



MAZDA DIGITAL CERTIFIED PROGRAM CARS FOR SALE PROGRAM



Showcase your inventory directly on Google Business Profile with Google’s newest pilot feature, Cars for Sale. Cars for Sale allows car shoppers searching for your dealership on Google to search, filter and easily learn more about your available inventory. Since this feature is currently being piloted by Google, it is possible that the functionality, user experience, or access to performance data changes as Google evolves the feature. Mazda’s Cars for Sale Program will run indefinitely to support this feature in its pilot phase and if it becomes a permanent Google Business Profile feature.

Mazda’s Cars for Sale Program offers dealers multiple ways to participate:

<p><u>A La Carte Packages</u> <i>Includes Cars for Sale support only</i></p> <p>\$95 of Less Packages</p>	<p><u>Bundled Packages</u> <i>Includes Cars for Sale & other product offerings</i></p> <p>Varied Pricing</p>	<p><u>Free with Service</u> <i>Cars for Sale offered for free when subscribed to certain products</i></p> <p>Free</p>
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CERTIFIED PROVIDERS



PROGRAM BENEFITS

- Access to Google’s pilot product
- Competitive & discounted program pricing
- 100% co-op eligible
- 30-day dealer agreements
- Automatic parts statement billing
- Automatic co-op claim reimbursement
- Monthly reporting w/ benchmark data
- Dedicated dealer support team

LEARN MORE & ENROLL TODAY AT MAZDADIGITALCERTIFIED.COM

Questions? Contact the Mazda Dealer Support Team at 1-844-683-3151 or by email at info@mazdadigitalcertified.com.

Q. What is Cars for Sale?

A. Cars for Sale is a new feature Google is piloting for the Google Business Profile. The feature feeds dealership's inventory data to the Google Business Profile, which allows users to search, filter and easily learn more about a dealership's available inventory, all within the Business Profile. With Cars for Sale, your Google Business Profile will evolve to showcase an inventory search results page and a vehicle detail page. Users can then click through to your website for more details. Please note, since the program is supporting a feature that is in a pilot stage, it is possible that the functionality, user experience, or access to performance data changes. However, the Mazda Cars for Sale Program is intended to run indefinitely to support this feature in its pilot stage and if it moves to be a permanent feature on the Google Business Profile. Only if Google terminates this feature will the program be sunset.

Q. Why are there 3 different kinds of packages?

A. Since the Mazda certified providers were previously approved to partner with Google for Cars for Sale, each provider had previously determined different ways to support Cars for Sale within their own offerings. Mazda wanted to ensure all of those options were available to their dealers and the three package types simply help distinguish the kinds of offerings that are supported.

Q. What if I am already working with one of these Providers for Cars for Sale?

A. In some cases, dealers will be automatically migrated into the program. For these dealers, no action is required. However, some other dealers will be required to re-enroll through MazdaDigitalCertified.com to migrate their services in-program.

Q. What type of agreement am I entering with Shift Digital and the providers? How long is the commitment?

A. When you enroll in the program, you are entering into a 30-day agreement with Shift Digital, meaning you are in a month-to-month contract with Shift Digital and the provider. You may change providers after 30 days and continue to participate in the program.

Q. What if I want to cancel my services with my chosen provider?

A. Please contact the Mazda Dealer Support Team at 1-844-683-3151 or by email at info@mazdadigitalcertified.com to cancel services with your provider of the month. Please note that normal billing rules will apply for all cancellations:

- If you notify the Mazda Dealer Support Team from the 1st – 10th, you will receive services and will be billed through the end of the same month.
- If you notify the Mazda Dealer Support Team from the 11th – 31st of the month, you will receive services and be billed through the end of the following month.

Q. How does billing and co-op work?

A. All dealers will be billed for in-program services automatically via the Parts Statement. The MDCP team will process all eligible in-program co-op claims to Ansira for reimbursement monthly. Note: billing and co-op claim submission may appear delayed if you are working with a provider who bills any services in arrears.

Q. Is this program Required? Or Optional?

A. The MDCP Cars for Sale Program is an optional program, but participation is highly encouraged. This is also a unique opportunity to engage and test a Google Pilot Product as only select providers are approved by Google to support it.