

# Mazda Certified Pre-Owned - an Integrated Marketing Communications Solution

Deluxe Manages Program to Give Automaker Best Ever CPO Sales

## Business Challenges

Mazda's Certified Pre-Owned (CPO) sales had stalled - due, in large part, to lagging dealership participation that was well below goal. Since CPO is critical in helping dealers strengthen used vehicle sales; increasing revenue from parts sales and service; boosting brand reputation; and increasing the residual value of new cars; it was important for the auto-maker to make changes.

## Deluxe Answers

Deluxe took over management of the program to enhance and improve the marketing supply chain and develop a multi-media strategy and campaign. Deliverables included the design, production and distribution of new sales and merchandising materials with an energetic new brand identity

## Program Overview

- Provided dealership owners and general managers with sales education and training materials
- Customers were reached through web advertising, dealer POS, brochures and on-car information
- Kitted materials were distributed with detailed dealer instructions on usage
- Online ads (Auto Trader and Cars.com sites) and a CPO micro-website were created
- A comprehensive customer delivery kit with competitive analysis was developed

## Results

- BEST EVER Mazda CPO sales, beating year-over-year (YOY) by 239%; and month-over-month increase of 437 units (183%)
- LARGEST EVER number of CPO Enrolled dealers - up 100% YOY
- BEST EVER active dealer participation in CPO program - 130% YOY
- LARGEST EVER CPO inventory - up 86% YOY



**“We are off to a great start and I look forward to continuing our work together!”**

*- Marketing Manager, Mazda Remarketing & CPO*



Deluxe specializes in integrated communication programs that blend print, promotional and digital communications from marketing, sales training, human resources and internal operations - programs that are fully communicated to customers and staff. We're doing it for Mazda CPO and we can do it for you. Contact us today and we'll show you how.