



SALES BULLETIN

Sales Department – Mazda Southern Africa (Pty) Ltd
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Bulletin: MSA-SALES-2025 – 01

Issued: 01/01/2025

To: Dealer Principals

cc: Sales Managers and Stock Controllers

Subject: MSA Sales Operations General Bulletin January 2025

Dear Dealer Partners,

I take the opportunity to update you on the December 2024 result & the January 2025 plans.

NAAMSA

Thank you to each Dealer Partner for a Job well done; Mazda achieved a 93% achievement of the retail objective and will be reporting a December 2024 result of 217 to NAAMSA.

Financial Product Support Program

The updated FPSP actions aim to improve the sales momentum on specific carlines & models.

Finance Offers CY25 Q1

The updated Mazda Finance Offers will continue and will expire on the 31st March 2025.

Dealer Sales Objectives CY25 Q1

Attached find the Dealer Vehicle Sales Volume Objectives as established during the consulting process with our Dealer Partners.

DMF Support Program

The MSA Bulletin [MSA-SALES-2025 – 03] details the launch of the DMF Support program, I will set up a MS Teams call for questions & answers in January 2025.

Dealer Demonstrator & Courtesy Program

The MSA Bulletin [MSA – SALES-2025 – 04] steps through the parameters & includes the Dealer Partner profiles being supported by MSA.

We appreciate your continued partnership and look forward to serving you in the New Year. Best wishes for 2025.

Best regards,

A handwritten signature in black ink, appearing to read "Daphne Greyling".

Daphne Greyling
Head of Sales & Dealer Development



— GET THAT FEELING —

A woman with voluminous, curly hair in shades of orange and yellow leans out of the open rear window of a red Mazda car. She is smiling broadly, and her hair is blowing in the wind. The background is a blurred city skyline at sunset or sunrise, with warm light illuminating the scene.

THANK YOU

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