

Remote Managed Inventory (RMI) It's All About Increasing Sales!!



RMI — THE RIGHT PARTS AT THE RIGHT TIME

- Increase Parts Sales
- Reduce Idle Inventory and Sustain Over Time
- Improve Customer Satisfaction
- Grow Your Business

Meet Demand, Satisfy Customers, and Grow Your Business!!

Are you growing your business and making money on your Mazda parts investment? Are you meeting demand? Minimizing obsolescence?

We're so sure RMI will make a difference in your Parts Department; we'll guarantee your 6% parts return accrual under Mazda's Parts Upgrade (Terms and Conditions), a benefit exclusive to RMI participating dealers.

■ What is RMI?

Remote Managed Inventory (RMI) is a partnership between Mazda, Automotive Dealer Management, Inc. (ADMI), and your dealership to increase parts sales and profits by:

- Transitioning the parts department into a sales organization.
- Making sure you have the right parts at the right time to make the sale.
- Removing the burden of inventory management so you can focus on growing your business.

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■ How Does RMI Work?

RMI addresses opportunities in the Parts Department with a dealership team that includes:

- The Dealer—who helps establish business objectives and investment parameters for the Parts Department.
- Parts Sales Manager—who defines and manages the strategy and tactics for approaching the marketplace and increasing parts sales.
- RMI Parts Professional—who helps establish goals, strategies, and tactics in four areas:
 - Stock parts profitability
 - Special order parts management
 - Idle capital reduction
 - Sales management



RMI Employs Team-Based Solutions to Meet the Dealership's Objectives



Old Way: Parts Manager solely responsible for meeting dealership parts expectations and objectives.



The RMI Way: Dealership parts expectations and objectives are met using the resources of the entire RMI dealership team.

With RMI, the dealership parts expectations and objectives are achieved utilizing the resources of the entire RMI dealership team.

Dealer Principal
Parts Sales Manager
Service Manager
RMI Parts Professional

With RMI, the following measures are put into place:

- Guaranteed Return Accrual - 6% of SSO Purchases with RMI participation
- Monthly Performance Reviews with Dealership Team
- RMI Parts Professional monitors your parts inventory performance daily/weekly/monthly keeping you in the loop, while allowing the Parts Sales Manager to focus on sales

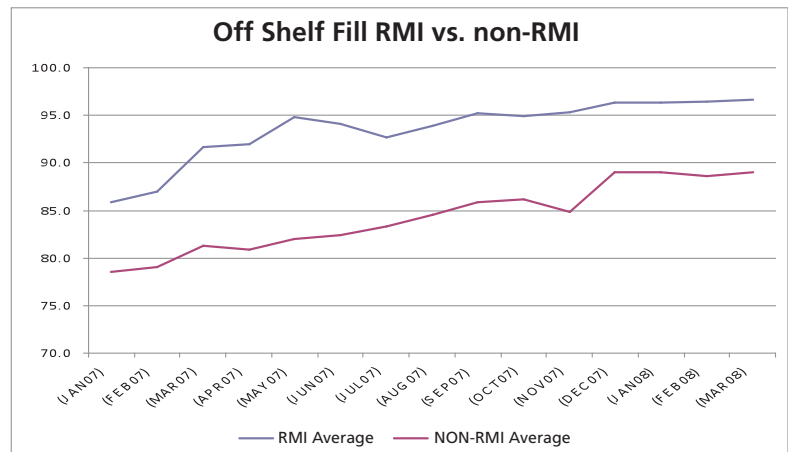
■ What Can This Partnership Do?

This exclusive partnership between the Dealer, the Parts Sales Manager, and ADAMI can provide a number of benefits:

- Increased Parts and Labor Sales—by having parts on the shelf when needed, and succeeding with special order sales, a parts department can become an aggressive sales department.
- Idle Inventory Reductions—sustaining idle inventory reductions over time and improving inventory investment leads to increased sales and ROI.

- Increased Gross Profit—with the right parts ordered through the normal SSO process, you reduce the emergency and other dealer purchases that drive up acquisition costs.
- Better Inventory Efficiency—with a business plan in place, a data-matching process continually compares your inventory with your sales trends. Daily consultation with a RMI Parts Professional, will make your inventory more efficient, due to:

- Increased total parts availability
- Reduction in lost sales
- Reduced acquisition costs
- Improved turn rates
- Improved cash flow



- More Time to Focus on Growth—RMI will enable you to spend more time growing your business and less time deciding what parts to stock.
- Consistency and Sustainability—Because you will be working from a team-created business plan, every team member will have the same expectations for performance and return.

See For Yourself!

RMI Dealers experience improved inventory turn rates, sales growth, and profitability!

Results from current Mazda Dealers working with ADMI demonstrate that RMI can have a real impact on your Parts Department’s ability to lower costs, improve productivity, and increase customer satisfaction and business growth.

By establishing a parts business plan and examining DMS ordering parameters, you can reduce acquisition costs and improve inventory efficiency with increased Stock Off-the-Shelf Fill Rate performance.



Some RMI Testimonials:

"Since we initiated the Mazda RMI program last year, we have experienced improvements in almost all areas of our parts department. Our Off-the-Shelf Fill Rate to our service customers has increased to 97% on average while our idle capital and total inventory value has decreased. We are actually now ready to experience additional income from unused return accrual!

Because of the RMI program and its attention to inventory detail, our inventory is as accurate as ever and will continue to be. Having all the right parts in stock, with the right quantities, at the right time, has given us an increase in business not just in retail, but in wholesale as well. I have to credit all of this directly to the RMI program. THANK YOU RMI!"

Bill DiRusso, Parts Manager
Nucar Mazda
New Castle, DE



"I have noticed immediate results with RMI. I'm spending less time on my stock orders which, in return, gives me more time to increase parts sales. My ADAMI RMI Parts Professional and the RMI program have helped me to order the right parts at the right time. No more costly idle inventory! I'm looking forward to the next phase!"

Steve Lovel, Parts Manager
Morries Mazda
Minnetonka, MN



“We recently completed the RMI Phase 1 where we set realistic Performance Objectives in terms of increased parts sales, stock parts off the shelf fill, idle capital reductions, SSO %, Database Accuracy, etc. Our ADMI RMI Parts Professional will monitor and manage our inventory to meet our Business Plan objectives. This will free up my parts manager’s time to focus on sales and profit related areas.

The day to day contact between my Parts Manager and our ADMI RMI Parts Professional has been a great benefit. My Parts and Service Management team has already noticed improvements to the Mazda stock order after the RMI improvements were implemented.

I would highly recommend RMI.

Mike Rocchi, Dealer Principal *
Faulkner Mazda, Inc.
Philadelphia, PA



“The best thing that has happened with RMI is that it has provided true and measurable results in the parts management process. The information provided on a daily basis is invaluable in the overall success of the parts department. The customized reports that are provided on daily-weekly-monthly basis give a clear and concise picture of the health and direction of the department. You have taken us to the Super Bowl of parts management and we look forward to continued improvement.”

Robert DeVaux, General Manger *
Brown’s Alexandria Mazda
Alexandria, VA



■ How is RMI Installed?

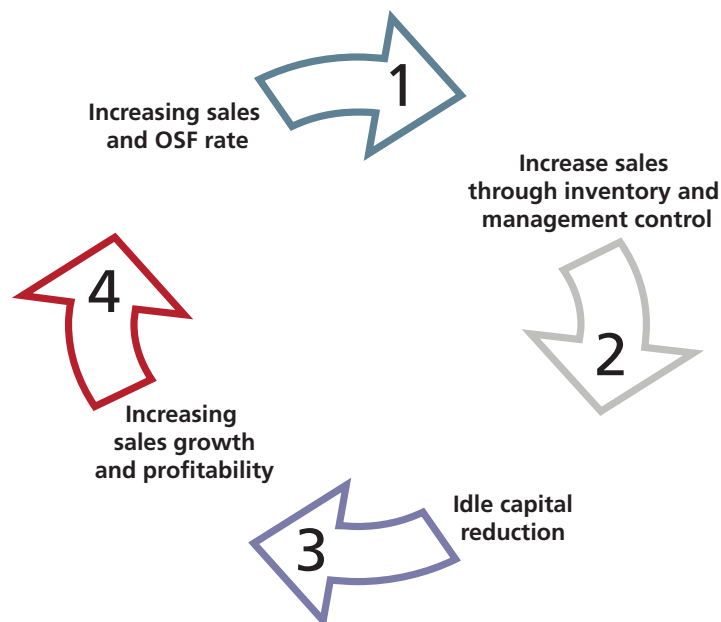
Upon your enrollment, ADAMI will work with you to install RMI in a four-phase process:

- **Phase 1:** Increasing Sales by having stock parts on the shelf when needed.
- **Phase 2:** Increasing Sales through successful order control, the Service Manager becomes an active part of the process.
- **Phase 3:** Idle Capital Reduction—possible inventory reinvestment and/or reduction.
- **Phase 4:** Increase Parts Sales—with a responsive, proactively managed inventory, you can confidently work to increase parts sales— both through the Service Department and through wholesale activities.

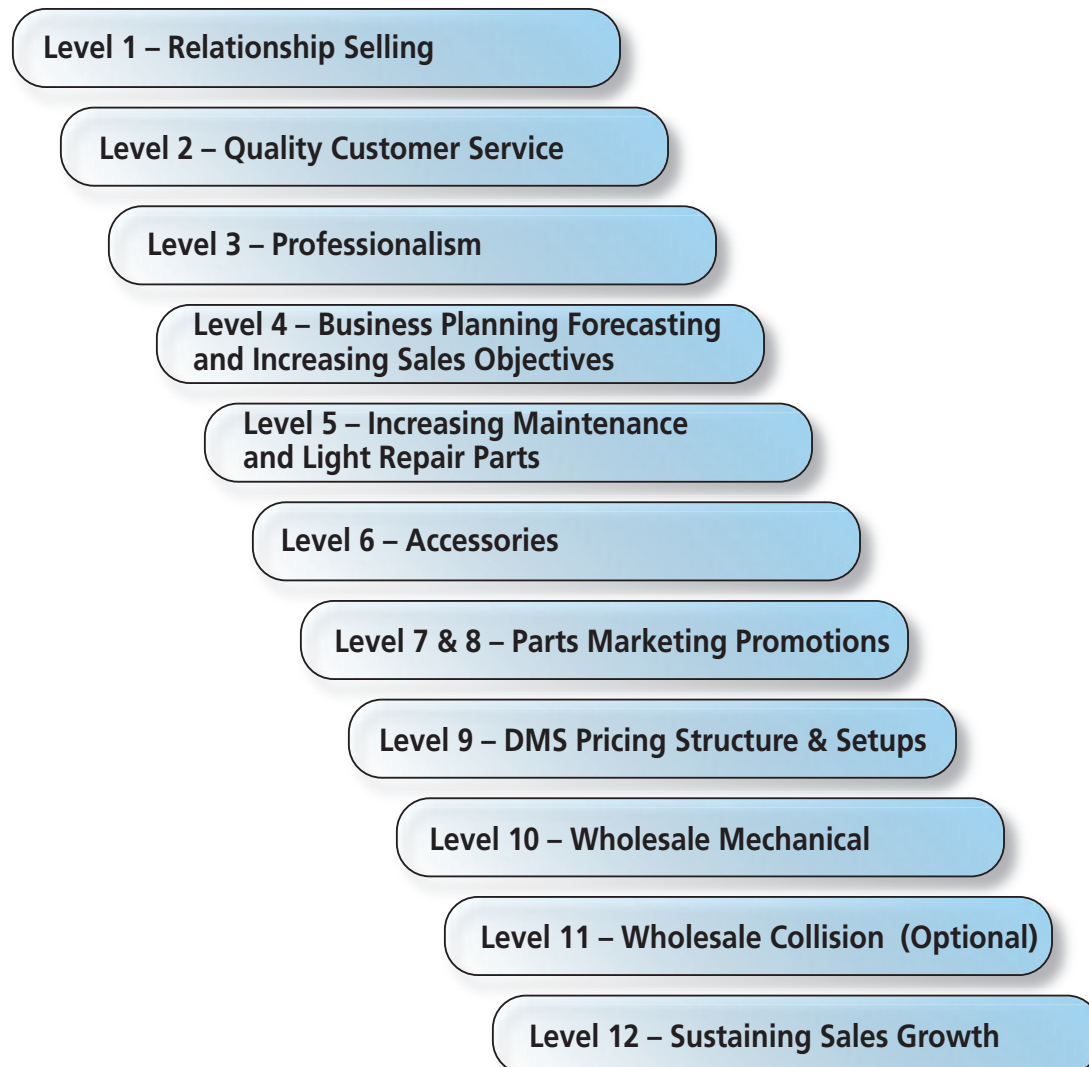
Mazda and your RMI Parts Professional will work with you to install RMI in four phases over the course of 9 to 10 months. Your RMI Parts Professional will continue to provide support to your Parts Department for as long as you are enrolled.

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- RMI Program Phases launched via the Web – You never have to leave your dealership.



Phase Four—focuses on increasing overall parts growth and profitability



What's the benefit?

Parts inventory management is just one small element of RMI. The real quantifiable value lies in the transitioning of YOUR parts manager, into an aggressive Parts Sales Manager; focusing on what can be done with sales, customer loyalty, and CSI. A win for everyone!



■ How Do We Get Started?

Simply fill out the enrollment form in the front pocket of this brochure or the form located on MX Connect. Then, you and your new Parts Management Team can start making your inventory more productive right away!

For more details, contact the RMI Support Center at 1-888-231-6689 or e-mail rmi@admiusa.com.

■ Frequently Asked Questions

Q WHEN CAN I ENROLL FOR RMI?

A Anytime. An enrollment form is included in this brochure's front pocket or can be downloaded from MX Connect, parts page, under RMI Brochure.

Q HOW MUCH DOES RMI COST?

A RMI costs \$668 per month (or \$8,016 per year) and requires a one year commitment.

Q HOW QUICKLY WILL THE RMI INSTALLATION BEGIN AFTER I ENROLL MY DEALERSHIP?

A Normally RMI is set up within 3 to 4 weeks of enrollment. Billing will start the month of installation.

Q WHO WILL INITIALLY CONTACT ME AFTER I FAX IN THE DEALER ENROLLMENT FORM TO ADMI?

A An RMI Program Manager will contact you within 24 to 48 hours after the enrollment form has been received by ADMI to set up the installation date. Installation begins with a conference call between Dealer Principal, Parts Manager, Service Manager and your assigned RMI Parts Professional.

Q DOES THE RMI PARTS PROFESSIONAL TRAVEL TO MY DEALERSHIP IN PERSON?

A No, the RMI Parts Professional communicates with your dealership via phone, webex, e-mail and fax.

Q WHEN WILL WE KNOW WHAT RMI PARTS PROFESSIONAL HAS BEEN ASSIGNED TO MY DEALER?

A The RMI Program Manager will notify you of your RMI Parts Professional during the initial contact.

Q IF I HAVE A QUESTION, WHO CAN I CONTACT?

A You can call the RMI support center at 1-888-231-6689.

Michael Jennings: Service and Parts Retail Strategy Manager 949-727-6241 mjenning@mazdausa.com

Marla Presley: Service and Parts Retail Strategy Analyst 949-727-6423 mpresley@mazdausa.com



