July 14, 2015 MAZDA DEALERSHIP APP REFRESH





Visual Design Review_V3

ALONG THE DESIGN PROCESS





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.

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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

Mazda Dealer App Refresh

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VISUAL DESIGN: Login Screen

(iPad ant	9:45 AM	
	S mazda		
		USERNAME	
		PASSWORD	
	the second second	SIGN IN	2.65
	FOR	GET YOUR PASSWORD?	
	IF YOU NEED HELP PLEASE CONTACT THE A MNAO PERSONNEL: Contact the Mazda Systems He @1.800.421.6507	APPROPRIATE RESOURCE BELOW:	
	DEALER PERSONNEL: Contact your Dealership's WS manager. This person can also grant access to additi	SL Administrator, typically the office ional web-based application. The Mazda	WARNING: Information displaye application is proprietary and con
	System Help Center will no longer reset dealership V VENDOR: Contract your Mazda User Representative	WSL passwords.	employees and venders only.



VISUAL DESIGN: Login Screen

	9:45 AM	
	MattSmith123	
FORGET YO	SIGN IN	
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VISUAL DESIGN: Login: Password Reset







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	V	VELCOME TO YOUR MAZDA PERFECT DELIVERY! At Mazda, we believe if it's not worth driving, it's not worth building.
(Introduction to Servic	2
		As you begin your ownership experience, we want you to get the most out of your new Mazda.
		To do that, we have developed this guide to help you fully appreciate your vehicle and operate its advanced features. This guide includes descriptions of specific vehicle features unique to your model as well as informative, instructional videos to assist you along the way. As you progress through this guide, you can choose to watch these videos now and also email them to yourself to watch again later by clicking the check box to the right of the video. Click on a card to see more information about a specific feature. To view all pages
		- just swipe right!
		- just swipe right! SELECT A VEHICLE
		- just swipe right! SELECT A VEHICLE 2016 MAZDA6
		- just swipe right! SELECT A VEHICLE 2016 MAZDA6 SELECT A TRIM ENTER VIN # OR SPORT (MT)



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ESSEN	TIAL INFORMATION	GEN	ERAL INFORMATION	
	* 11	equipped * 2015	5 model year videos shown	** Mazda
	ESSENTIAL INFORMATION	SEND TO MAILBOX		
PROTOTYPE NOTE: 1. In the final application, you can click on the play button to	DASH VIEW (SWITCHES & BUTTONS)			
show a video in a pop up window. 2. In the final application, you	STARTING THE ENGINE			
can send a video link to the mailbox. 3. In the final application,	PUSH BUTTON START SYSTEM			
clicking on a card or the "read more" icon will take the user to that specific screen	ELECTRONIC PARKING BREAK			
	FUEL ECONOMY			
	TPMS			
	TIRE PRESSURE MONITORING SYSTEM			
	INFORMATION DISPLAY			
	MULTI INFORMATION DISPLAY TYPE B			
	SEATS & MIRRORS			
	MANUAL FRONT SEATS			
	€ REAR SEATBACK 60 40			



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	Mazda is one of the few bra that continue to cater to peo who care about driving. " Car and Driver, J	ands ople DRIVER Jan. 2011 AutoWeek	atter have u toWeek Feb. 2010
	Mazda really is doing a good these days giving each of its offerings good style, user- friendliness and a sense of for Autoweek, For	job ⁴⁴ Long prized for their outsta athleticism, Mazda vehicles tend to be the jocks of their respective segments. ⁷⁷ oWeek eb. 2010 Edmunds' I	anding 5 r sdmunds
	Mazda Received the "2014 5-Year Cost To Own Awards: Best Brands" 2 Years in a Row Kel	n "The 6 Not Only Looks Like a Million it Drives Like It."	Bucks Inside and, CAR EDRIVI Car and Driver, Jan. 20
	Consumer Reports 2015 Car BrandReport Car	ds Consumer Reports 2013 Reliability St	udy
FOLD	"This Car is as Close to Perfect as you can Ge	t for the Mazda Tops U.S. Environmental Prote	ection Agency Fue





VISUAL DESIGN: SKYACTIV: SKYACTIV-G







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< 🔗 mazda'	MAILBOX Hello, Matt Smith!
	WELCOME TO THE MAILBOX Send links and pdfs to your customers.
CLEAR ALL SEND	ESSENTIAL INFORMATION SCREEN TITLE Name of video or pdf Name of video or pdf SCREEN TITLE Name of video or pdf ECHNOLOGY INFORMATION SCREEN TITLE Name of video or pdf Mame of video or pdf SCREEN TITLE Name of video or pdf Name of video or pdf
	FROM APPLICATION 2016 Mazda6: Models & Options 2016 Mazda6: Safety 2015 Mazda3 5-Door: Colors 2015 Mazda3 5-Door: Colors



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	SEND	SELECTED ITEMS TO:	
	FIRST NAME*		
	LAST NAME*		
	EMAIL ADDRESS*		
	CITY*		
	STATE*		
	ZIP CODE*		
	VIN#		
	YEAR	\checkmark	
	MODEL	✓	
	TRIM	\checkmark	
	*Required		
			SEND
	2015 Mazda3 5	-Doors Gelors	



VISUAL DESIGN: Product Disclaimers

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

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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



VISUAL DESIGN: Help

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

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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.



VISUAL DESIGN: Find Your Mazda



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VISUAL DESIGN: Chosen Car + Car Details Menu



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VISUAL DESIGN: Chosen Car + Global Navigation + Send to Mail Activated



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VISUAL DESIGN: Colors

NOTE: Assetts 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.

< ờ mazda		94 2016 MAZDA Hello, M	A6 COLORS	5		-
EXTERIOR COLORS			INTERIOF	RCOLORS		
	SPO BLACK CLOTH	SAND CLOTH	TOU BLACK LEATHERETTE	RING SAND LEATHERETTE	GRAND T	FOURI PA L
JET BLACK MICA	\checkmark	\checkmark	\checkmark	\checkmark	\checkmark	
DEEP CRYSTAL BLUE MICA	\checkmark	\checkmark	\checkmark	\checkmark	\checkmark	
BLUE REFLEX	\checkmark	\checkmark	\checkmark	\checkmark	\checkmark	
TITANIUM FLASH MICA	\checkmark	\checkmark	\checkmark	\checkmark	\checkmark	
METEOR GRAY MICA	\checkmark	\checkmark	\checkmark	\checkmark	\checkmark	
SONIC SILVER METALLIC	\checkmark	_	\checkmark	_	\checkmark	
SOUL RED METALLIC	\checkmark	\checkmark	\checkmark	\checkmark	\checkmark	
SNOWFLAKE WHITE	\checkmark	\checkmark	\checkmark	\checkmark	\checkmark	



	2016 MAZ	DA6 M Hello, M	ODELS &	OPTIONS		
PERFORMANCE EXTERIOR WHEE TIR	ES INTERIOR	STORAGE	SEATING & TRIM		ISTRUMENTATION	SAFETY & SECURITY
S: Standard P: Package Option A: Dealer Ir	nstalled Accessory – Not Avali	iable * Only for	Touring w/o Techno	ology Package ** Only	, y for Touring with	Technology Pac
note: will need to update row height - screen w fold, copy is too squished here	ill go beyond SPORT		Т	OURING		GRAND TC
ACTIVE GRILLE SHUTTERS	_			-		Ρ
HALOGEN HEADLIGHTS	S			S		-
HALOGEN FOG LIGHTS *	А			А		-
LED FOG LIGHTS **	_			А		S
AUTO-OFF HEADLIGHTS	S			S		S
AUTOMATIC ON/OFF HEADLIGHTS	-			Ρ		S
LED AUTO-LEVELING HEADLIGHTS	-			Ρ		S
HALOGEN DAYTIME RUNNING LIGHTS (DRL)	s			S		-
LED DAYTIME RUNNING LIGHTS (DRL)	-			Р		S
LED FRONT GRILLE SIGNATURE LIGHTING	-			~		S
LED COMBINATION TAILLIGHTS	S			S		S
VARIABLE-INTERMITTENT WINDSHIELD WIPERS	S			S		-
RAIN-SENSING WINDSHIELD WIPERS	-			Ρ		S
POWER SLIDING-GLASS MOONROOF W/ ONE-TOUCH OPEN/CLOSE	-			Ρ		S
POWER OUTSIDE MIRRORS	S			S		S



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EXTERIOR	IN	INTERIOR		
S: Standard P: Package Option A: Dealer Install	ed Accessory – Not Avaliable * C	n Dnly for Vehicles w/o Technology Package	** Only for Vehicles with Technology Pack	
	SPORT	TOURING	GRAND TOURIN	
CAR COVER	A	A	A	
CAR COVER CABLE LOCK	А	Α	А	
FOG LIGHT, HALOGEN	A	A*	-	
FOG LIGHTS, LED	-	A**	S	
FOG LIGHTS	A	А	S	
KEY CHAINS	А	A	А	
LICENSE PLATE FRAME GIFT SET	A	А	А	
LICENSE PLATE FRAMES	A	А	A	
MOONROOF WIND DEFLECTOR	-	А	A	
PAINT PROTECTION FILM, DOOR EDGE	А	А	А	
PAINT PROTECTION FILM, FRONT KIT	A	А	А	
PAINT PROTECTION FILM, REAR BUMPER	А	А	А	
REAR BUMPER GUARD, STAINLESS STEEL	А	A	А	
REAR LIP SPOILER	A	A	S	
REAR PARKING SENSORS ⁷	A	А	A	
SIDE WINDOW DEFLECTORS	A	А	А	
SPLASH GUARDS, FRONT	A	А	А	
SPLASH GUARDS, REAR	А	A	А	
TOUCH-UP PAINT	A	А	А	
VALVE STEM CAPS	A	А	А	
WHEEL LOCKS	А	А	А	

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VISUAL DESIGN: Typicall Pop Up Window









	2016 MA	ZDA6 CAR COMPARIS	ON
FEATURE & SPEC COMPARISO	л	✓ MAZDA ADVANTAGE	PHOTO COMPARISO
powered by 🏟 Chrome Data			
			>
	2016 MAZDA6 iSport MT	2016 SUBARU LEGACY 2.5i Limited	
> ENGINE & TRANSMISSION			
> BRAKING/TRACTION & SUS	PENSION		
> STEERING			
> EPA MILEAGE ESTIMATE			
> SAFETY			
ENTERTAINMENT, NAVIGAT	ION & AUDIO SYSTE	MS	
REMOTE RELEASES			
> INTERIOR			
> EXTERIOR			
> DIMENSIONS - INTERIOR			
DIMENSIONS - EXTERIOR			
> CAPACITIES			
> CURB WEIGHT (Ibs)			
> WARRANTY			
PAYLOAD & TOWING			



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FEATURE & SPEC CO	MPARISON	✓ MAZDA ADVANTAGE		ΡΗΟΤΟ Ο
powered by 🏟 Chrome Data				
	2016 MAZDA6	2016 SUBARU LEGACY	YEAR MAKE MODEL TRIM	> > > >
V ENTERTAINMENT, NA	VIGATION & AUDIO SYS	TEMS		
AM/FM RADIO	Standard	Standard		
CD PLAYER	Standard	Standard		
CD CHANGER	Standard	Standard		
NAVIGATIONAL AID	Optional	Optional		
TELEMETRIC SYSTEMS	Optional	Standard		
WIRELESS COMMUNICATION	Wireless Communication Access for Bluetooth Enabled Devices with Bluetooth Streaming Audio (Standard)	Wireless Communication Access for Bluetooth Enabled Devices with Bluetooth Streaming Audio (Standard)		
VOICE ACTIVATED CONTROLS	Voice Activated Controls For Bluetooth Wireless Enabled Devices (not available)	Voice Activated Controls For Bluetooth Wireless Enabled Devices (not available)		
REMOTE RELEASES				
/ INTERIOR				





THANK YOU.

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