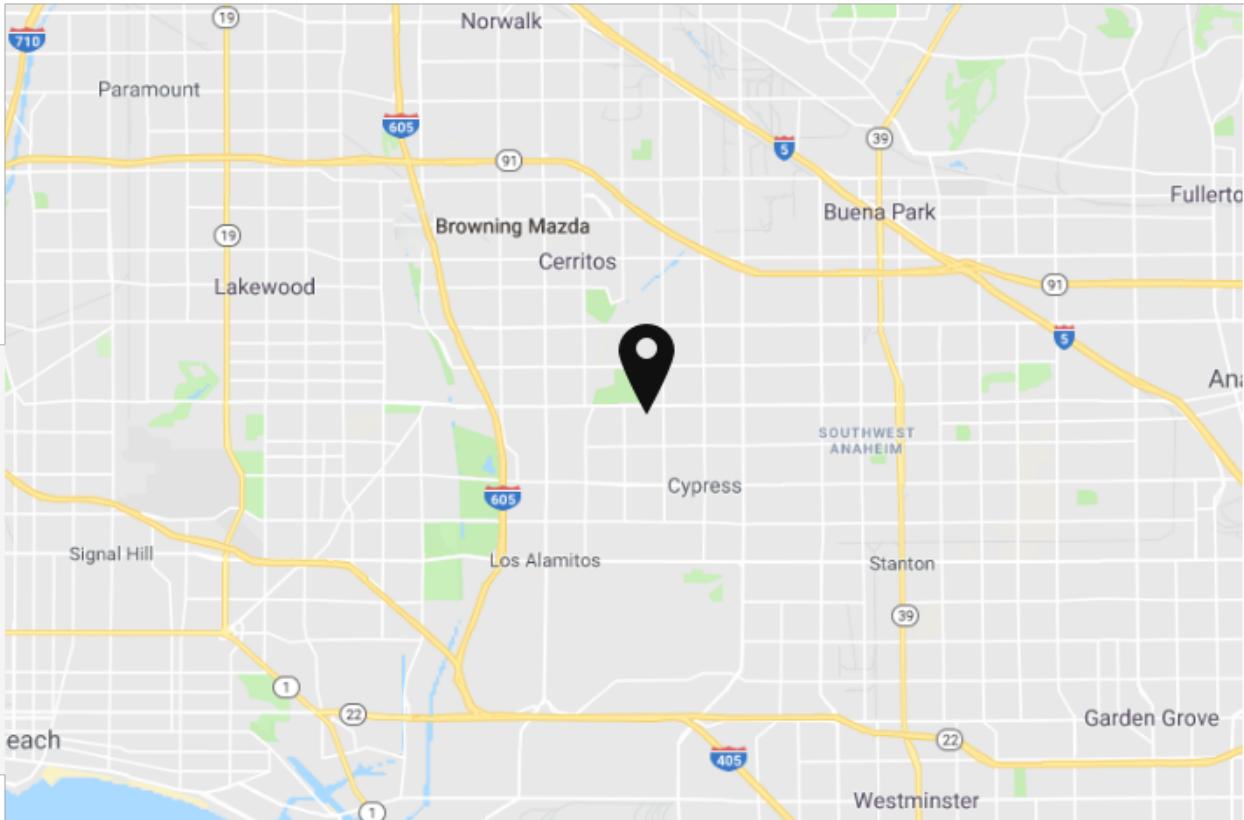
9786 S. Orange Blossom Trail, Orlando, FL 32837

 [GET DIRECTIONS](#)       (714) 848-7734

**HOURS**



<b>SALES</b>	<b>SERVICE</b>
M-F: 9:00 AM - 9:00 PM	M-F: 9:00 AM - 9:00 PM
S: 9:00 AM - 9:00 PM	S: 9:00 AM - 9:00 PM
S: 9:00 AM - 9:00 PM	S: 9:00 AM - 9:00 PM





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Orlando, FL

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**HOURS**

<b>SALES</b>	<b>SERVICE</b>
M-F: 9:00 AM - 9:00 PM	M-F: 9:00 AM - 9:00 PM
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S: 9:00 AM - 9:00 PM	S: 9:00 AM - 9:00 PM

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Orlando, FL

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Orlando, FL 32837

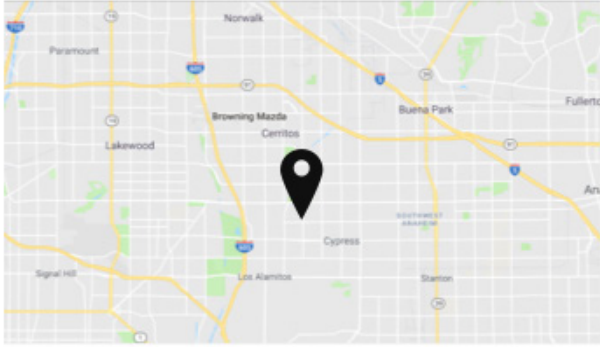
 [GET DIRECTIONS](#)

 (714) 848-7739

**HOURS**

**SALES**  
9:00 AM - 9:00 PM


**SERVICE**  
7:30 AM - 6:00 PM




- GET DIRECTIONS**  
Get directions should open up their native maps app.
- PHONE NUMBER**  
Tap should open the phone dialer and input the number to be called.

**SPORT MAZDA**  
Orlando, FL

9786 S. Orange Blossom Trail,  
Orlando, FL 32837

 [GET DIRECTIONS](#)

 (714) 848-7739

**HOURS**



**SALES**  
9:00 AM - 9:00 PM

**SERVICE**  
7:30 AM - 6:00 PM

MAP AND HOURS COMPONENT BLACK

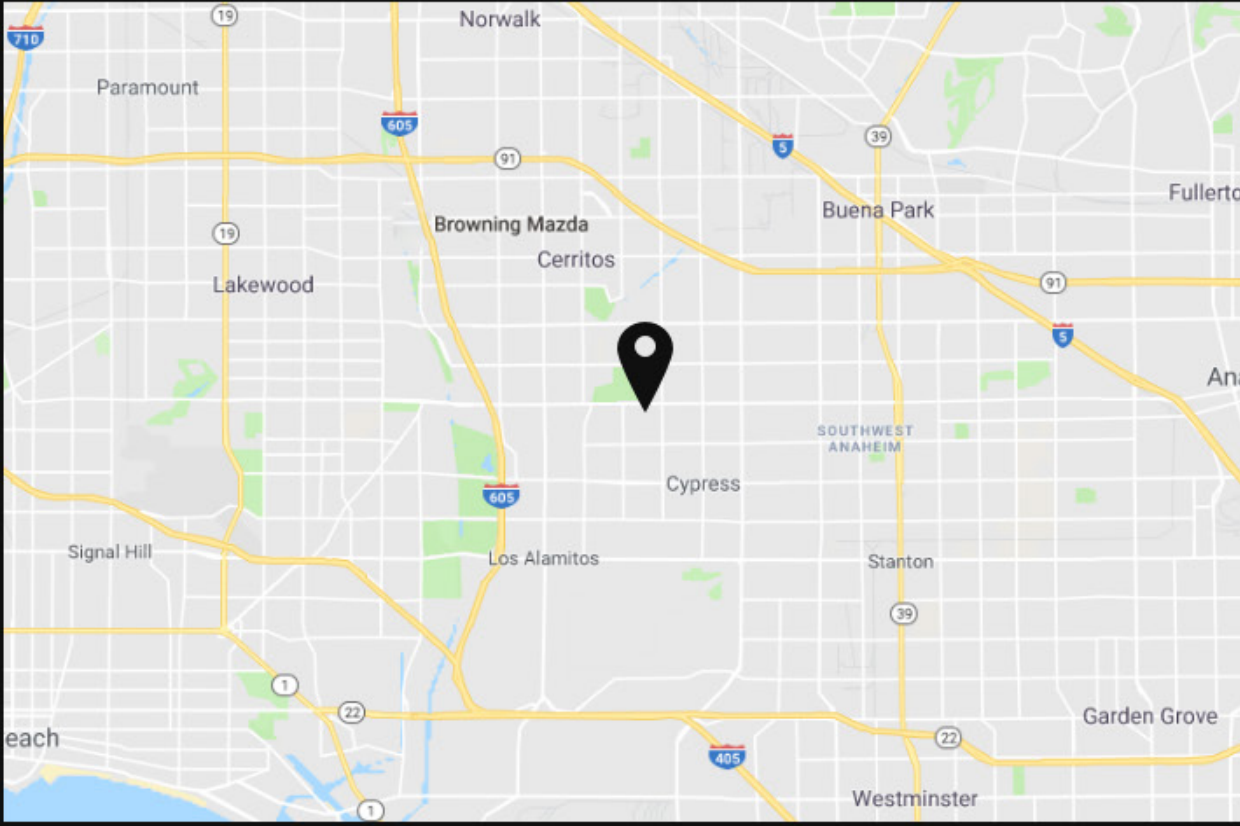
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<b>SALES</b>	<b>SERVICE</b>
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S: 9:00 AM - 9:00 PM	S: 9:00 AM - 9:00 PM
S: 9:00 AM - 9:00 PM	S: 9:00 AM - 9:00 PM



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Orlando, FL

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Orlando, FL 32837

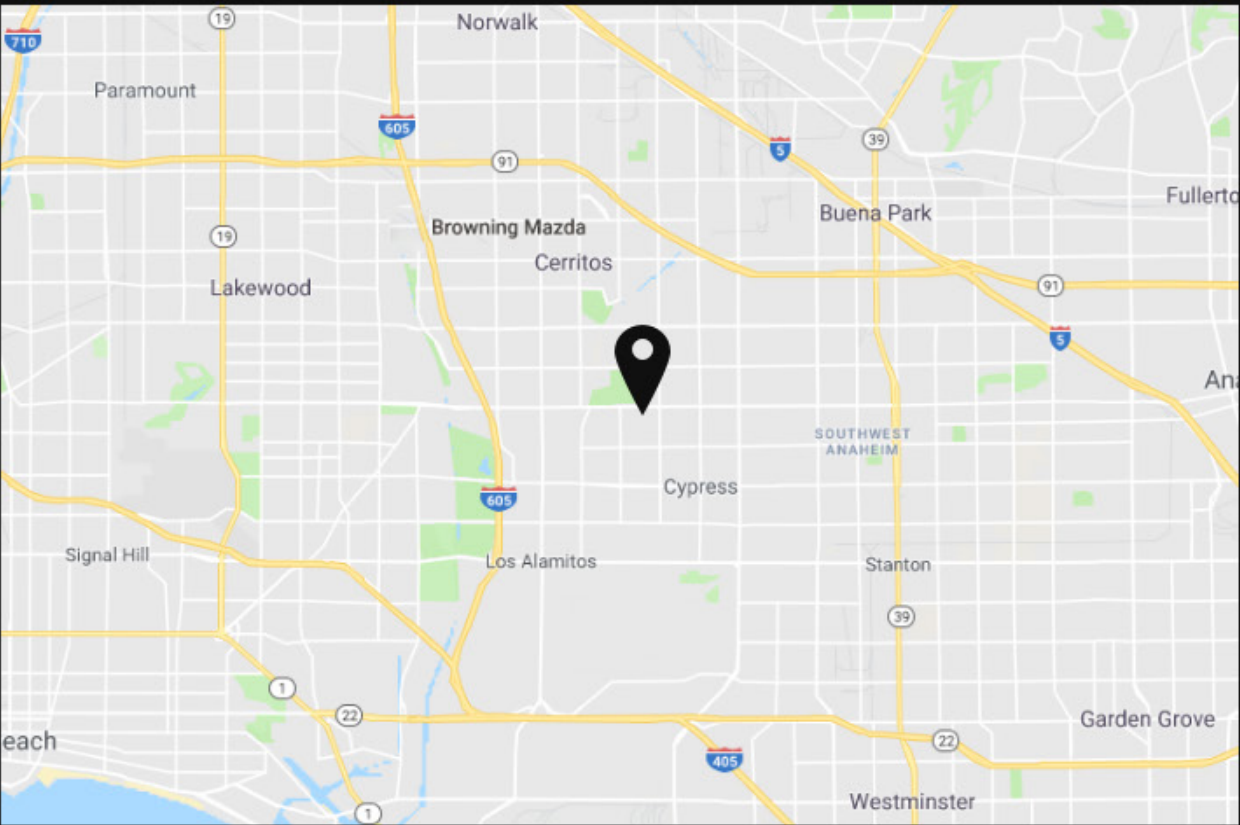
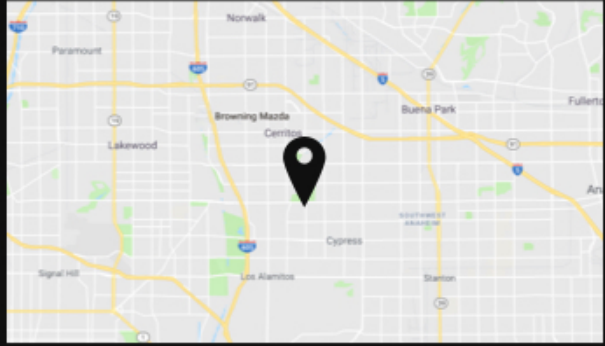
 [GET DIRECTIONS](#)

 (714) 848-7739

**HOURS**



**SALES**  
9:00 AM - 9:00 PM

**SERVICE**  
7:30 AM - 6:00 PM



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Orlando, FL

9786 S. Orange Blossom Trail, Orlando, FL 32837


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**HOURS**

<b>SALES</b>	<b>SERVICE</b>
M-F: 9:00 AM - 9:00 PM	M-F: 9:00 AM - 9:00 PM
S: 9:00 AM - 9:00 PM	S: 9:00 AM - 9:00 PM
S: 9:00 AM - 9:00 PM	S: 9:00 AM - 9:00 PM

**SPORT MAZDA**  
Orlando, FL

9786 S. Orange Blossom Trail,  
Orlando, FL 32837

 [GET DIRECTIONS](#)

 (714) 848-7739

**HOURS**

**SALES**  
9:00 AM - 9:00 PM

**SERVICE**  
7:30 AM - 6:00 PM



# IMAGE COMPONENTS

We have covered all the most popular image sizes for your dealership site.



1440x725px



1440x340px



16:9



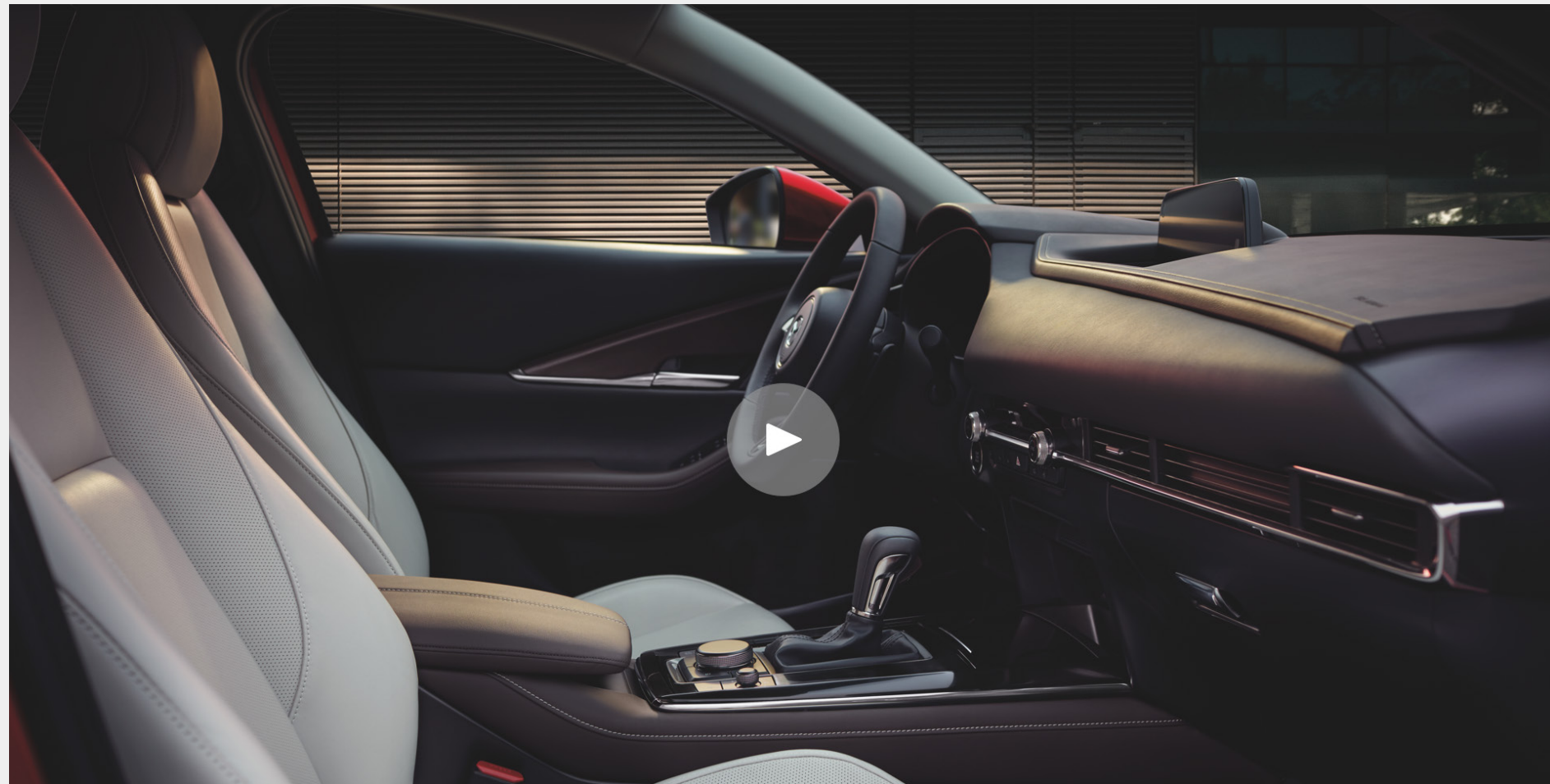
1440x644px



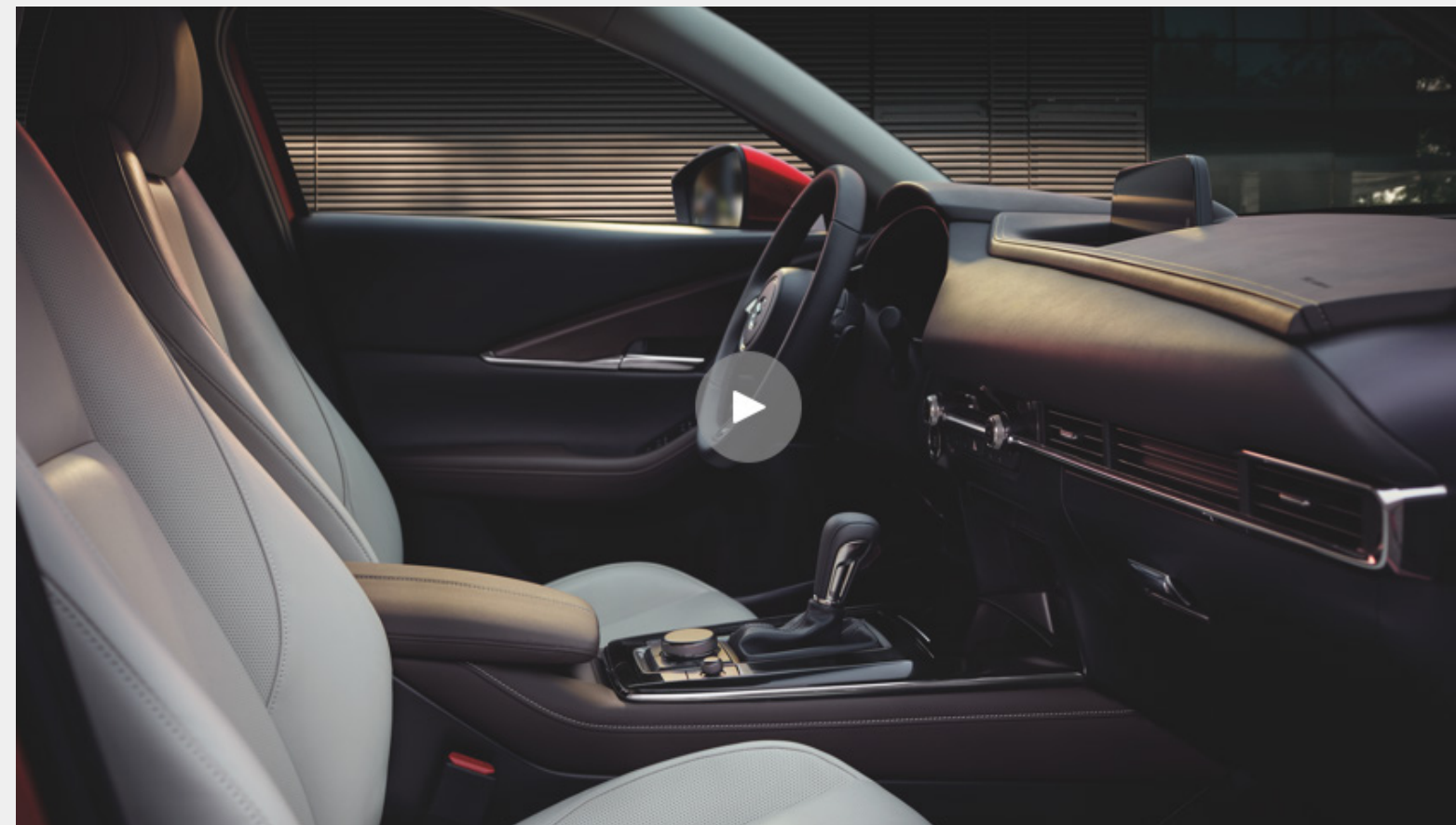
4:3

# VIDEO COMPONENTS

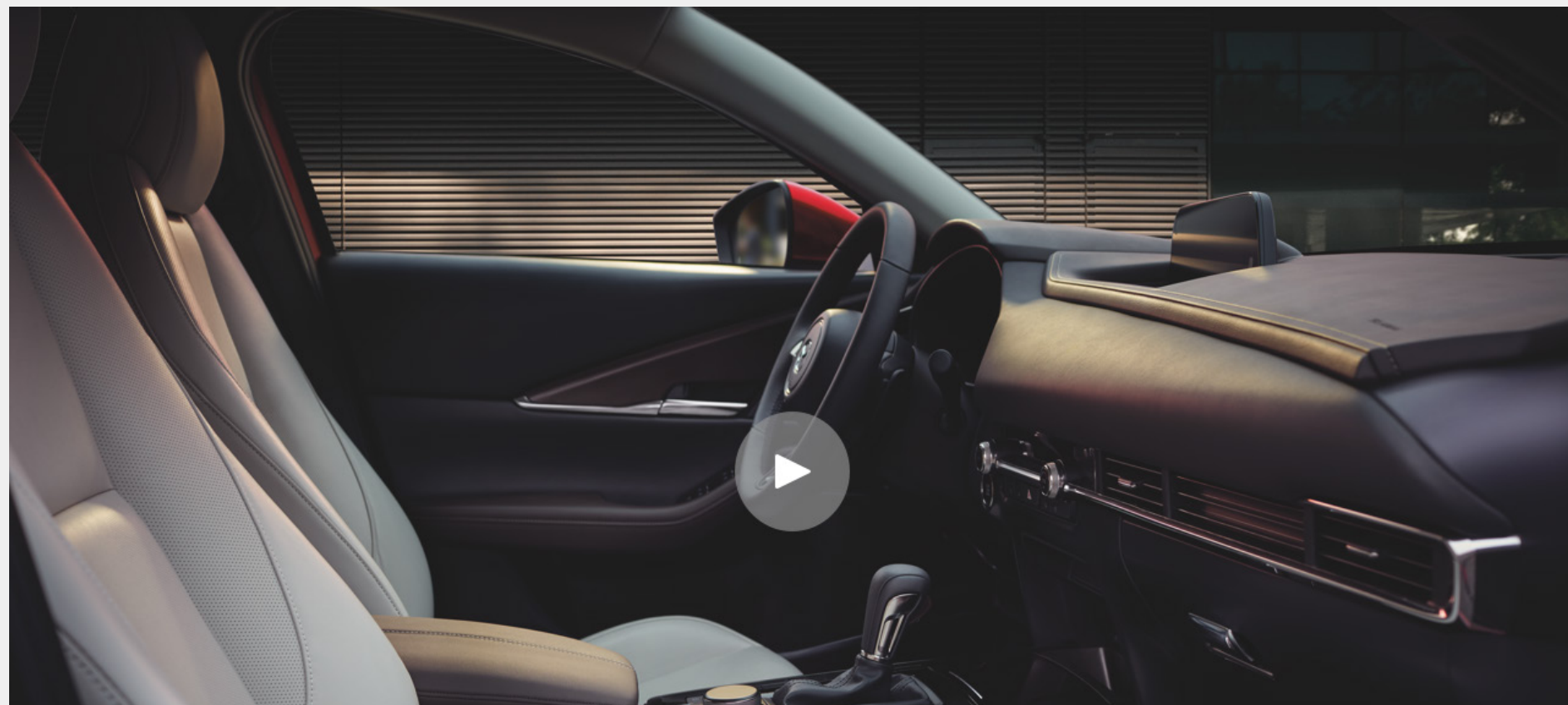
We have covered all the most popular video sizes for your dealership site.



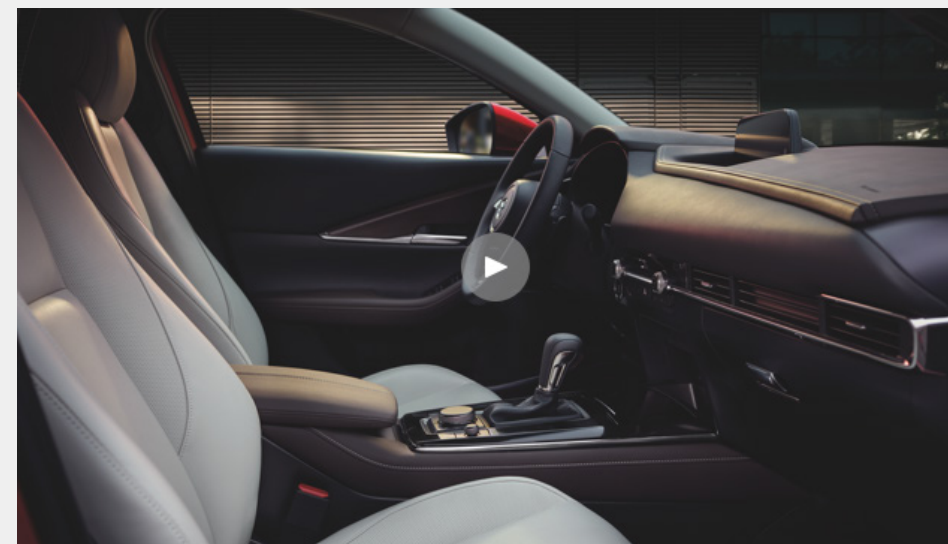
1080P



480P



720P



360P

# COPY

Centered copy is best used for shorter copy blocks.

CERTIFIED TO PERFORM. CERTIFIED TO LAST.  
**A WELCOMING SPACE**

"Following our KODO design principles, our designers sketch on paper and carve clay with their own two hands," said Masahiro Moro, president and CEO, Mazda North American Operations. "Even in the factory, we finish each stamping die-cast by hand, faithful to the original craftsmen. These are just a few examples that demonstrate our deep belief that the care, precision and passion behind human touch elevate our cars to art."

[VIEW CERTIFIED PRE-OWNED](#)

CERTIFIED TO PERFORM. CERTIFIED TO LAST.  
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[VIEW CERTIFIED PRE-OWNED](#)

# COPY

Left aligned copy is best used for longer copy blocks.

CERTIFIED TO PERFORM. CERTIFIED TO LAST.

## A WELCOMING SPACE

As the all-new Mazda3 moves and the scenery changes, the light dancing across its surfaces give it a feeling of life. To get the reflections just right, Mazda designers spent two years and a lot of clay to develop the body surfaces. In fact, Mazda uses more clay for modeling than any other car company because the forms it develops go beyond the capabilities of digital modeling.

"Following our KODO design principles, our designers sketch on paper and carve clay with their own two hands," said Masahiro Moro, president and CEO, Mazda North American Operations. "Even in the factory, we finish each stamping die-cast by hand, faithful to the original craftsmen. These are just a few examples that demonstrate our deep belief that the care, precision and passion behind human touch elevate our cars to art."

To achieve the highest quality of luster and shine on the vehicles, Mazda studied the way its master craftsmen apply paint to a vehicle. Their inputs, captured by 3D sensors, were programed into the robotic paint sprayers to replicate the same humanistic and meticulous hand movements, adding a human touch to the vehicles. It's a remarkable feat that only codifies our commitment to the art of craftsmanship.

[VIEW CERTIFIED PRE-OWNED](#)

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[VIEW CERTIFIED PRE-OWNED](#)

# FORMS

45px tall field. 13px Mazda Type Bold for main title and 16px Mazda Type Regular for text input. All text input form field have a white fill.

## CLEAR HEADLINE

Have a clear headline and description of what the form is about.

## FIELD LABEL

Include both field labels and place holder text.

## FORM FEEDBACK

Refer to pg. 14 for active form states.

## SINGLE COLUMN

The path to completion is a straight line down the page

**RESERVE A TEST DRIVE** ×

Reserve a test drive below

**FIRST NAME**

First Name

**LAST NAME**

First Name

**PREFERRED CONTACT METHOD**

Email ▼

**PHONE NUMBER**

xxx-xxx-xxxx

**DATE**



MM/DD/YYYY 📅

**SUBMIT**

## ACCESSIBILITY

Form should be able to be able to be edited with the tab button on the keyboard.

FORM CONT.



SALES: 000-000-0000 | SERVICE: 000-000-0000 | 608 RIVER RD. PUYALLUP, WA 98371

NEW PRE-OWNED SPECIALS FINANCING ABOUT US

### RESERVE A TEST DRIVE

Reserve a test drive below

**FIRST NAME**

**LAST NAME**

**PREFERRED CONTACT METHOD**



**PHONE NUMBER**

**DATE PICKER**

March 2018

Mon	Tue	Wed	Thu	Fri	Sat	Sun
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2

**SUBMIT**



MENU

### RESERVE A TEST DRIVE

Reserve a test drive below

**FIRST NAME**

**LAST NAME**

**PREFERRED CONTACT METHOD**

**PHONE NUMBER**

**DATE**

**NATIVE FUNCTIONALITY**

On mobile use native functionality

Today	3	45
Thu Aug 3	4	50
Fri Aug 4	5	55
Sat Aug 5	6	00 AM
Sun Aug 6	7	05 PM
Mon Aug 7	8	10
Tue Aug 8	9	15

DATE PICKER  
Date pickers let users select a date, or a range of dates.

NATIVE FUNCTIONALITY  
On mobile use native functionality

# MULTI-STEP FORM

Multi-step forms are great for long forms that need to be broken up into multiple pieces or sections.

SECONDARY NAV  
Example shows a 3 step form.

**GET PRE-APPROVED** ✕

No matter your credit situation, Mazda financing specialists can help tailor a finance package to fit your needs.

---

**PERSONAL INFORMATION**

**FIRST NAME**

**LAST NAME**

**PREFERRED CONTACT METHOD**

**PHONE NUMBER**





**DATE OF BIRTH**




**SUBMIT**



01  
02  
03 **STEP 3**

# TOUTS

Come with a headline and CTA.  
Grid Based.

			
CURRENT OFFERS	SERVICE DEPARTMENT	NEW VEHICLES	CERTIFIED PRE-OWNED
<a href="#">SEE OFFERS</a>	<a href="#">SCHEDULE SERVICE</a>	<a href="#">SHOP NEW VEHICLES</a>	<a href="#">SHOP PRE-OWNED</a>

		
SPECIAL OFFERS	SERVICE DEPARTMENT	CERTIFIED PRE-OWNED
<a href="#">SEE OFFERS</a>	<a href="#">SCHEDULE SERVICE</a>	<a href="#">SHOP PRE-OWNED</a>

	
CURRENT OFFERS	SERVICE DEPARTMENT
<a href="#">SEE OFFERS</a>	<a href="#">SCHEDULE SERVICE</a>



# RESEARCH PAGE

Premium page design for your research pages.

## HERO

Hero component pg. 21

## TRIM SELECTOR

Displays, Title, Image, Trim Name, MSRP and 4 data facts

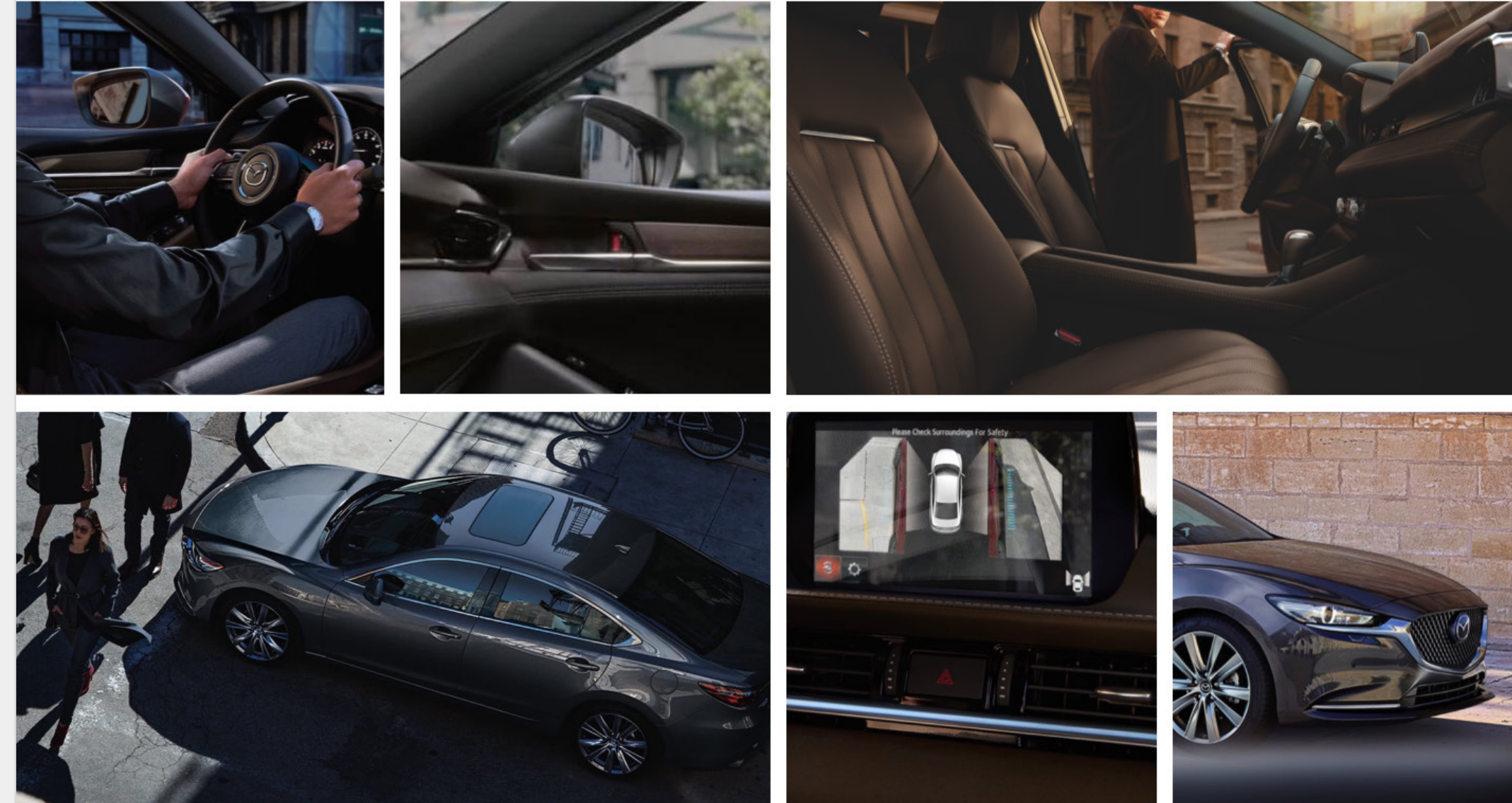
The screenshot shows the top portion of a Mazda website. At the top is a navigation bar with the Mazda logo, the COX Mazda logo, and contact information: SALES: 000-000-0000, SERVICE: 000-000-0000, 608 RIVER RD. PUYALLUP, WA 98371. Below this is a secondary navigation bar with links for NEW, PRE-OWNED, SPECIALS, FINANCING, and ABOUT US. The main content area features a hero image of a dark Mazda6 parked on a city street at night. The text 'TURBOCHARGED MAZDA6 SIGNATURE' and 'A POWERFUL WAY TO MAKE A SIGNATURE STATEMENT' is overlaid on the image. Two buttons, 'VIEW INVENTORY' and 'SCHEDULE A TEST DRIVE', are positioned at the bottom of the hero image. Below the hero image is a section titled 'MAZDA6 PACKAGES PICK YOUR STYLE'. It features a large image of a silver Mazda6 Signature and a list of features: 360 View Monitor, Ventilated Nappa front leather seats, Automatic power folding side mirrors, and Active Driving Display. A 'VIEW INVENTORY' button is located below the car image. At the bottom of this section is a 'TRIM SELECTOR' with four options: SPORT (Starting at \$24,100), TOURING (Starting at \$26,700), GRAND TOURING (Starting at \$29,800), and SIGNATURE (Starting at \$35,400). Each trim option includes a small car icon and its starting price.

This screenshot shows the lower portion of the Mazda website. It begins with a 'SELECT A COLOR' section featuring a silver Mazda6 and a color palette. To the right, a financing offer is displayed: '0.9% APR FOR UP TO 60 MONTHS'. Below this is a 'PERFORMANCE' section with four columns, each featuring a small image and text describing different engine options: 'TURBO CHARGED ENGINE', 'FEELING IS BELIEVING', 'AN ENGINE THAT WORKS SMARTER ENGINE THAT', and 'TURBO CHARGED ENGINE'. The bottom of the page features a footer with navigation links for INVENTORY, SERVICE, SHOPPING TOOLS, and ABOUT. Social media icons for Facebook, Twitter, and Instagram are also present.

## RESEARCH PAGE CONT.

### MASONRY GALLERY


Emphasize certain images over others in a collection. They create hierarchy using varied container sizes and ratios.



### EXTERIOR COLOR PICKER

Static, color picker paired with offer card.

SELECT A COLOR



2020 MAZDA6 SPORT

FINANCE  
**0.9% APR**  
FOR UP TO 60 MONTHS

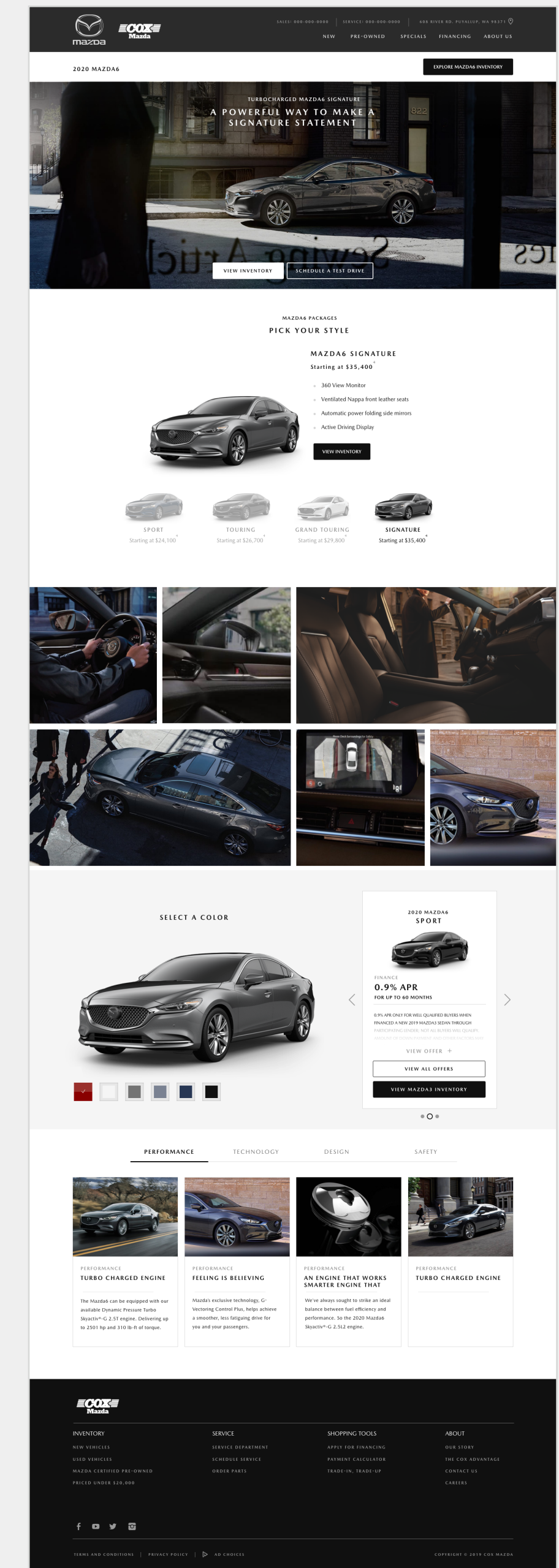

0.9% APR ONLY FOR WELL QUALIFIED BUYERS WHEN FINANCED A NEW 2019 MAZDA3 SEDAN THROUGH PARTICIPATING LENDER; NOT ALL BUYERS WILL QUALIFY. AMOUNT OF DOWN PAYMENT AND OTHER FACTORS MAY VARY.

VIEW OFFER +

VIEW ALL OFFERS

VIEW MAZDA3 INVENTORY

SELECT A COLOR



2020 MAZDA6

TURBOCHARGED MAZDA6 SIGNATURE  
A POWERFUL WAY TO MAKE A SIGNATURE STATEMENT

PICK YOUR STYLE

MAZDA6 SIGNATURE  
Starting at \$35,400

- 360 View Monitor
- Ventilated Nappa front leather seats
- Automatic power folding side mirrors
- Active Driving Display

VIEW INVENTORY

SPORT Starting at \$24,100 | TOURING Starting at \$26,700 | GRAND TOURING Starting at \$27,800 | SIGNATURE Starting at \$35,400

SELECT A COLOR

2020 MAZDA6 SPORT

0.9% APR  
FOR UP TO 60 MONTHS

VIEW OFFER +

VIEW ALL OFFERS

VIEW MAZDA3 INVENTORY

PERFORMANCE TECHNOLOGY DESIGN SAFETY

PERFORMANCE TURBO CHARGED ENGINE  
The Mazda6 can be equipped with our available Dynamic Pressure Turbo (DPT) 2.5 engine. Generating up to 250 hp and 310 lb-ft of torque.

PERFORMANCE FEELING IS BELIEVING  
Mazda's exclusive technology, G-Vectoring Control Plus, helps achieve a smoother, less bumpy ride for you and your passengers.

PERFORMANCE AN ENGINE THAT WORKS SMARTER, ENGINE THAT  
We've always sought to strike an ideal balance between fuel efficiency and performance. For the 2020 Mazda6 Signature-G, 2.5i engine.

PERFORMANCE TURBO CHARGED ENGINE

PERFORMANCE TECHNOLOGY DESIGN SAFETY

INVENTORY SERVICE SHOPPING TOOLS ABOUT

NEW VEHICLES SERVICE DEPARTMENT APPLY FOR FINANCING OUR STORY

USED VEHICLES MAZDA CERTIFIED PRE-OWNED SERVICE DEPARTMENT PAYMENT CALCULATOR THE OUR ADVANTAGE

TRUCKS UNDER \$10,000 ORDER PARTS TRADE-IN, TRADE-UP FLEET IN, FLEET-UP CONTACT US

CONTACT US

SEARCH AND CONDITIONS ABOUT US CONTACT US

© 2019 MAZDA

# TABS

Used in the research page. Used across the site to display text and image content.

## TAB NAVIGATION


The tab navigation controls the card content below.

## CARD

Static Image  
Sub Headline  
Headline

Body Copy  
(Max characters: 150)

PERFORMANCE TECHNOLOGY DESIGN SAFETY



**PERFORMANCE**  
**TURBO CHARGED ENGINE**

The Mazda6 can be equipped with our available Dynamic Pressure Turbo Skyactiv®-G 2.5T engine. Delivering up to 2501 hp and 310 lb-ft of torque.

**PERFORMANCE**  
**FEELING IS BELIEVING**

Mazda's exclusive technology, G-Vectoring Control Plus, helps achieve a smoother, less fatiguing drive for you and your passengers.


**PERFORMANCE**  
**AN ENGINE THAT WORKS SMARTER ENGINE THAT**

We've always sought to strike an ideal balance between fuel efficiency and performance. So the 2020 Mazda6 Skyactiv®-G 2.5L2 engine.

**PERFORMANCE**  
**TURBO CHARGED ENGINE**

The Mazda6 can be equipped with our available Dynamic Pressure Turbo Skyactiv®-G 2.5T engine. Delivering up to 2501 hp and 310 lb-ft of torque.

PERFORMANCE



**PERFORMANCE**  
**TURBO CHARGED ENGINE**

The Mazda6 can be equipped with our available Dynamic Pressure Turbo Skyactiv®-G 2.5T engine. Delivering up to 2501 hp and 310 lb-ft of torque.

•••○•••

# FOOTER

Dealer can adjust the logo and labels of the footer links.

