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 (Y.O.Y) by 239%; and month-over-month increase of 437 units (183%)
• LARGEST EVER number of CPO Enrolled dealers - up 100% Y.O.Y
• BEST EVER active dealer participation in CPO program - 130% Y.O.Y
• LARGEST EVER CPO inventory - up 86% Y.O.Y

“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.