

# MAZDA SUMMER DRIVE EVENT

JULY 27 THROUGH SEPTEMBER 8, 2015



Mazda will make your customer's first two payments

## Program Highlights:

- ✓ July 27 through September 8
- ✓ All new 2015 Models
- ✓ All retail & lease contracts
- ✓ Must be financed or leased with Mazda Capital Services (MCS)
- ✓ Customer will get credit of up to \$500 per payment for two months
- ✓ **Must complete new Customer Acknowledgement Form**

Your eligible customers can receive a credit for their first two payments of up to \$500 per month from Mazda North American Operations ("Mazda") when they finance or lease a new 2015 Mazda through MCS.

If you have any questions, please contact your Relationship Manager.



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## Additional Program Guidelines

Questions	Retail Contracts	Lease Agreements
For a customer with monthly payments less than or equal to \$500, what should I do?	<p>✓ Complete the Customer Acknowledgement Form.</p> <p>Tell your customers that Mazda will make the first two payments. They will see the payment credit, in the amount of their monthly payments, on their statements and the payments will post on or before the payment due date.</p>	<p>✓ Complete the Customer Acknowledgement Form.</p> <p>Tell your customers that Mazda will make the first two payments. They will see the payment credit, in the amount of their monthly payment, on their statement and the payment will post on or before the payment due date.</p> <p>Do not collect the first payment due from your customer, even though the first payment is typically due at lease signing. This will be paid by Mazda.</p> <p>This should be disclosed in section 9(b) of the Lease Agreement as "Rebates and noncash credits."</p> <p>• <b>Re-contracting will be required if you collect the first payment from a customer in error.</b></p>
For a customer with monthly payments greater than \$500, what should I do?	<p>✓ Complete the Customer Acknowledgement Form.</p> <p>Tell your customers that Mazda will make the first two payments, up to \$500. They will see the \$500 payment credit on their statements and the payments will post on or before the payment due date.</p> <p><b>Advise the customer that they are responsible for paying the payment amount in excess of \$500.</b></p>	<p>✓ Complete the Customer Acknowledgement Form.</p> <p>Tell your customers that Mazda will make the first two payments, up to \$500. They will see the \$500 payment credit on their statement and the payment will post on or before the payment due date.</p> <p><b>Collect the first payment amount in excess of \$500 from your customer at signing.</b></p> <p><b>Advise the customer that they are responsible for paying the payment amount in excess of \$500.</b></p>
What do I need to know about using the Dealer Management System (DMS) for this new payment waiver program?	<p>Follow standard retail documentation guidelines.</p> <p>No changes to your DMS programming are required for retail contracts.</p>	<p>Confirm that your DMS is programmed to accommodate the rebate/non-cash credit of the first payment credit; this may include reprogramming.</p> <p>Contact your DMS provider to have your system updated with the correct programming.</p> <p>If you previously had your system updated to support "Zero to Drive," no further programming should be required.</p>



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## Payment Waiver Program Lease Agreement Guidelines and Sample

### MCS's Lease Agreement Guidelines:

- The first monthly payment (paid by Mazda) must be disclosed in section **8(b)** with a corresponding entry in **9(b) up to \$500**.
- The payments that Mazda makes to MCS on behalf of the customer include the base monthly payment plus applicable monthly sales/use tax on that base monthly payment. For example, if the base monthly payment is \$200 and there's a monthly sales/use tax of \$17.99 for a total monthly payment of \$217.99, the entire total monthly payment of \$217.99 will be made on the customer's behalf.
- All capitalized cost reductions, including lease cash (and/or other rebates), must be disclosed under **8(a)** of the Lease Agreement as an amount due at signing, with a corresponding entry in **Section 9**. Any lease cash (and/or other rebates) needs to be disclosed specifically in **9(b)**.

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## EXAMPLE<sup>1</sup>:

- In this example, lease cash (i.e. \$500) is being applied as a **capitalized cost reduction**, which must be disclosed in sections **8(a)** and **10(b)**.
- The first monthly payment is disclosed in section **8(b)**. Since this example has \$500 lease cash, the first monthly payment credit and the lease cash are combined in section **9(b)**.

### \*Itemization of Amount Due at Lease Signing or Delivery

#### 8. Amount Due at Lease Signing or Delivery:

(a) Capitalized cost reduction	\$ 500.00
(b) First monthly payment	\$ 217.99
(c) Refundable security deposit	N/A
(d) Initial title fees	N/A
(e) Initial registration fees	N/A
(f) Sales or use tax	N/A
(g) Acquisition Fee	N/A
(h) Extended warranty agreement	N/A
(i) Other:	N/A
(j) Other:	N/A
(k) Other:	N/A
(l) Other:	N/A
(m) Other:	N/A
(n) Total:	\$ 717.99

#### 9. How the Amount Due at Lease Signing or Deliver will be paid:

(a) Net trade-in allowance	(a)	N/A
(b) Rebates and noncash credits	(b)	\$ 717.99
(c) Amount to be paid in cash	(c)	\$0.00
(d) Total:		\$ 717.99

### 10. Your Monthly Payment is Determined as Shown Below

(a) <b>Gross capitalized cost</b>	(a):	\$ 19,057.49
(b) <b>Capitalized cost reduction.</b> The amount of any rebate, net trade-in allowance, noncash credit or cash you pay that reduces the gross capitalized cost.	(b):	\$ 500.00

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