

MAZDA RETAIL EVOLUTION

V14.0 | JUNE 2024



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MAZDA IMAGE ELEMENTS | Based on extensive research, the Retail Evolution design represents practical, state-of-the-art automotive retailing processes and new approaches that uniquely express the Mazda brand while maintaining the flexibility to accommodate a range of dealership sites and building configurations.



In order to achieve uniformity of appearance, Mazda has set forth certain exterior and interior image elements that must be incorporated into each facility, however, which elements are required depends upon the design scheme best suited to your particular dealership.





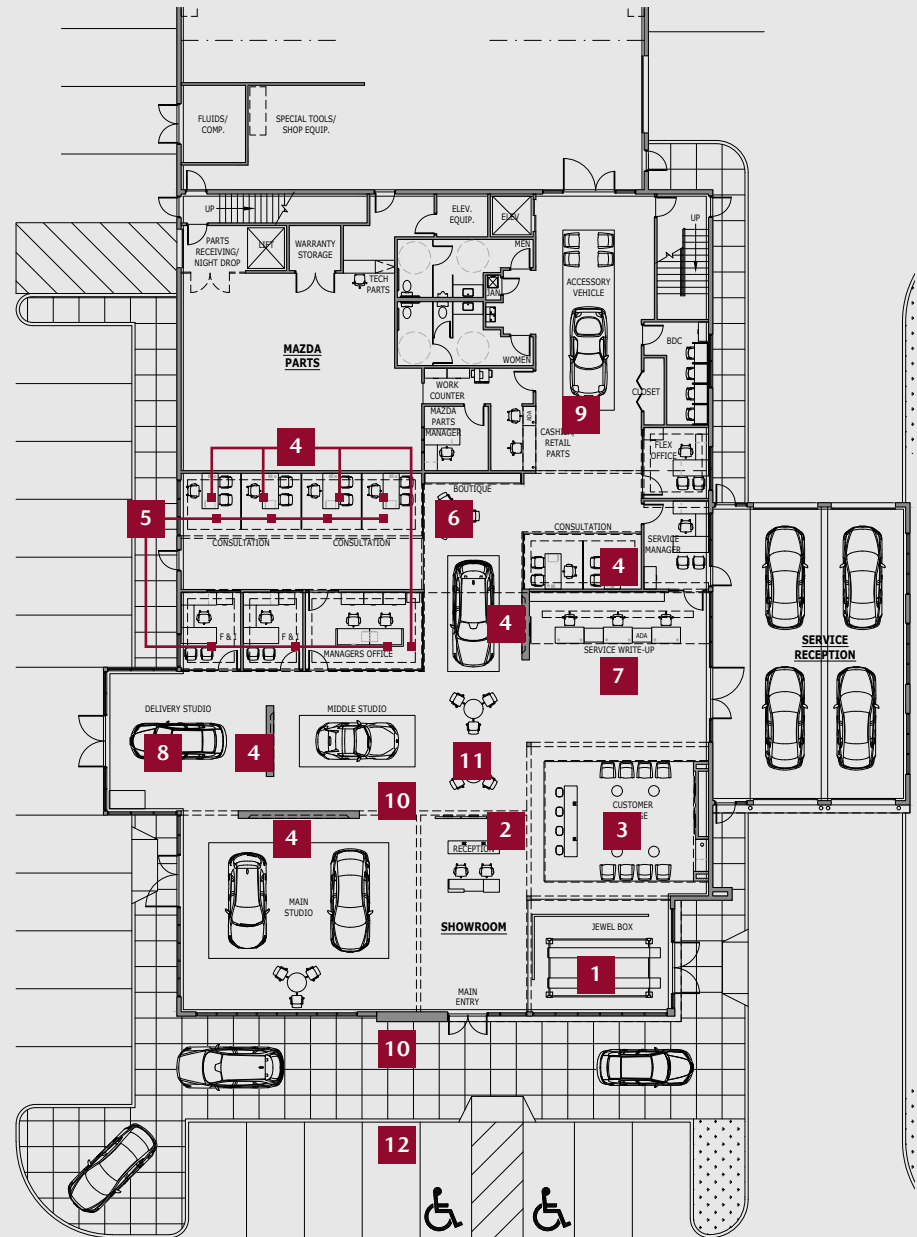
RETAIL EVOLUTION EXTERIOR | The exterior attracts attention from the street and reinforces Mazda's brand image. Clear, visible signage makes it easy for consumers to successfully reach their intended destination.



RETAIL EVOLUTION INTERIOR | The interior provides clear lines of sight throughout the dealership when a customer enters through the showroom or the service drive. Dealership managers and staff benefit from excellent visibility and proximity to the showroom, service drive, customer lounge and parts department.

RE REQUIREMENTS

- 1 JEWEL BOX
- 2 RECEPTION DESK
- 3 CUSTOMER LOUNGE
- 4 GRAPHICS PROGRAM
- 5 FULL HEIGHT GLASS OFFICES
- 6 BOUTIQUE AREA
- 7 SERVICE WRITE-UP AREA
- 8 DELIVERY STUDIO
- 9 ACCESSORIZED VEHICLE DISPLAY STUDIO
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- 12 EXTERIOR SIGNAGE



RE REQUIREMENTS

JEWEL BOX | The Jewel Box with four post lift and accent wall execution of RE lift and finishes

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RE REQUIREMENTS

RECEPTION DESK | Execution of typical slot entry,
Reception desks, & layout of overhead wall monitors

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RE REQUIREMENTS

CUSTOMER LOUNGE | Full execution of typical floor layout

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RE REQUIREMENTS

GRAPHICS PROGRAM | Full execution, large graphics
& all consultation office small graphics & brand logos

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RE REQUIREMENTS

FULL HEIGHT GLASS OFFICES | Full execution with lower drywall ceiling and lighted cove

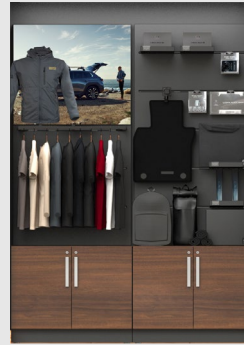
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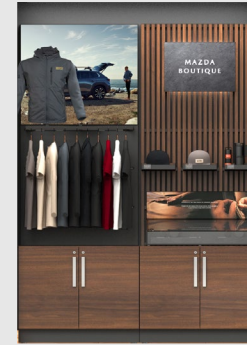
RE REQUIREMENTS

BOUTIQUE AREA | Full execution of parts, accessories and merchandise

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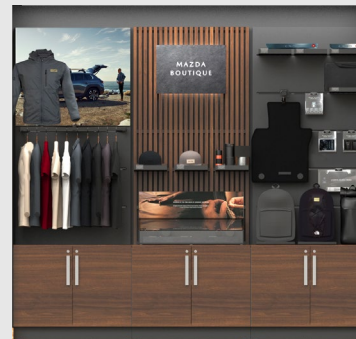
6 FOOT BASE



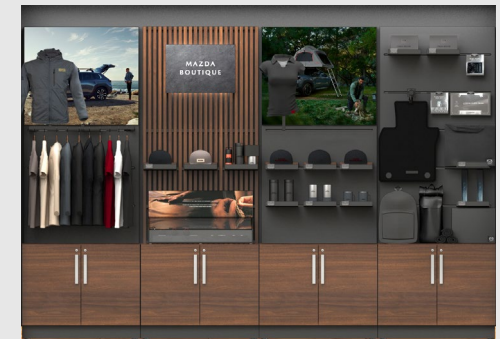
6 FOOT PREMIUM



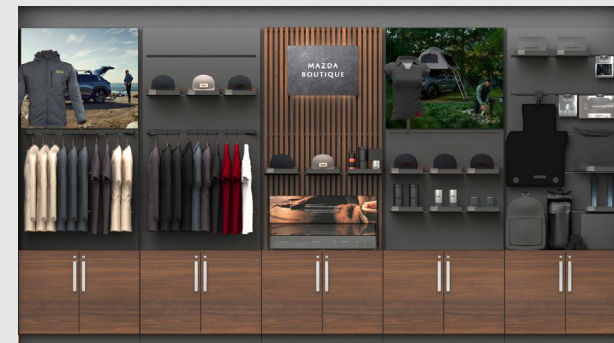
FREESTANDING UNIT



9 FOOT BOUTIQUE



12 FOOT BOUTIQUE



15 FOOT BOUTIQUE



RE REQUIREMENTS

SERVICE WRITE-UP AREA | Full execution, fixtures, wall treatment, monitor, logo & large graphic

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RE REQUIREMENTS

DELIVERY STUDIO | Full execution of studio with feature graphic

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RE REQUIREMENTS

ACCESSORIZED VEHICLE DISPLAY STUDIO |

Designated space for studio with black floor tile and LED 4x4 light fixtures directly above vehicle

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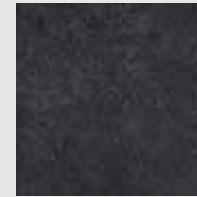
RE REQUIREMENTS

PORCELAIN TILE, CARPET & CEILING TILE

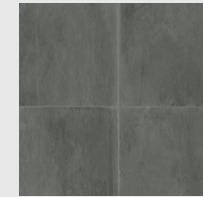
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CT-1 Porcelain Wood Plank
General Showroom Tile



CT-2 Ceramic Tile
Studios Field Tile



CT-4 Ceramic Tile
Second Floor
Restroom Floor Tile



CT-5 Ceramic Tile
Second Floor
Restroom Wall Tile



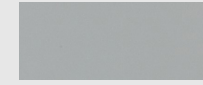
CT-6 Ceramic Tile
Service Floor,
Service Reception



CT-7 Ceramic Tile
Service Bay Accent
Stripe, Service
Reception Sidewalk



CT-8 Ceramic Tile
Tech Restroom,
Tech Locker Room
Floor Field Tile



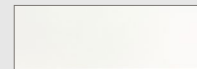
CT-9 Ceramic Tile
Tech Restroom, Tech
Locker Room Wall
Field Tile



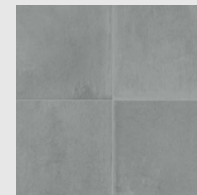
CT-10 Ceramic Tile
Restroom Floor Field
Tile



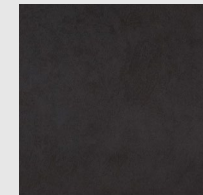
CT-11 Ceramic Tile
Restroom Wall
"Wet Wall"



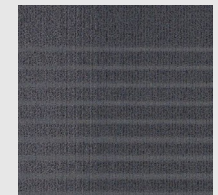
CT-12 Ceramic Tile,
Restroom Wall
Accent Tile



CT-13 Ceramic Tile
Second Floor
Corridor Floor Tile



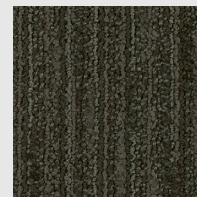
CT-16 Ceramic Tile
Lounge Alt.



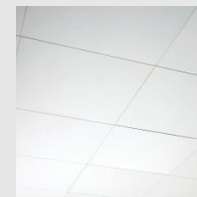
CPT-1 Carpet
Consultation, Sales
Manager, F&I Office,
Dealer, General
Manager



CPT-2 Carpet
Lounge



CPT-3 Carpet
BOH, General
Offices,
Administration,
Conference Room



**ACT-1 Acoustic
Ceiling Tile**
General Ceiling
ACT-2 Acoustic
Ceiling Tile,
Showroom General
Ceiling



**ACT-3 Acoustic
Ceiling Tile**
BOH, Offices,
Conference Room,
Administration



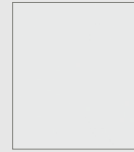
**ACT-4 Acoustic
Ceiling Tile**
Service Reception



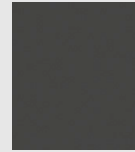
RE REQUIREMENTS

PAINT & WALL COVERINGS | Required behind the boutique area wall and behind the customer lounge wall

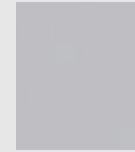
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P-1 Paint,
General Walls,
Interior
Speedhide
Eggshell



P-2 Paint,
Accent, Speedhide
Eggshell
P-5 Paint, Accent,
Eggshell
P-8 Paint, Service
Stripe, Semi-Gloss



P-4 Paint,
General Walls,
Semi Gloss,
P-10 Paint, Open
Ceiling Structure,
Lo Lustre



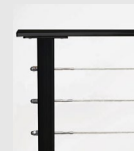
P-6 Paint, Accent,
Semi Gloss,
P-9 Paint, Service
Top, Semi Gloss



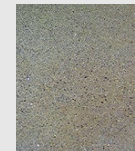
P-7 Paint, Service
Base, Semi Gloss,



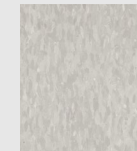
P-11 Paint,
General Office,
Semi Gloss, WC-5
Alternate



**Rail-1 Interior
Railing,** General
General Railing



**SC-1 Sealed
Concrete,**
Parts Room, Back
of House



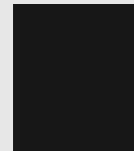
**VCT-1 Vinyl
Composition Tile,**
Tech Breakroom
Flooring



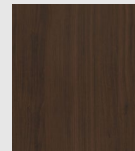
**VF-1 Vinyl
Flooring,**
Breakroom Flooring



**RB-1 Resilient
Base,**
Storage,
Breakroom,
General Offices,
Conference Room,
Admin.



**PL-1
Laminate,**
Restroom Door
Partitions



**PL-3
Laminate,**
Showroom
Doors



**PL-4
Laminate,**
Restroom
Partitions



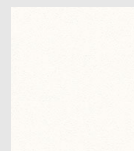
**PL-5
Laminate,**
Breakroom
Countertop



**PL-6
Laminate,**
Breakroom
Cabinets



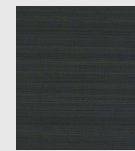
**WM-1 Walk-Off
Mat,**
Entry Vestibule (New
Construction)



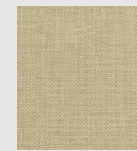
**WC-1 Wall
Covering,**
General Walls



**WC-2 Wall
Covering,**
Accent Walls,
Service Write-Up



**WC-3 Wall
Covering,**
Customer Lounge



**WC-4 Wall
Covering,**
Tech Breakroom



**WC-5 Wall
Covering,**
General Admin.,
Office



**WC-6 Wall
Covering,**
Conference Room,
Break Room



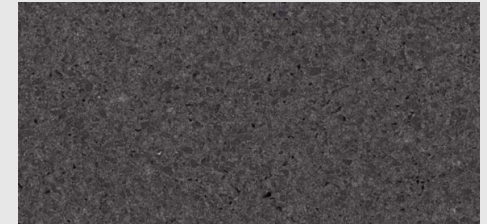
RE REQUIREMENTS

QUARTZ & LAMINATE

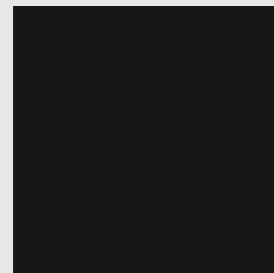
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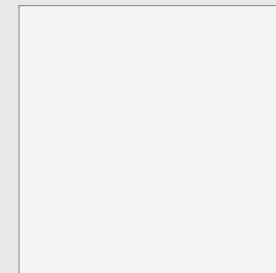
QS-1 Quartz,
Fixtures as noted



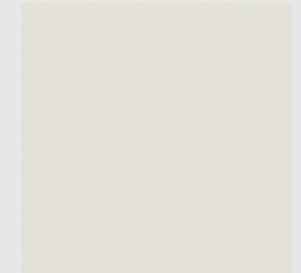
QS-2 Quartz,
Fixtures as noted



PL-1 Laminate,
Fixtures as noted



PL-2 Laminate,
Fixtures as noted



PL-8 Laminate,
Fixtures as noted



PL-7 Laminate,
Fixtures as noted



MT-2 Stainless Steel,
Tech Parts Counter Top



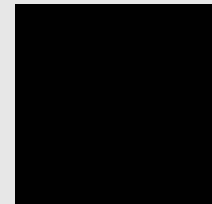
RE REQUIREMENTS

METAL PANELS & EIFS

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MP-2 Metal Panel,
Exterior Facade



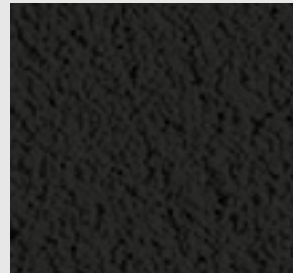
MP-3 Metal Panel,
Exterior Facade



MP-4 Metal Panel,
Exterior Facade Accent
Strip



**CMU-1 Concrete Masonry
Unit,**
Exterior Perimeter of Building



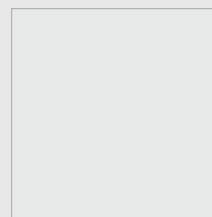
**EIFS-1 Exterior Insulating Finishing
System,**
Exterior Facade



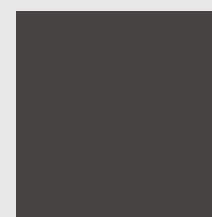
**EIFS-2 Exterior Insulating Finishing
System,**
Exterior Rear Facade



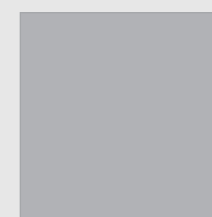
**EIFS-3 Exterior Insulating Finishing
System,**
Exterior Rear Facade



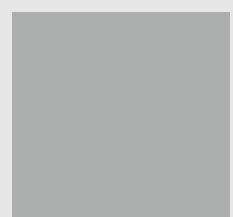
EP-2 Exterior Paint
Exterior Facade



EP-3 Exterior Paint
Exterior Facade



EP-1 Exterior Paint
Exterior Metal Doors



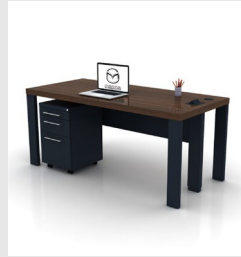
EP-4 Exterior Paint
Exterior Facade



RE REQUIREMENTS

FURNITURE | Full execution of specified furniture

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FN-1 Table
Consultation



FN-2 Task Chair
Consultation, F&I, Service Manager



FN-3 Guest Chair
Consultation, F&I, Service Manager



FN-4 Lounge Chair
Customer Lounge



FN-5 Occasional Table
Customer Lounge



FN-6 Barstool
Customer Lounge



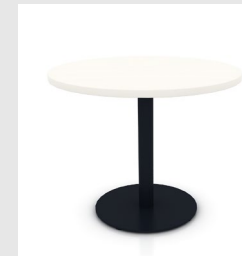
FN-7 Mobile Pedestal
Consultation



FN-8 Stool
Service Write Up & Cashier



FN-10 Bench
Delivery Studio



FN-24 Table
Showroom



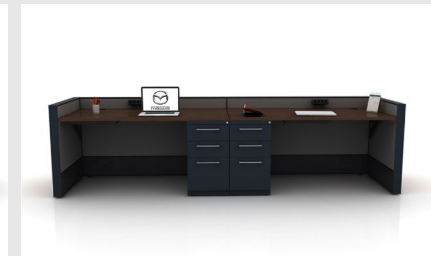
FN-23 Storage
Service Manager & Sales Managers



FN-11 L-Shaped Desk
F&I and Service Manager



FN-23A Printer Stand
F&I, Service Manager & Sales Managers



FN-20 Sales Manager Desk



RE REQUIREMENTS

EXTERIOR SIGNAGE | Full execution of RE signage

- 1 JEWEL BOX
- 2 RECEPTION DESK
- 3 CUSTOMER LOUNGE
- 4 GRAPHICS PROGRAM
- 5 FULL HEIGHT GLASS OFFICES
- 6 BOUTIQUE AREA
- 7 SERVICE WRITE-UP AREA
- 8 DELIVERY STUDIO
- 9 ACCESSORIZED VEHICLE DISPLAY STUDIO
- 10 COLORS & MATERIALS
 - Porcelain Tile, Carpet & Ceiling Tile
 - Paint & Wall Coverings
 - Quartz, Laminate & Full Height Glass
 - Metal Panels & EIFS
- 11 FURNITURE
- 12 EXTERIOR SIGNAGE



PARTNERS FOR KEY ELEMENTS | As an efficient design and cost effective solution, dealers have the flexibility to choose local sourcing of finish materials that are required for the Retail Evolution Program. Only five key elements are sourced by dealers exclusively from the Retail Evolution Partners.

DESIGN FIRM
CHANGEUP, INC.

Primary Contact
Michael Vassia
Director

150 Paularino Ave
Building D, Suite 270
Costa Mesa, CA 92626

M 949.422.0513
E michael.vassia@changeupinc.com

W changeupinc.com

EXTERIOR SIGNS
AGI

Taylor Herbst
Project Manager (Northeast)
E therbst@agi.net
O (800) 877-7868 ext.3336

Braylon Shown
Project Manager (Midwest & Southern)
E bshown@agi.net
O (800) 877-7868 ext. 3380

Andrew Wicker
Project Manager (Western)
E awicker@agi.net
O (800) 877-7868 ext. 3289

Todd Geringer
Additional Contact
E tgerring@agi.net
O (800) 877-7868 ext. 3243

W www.agi.net



JEWEL BOX VEHICLE DISPLAY
BENDPAK

Primary Contact

Dave Shedlock
Director of National Accounts

O 805.933.9970 x 110
E dshedlock@bendpak.com

W bendpak.com
E VIP@bendpak.com

INTERIOR GRAPHICS & LOGOS
EWI WORLDWIDE

Primary Contact

John Cilluffo
Senior Project Manager
O 734.367.8236
E jcilluffo@ewiworldwide.com

Sonya Ruminski
Senior Retail Account Manager
O 949.614.7177
E sruminski@ewiworldwide.com

W ewiworldwide.com

FURNITURE VENDOR
HAWORTH FURNITURE

Primary Contact

Leslie Levinski
Director of Strategic Accounts
M 949.424.9340
E leslie.levinski@haworth.com

W haworth.com

DIGITAL SCREENS & CONTENT
POPPULO

Primary Contact

Courtney Wood
Customer Success Manager
M 408.660.6971
E courtney.wood@poppulo.com

Beau Biernacki
Inside Sales
M 720.689.7186
E beau.biernacki@poppulo.com

W poppulo.com



PROJECT PROCESS

- 1 ENROLLMENT
- 2 DESIGN CONSULTATION
- 3 CONSTRUCTION
- 4 VERIFICATION
- 5 DEFINITIONS

ENROLLMENT

DEALER SUBMITS RE ENROLLMENT FORMS:

- Dealer Enrollment Form (DF-50)
- Site Plan
- RE Area Requirements
- Exterior Elevation Plans (if renovation)
- Floor Plan (if renovation)
- Photos of Existing Facility (if renovation)



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DESIGN CONSULTATION

- Dealer attends a 2-day Virtual Design Consultation at dealer's facility with:
 - Mazda's RE Architect
 - Mazda's Region Representative
 - Dealer's Architect
 - Dealer's General Contractor
- Preliminary sketches from onsite are submitted to Mazda. Mazda reviews and may modify sketches to comply with RE image requirements and return to dealer for final review and approval.
- Mazda's RE Architect produces Design Intent Documents (DIDs) based on mutually approved onsite sketches.
- Mazda's Region Representative delivers copies of DID books with site-specific, detailed program requirements.
- Dealer attends a Virtual DID Presentation with Mazda's RE Architect and Mazda's region rep.
- Dealer's Architect will prepare a "45% set of Preliminary plans", based on the DID renderings/plans and submit to Mazda's RE Architect.
- Once the Preliminary Plans have been approved, dealer may present these plans to the required government agencies for review and approval.
- Dealer's Architect will then produce a "90% set of construction documents" comprised of the approved 45% set and submit for final review/approval by Mazda's RE architect. At that time a Letter of Compliance will be issued.



PROJECT PROCESS

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CONSTRUCTION

- Dealer submits the approved “Final Building Documents” to the appropriate government agencies for plan-check in order to get the building and any other required permits or government approvals.
- Once permits have been issued, construction may begin.
- If variances are needed due to permitting issues, local and/ or city ordinances, and material substitutions, changes must be submitted to Mazda for review and formal approval.



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VERIFICATION

Mazda's Region Representative will conduct a final compliance walkthrough using a predetermined checklist to verify that the completed facility meets the requirements documented in the Final Building Documents and Letter of Compliance.



PROJECT PROCESS

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DEFINITIONS

*PRELIMINARY PLANS

- Site Plan
- Floor Plan(s)
- Exterior Building Elevation – All Sides

*FINAL BUILDING DOCUMENTS

- Title Sheet
- General Notes & Code Data
- Interior Elevations
- Architectural Site Plan & Details
- Floor Plan(s)
- Reflected Ceiling Plans
- Door Schedule & Partition Types
- Enlarged Floor Plans (as necessary)
- Dimension Plan
- Exterior Building Elevations
- Building Sections
- Building Details
- Window Types
- Finish Schedule “Interior/Exterior”
- Finish Floor Plans
- Fixtures, Furniture, & Equipment Plans
- Graphics Plan
- Lighting Plan / Schedule
- HVAC Plan (Jewel Box)
- Power Plan (Fixtures/Graphics)



HOW TO TAKE THE NEXT STEP | For

more information regarding Mazda's Retail Evolution program and how you can become a part of it, contact your local Mazda Regional Representative. It's time to rev up retail again.



MAZDA NORTH AMERICAN OPERATIONS

To execute any design intent included in this brochure, you must enroll and be authorized by Mazda as a participant in the Retail Evolution Program.

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200 Spectrum Center Drive

Irvine, CA 92618

(800) 639-1000

