



To: Star Mazda Championship Teams and Drivers

From: Peter Frey / Star Mazda Communications

Date: December 22, 2008

Re: Mazda S-Plan

As you've seen and heard on the news, and possibly felt first-hand, these uncertain times are affecting everyone. The auto industry in particular has been hit very hard, and sales are off more than 30-percent across our business. With a drop of about nine percent this year, Mazda's sales are better than most, but it's not much to crow about.

We have no intention of letting the business environment affect our motorsports programs - at this time. Which is the reason behind this letter...

You already know that being a member of *MAZDASPEED* Motorsports Development gives you the inside line on special parts pricing for your Mazda or Mazda-powered racecar, but did you know that special Mazda S-Plan "no hassle" pricing is available to you on the purchase of any new Mazda as well?

S-Plan pricing varies by vehicle, but is approximately 2-percent below the dealer invoice price - which the dealer will share with you when you visit and identify yourself as an S-Plan customer.

Right now is the time to check out Mazda's award winning lineup of vehicles. Whether you need a [CX-7](#) or [CX-9](#) crossover SUV, the all-new [2009 MAZDA6](#), the innovative [MAZDA5](#) multi-activity vehicle, the superb [MAZDA3](#), the [MX-5 Miata](#) or the rotary-powered [RX-8](#), we're here to help you.

Financing is available at dealers across the country, and, unlike other companies, we're still in the leasing business.

To take advantage of this special offer, go to www.MazdaUSA.com/splan. Click on the "Create a PIN" link near the bottom of the page. Complete the form using our Partner ID, **M000730**. Once you have your PIN in-hand, take it to the Mazda dealer of your choice and they'll help you drive off in the *Zoom-Zoom* of your dreams.

But best of all, this offer isn't just for you. As one of over 8,000 *MAZDASPEED* Motorsports Development team members, you have the power to *share this offer* with friends and family who may be considering the purchase of a new car or SUV.

We need your help as we prove that money spent on motorsports - and on each and every one of you - is money well spent. Our target is to have 1,000 vehicles sold and directly attributed to our 8,000 members.

Help us to ensure we are able to protect your racing programs. Contact us at comppart@mazdausa.com or 800-435-2508 if you have any questions about this offer,

and please drop us a line to share your success stories and log your sales.

All the best for a safe and happy holiday, good luck next racing season and happy buying!

The logo features the text "S-PLAN Preferred Pricing Program" in white. "S-PLAN" is in a large, bold, italicized sans-serif font, while "Preferred Pricing Program" is in a smaller, regular sans-serif font. The text is set against a dark blue background that has a white diagonal line running from the top right corner towards the center.

S-PLAN Preferred Pricing Program

Sincerely,

The MAZDASPEED Motorsports Development team

www.mazdaspeeddevelopment.com

800-435-2508

949-222-2652