

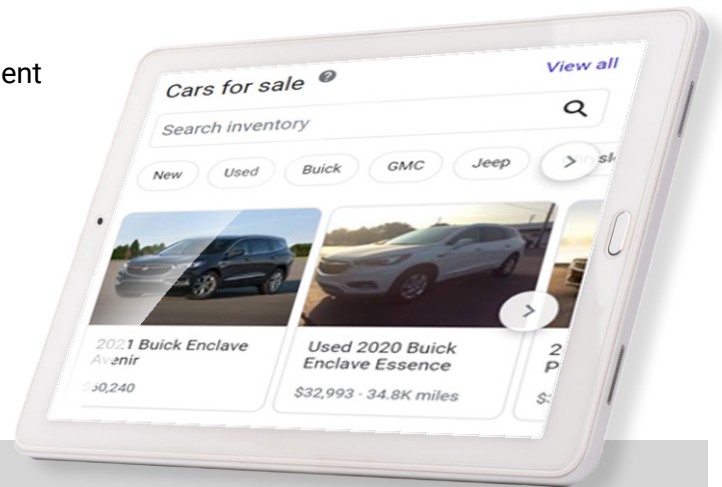
Empower Mazda Shoppers with Precise Inventory Descriptions

ENROLL NOW

Vehicle inventory merchandising is the most important aspect of an online marketing strategy.

Clear and accurate descriptions, options and pricing are key to providing the complete view of a vehicle. Reliable inventory data ensures optimal marketing, targeting and spend – and a more informed and satisfied customer.

J.D. Power offers the most robust inventory management solutions in the industry. Our certified inventory management platform consolidates disparate data feeds from multiple sources into complete, normalized and comprehensive inventory records validated by Mazda Build Data. This process results in one customizable feed based on the dealer requirements. As the leading provider of inventory management for the auto industry, the solution supports over 20,000 U.S. dealerships.



PACKAGES & PRICING

PACKAGES	BRIEF DESCRIPTION	RETAIL PRICE
A la Carte Cars for Sale Inventory Management	<ul style="list-style-type: none"> Decode, cleanse & normalize inventory Google My Business & MSN Autos syndication JDPower.com syndication coming soon 	\$79
Bundled Cars for Sale + Base VIN Video Inventory Management + Video	<ul style="list-style-type: none"> In addition to inventory management, you receive our base VIN video package Customized video, specific to the features on the exact VIN 	\$128



With our **INVENTORY MANAGEMENT** platform, your inventory records are managed in real-time and returned to your website provider. Inventory is posted to the high-traffic shopping site MSN Autos and your Google My Business account listings for greater visibility. Inventory is syndicated to other third-party sites with which you are participating. The records include price mapping, vehicle data, photos, videos, comments and more.



VIN INVENTORY VIDEOS are loaded with data-rich content and unique features. Powered by our proprietary, mobile-first technology, we render customized video, specific to the features on the exact VIN. They combine a series of multimedia elements such as voiceover, high-impact graphics, music, text and running footage to generate VIN-specific content for every new and used vehicle.