



MAZDA DEALER EMAIL

March 20, 2020

Attention: All Mazda Dealers

Subject: March NDAC Chairman Letter

Fellow Mazda Dealers,

On behalf of the National Dealer Advisory Council, I wanted to keep you informed that we, as a council, in partnership with MNAO, are working diligently on your behalf. It goes without saying that these are unprecedented times. I want to share with you the progress we have made this week with Mazda to address many of our shared concerns and challenges. Let me recap the initiatives that have been put into place from Tom Donnelly's letter to the dealer network this past Monday:

- MBEP: Auto-pay the MBEP First Year Service Loyalty Metric (FYSL) in March for any dealer who achieved in prior months but misses in March due to service appointment deferrals and commit to monitoring the situation as we head into April
- MCVP: Waiver of MCVP utilization requirements for March and April and pay max earning for all in-service MCVP vehicles
- Marketing Co-op:
 - Extend Co-op spend-period from 120 days to 6 months
 - Auto-pay all March and April co-op accruals to all dealers
 - Service concierge expense added to eligibility list for co-op hard cost reimbursement

In addition to the swift action already taken, Mazda is evaluating a number of initiatives and Dealer Cashflow is the top priority, right now. I believe we have a very strong partner that understands the enormity of these challenging times and is being very proactive and supportive of us.

Mazda is committed to doing the right thing for the dealer network and our employees. With that said, we will be conducting weekly Council calls

in an effort to provide dealer insights and feedback as we get through this period. I would encourage you to provide us with feedback so I have attached the current NDAC roster for your reference. Mazda is also committed to doing the right thing for our mutual customers and is working on a rebound plan, to reach our customers at the right time, with the right tone to strengthen their bond with Mazda and drive them to our dealerships.

I am grateful that I am in an industry of great leaders and entrepreneurs that have weathered many difficult challenges in our shared history and that we have, time and time again, come out stronger once we have gotten through the challenge. We are in this together with MNAO and we will continue to talk weekly and daily, if need be, to make sure we are making the right decisions now and going forward.

I wish to pass along my wish for good health for you & your families, your employees and customers. Please reach out to me or any of our council members with concerns or ideas that we can bring to the discussion. We will get through this together.

Sincerely,

Jim McDonald

NDAC Chairman

McDonald Mazda South

McDonald Mazda West

Lakewood & Littleton, CO

