



CUSTOMER SPECIAL PROGRAM ANNOUNCEMENT

April 1, 2021

Mazda North American Operations (MNAO) is pleased to announce the guidelines for the following program:

Offer Type:	Private Offer
Program Name:	\$500 Driving School Association of America (DSAA) Graduate Program
Program Code:	2104-MYMOD-DSA-NA-01A
Eligible Regions:	All Active Mazda Dealers
Program Period:	April 1, 2021 – June 30, 2021
Incentive:	\$500 DSAA Graduate Program Cash on the Purchase of any new and unused 19MY, 20MY & 21MY Mazda vehicle.
Eligible Customers:	Graduates of an approved driving school as designated by DSAA. Graduates must be within 12 months after graduation. <i>This offer IS transferable within household, must live at the same address.</i>
Proof of Eligibility	One copy of each of the following documents is required for redemption and must be kept in the sales jacket: A copy of the graduation certificate of an approved DSAA driving school. A copy of the purchaser's current driver's license. Graduate's name on certificate must match their name on the title or registration and must match the name on the purchaser's current driver's license, OR the address on the graduate's certificate must match the address on the purchaser's current driver's license or other proof of residency (i.e. prior month's utility bill in name of purchaser at current address, current property tax bill in name of purchaser at current address).
Eligible Vehicles	Any new and unused 19MY, 20MY & 21MY Mazda vehicle.
Ineligible Vehicles:	This program does not include: Other 18MY vehicles and older, F (Fleet), Insurance, Dealer Daily Rentals, Buy-Back vehicles. Vehicles intended for export or brokered units, C, L, and P Code Units, or any other commercial entities Business and Commercial entities are not eligible for owner loyalty

**Program
Applicability**

The \$500 DSAA Graduate Program Cash can be combined with other public offers including but not limited to customer cash back and APR incentives/offers.

The \$500 DSAA Graduate Program Cash cannot be combined with any other private incentives and is not stackable with other private offers unless specified. The \$500 DSAA Graduate Program offer is not stackable with any current lease loyalty offer.

The \$500 DSAA Graduate Program purchase incentive has no cash value and must be applied within the purchase as a capital cost reduction.

**Reporting
Guidelines:**

1. The vehicle must be RDR'd correctly when entered through eMDCS RDR process by selecting this program in the Customer Special Program section.

2. "Mazda Cash Back Form" must be completely filled out and the contract or buyers order must be attached.

3. A copy of the Mazda sales contract must be supplied.

4. A copy of the purchaser's current driver's license and a copy of the graduation certificate.'

All documentation MUST be submitted within 90 days of RDR date.

A copy of the purchaser's current driver's license and a copy of the current registration or title or qualifying document as outlined in proof of eligibility.

Submit documentation via Email to:

[Mazda Program Headquarters](#)

Email – MPHDealerSupport@concentrix.com

Dealer Inquires: Call Mazda Program Headquarters at 248-848-7300

Email MPHQuestions@concentrix.com

Dealer Inquires:

Owners name on the RDR must either match the name on the certificate, or in the case of transfer of the certificate, to an eligible member residing at the same address. A certificate June be transferred only once.

**Interpretation and
Audit Rules:**

Mazda reserves the right to inspect all dealership records during normal business hours and to disqualify any sales not made or reported in accordance with program rules. Mazda also reserves the right to charge the dealer for any and all of Mazda's costs and employee expenses of auditing and for any and all payments to dealer if Mazda's inspections reveal incorrect reporting or any failure by the dealer to follow program rules. Mazda may decide any questions of eligibility, or any other matter relating to the interpretation, scope, or application of its programs and any rule hereof, in its sole discretion and such decision shall be final and binding upon all dealers. Mazda also reserves the right to cancel, amend, or revoke the program at any time upon written notice. Private offer is any offer targeted towards specific individuals and/or groups. Public offer is any advertisable offer available to all consumers.