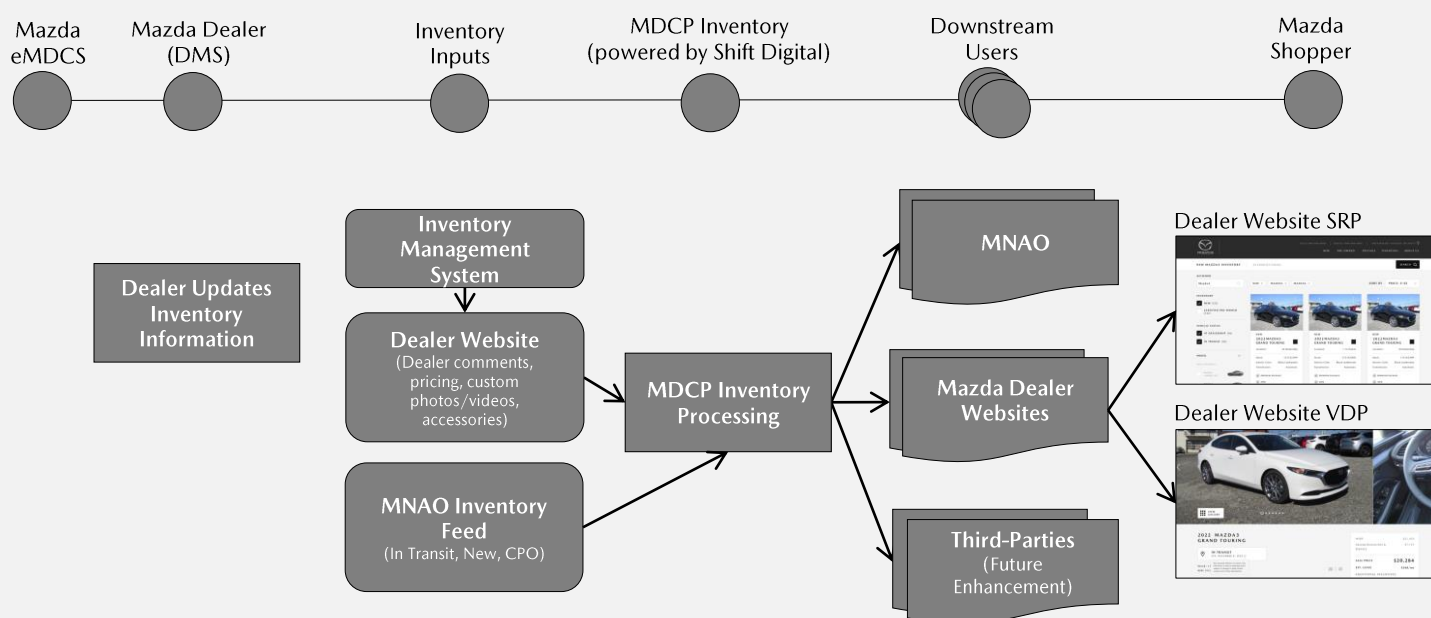


MDCP Inventory is a robust and comprehensive solution that consolidates inventory data from multiple sources, establishes a processing system, then syndicates the most updated and accurate inventory information to internal and external entities.

MDCP Inventory has been in place since 2019 in a limited capacity supporting CPO data for MazdaUSA. As of May 2022, it is being enhanced to support processing New and In Transit inventory, and it will support sharing enhanced inventory data with MDCP Website Providers for use on dealer websites.

HOW IT WORKS



- The MDCP Inventory system's primary input is the nightly dealer VIN data delivered by MDCP Website Providers (by way of dealers' DMS and/or IMS).
- MDCP inventory enhances specific data points for the existing dealer VINs or supplies data when non-existent. In other cases, MDCP Inventory will be the source of truth for specification details including but not limited to model and trim name, interior/exterior color, engine details.
- In Transit inventory is the only inventory that will be pushed to MDCP Website Provider for dealer websites.

BENEFITS

- In transit inventory automatically fed to Dealer Websites
- MazdaUSA & Dealers get access to inventory data elements otherwise unknown
- Enhanced and consistent vehicle merchandising on dealer websites and MazdaUSA.com
- Cleaner website tagging data and reporting



Q. Will MDCP Inventory feed in transit inventory or any enhanced inventory data to my DMS?

A. No, MDCP Inventory will not integrate with your DMS at all. MDCP Inventory is only impacting the dealer website.

Q. Do I still need to manually add in transit inventory to my DMS?

A. It depends on how you are using the in transit inventory information in your DMS:

- If you want/need to be able to support working deals on in transit units before they arrive to your dealership = YES, you will need to continue manually adding in transit inventory to your DMS.
- If you are pushing in transit inventory data to other third parties or endemic websites (aside from your dealership's website) = YES, you will need to continue manually adding in transit inventory to your DMS.
- If you are only pushing in transit inventory data to your dealership's website = NO, you do not need to continue manually adding in transit inventory to your DMS.

Q. What if I'm already sending in transit inventory to my website provider? What do I need to do?

A. If you are currently sending in transit inventory to your website provider, you will no longer need to do that as MDCP Inventory will automatically feed in transit inventory to them. You may be required to disable in transit inventory in the feed that you send to your website provider – i.e., you may need to inform HomeNet (for example) to stop sending in transit inventory to your website provider but continue sending it to other third-party providers.

Q. Will in transit imagery also be provided?

A. Yes, in transit imagery will be provided by the Mazda inventory system. Additionally, dealers are required to use the in transit imagery provided by Mazda.

Q. What if I want to use my own in transit imagery?

A. Dealers are required to use Mazda-provided imagery for in transit, however you are also permitted to augment that imagery to include your own images. However, all custom in transit imagery and image templates need to be routed to mrhoads@mazdausa.com for approval before it can be pushed live.

Q. Am I able to use my own in transit inventory feed outside of MDCP Inventory to feed in transit to my website?

A. No, if you elect to display in transit vehicles on your website, you are required to do so through MDCP Inventory.

Q. Am I able to disable in transit inventory?

A. Yes, you are not required to show in transit inventory on your website. If you'd like to opt out of showing in transit inventory, please complete the opt out form on MazdaDigitalCertifiedProgram.com or reach out to your website provider.

MAZDA DIGITAL CERTIFIED PROGRAM INVENTORY FREQUENTLY ASKED QUESTIONS



Q. Am I able to show in transit but not use the SRP/VDP banner or badges that indicate the unit is in transit?

A. No, if you elect to display in transit vehicles, you are required to support the badge/banners that are supported by your website provider. Dealers cannot alter or adjust the text or badge indicators.

Q. Am I able to edit the disclaimer language for in transit vehicles?

A. Yes if supported by your website provider. The in transit disclaimer language was approved by Mazda Legal and should suffice nationally. However, you can edit or alter the disclaimer language based on the individual state legislation rules that might exist.

Q. Am I able to disable the Mazda inventory feed altogether?

A. No, all dealers are required to support the Mazda inventory feed.

Q. Do I need to change the way I mark units as sold in my IMS/DMS?

A. No, you should continue to mark units sold through your standard processes.

Q. Do I need to change the way I manage my pricing in my IMS/DMS?

A. No, you should continue to manage pricing through your standard processes.

Q. Do I need to change the way I manage my vehicle imagery?

A. No, you should continue to manage vehicle imagery through your standard processes. However, if you do not provide imagery for a given vehicle, the Mazda inventory system will provide standard imagery for each VIN. If for some reason the Mazda inventory system does not have imagery for that VIN, the website provider should rely on imagery from their third-party partner (i.e., Chrome).

Q. Do I still need to take vehicle images?

A. Yes, you should continue to manage your custom vehicle imagery through your standard processes.

Q. Will this impact my Used inventory?

A. No, your Used inventory (excluding Mazda CPO) will simply flow through the system untouched.

Q. What if I see a sold vehicle on my website still?

A. If you see a sold vehicle on your website and you have indicated it as sold in your IMS, please first ensure it has been removed from the inventory export to your website provider. If that is the case, it is likely that the time the vehicle was removed from the inventory export to your website provider missed the MDCP inventory processing window. The unit should be removed from your website within 24-48 hours at the longest once the MDCP inventory system has an opportunity to re-run.

MAZDA DIGITAL CERTIFIED PROGRAM INVENTORY FREQUENTLY ASKED QUESTIONS



Q. Will I be able to disable a specific In Transit unit?

A. Some MDCP website providers offer the ability to disable specific units from within their backend, if needed. For example, if you've taken a deposit on an in transit unit and want to remove it from your website. However please note that some website providers are not able to support this capability.

Q. Will we receive on order or in production inventory?

A. No, only in transit inventory will be supplied.

Q. How do I display the Estimated Arrival Date (ETA) for my in transit units on my website SRP or VDP?

A. MDCP Inventory is automatically feeding the ETA date for each in transit unit to the website providers. For website providers that can support showing the ETA on the in transit inventory badge, the ETA will display automatically. However, some website providers are not currently able to support showing the ETA and MDCP is working with them to explore future abilities to support it.

Q. Is Mazda Digital Showroom (via Roadster) going to be updated to show in transit inventory too?

A. Yes, Mazda Digital Showroom (Roadster) is currently integrated with the same Mazda inventory sources that is powering MDCP Inventory. As of April 2022, in transit units are denoted with an 'Inbound' badge that will be updated in the near future to 'In Transit'. However, at this time, the in transit ETA is not going to be displayed on MDS (Roadster).

Q. Will MDCP Inventory feed in transit units to other Digital Retailing tools (non-MDS)?

A. At launch, MDCP Inventory will not be automatically feeding in transit inventory to external Digital Retailing tools. However, if you are using a Digital Retailing tool with your certified website provider, in transit inventory data should be automatically supported. Feeding in transit inventory data to other external Digital Retailing tools will be explored as a potential future enhancement to MDCP Inventory.

Q. Can I modify pricing for the in transit inventory that is being fed to my website?

A. Yes, the MDCP inventory system logic will support dealers modifying pricing for in transit inventory. Dealers are always the source of truth for Internet Price; however, Mazda will be the primary source for MSRP and Destination Fee. When a new in transit unit is first provided, it will only include MSRP and Destination Fee, until a dealer updates the Internet Price field. Most website providers support the ability to update the Internet Price in their website backend – please contact your website provider directly to discuss.