



## 2019 FALL CLASSIC CONTEST

### PROGRAM RULES

#### Program Dates:

- Total Program: May 1, 2019 – July 1, 2019
- May Objectives: May 1, 2019 – May 31, 2019
- June Objectives: June 1, 2019 – July 1, 2019

#### Program Fulfillment:

- Dates: September 5 – 11, 2019
- Location: Fairmont Chateau, Whistler, BC
- Participants: Mazda Dealership Owners, Dealer Principals, or General Managers
- Trip Attendees: Only one person per dealership will attend; No spouse or other guest

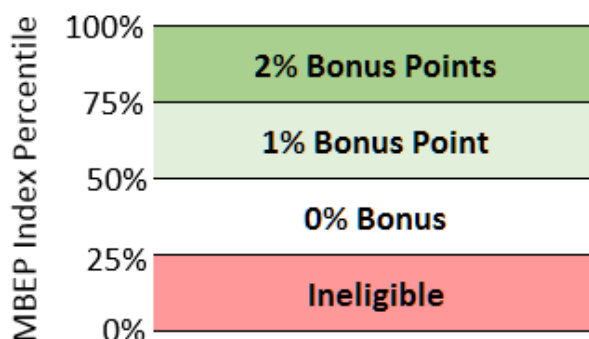
#### Eligible Vehicles/Sale Types:

- All new retail Mazda vehicles
- Eligible sales are R only (Sale types G, C, L, F, D, P, and I are ineligible for this program)
- All units must be sold and reported during the program period

#### Contest Rules:

- Dealerships compete in group competitions to win one of the travel awards
- Trip will be awarded to dealership with the highest attainment of objective within their respective group
- Dealerships will receive their monthly objectives for total sales from the region
- **Customer Experience Qualifier and Bonus:** Dealerships must have an MBEP Index score at or above the 25<sup>th</sup> percentile for the combined two-month contest period to be eligible to win. Bonus points will be awarded as follows:

## MBEP Index Bonus



- **Tie-Breaker:** In the event of a tie, the dealership with the highest MBEP Index during the contest period will win

### Additional Program Rules:

The following participant guidelines will be in place for the subject program:

- Rules subject to change at any time.
- No "Buy-Ins" will be allowed.
- There are no cash alternatives for those who decline the travel award.
- Award Trips must be taken according to pre-arranged schedule (this includes air, hotel and land arrangements) as established by MNAO (further details forthcoming).
- In order to receive an award, the Dealership must have a valid Mazda Dealer Sales and Service Agreement in effect at the time the trip is awarded, and the individual designated must be an employee of the Dealership.
- Trips must be awarded to winning Dealerships only. Winning Dealerships may not transfer a trip to a non-winning Dealership.
- If the winning dealership cannot attend, the trip will be forfeited back to Mazda corporate.
- This trip is designated for winning dealership Owners, Dealer Principals, or General Managers.
- Attendee must be registered in eMDCS to be eligible.

### Tax Rules pertinent to this incentive trip/program

Any liability for federal, state, or other taxes will be the sole responsibility of the winning individual. Mazda Motor of America, Inc., d/b/a Mazda North American Operations (MNAO), will not be responsible for the payment of any taxes. Participants are encouraged to seek professional tax advice with respect to the proper tax treatment of awards under this program. There will be no exceptions to these rules.

### Interpretation/Audit

Mazda reserves the right to inspect all dealership records during normal business hours and to disqualify any sale not made or reported in accordance with these program rules and MNAO Sales Policy. Mazda also reserves the right to charge the dealer for any and all of Mazda's costs and employee expenses of auditing if Mazda's inspection reveals incorrect reporting or any failure by the dealer to follow these program rules. Mazda may decide any question of eligibility or any other matter relating to the interpretation, scope, or application of this program or any rule hereof, at 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. Refer any questions regarding this program to your District Manager or Regional Office.