



MAZDA COLLISION NETWORK

We believe in creating customers for life. . .and so do you. As a member of the Mazda Collision Network, you have access to tools, training and resources designed to help with proper, safe repair—allowing you to turn one-time jobs into repeat business and build long-lasting relationships with vehicle owners.

THE MAZDA DIFFERENCE

Our customers are at the center of everything we do. With the launch of the Mazda Collision Network, we can fulfill our vision of brightening lives through car ownership by supporting the entire vehicle lifecycle. We can also enhance customer loyalty and trust by setting rigorous standards for the repair of collision-damaged Mazda automobiles.

PROGRAM BENEFITS

- Enjoy the competitive advantage that comes with membership
- Instill confidence in your customers by meeting strict Mazda standards
- Take advantage of [integrated estimating](#) and repair solutions
- Save time on estimating with [category-level access](#) to Mazda repair procedures
- Easily document the repair work needed for stakeholders including insurers

ELIGIBILITY

All U.S. Mazda dealerships, Multi-Site Operators (MSOs) and independent repair facilities are eligible. Program acceptance requires that you meet [established standards](#) for equipment, facility specifications, tools and training.

GETTING STARTED

Mazda has selected Mitchell to oversee program enrollment. To submit your application, [visit the Mitchell website](#), read the [FAQs](#) and complete the web form. Mitchell will then:

- Review your application
- Schedule an initial readiness review
- Confirm your participation
- Perform a virtual audit

PROGRAM MEASUREMENT

The Network monitors KPIs focused on proper and safe repair, cycle time and customer satisfaction. These metrics will soon be available from within Mitchell's software. Based on the repairs processed, scorecards will summarize your performance in real time.

MARKETING AND PROMOTION

Network members will soon be featured on the [Mazda website](#) and through an online facility locator to build awareness and drive traffic. Once on the site, we'll also promote the Network to consumers through our Customer Experience Center. Active facilities can display the Network digital logo on their websites and the Network member certificate at their locations. Mazda plans to provide OLA and website banner digital assets you can use to market to your Mazda customers.

COST AND RENEWAL

Initial enrollment and annual re-enrollment costs for virtual verifications are \$1,195 and \$996 respectively (not inclusive of software expenses). At re-enrollment, your facility will be audited to ensure that it still meets program requirements.

To join, visit the [Mitchell website](#) or contact (800) 238-9111.

