



## **S-PLAN NEW VEHICLE PURCHASE PROGRAM**

As a valuable partner to Mazda, you're eligible for the Mazda S-Plan Partner Purchase Program. This program is Mazda's way of thanking everybody who plays a key role in our brand's success by offering special savings on brand-new Mazda vehicles.

### **Program Highlights**

- S-Plan pricing is equal to the total dealer invoice price. This offers significant savings vs. Manufacturer Suggested Retail Price (MSRP).
- S-Plan pricing is non-negotiable. Participating dealers must sell the vehicle at this price to qualified S-Plan customers.
- S-Plan pricing is vehicle specific. Each vehicle invoice has the S-Plan price listed on it. The participating dealer is required to show S-Plan customers the vehicle invoice.
- S-Plan customers will receive all applicable customer incentives.

### **Getting Started**

1. Contact your company's Human Resources representative for your Mazda S-Plan Partner ID.
2. Visit [MazdaUSA.com/SPLAN](http://MazdaUSA.com/SPLAN) and create your S-Plan PIN certificate.
3. Choose a new Mazda vehicle you are interested in.
  - Visit [MazdaUSA.com](http://MazdaUSA.com) for vehicle information.
  - Examples of potential savings are shown on the reverse side of this sheet.
4. Contact your local dealership and set an appointment.
  - Let your dealer know you are an S-Plan customer and bring your S-Plan PIN certificate with you to the dealership.















*2014 MAZDA CX-5*



*THE ALL-NEW 2014 MAZDA6*

**mazda****S-PLAN NEW VEHICLE PURCHASE PROGRAM**

2013 VEHICLES		STARTING AT MSRP*	S-PLAN PRICE*	POTENTIAL SAVINGS
<i>MAZDA2</i>		\$14,720	\$14,525	\$195
<i>MAZDA3 4-DOOR</i>		\$16,700	\$16,229	\$471
<i>MAZDA3 5-DOOR</i>		\$20,000	\$19,130	\$870
<i>MAZDASPEED3</i>		\$24,200	\$23,143	\$1,057
<i>MAZDA5</i>		\$19,940	\$19,073	\$867
<i>MAZDA6</i>		\$20,725	\$19,575	\$1,150
<i>MAZDA MX-5</i>		\$23,720	\$22,424	\$1,296
<i>MAZDA MX-5 (PRHT)</i>		\$28,465	\$26,906	\$1,559
<i>MAZDA CX-5</i>		\$20,995	\$20,396	\$599
<i>MAZDA CX-9</i>		\$29,785	\$28,183	\$1,602
2014 VEHICLES		STARTING AT MSRP*	S-PLAN PRICE*	POTENTIAL SAVINGS
<i>MAZDA6</i>		\$20,880	\$19,929	\$951
<i>MAZDA CX-5</i>		\$21,195	\$20,589	\$606

\*Pricing on lowest trim models as of 4/19/2013

**GET STARTED! CREATE YOUR MAZDA S-PLAN PIN TODAY.**

To create your S-Plan PIN, visit [MazdaUSA.com/SPLAN](http://MazdaUSA.com/SPLAN) and request a PIN using your Mazda Partner ID. If you cannot find your Mazda Partner ID, please contact your Human Resources department.

\*Does not include destination charge, tax, license or state/dealer assessments. See your Mazda Dealer for details. Prices may vary or change by Mazda. Authorized Mazda dealerships are not required to participate in this program. The above S-Plan pricing does not reflect current incentives available. S-Plan pricing not valid on certified pre-owned and used vehicles. Visit [MazdaUSA.com](http://MazdaUSA.com) or your Mazda Dealer for further details.