

March XX, 2006 DRAFT Subject: Final Quality Inspection

Dear Dealer Principal:

As part of our ongoing commitment to product excellence and customer satisfaction, Mazda is pleased to announce the Final Quality Inspection program for the 2005 and 2006 RX-8.

The RX-8's rotary engine is unlike any other engine both in terms of its design and high performance. Because of this, we are asking that all RX-8 customers receive a final quality inspection by an authorized Mazda technician. This Final Quality Inspection (FQI) program is designed to ensure that each new delivery of a Mazda vehicle exceeds our customers' expectations for initial quality and satisfaction.

We strongly recommend performing the Final Quality Inspection no more than 3 days prior to delivery. In cases when the inspection cannot be performed prior to delivery, a follow up appointment should be set within 7 days to complete the Final Quality Inspection on the vehicle. It is critical that our message to customers remains consistent: *"Mazda is committed to your satisfaction and we want to make sure that your RX-8 is given the specialized attention it deserves as a truly unique sports car with rotary technology."* The Final Quality Inspection will be paid at .6 hour.

Like any engine, the rotary requires regular maintenance and we want to drive that business to your shop. We believe it is important that customers return to an authorized Mazda dealership for their scheduled maintenance. In an effort to ensure that all RX-8 customers schedule their first service appointment with the dealership, we are pleased to offer a complimentary oil and filter change on all 2005 and 2006 RX-8 vehicles that have the FQI process completed. A warranty bulletin outlining the process for submitting the oil change claim will be issued shortly.

Similar programs have been executed with a great deal of success in the marketplace by other automotive manufacturers. With your support, we are confident that Mazda will achieve its goal of becoming an industry leader in customer satisfaction and initial quality.

Here is how the FQI program works:

2006 RX-8

- ✓ Each 2006 RX-8 will include the enclosed customer-facing FQI tag, designed to reinforce our commitment to product excellence and to explain the FQI program
- ✓ A Technical Service Bulletin and service materials will be sent under separate cover to your Service Department on March 8, 2006
- ✓ Sales support tools for your sales staff to use in discussing Mazda's FQI program with customers will be sent via e-mail on March 8, 2006

2005 RX-8

- \checkmark All 2005 inventory will be included in the FQI program as well.
- ✓ Again a Technical Serivce Bulletin and service materials will be sent under separate cover to your Service Department 3/8/08
- ✓ FQI inspection sheets, customer-facing FQI tags and parts will ship to your Service Department beginning March 8, 2006

I am confident that our commitment to product excellence and customer satisfaction will result in increased sales and profits for all of us. If you have any questions related to the FQI program, please contact your Mazda District Manager.

Thank you for your support of the FQI program and good selling.

Regards,

Robert T. Davis Senior Vice President, Quality, Research & Development

RX-8 Final Quality Inspection – Word Tracks for Sales Managers & Service Managers to discuss with Salespersons and Service Consultants:

- As part of an ongoing commitment to product excellence and customer satisfaction worldwide, Mazda has announced a Final Quality Inspection program for 2005 and 2006 RX-8's called the Final Quality Inspection process (FQI).
- This process is a second inspection Mazda engineers are asking to occur immediately before delivery to customers and be performed by a Mazda technician. Mazda is paying 6-tenths to perform the procedures
- This means the inspection must be performed during service operating hours. In cases when the
 inspection cannot be performed prior to delivery, a follow up appointment should be set within 7
 days to complete the Final Quality Inspection on the vehicle.
- In an effort to ensure that all RX-8 customers schedule their first service appointment with the dealership, Mazda is offering a complimentary oil and filter change on all 2005 and 2006 RX-8 vehicles that have the FQI process completed.

RX-8 Final Quality Inspection – Salesperson and Service Consultant Talking Points for Customers:

Word tracks for delivery during service operating hours:

- Thank you Mr. Customer for buying an RX-8 from ABC Mazda. As you already know the RX-8 is one of the world's most exotic sports cars with a high tech rotary engine.
- Because of this Mazda has asked us to perform a final quality inspection on your car before you take it home.
- This inspection will only take about a half an hour and we will get started on it right now. We know you are excited to get your new RX-8 on the road but we want to make sure your car as perfect as we can make it for you.
- As part of this final quality inspection, Mazda is offering a free oil and filter change at your first scheduled maintenance. Just bring your car back to ABC Mazda and we'll take care of everything for you.
- Does that sound Ok with you?

Word tracks for deliveries after service operating hours:

- Thank you Mr. Customer for buying an RX-8 from ABC Mazda. As you already know the RX-8 is one of the world's most exotic sports cars with a high tech rotary engine.
- Because of this Mazda has asked us to perform a final quality inspection on your car before you take it home.
- We know you are excited to get your new RX-8 on the road but we want to make sure your car as perfect as we can make if for you.
- Unfortunately (it is late or it's a weekend) and our service shop is not open.
- We would like to keep your car until (next morning or Monday morning) when we will quickly perform the final quality inspection and then personally deliver the car to your home or work.
- As part of this final quality inspection, Mazda is offering a free oil and filter change at your first scheduled maintenance. Just bring your car back to ABC Mazda and we'll take care of everything for you.
- Does that sound Ok with you?

If the customer refuses to leave car overnight:

- I understand you are excited to start driving your new car.
- So can we ask you to do this...would you mind coming back next (set a date only 4-days out) and I will
 make an appointment to get the final quality inspection completed. It will only take about a half an hour
 and we will get you in-and-out quickly.
- Does that sound Ok with you?
- I'd also like to take you on a tour of our service department and schedule your first oil and filter appointment. How does that sound?

RX-8 Final Quality Inspection - FAQs

Q) Why do you need me to bring my car back so soon?

A) Mazda is committed to your satisfaction and we want to make sure that your RX-8 is given the specialized attention it deserves as a truly unique sports car with rotary technology. Even though you are taking delivery today (after-hours/on weekend), we want to make sure that your car receives the same inspection as all of our high-performance vehicles.

Q) Why do you need to replace the spark plugs in my brand new car? Is there a problem with the rotary engine?

A) The RENESIS rotary engine performs best at higher RPMs. There may be extended periods of low RPM and engine idle during the vehicle transportation process from the factory to the dealer. This unique driving condition encountered during transportation *may* result in carbon build-up which could prematurely reduce the life span of the spark plugs. As an extra precaution, Mazda has decided to install new spark plugs on your vehicle to ensure maximum performance and spark plug life.

Q) What is this inspection? What are you going to do?

A) The Final Quality Inspection consists of an authorized Mazda technician performing the following final inspection on your vehicle in order to make sure that it is perfect for you.

The following checks will be performed during your Final Quality Inspection:

- Tire Pressure
- Battery Voltage
- Spark plugs replaced: Because this vehicle has been transported overseas and moved from the port to the dealer without really being driven, the spark plugs may have worn prematurely due to carbon build up. Mazda has decided to install new spark plugs on your vehicle to ensure maximum performance and spark plug life
- Fluid levels
- Alignment
- All Warning Lights
- Wipers and washers (re-clean if necessary)

Q) Why can't you do the inspection right now? Why do you need to keep my car?

A) The Final Quality Inspection can only be performed by an authorized Mazda technician, so we will need to set up an appointment for you to come back during service operating hours.

Q) Didn't you already inspect and prepare my car?

A) Yes we did as part of our general Pre Delivery Inspection processes. However, the RX-8 is Mazda's premiere sports car and Mazda Engineers want us to make sure your car is as perfect as we can make it for you. We have a list of things to check which will only take about a half an hour.



REFER TO THE WORKSHOP MANUAL FOR DETAILED ADJUSTMENT PROCEDURES

- Problems found during inspection should be noted on a repair order.
- Inspection items followed by an asterisk (*) are required only if the vehicle is equipped with that feature.

IMPORTANT - Check, install or adjust the following components no more than 3 days prior to delivery.

BODY / INTERIOR – FUNCTION

- Check vehicle for any open Recalls, SSPs, or MSPs
- Warning lights (check engine, seat belt, air bag, brake, engine oil, door, charge, ABS*, DSC*, electric power steering*, TPMS*, AT*, pass air bag off*)
- —— Wipers and washers (front and rear), clean wiper blades if necessary
- ____ Steering wheel alignment

ON HOIST

- Tire pressure
- ____Spark plug replacement
 - It is mandatory to replace the spark plugs at time of customer delivery. Failure to replace spark plugs may cause starting concerns after customer delivery as the vehicle's original spark plugs may become prematurely fouled from repeated short drive cycles encountered during transportation and / or dealer storage

UNDER HOOD – ENGINE OFF

- ____ Fluid levels (engine oil, brake, clutch*, coolant, windshield washer, battery)
- ____ Battery terminal tightness
- ____ Battery voltage and load test

THIS FINAL QUALITY INSPECTION HAS BEEN PERFORMED BY A QUALIFIED MAZDA TECHNICIAN

VIN							_		,



Mazda Product Excellence

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Mazda's commitment to Product Excellence requires that an authorized Mazda Technician perform a Final Quality Inspection on this vehicle at the time of retail sale. We are performing this final quality check to ensure that you are 100% satisfied with the purchase of your new Mazda vehicle.

- ✓ A copy of the Final Quality Inspection Check Sheet is located in this vehicle's glove compartment. The check sheet must be signed and dated by an authorized Mazda Technician when your final quality inspection has been completed.
- ✓ If you are taking delivery of your vehicle during a time when no authorized technicians are available to perform your Final Quality Inspection, please contact your Mazda Sales Consultant to set up a service appointment.
- ✓ If you have any questions or concerns related to Mazda's commitment to product excellence, please contact your Mazda Sales Consultant.

Thank you and congratulations on your new vehicle purchase!

Attention Mazda Dealer: This document must remain in vehicle in a conspicuous location and should only be removed by customer.

Mazda North American Operations • PO Box 19734, Irvine, California 92623-9734 • (800) 222-5500

9999-95-FQITAG-06 (Rev. 03/06)



	Dealer Reimbursement Claim Information • Warranty Type: A • Symptom Code: 99 • Damage Code: 99 • PNMC: 5555-06-004A • Quantity: 1	Customer Name:
1/2	 Labor Operation: XX426XRX Labor Hours: 0.5 	Issue Date:
	 PNMC reimburses for: 4 Quarts Of Oil Oil Filter 	Dealer Code:
V	Oil Drain Plug Gasket	Oil change includes: Oil filter, 4 quarts of oil, and oil drain plug gasket
	This certificate is good for one free o	- bil change and must be remeeded within one (1) vear of issue. Certificate may only be redeemed at your

This certificate is good for one free oil change and must be remeeded within one (1) year of issue. Certificate may only be redeemed at your local authorized Mazda dealer. No cash value. Non-transferable.

FINAL QUALITY INSPECTION PROGRAM

2005-2006 Mazda RX-8 V	ehicles Only
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Dealer Reimbursement	
Claim Information	Customer Name:
Warranty Type: A	
Symptom Code: 99	
 Damage Code: 99 	VIN:
 PNMC: 5555-06-004A 	
Quantity: 1	
 Labor Operation: XX426XRX 	Issue Date:
Labor Hours: 0.5	
PNMC reimburses for:	Dealer Code:
4 Quarts Of Oil	Dealer Code.
Oil Filter	The second
Oil Drain Plug Gasket	Oil change includes: Oil filter, 4 quarts of oil, and oil drain plug gasket

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FINAL QUALITY INSPECTION PROGRAM

2005-2006 Mazda RX-8 Vehicles Only

	Dealer Reimbursement Claim Information • Warranty Type: A • Symptom Code: 99 • Damage Code: 99	Customer Name:
	 PNMC: 5555-06-004A Quantity: 1 Labor Operation: XX426XRX 	Issue Date:
	 Labor Hours: 0.5 PNMC reimburses for: 4 Quarts Of Oil 	Dealer Code:
ų	Oil Filter Oil Drain Plug Gasket	Oil change includes: Oil filter, 4 quarts of oil, and oil drain plug gasket

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