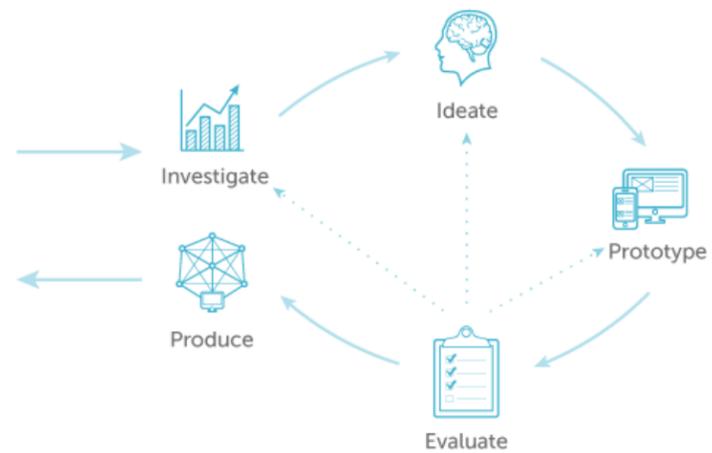




July 14, 2015

MAZDA DEALERSHIP APP REFRESH

Visual Design Review_V3

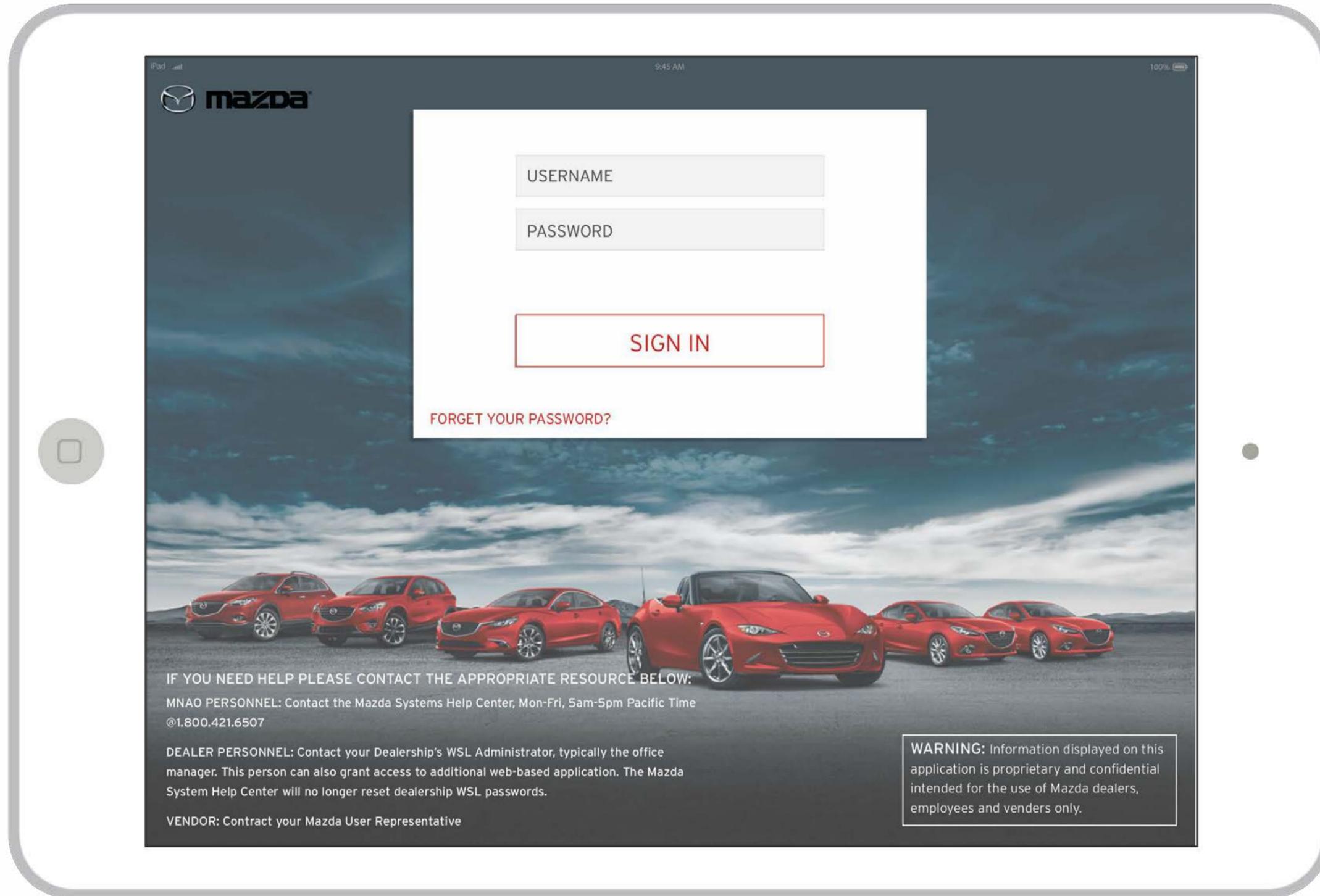


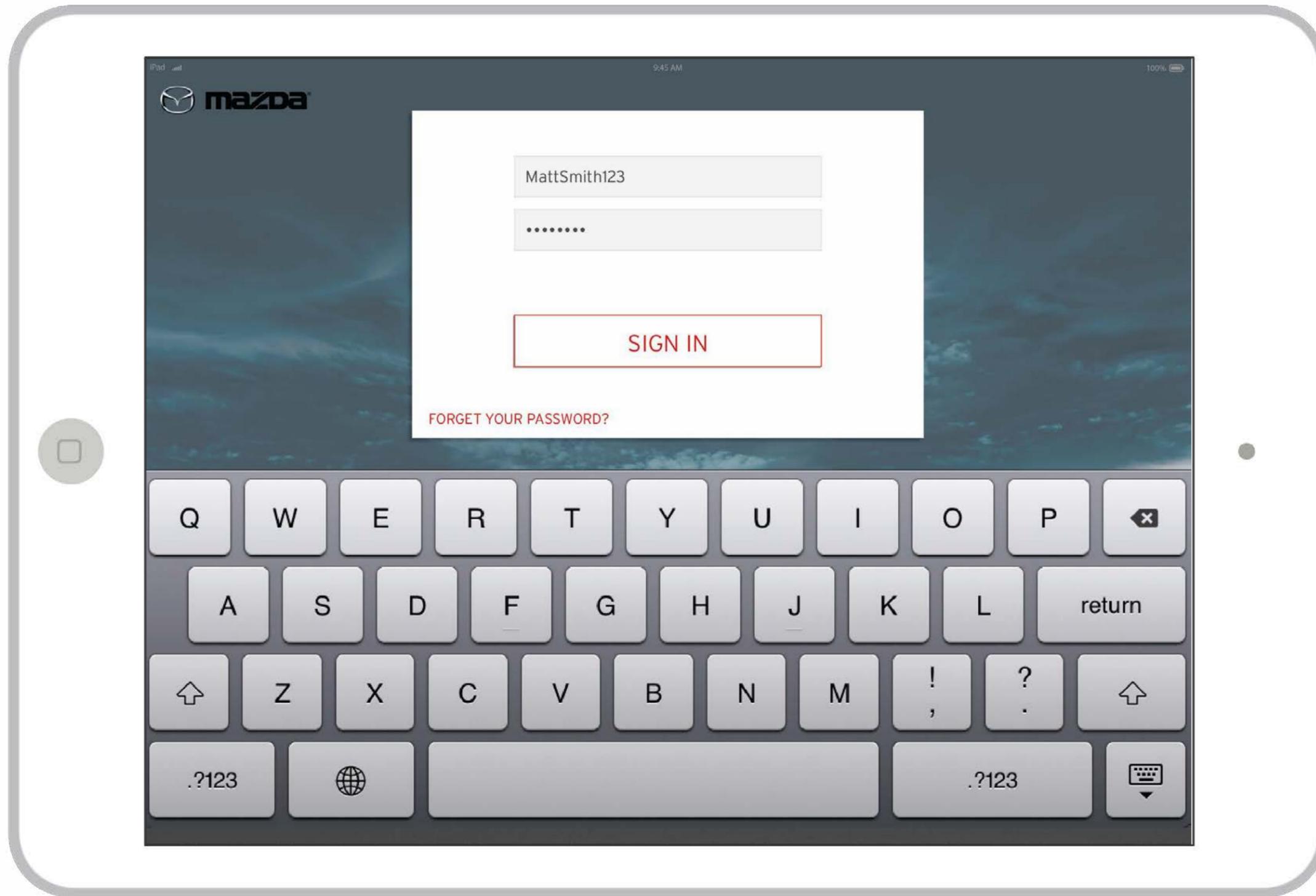
4 PRODUCE

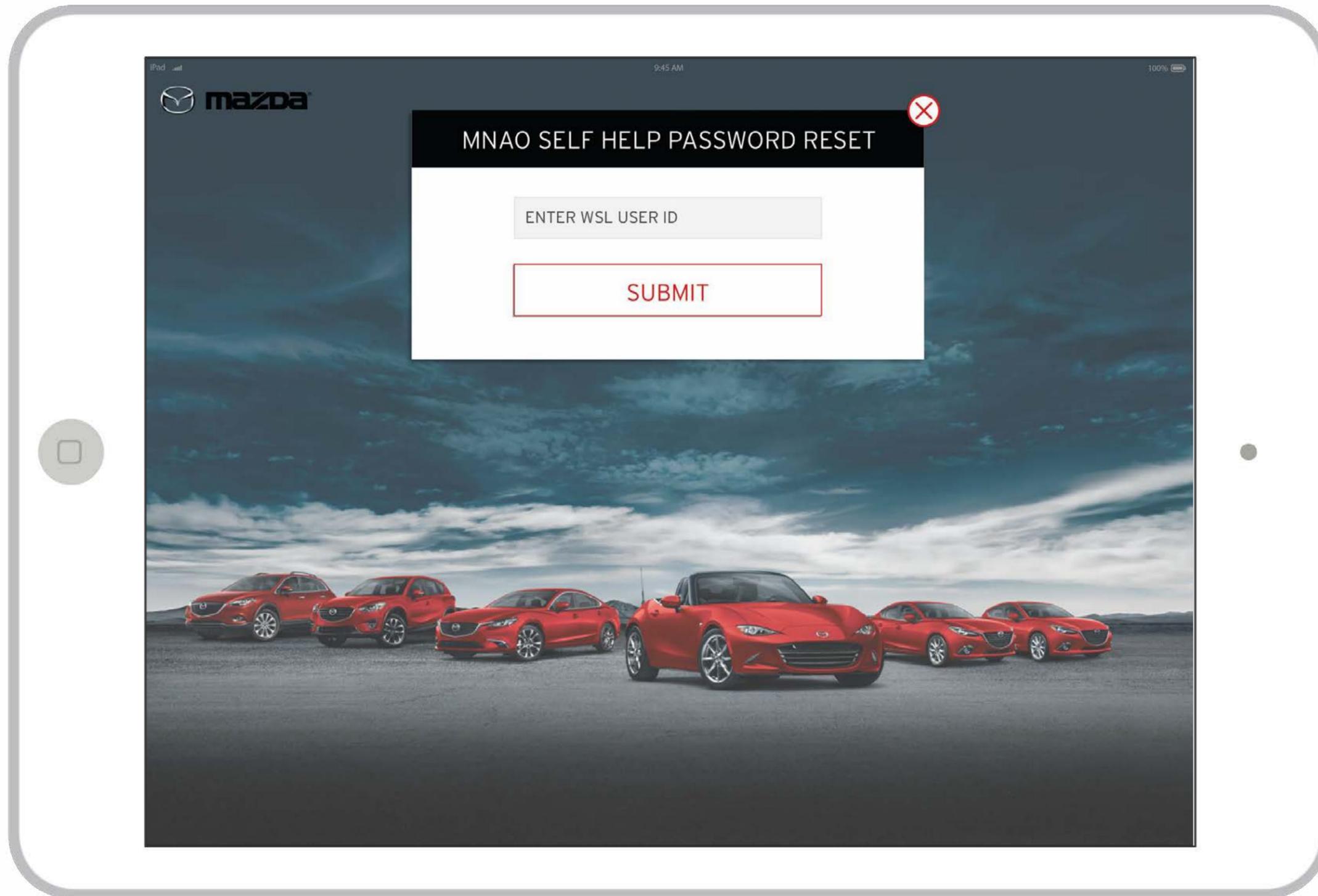
- DESIGNERS & DEVELOPERS WORK TOGETHER

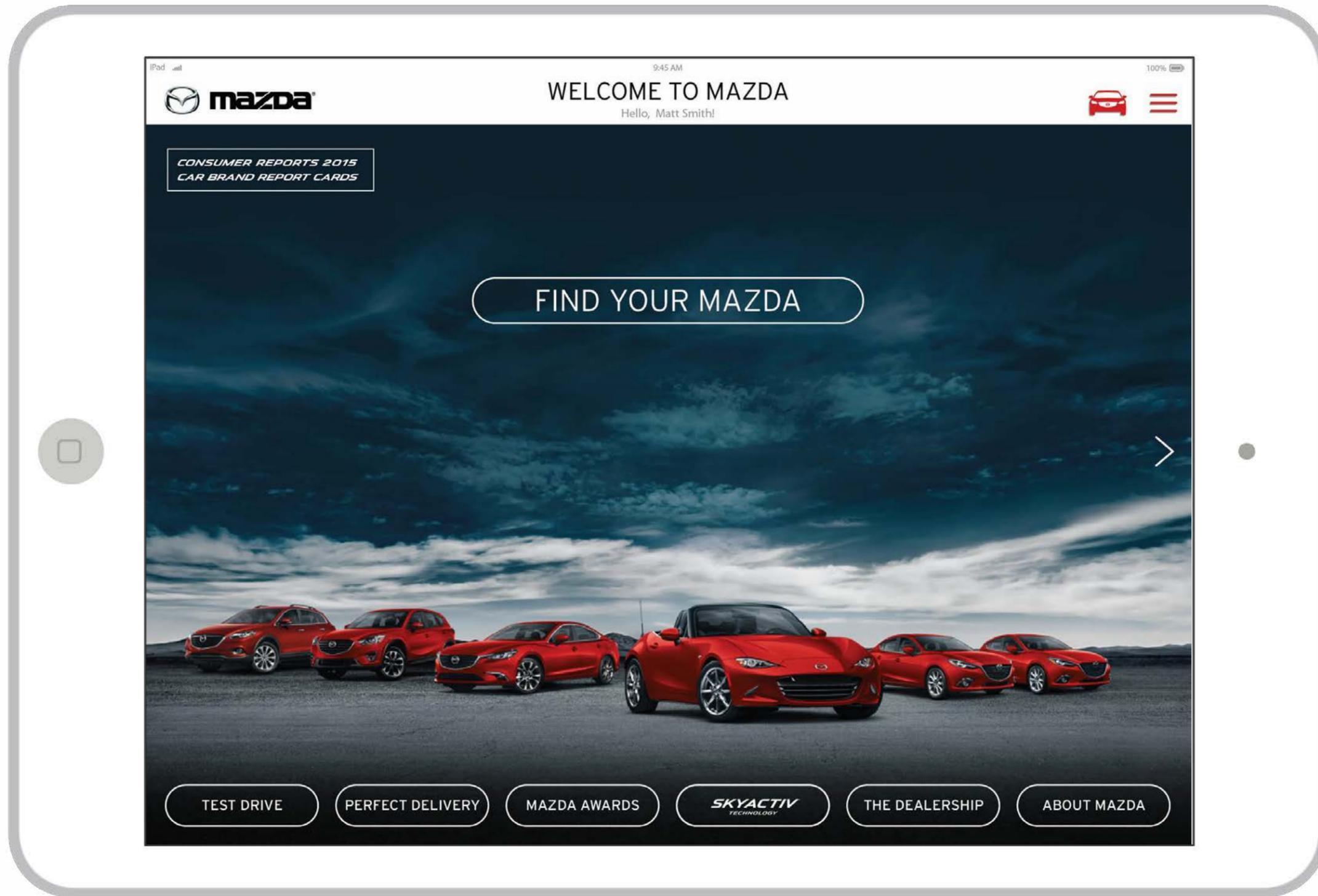
During the production phase, issues will arise that may require small changes to the visual design. The visual designer and development team work together to make the final product match the approved visual design as closely as possible.

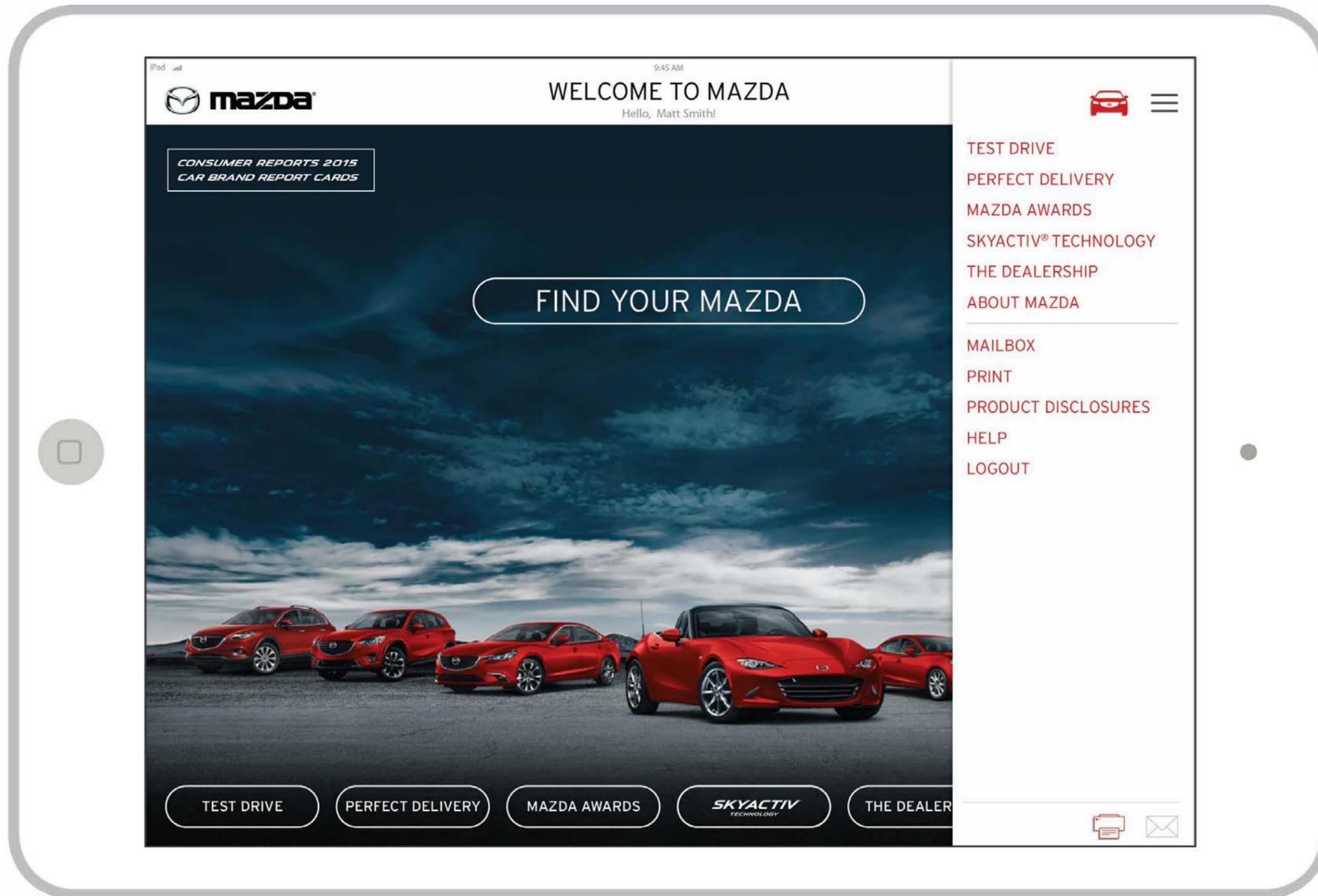
- 1 DESIGN FOR THE USER
- 2 MAKE INFORMATION QUICKLY & EASILY ACCESSIBLE BY USING CONSISTENT VISUAL CUES
- 3 FOLLOW THE ESTABLISHED LOOK & FEEL OF THE BRAND
- 4 ALWAYS CONSIDER MAZDA'S CORE CUSTOMER EXPERIENCE VALUES WHEN MAKING CHOICES:
transparent | effortless | passionate | personalized | customer 1st

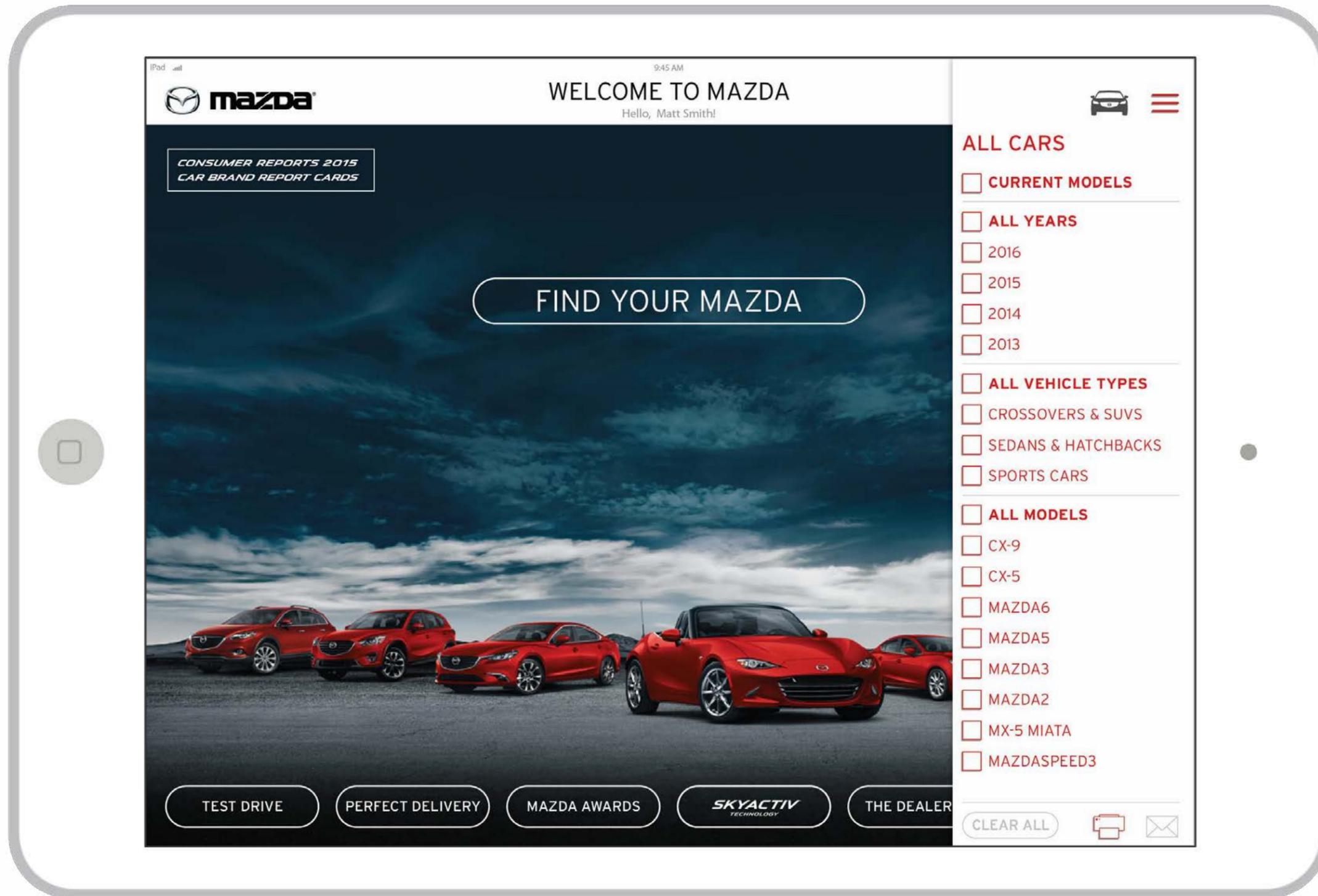


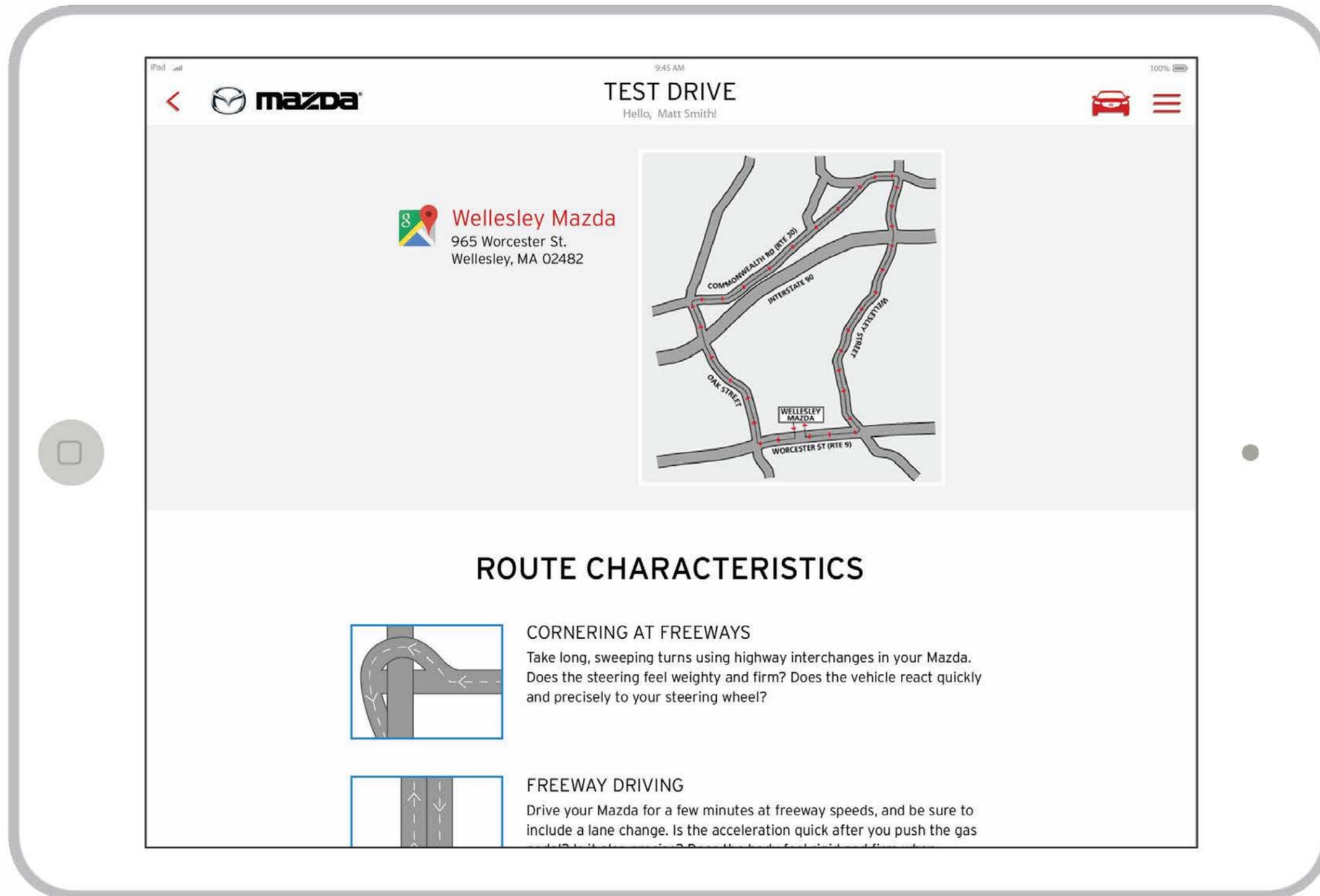


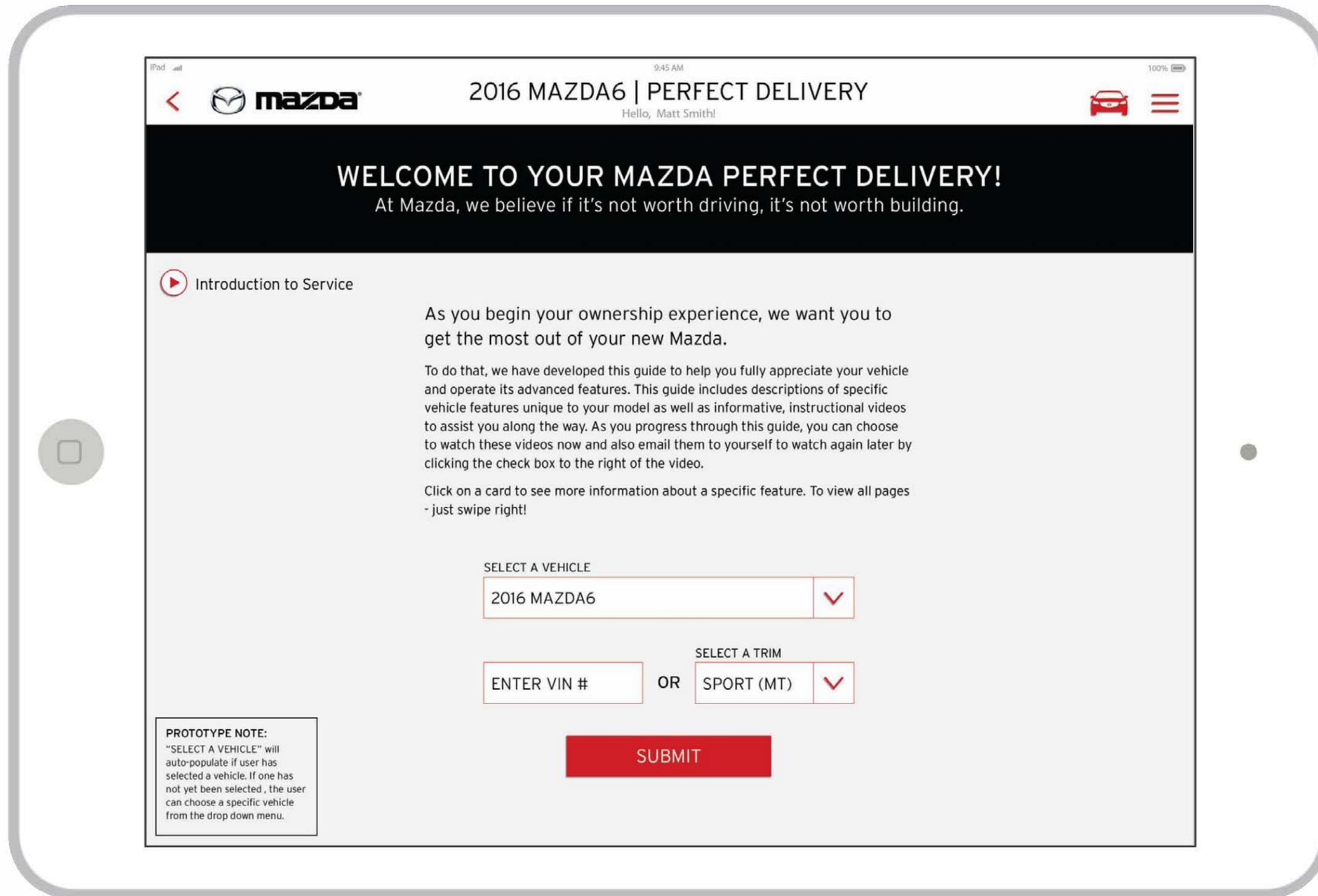


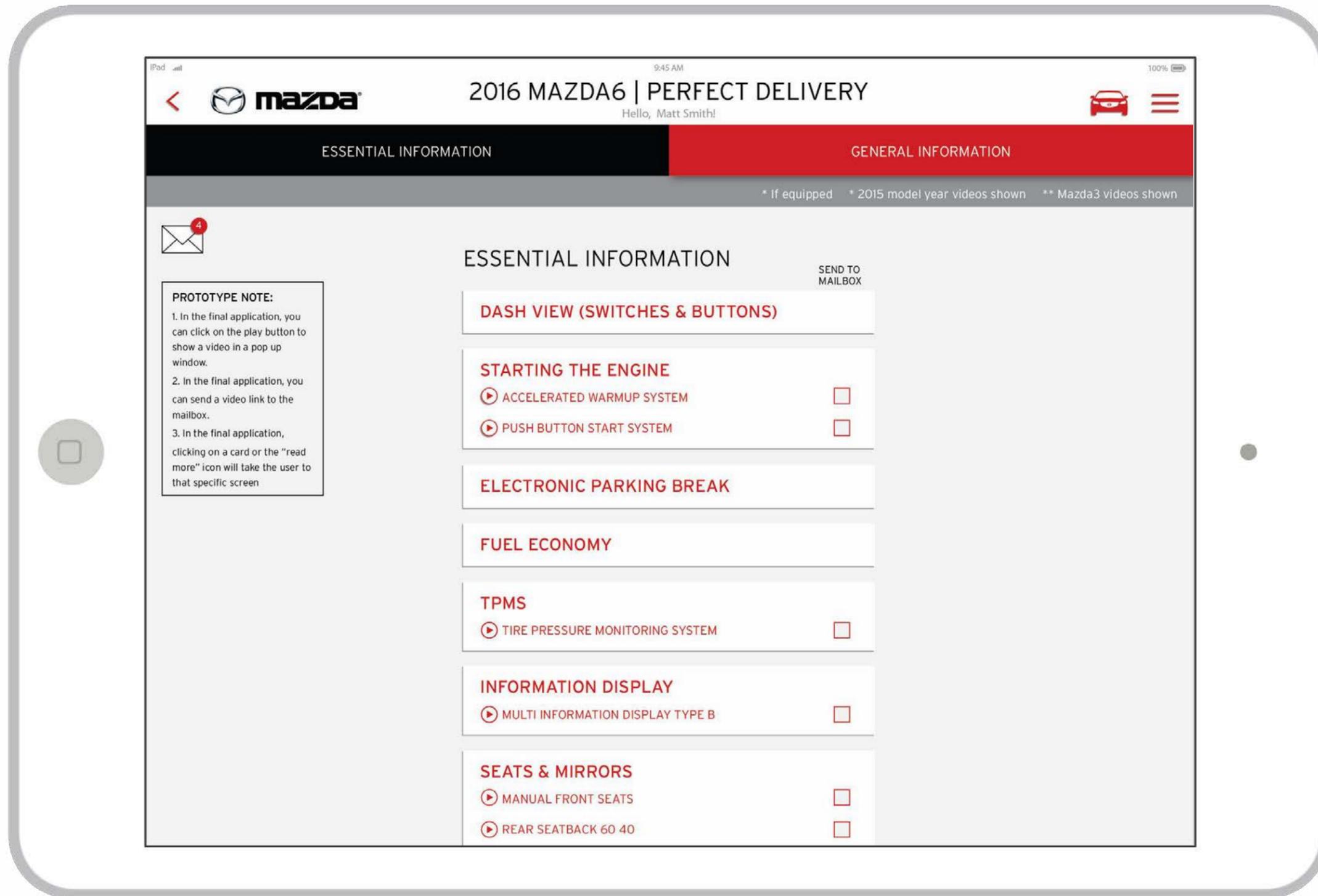


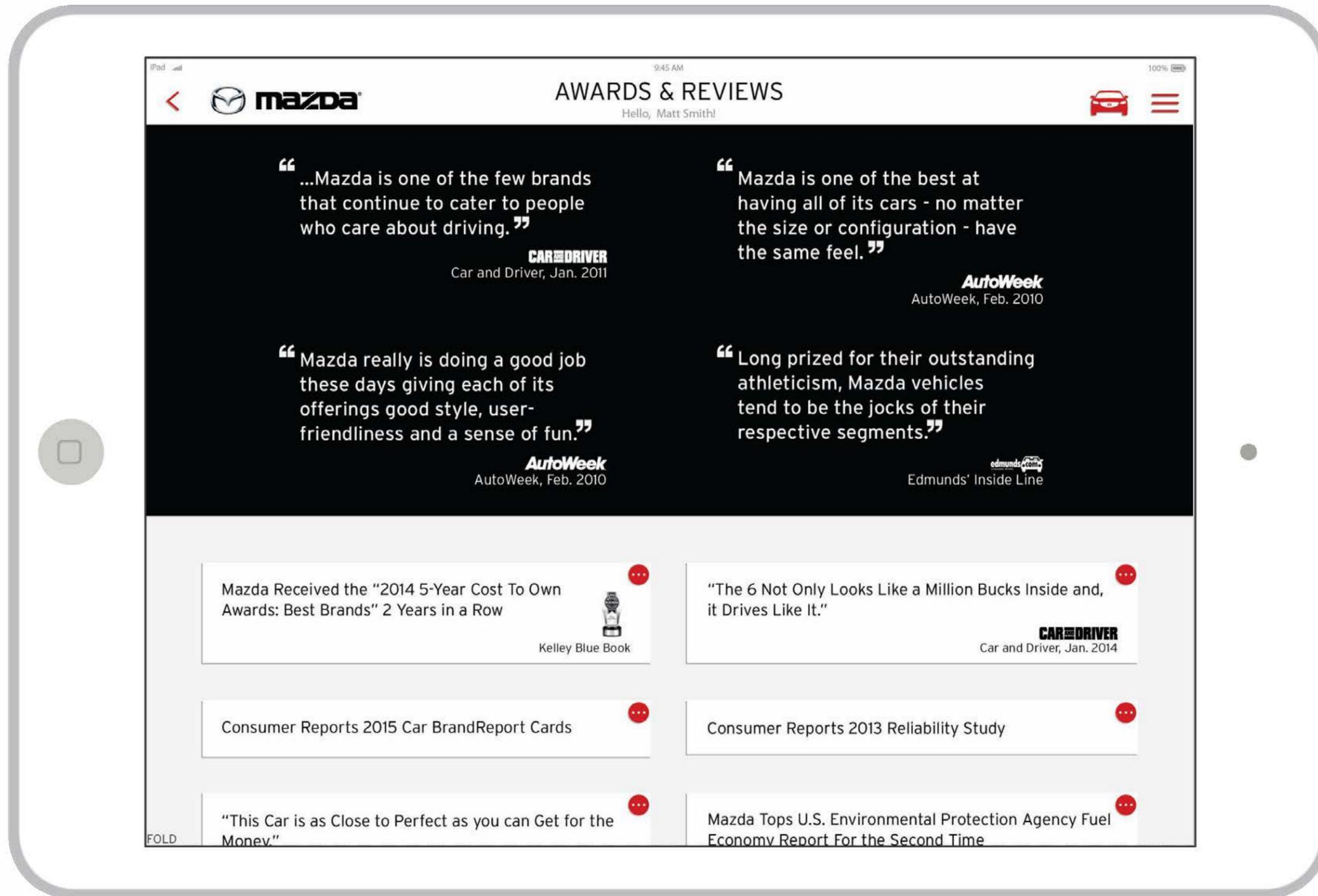


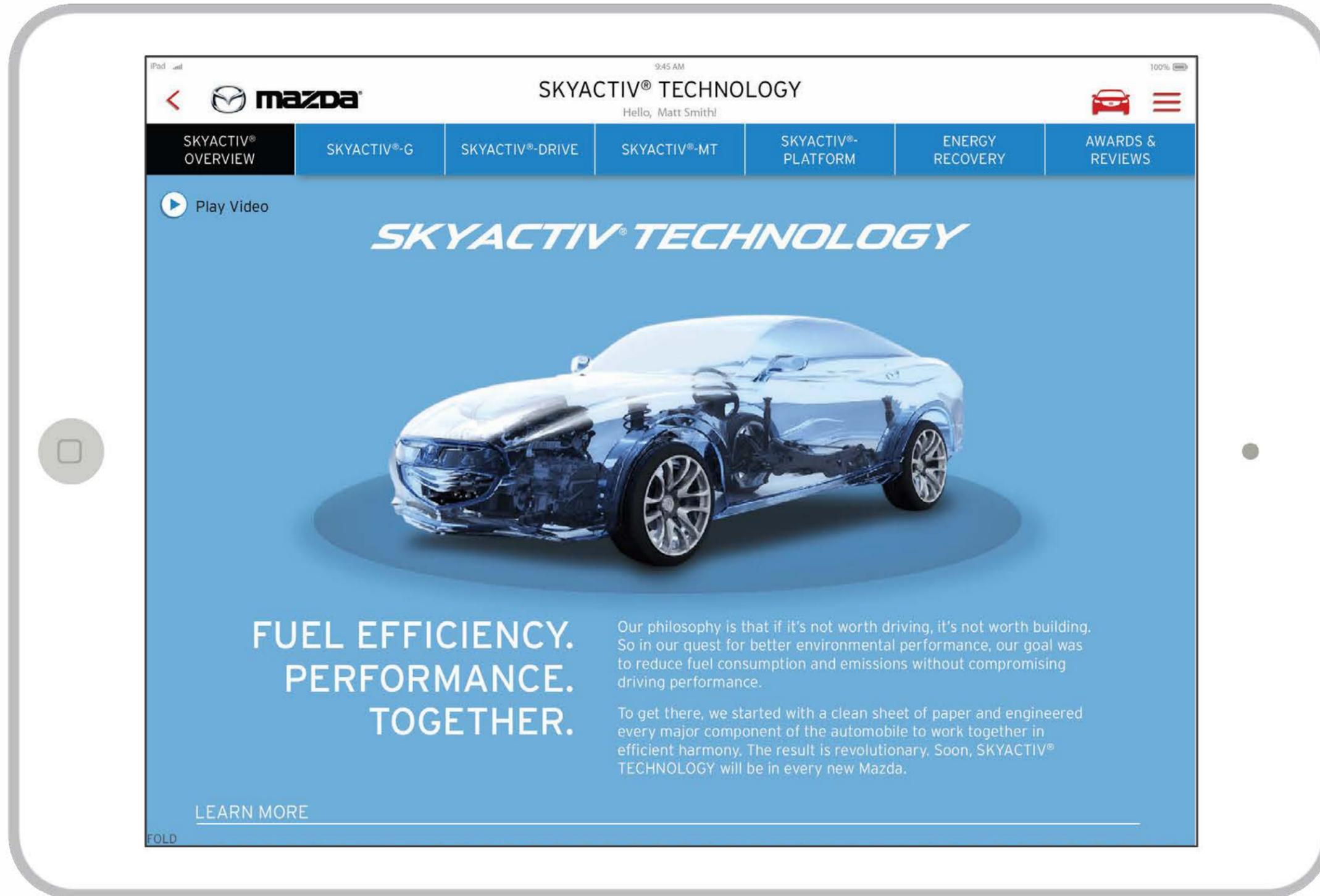




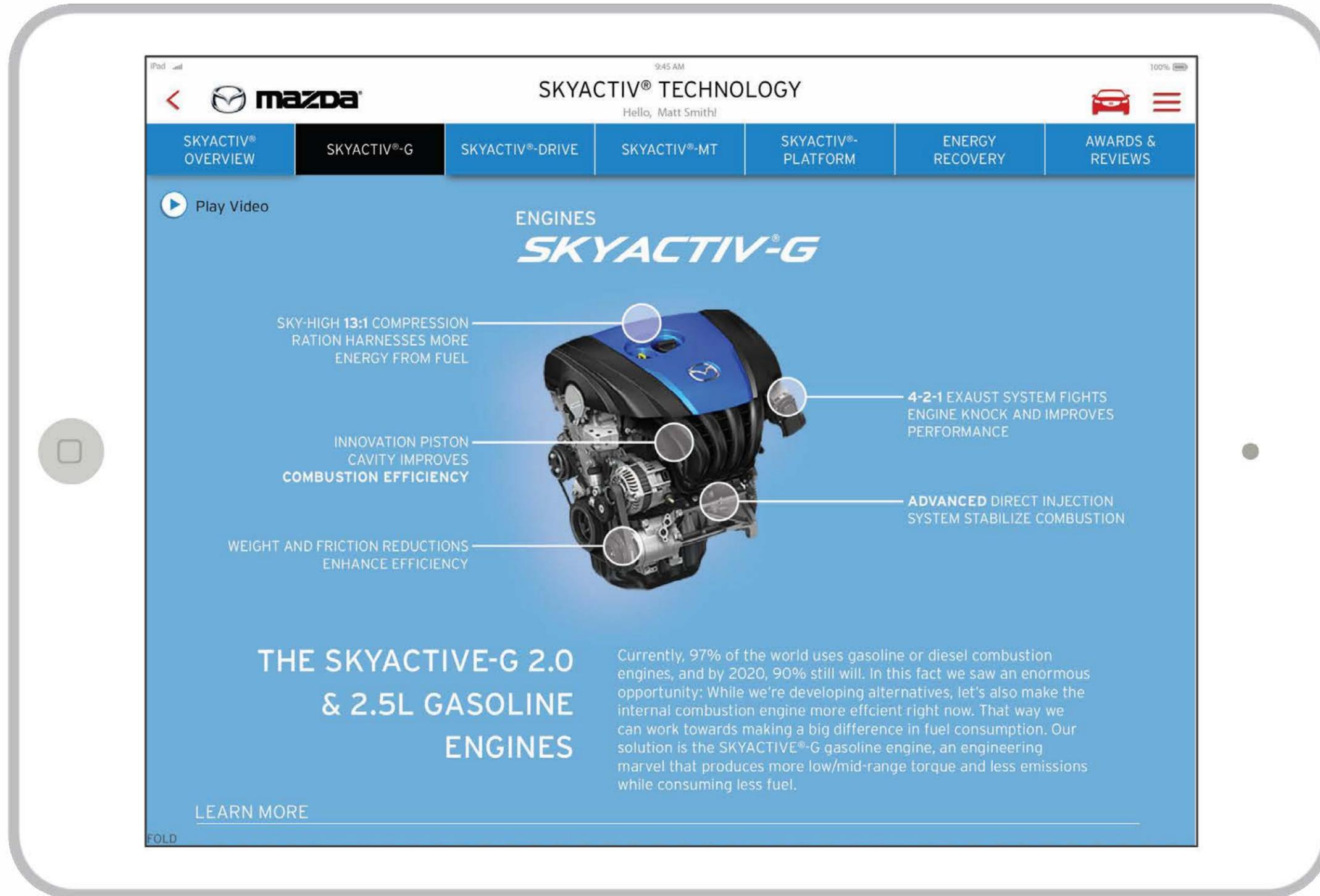


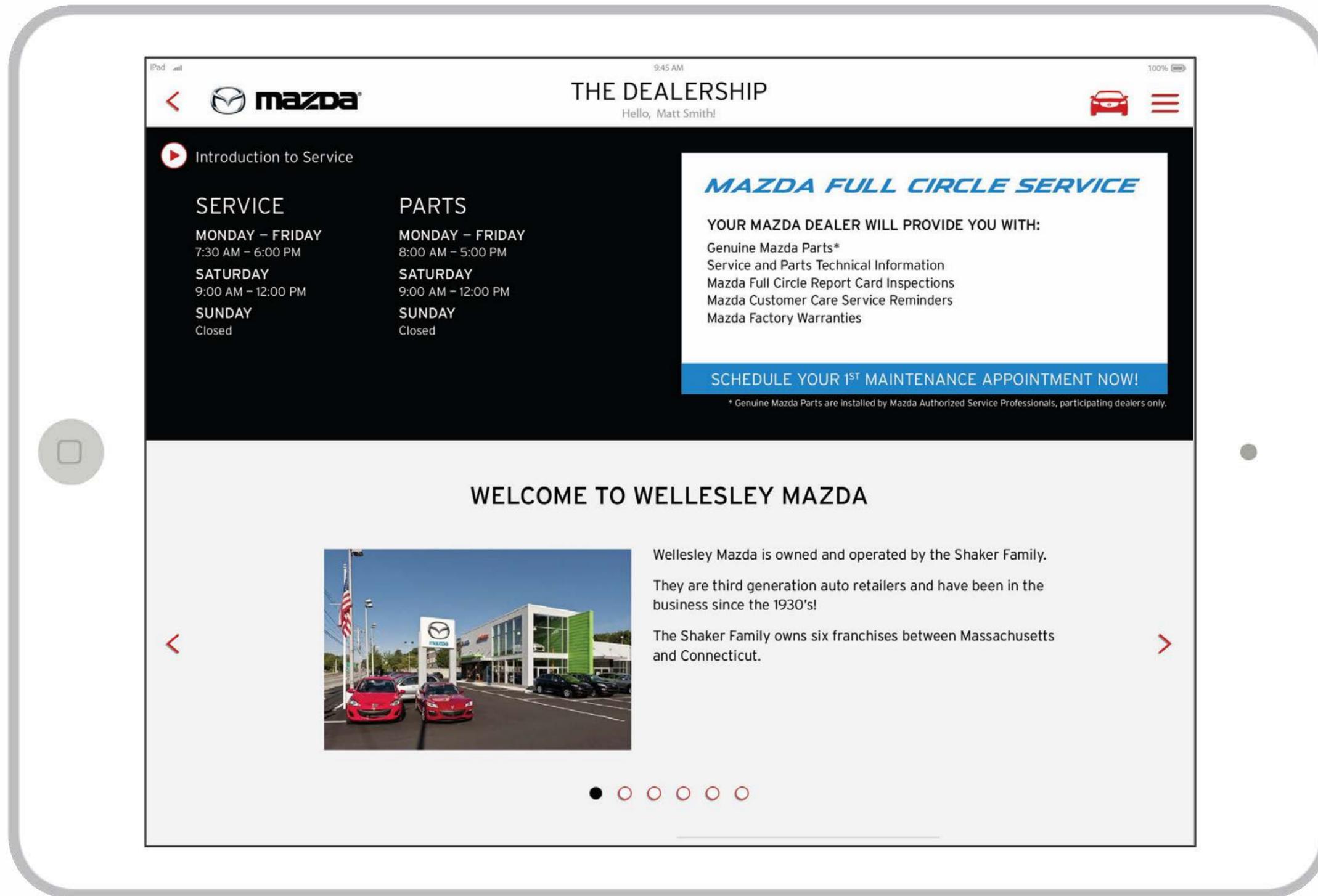


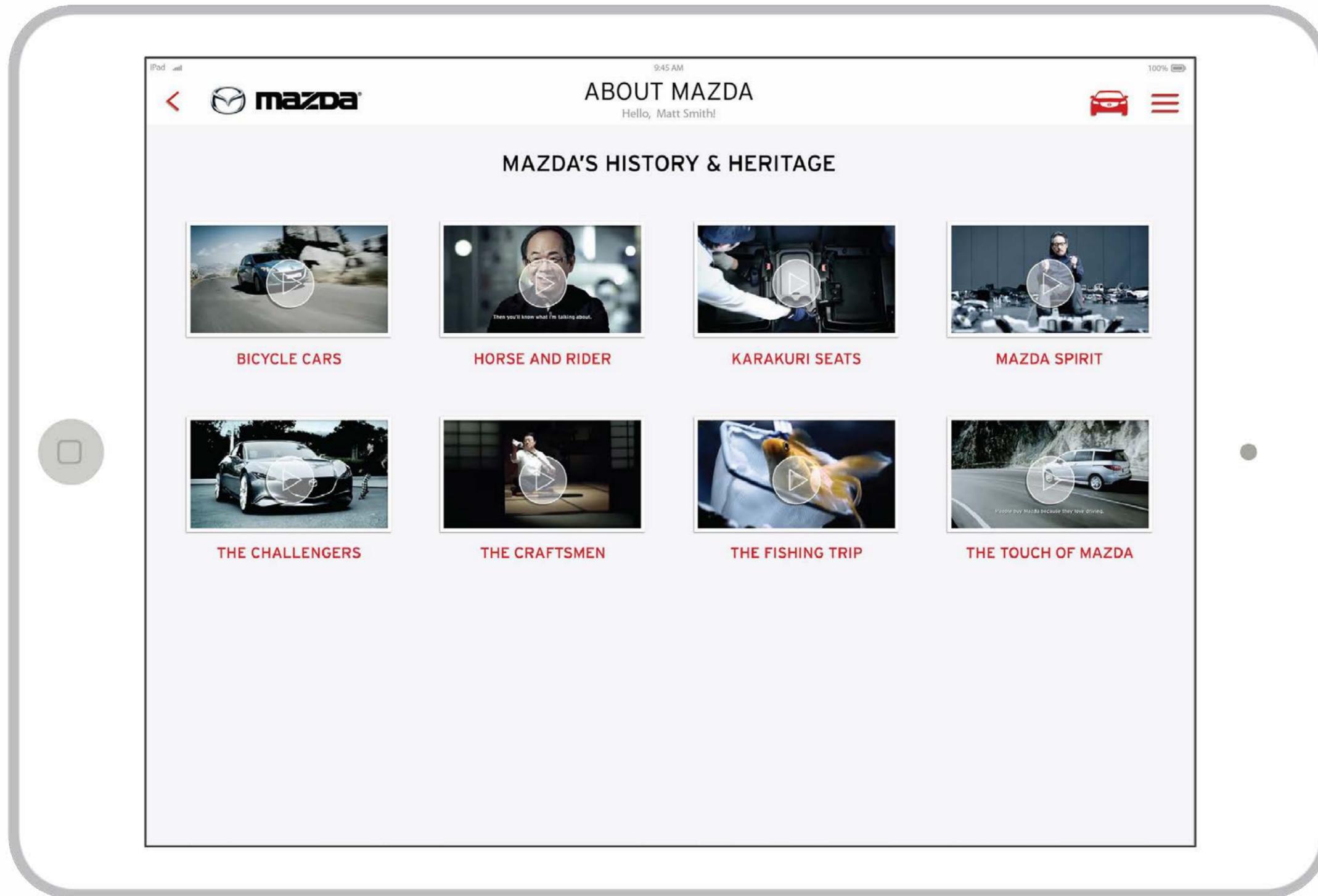


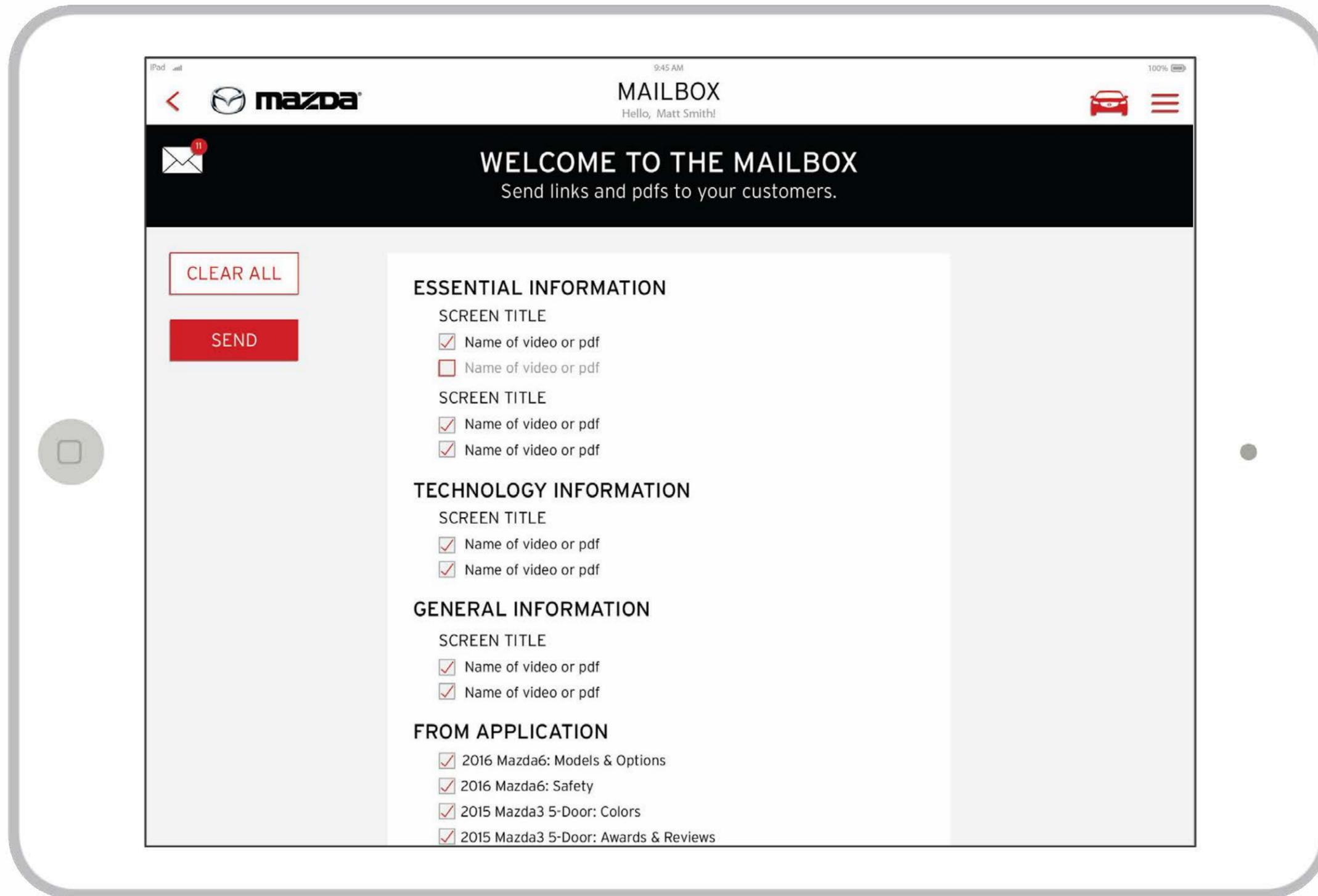


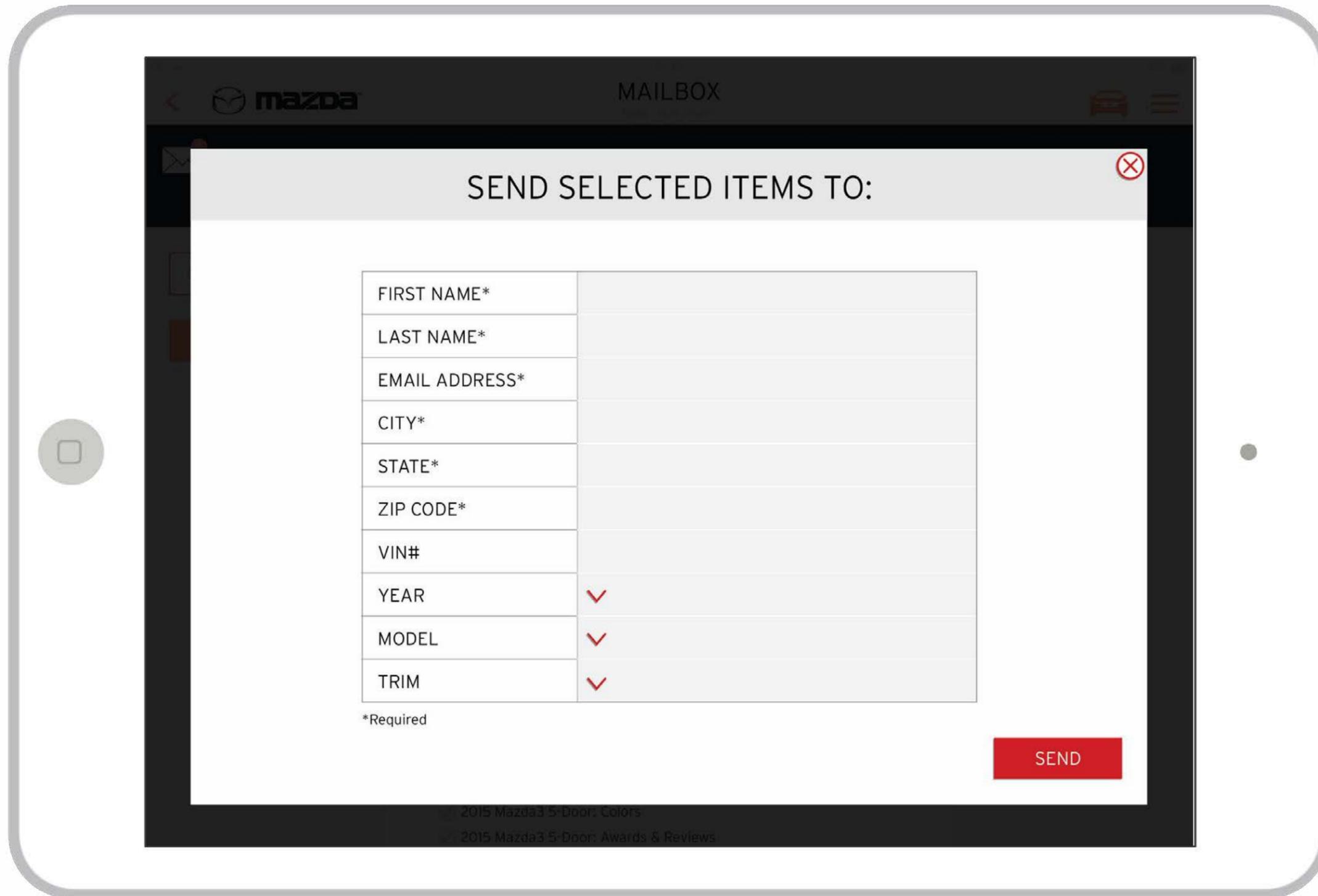
NOTE:
Explanatory text will be revealed on click of "bubble."











NOTE:
Will be loaded as pdf,
unless instructed
otherwise.



PRODUCT DISCLAIMERS

1. EPA-estimated mileage. Actual results will vary, depending on driving conditions.
2. Towing capacities shown are maximums and must be reduced by the weight of any passenger, cargo hitch or optional equipment in the towing vehicle. The following equipment may also be required: load-carrying hitch for trailers under 2,000 pounds and load-equalizing hitch for trailers over 2,000 pounds. Towing a trailer will have an effect on the vehicle's handling, breaking, durability, performance and driving economy. For specific information on recommended or required equipment, see your Mazda Dealer. Hitches are available through manufacturers other than Mazda.
3. Actual results may vary based on driving conditions.
4. Apple and iPod are registered trademarks of Apple Inc.
5. The Bluetooth system functions only with select manufactured devices. Please consult www.MazdaUSA.com/bluetooth for device compatibility. Bluetooth is a registered trademark of Bluetooth SIG, Inc.
6. The rearview camera does not provide a comprehensive view of the entire rear area of this vehicle. Always check your surroundings.
7. Always check your mirrors and surroundings.
8. SiriusXM Satellite Radio reception requires a subscription and Mazda satellite radio. Subscriptions to SiriusXM services are sold by SiriusXM after a 4-month trial subscription

NOTE:
Will be loaded as pdf,
unless instructed
otherwise.



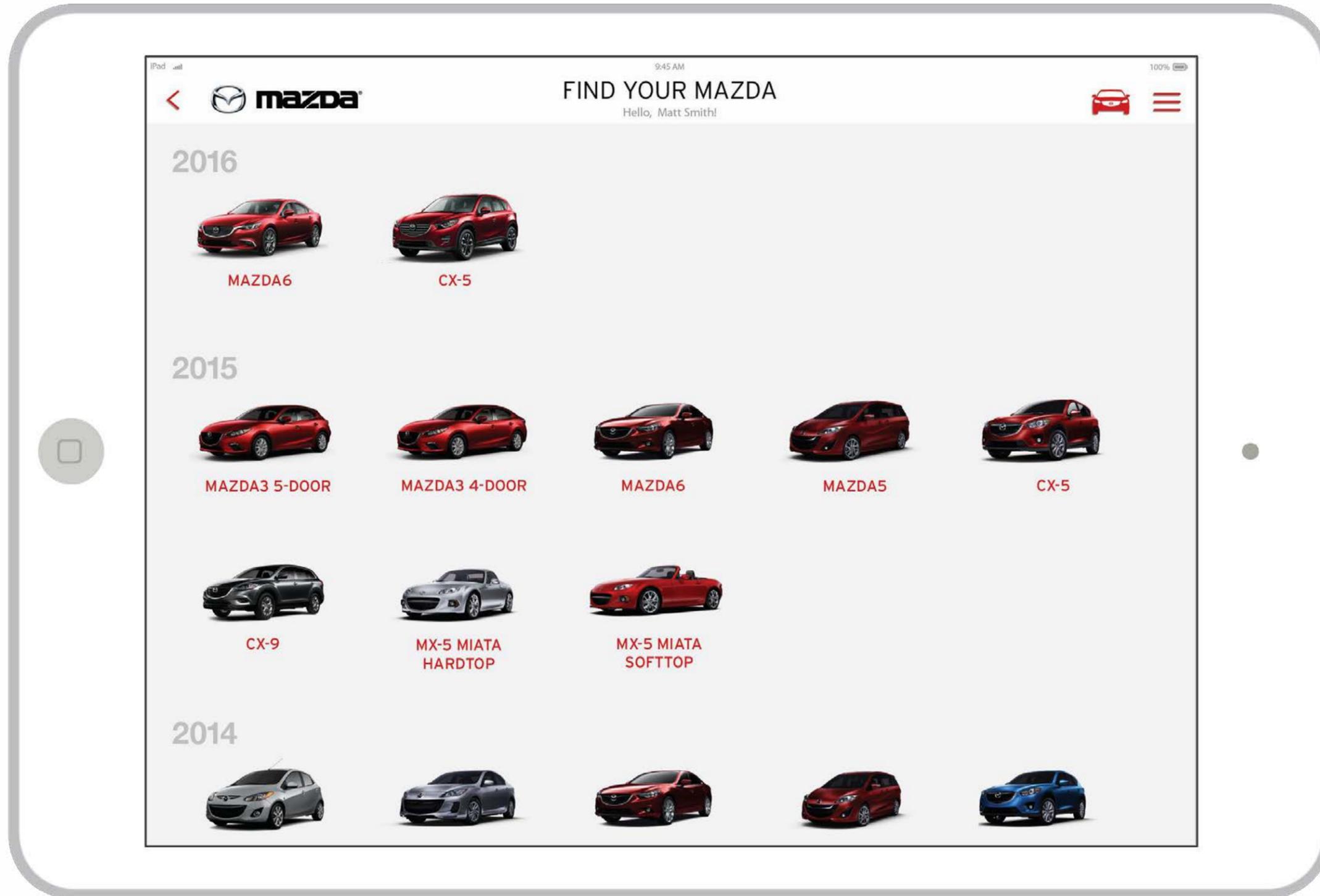
iPAD SALES APP INFORMATION & HELP

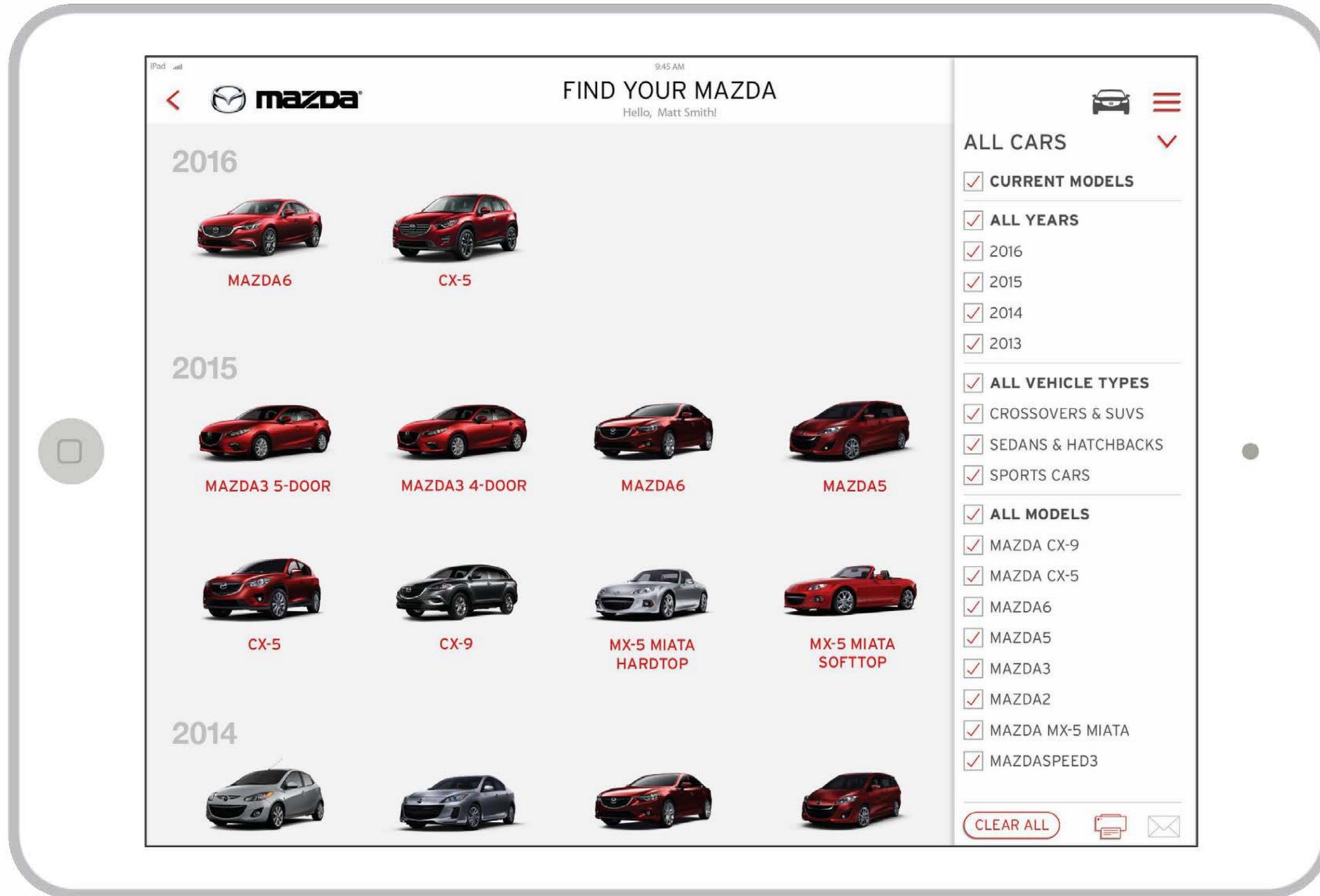
If you are having issues with the Interactive Sales Experience application, please call the Mazda System Help Center using the below information. All other issues regarding your dealership iPads should be directed to your dealership IT dept. or Apple support (Apple Support Information below).

MAZDA SYSTEMS HELP CENTER PHONE: 1-800-421-6507 HOURS: M-F, 5am-5pm	APPLE SUPPORT PHONE: 800-APL-CARE (800-275-2273) ONLINE: https://www.apple.com/support/contact (following this link will close the app and take you to the support page.)
--	---

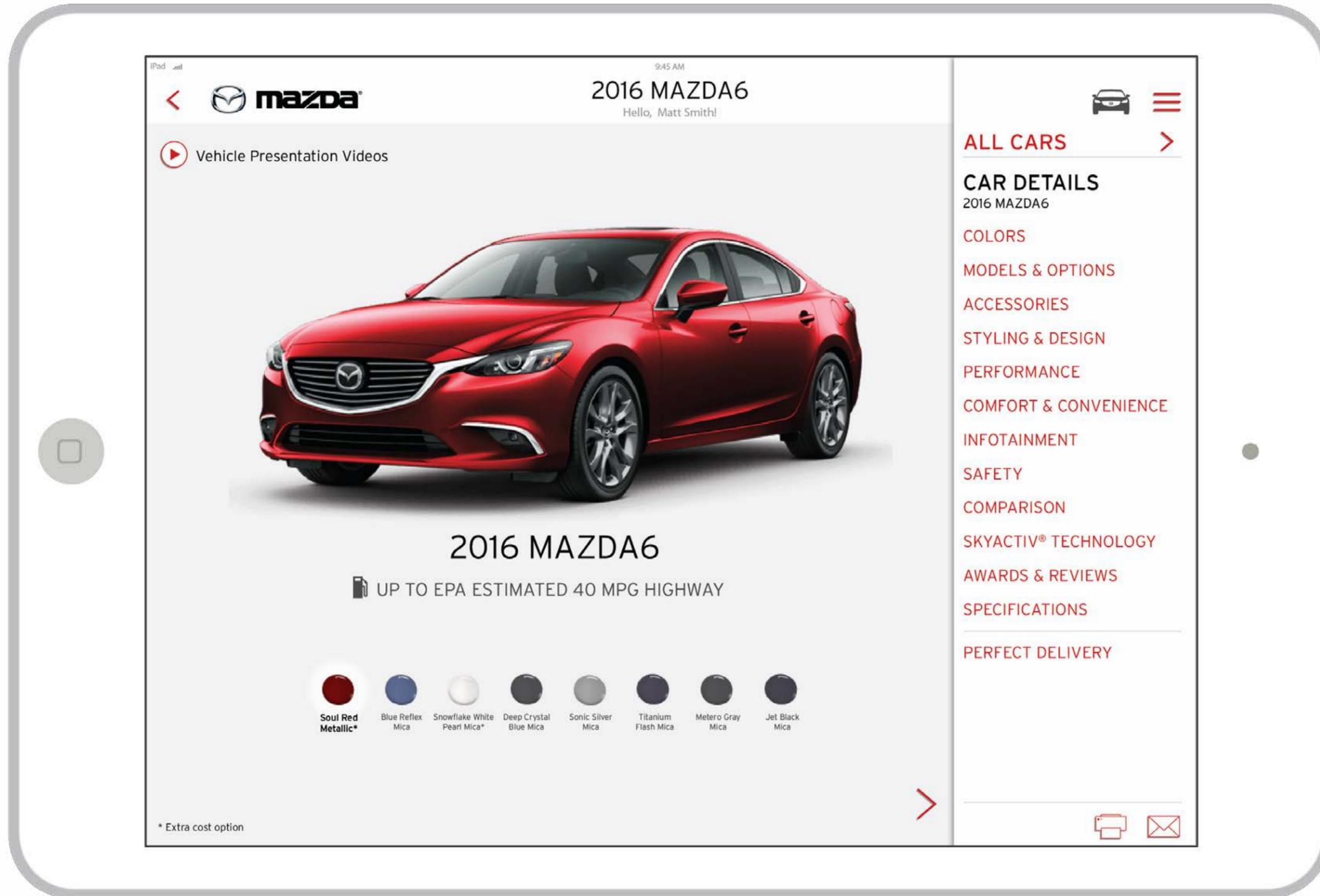
GENERAL IPAD TROUBLESHOOTING

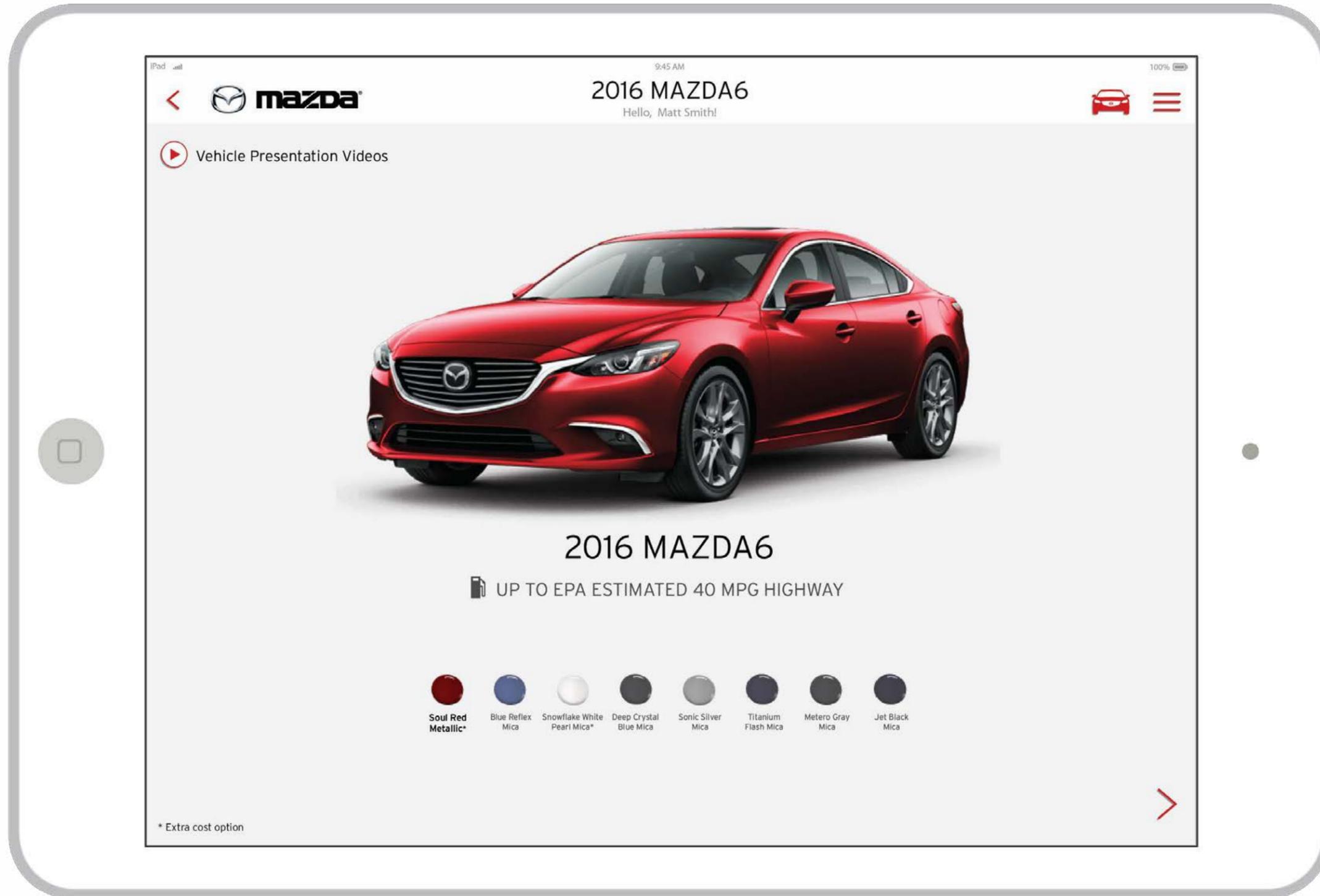
1. Is your iPad OS version up to date with the most current version?
2. Is your iPad Wi-Fi only or does it have cellular as well? If the iPad does have cellular does the application work when accessing with cellular only?
3. Have you tried accessing the application from a different Wi-Fi network?
4. Have you cleared all Safari browser data and rebooted the iPad recently? See the "HOW TO" section for instructions.



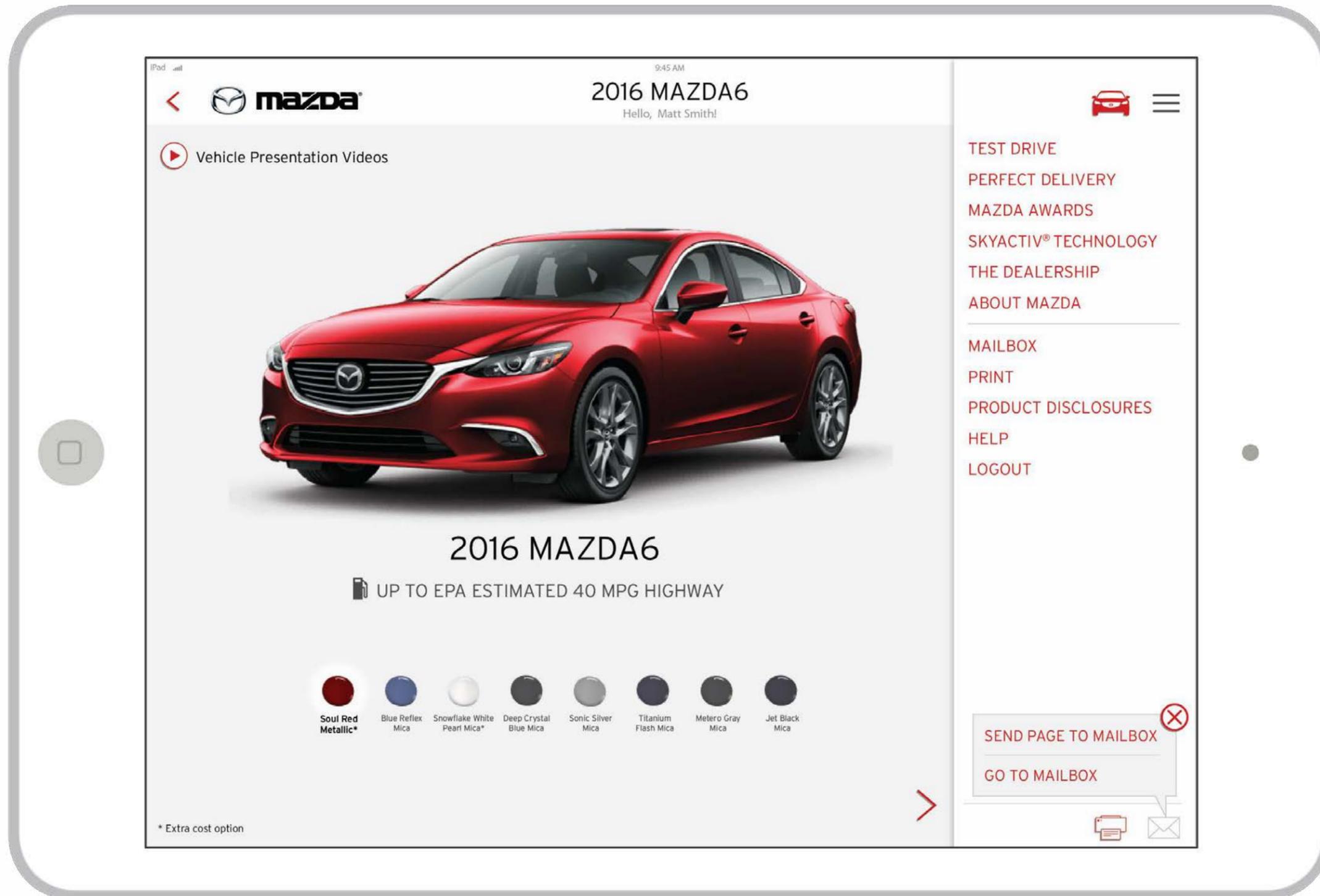


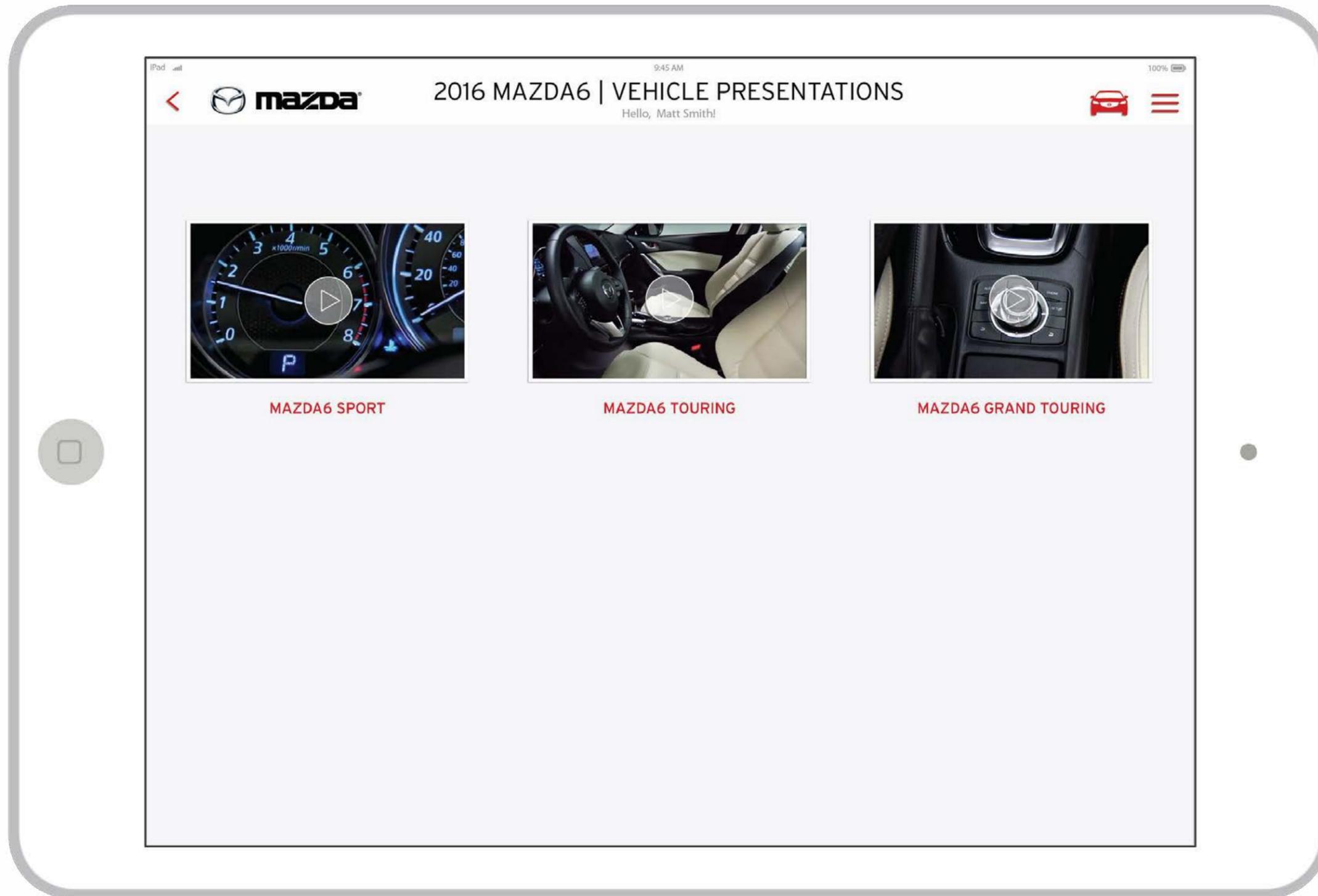
NOTE:
The "Car Details" menu is only active when a specific model has been selected. User can expand the "All Cars" menu by clicking the arrow, if they want to search from an alternate model from this screen.





NOTE:
When an item is sent to the mailbox a standard iOS "Your message has been sent" pop up will notify user





NOTE:
Assets for color swatches are still under review. We may have to make our own if we can't find high quality samples from the Mazda archives.

EXTERIOR COLORS	INTERIOR COLORS					
	SPORT		TOURING		GRAND TOURING	
	BLACK CLOTH	SAND CLOTH	BLACK LEATHERETTE	SAND LEATHERETTE	BLACK LEATHER	PARCHMENT LEATHER
JET BLACK MICA	✓	✓	✓	✓	✓	✓
DEEP CRYSTAL BLUE MICA	✓	✓	✓	✓	✓	✓
BLUE REFLEX MICA	✓	✓	✓	✓	✓	✓
TITANIUM FLASH MICA	✓	✓	✓	✓	✓	✓
METEOR GRAY MICA	✓	✓	✓	✓	✓	✓
SONIC SILVER METALLIC	✓	—	✓	—	✓	✓
SOUL RED METALLIC	✓	✓	✓	✓	✓	✓
SNOWFLAKE WHITE PEARL MICA	✓	✓	✓	✓	✓	✓

note: will need to update row height - screen will go beyond fold, copy is too squished here

	SPORT	TOURING	GRAND TOURING
ACTIVE GRILLE SHUTTERS	-	-	P
HALOGEN HEADLIGHTS	S	S	-
HALOGEN FOG LIGHTS *	A	A	-
LED FOG LIGHTS **	-	A	S
AUTO-OFF HEADLIGHTS	S	S	S
AUTOMATIC ON/OFF HEADLIGHTS	-	P	S
LED AUTO-LEVELING HEADLIGHTS	-	P	S
HALOGEN DAYTIME RUNNING LIGHTS (DRL)	S	S	-
LED DAYTIME RUNNING LIGHTS (DRL)	-	P	S
LED FRONT GRILLE SIGNATURE LIGHTING	-	-	S
LED COMBINATION TAILLIGHTS	S	S	S
VARIABLE-INTERMITTENT WINDSHIELD WIPERS	S	S	-
RAIN-SENSING WINDSHIELD WIPERS	-	P	S
POWER SLIDING-GLASS MOONROOF W/ ONE-TOUCH OPEN/CLOSE	-	P	S
POWER OUTSIDE MIRRORS	S	S	S

	SPORT	TOURING	GRAND TOURING
CAR COVER	A	A	A
CAR COVER CABLE LOCK	A	A	A
FOG LIGHT, HALOGEN	A	A*	-
FOG LIGHTS, LED	-	A**	S
FOG LIGHTS	A	A	S
KEY CHAINS	A	A	A
LICENSE PLATE FRAME GIFT SET	A	A	A
LICENSE PLATE FRAMES	A	A	A
MOONROOF WIND DEFLECTOR	-	A	A
PAINT PROTECTION FILM, DOOR EDGE	A	A	A
PAINT PROTECTION FILM, FRONT KIT	A	A	A
PAINT PROTECTION FILM, REAR BUMPER	A	A	A
REAR BUMPER GUARD, STAINLESS STEEL	A	A	A
REAR LIP SPOILER	A	A	S
REAR PARKING SENSORS ⁷	A	A	A
SIDE WINDOW DEFLECTORS	A	A	A
SPLASH GUARDS, FRONT	A	A	A
SPLASH GUARDS, REAR	A	A	A
TOUCH-UP PAINT	A	A	A
VALVE STEM CAPS	A	A	A
WHEEL LOCKS	A	A	A



2016 MAZDA6 | PERFORMANCE
Hello, Matt Smith!

SKYACTIV®-BODY
The SKYACTIV®-Body is lighter and stronger, resulting in an outstanding ride with improved handling.

i-ELOOP REGENERATIVE ENGINE BRAKING
Mazda's intelligent energy loop improves real world fuel economy by reducing the need for the engine to power electrical systems.

SKYACTIV® POWERTRAINS
SKYACTIV® TECHNOLOGY proves that fuel economy and outstanding driving performance can coexist in cars that are accessible to everyone.

SKYACTIV®-CHASSIS
The SKYACTIV®-Chassis makes the vehicle both agile and stable, with the driver enjoying the best of both worlds at any given speed.

CONFIDENT STOPPING POWER
Power-assisted 4-wheel disc brakes provide assured braking during everyday driving and emergencies.

2016 MAZDA6 | COMFORT & CONVENIENCE
Hello, Matt Smith!

SMART CABIN STORAGE
Thoughtful storage spaces throughout the cabin hold a variety of items commonly carried in sports sedans.

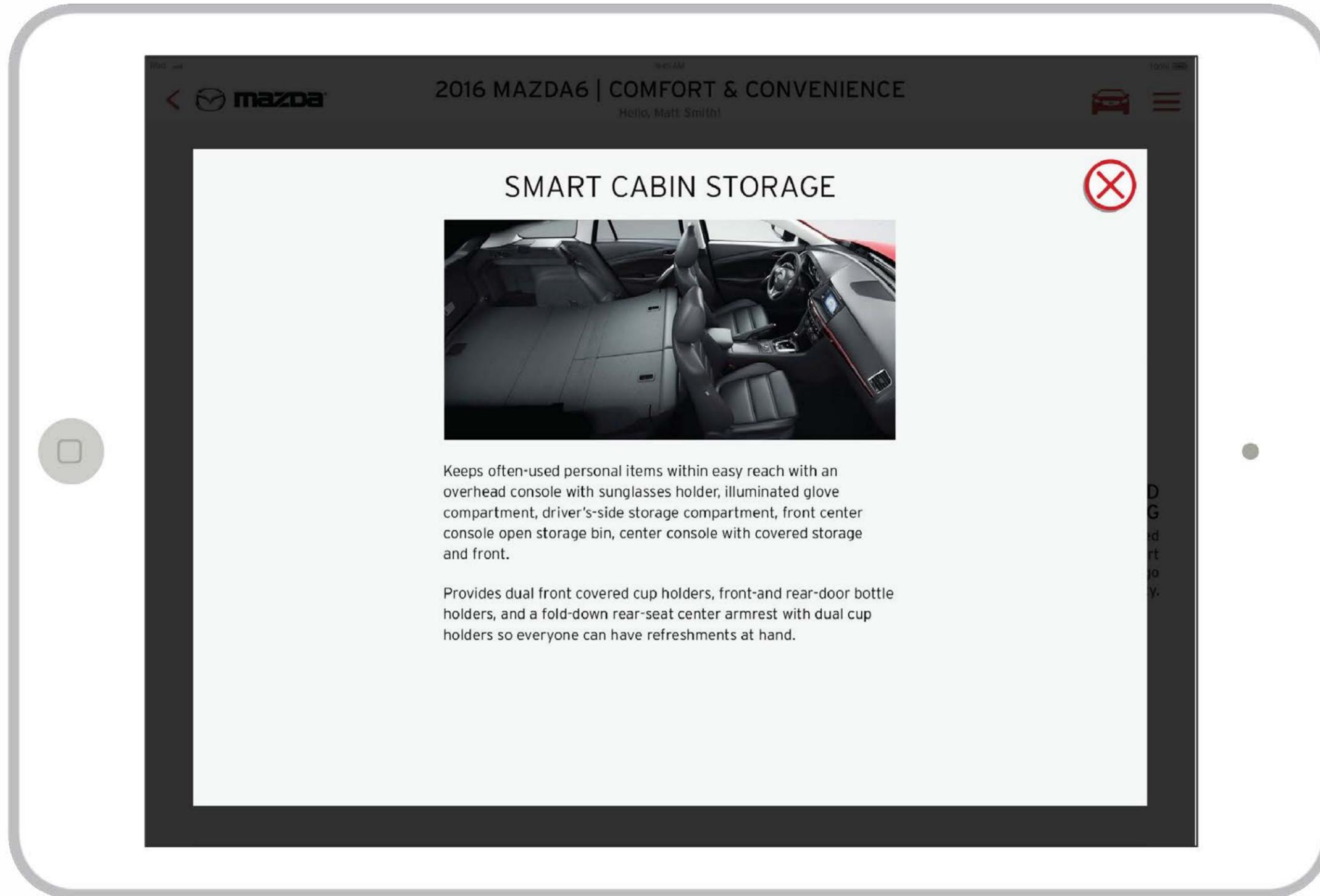
COMFORTABLE CLIMATE CONTROL
Choose between manual and automatic air conditioning and the open air of a moonroof.

SOPHISTICATED SEATING
Adaptable seats provide added driver and passenger comfort and passenger and cargo carrying versatility.

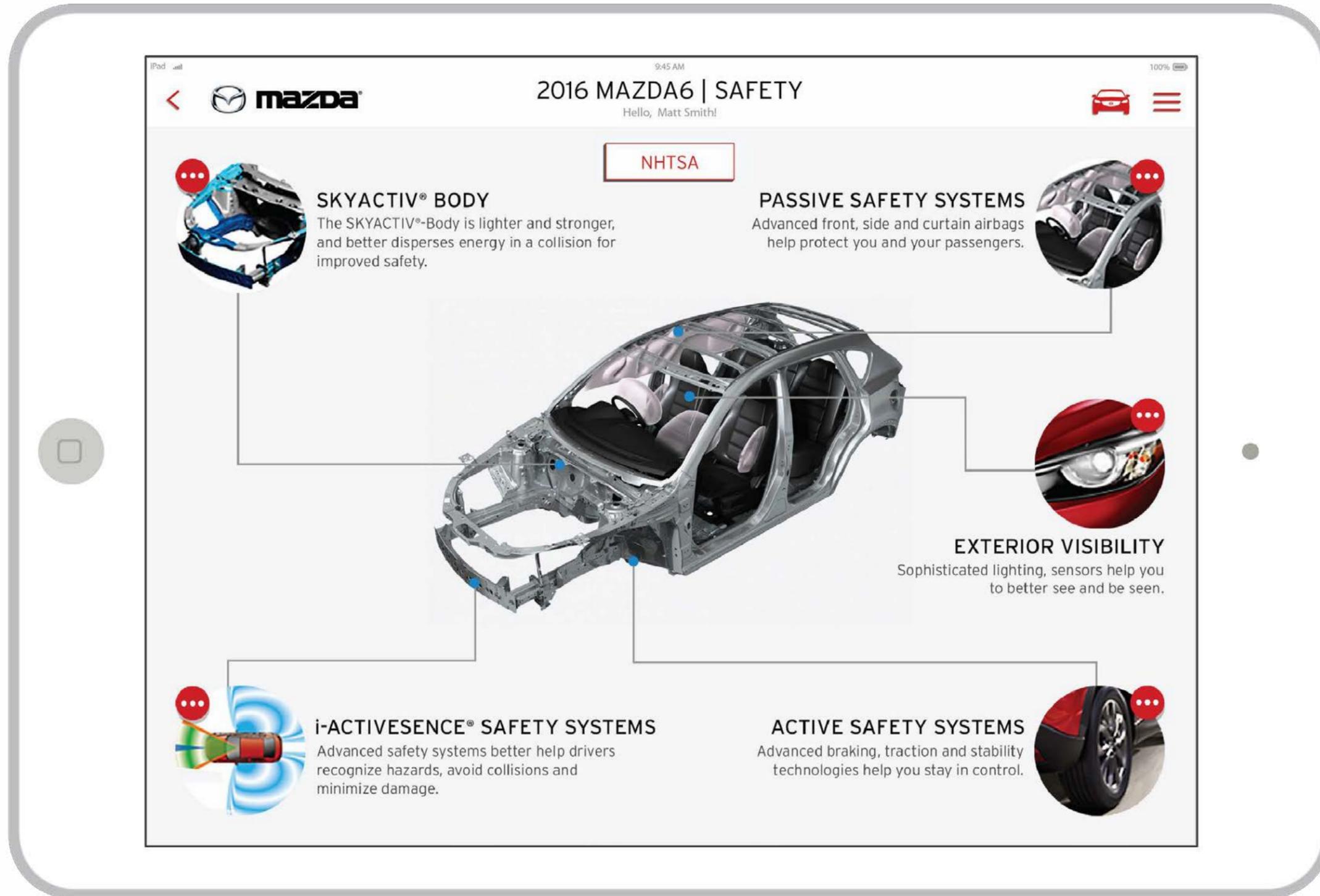
THOUGHTFUL TRUNK
The trunk can easily accommodate bulky items, such as three golf bags or multiple large suitcases.

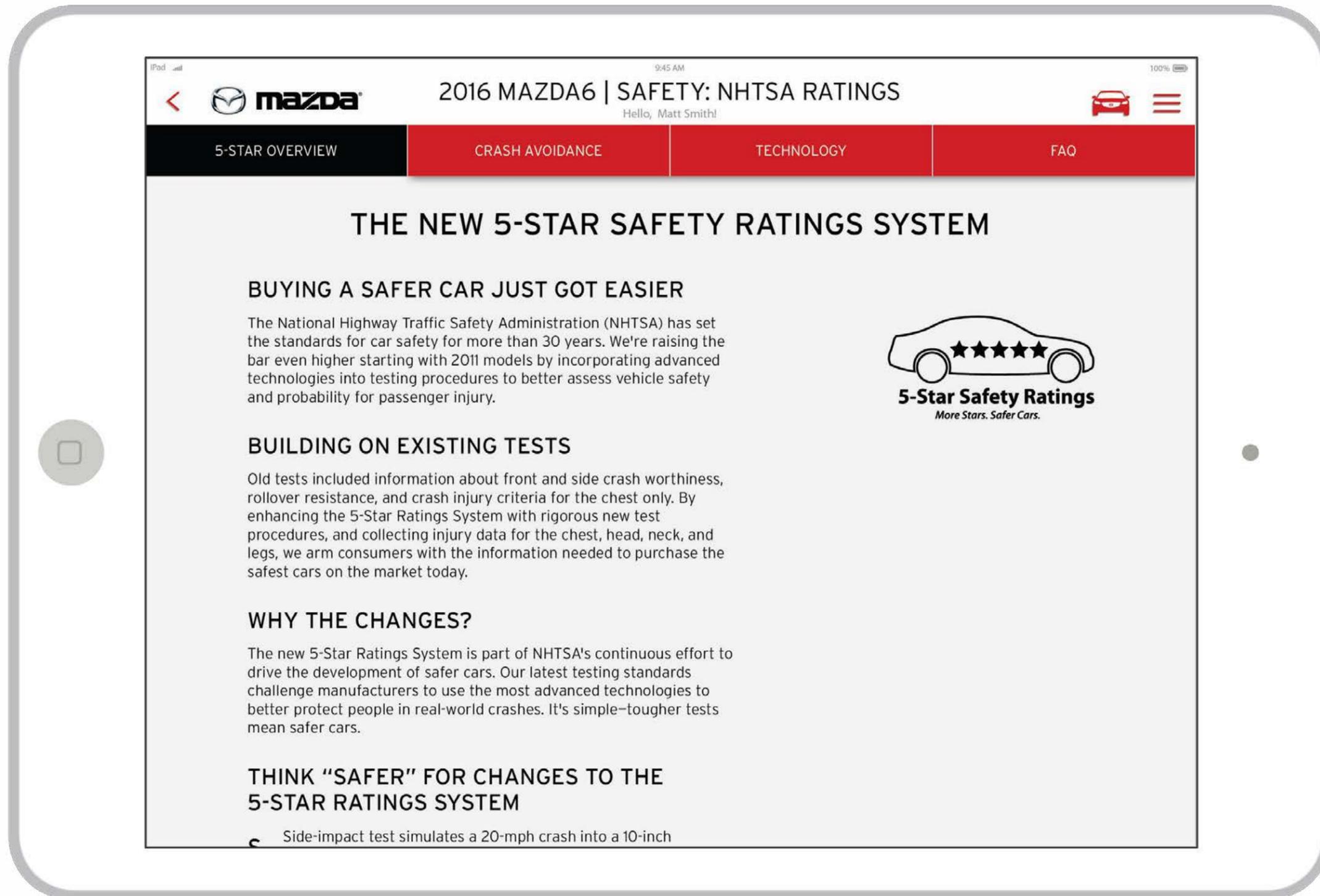
CONVENIENT KEYLESS ENTRY
Both remote and advanced keyless entry let you get in and go more quickly.

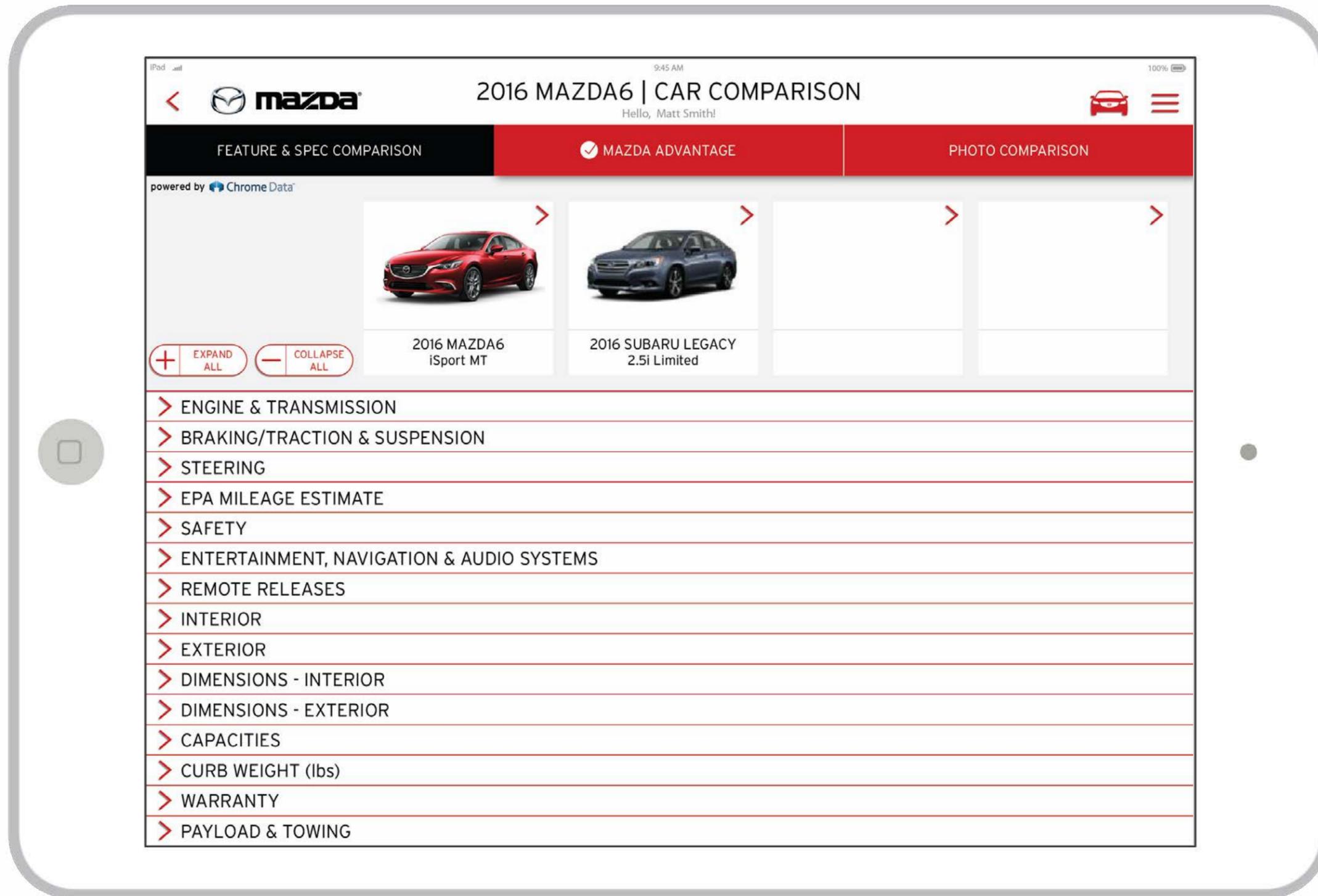
NOTE:
Icons and headlines
sizes will be formatted
in production to
match existing visual
design.

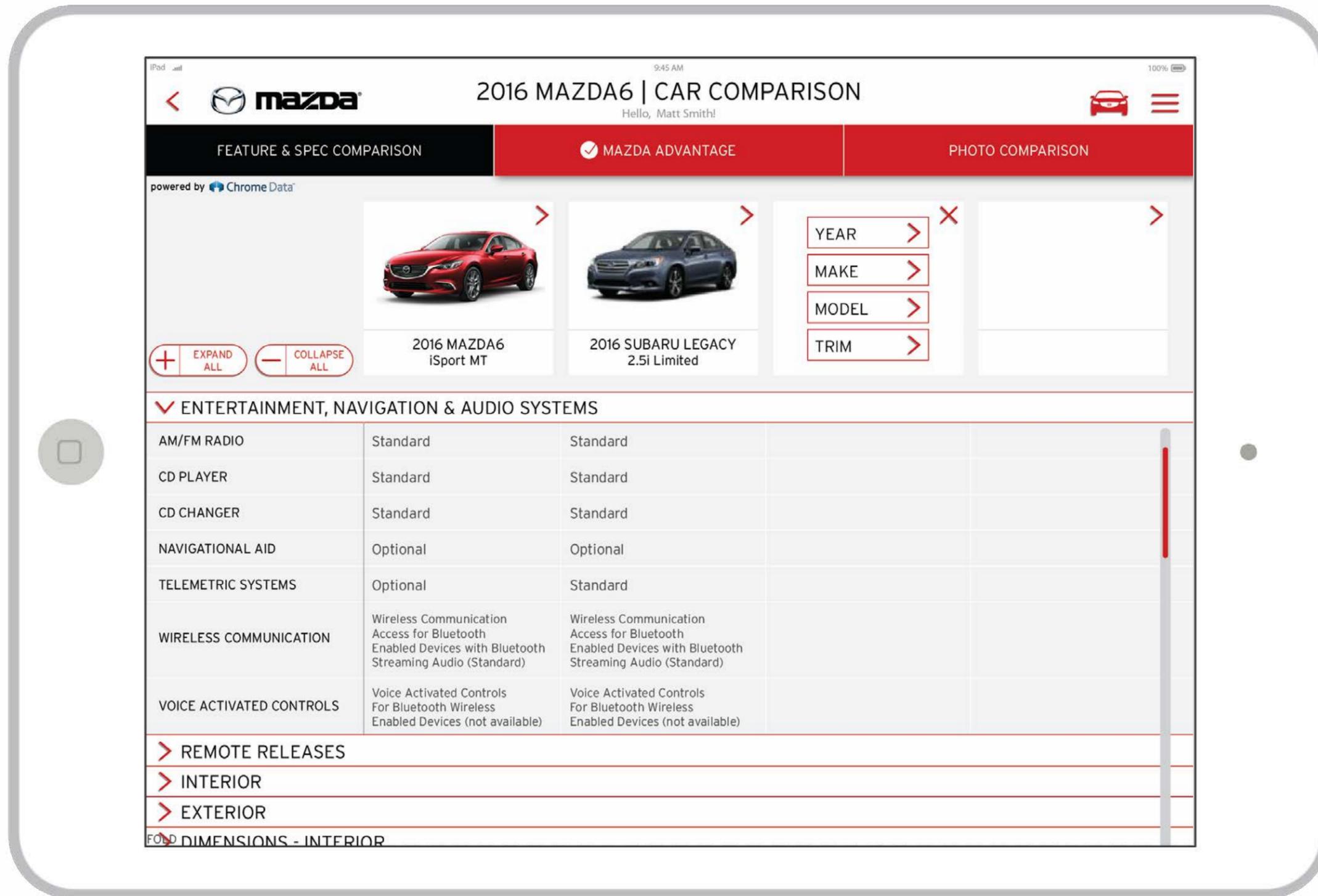


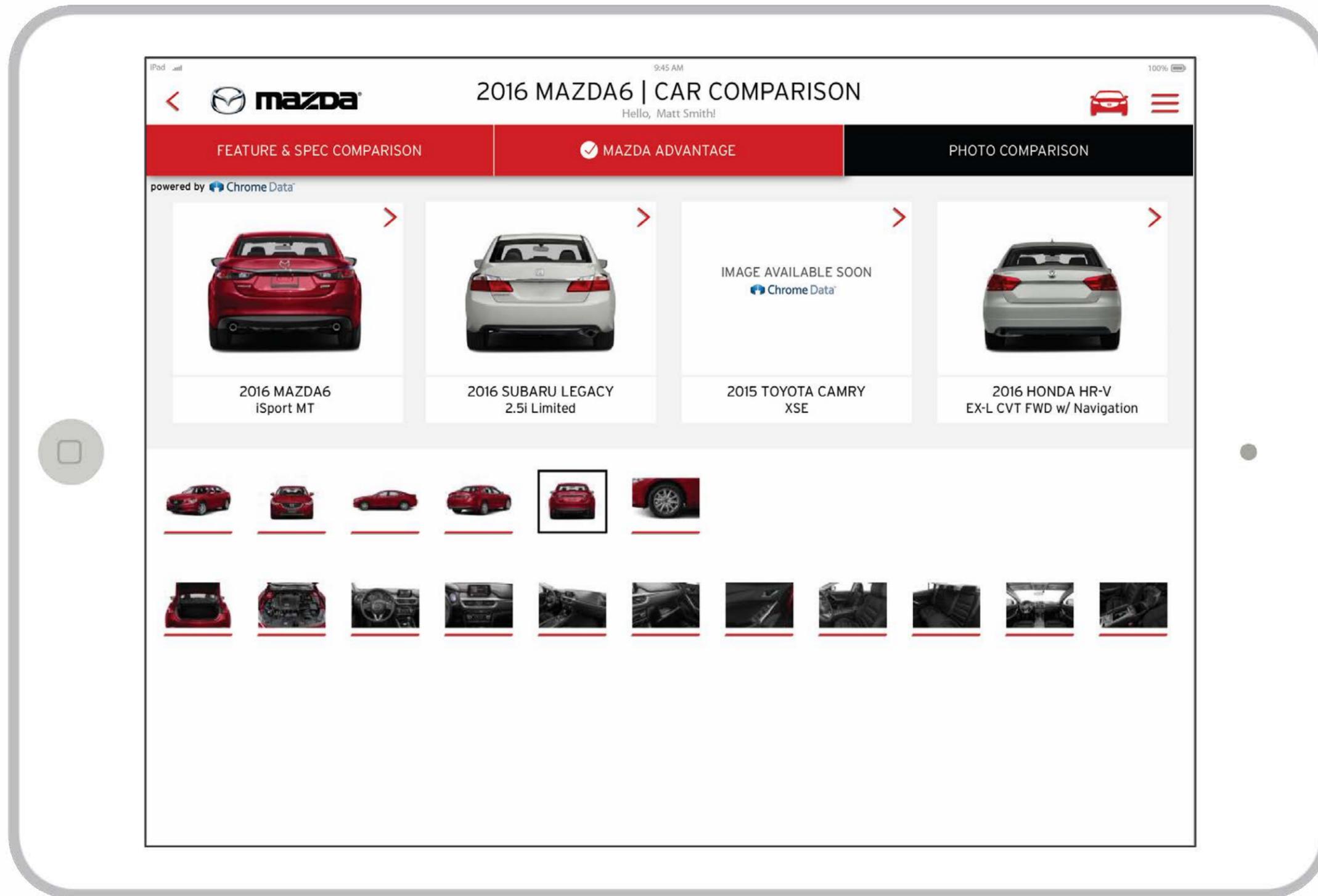












THANK YOU.