



ACCESSORY ECATALOG TRAINING

Last Revised: 6/19/2020

TOPICS

Overview

Basic Functionality

- How To Use The eCatalog – Home Screen
- How To Use The eCatalog – Accessories Button
- Drilling Down on a Specific Model
- Smart Search Feature
- Accessory Information

Advanced Functionality (Dealer Operations)

- Building Lists
- Managing Lists
- Administrative Portal

Support Information

OVERVIEW

ACCESSORY ECATALOG OVERVIEW

The Accessory eCatalog is the main internal Sales & Marketing information resource for all Genuine Mazda Accessories, and includes:

- Part Numbers / Names / Descriptions
- Vehicle (Model Year / Trim) Applications
- Suggested Installation Times (SITs) / Installation Instructions
- Critical Notes
- Pricing Information (Dealer-Customizable)

It is intended as a user-friendly, flexible resource for both general browsing and/or specific detailed searches.

*** The eCatalog includes technical information when provided by Engineering and Technical teams; however formal Technical resources (MGSS, Technical Bulletins, etc.) are required to supersede information in the eCatalog if/when instances occur.**

BASIC FUNCTIONALITY

LOGGING IN TO THE ACCESSORY ECATALOG

We recommend logging into the Accessory eCatalog system through MXConnect. The link can be found on the Accessories page in the Genuine Mazda Accessories (GMA) box.

In the event that MXConnect has a service disruption, the eCatalog site can be reached via <https://portal.mazdausa.com/ECatalog.html>, so please bookmark accordingly.

The Accessory eCatalog is accessible to all Mazda employees (MNAO Corp HQ, Field, and Dealers) via MXConnect Single Sign On (SSO).

The screenshot displays the MXConnect Mazda Dealer Extranet interface. At the top, the navigation bar includes links for Home, Sales New, Remarketing/CPD, Parts and Accessories, Service, Warranty, Office, and Logout. The main content area is organized into several columns of boxes:

- National Dealer Briefing:** A box with the title "NATIONAL DEALER BRIEFING" and the Mazda logo.
- Mazda Hot Topics:** A box titled "MAZDA BRAND ACADEMY A COMMUNITY OF MAZDA MASTERS".
- Mazda eAccessories Program UPDATE:** A box with the title "MAZDA eACCESSORIES" and a list of links: eAccessories Administration, eACCESSORIES RESOURCES, Quick Setup Guide, Frequently Asked Questions (FAQ), Dealer eAccessories Administration User Guide, Website Integration User Guide, eACCESSORIES WEB SITE TUTORIALS, Getting Started, Customizing eAccessories, Managing Orders, Viewing the Catalog and Submitting Orders, Online Store Button, and Setting Up Your PayPal Account.
- Business Applications:** A box with links: eMDCS, Mazda e-Store, Web Report System, DIAWL - Dealer Installed Accessory Window Label, eAccessories Administration, and mPress.
- Accessory Marketing:** A box with links: Accessory Volume Discount Promo, ACCESSORY APPLICATIONS, Mazda Co-op Advertising Program (MCAP), MCAP Guidelines, and MCE OnDemand Service.
- Mazda Collection (All-new premium apparel and merchandise Mazda dealer site):** A box titled "MAZDA COLLECTION".
- Genuine Mazda Accessories (GMA):** A box with links: GMA Consumer Website, Accessory eCatalog (NEW!), and Accessory eCatalog (NO LONGER SUPPORTED AS OF 6/30/2020).
- Training:** A box with links: Accessory Best Practices Guide, Mazda Development Studio (MDS), eACCESSORIES WEBSITE TUTORIALS, Getting Started, Customizing eAccessories, Managing Orders, and Viewing the Catalog and Submitting Orders.
- Mazda Brand Academy:** A box titled "MAZDA BRAND ACADEMY A COMMUNITY OF MAZDA MASTERS".
- SKYACTIV® TECHNOLOGY:** A box with the SKYACTIV TECHNOLOGY logo and text: "Introducing the next generation of Mazda engineering and craftsmanship", "Learn more about SKYACTIV® TECHNOLOGY", "Inside Track SKYACTIV® TECHNOLOGY Edition", "Innovations Explained With Everyday Items Video", and "Innovations Explained With Everyday Items PDF".
- Support:** A box titled "Mazda Systems Help Center (MSHC)" with contact information: "1-800-421-6507, M-F 5AM-5PM Pacific Time", "MSHC Helpdesk Holiday Schedule", "Mazda Helpdesk Assistance", "DAG", "1-877-727-6626", "M-F 5AM-5PM / SAT 6AM-3PM (PST)", "Dealer Assistance Group (DAG) Website", "Accessory eCatalog Service Interruption", and "Call: 1-574-485-2423".
- Reference:** A box with links: Accessory Brochures, eCatalog User Guide, Brand Protection Resources, and DIAWL - Dealer Installed Accessory.

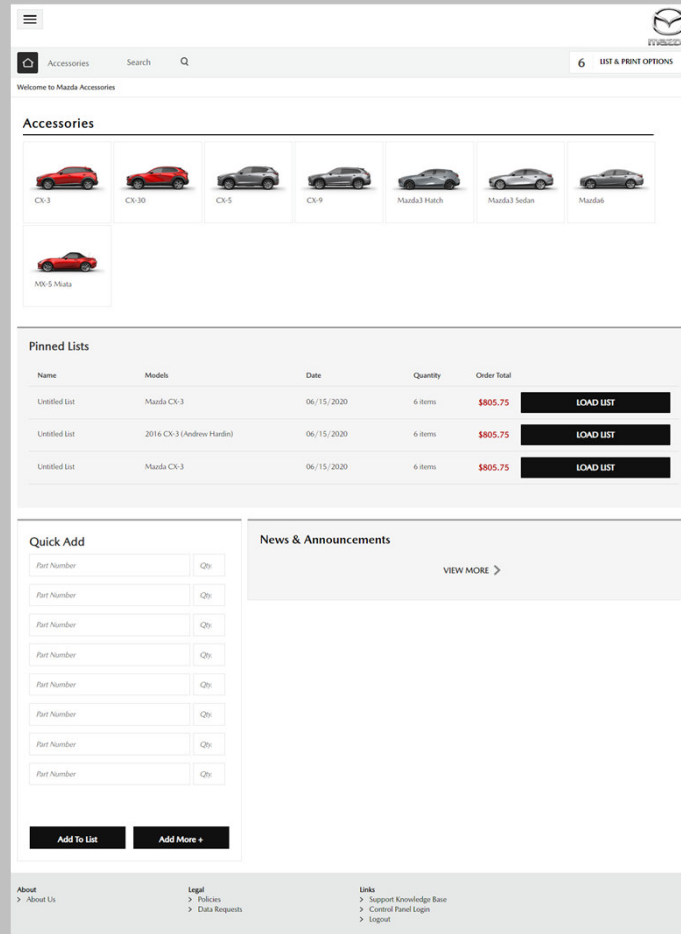
HOW TO USE THE ECATALOG – HOME SCREEN

Home button will take you back to this homepage from anywhere within eCatalog

Accessories button will take you to a list of models and accessory categories

Search bar allows you to type in a part number or key word, then drill down on model, model year and trim.

Quick Add – Allows you to quickly create a list with known part numbers.



Vehicle selectors take you to the accessories browser for the selected model

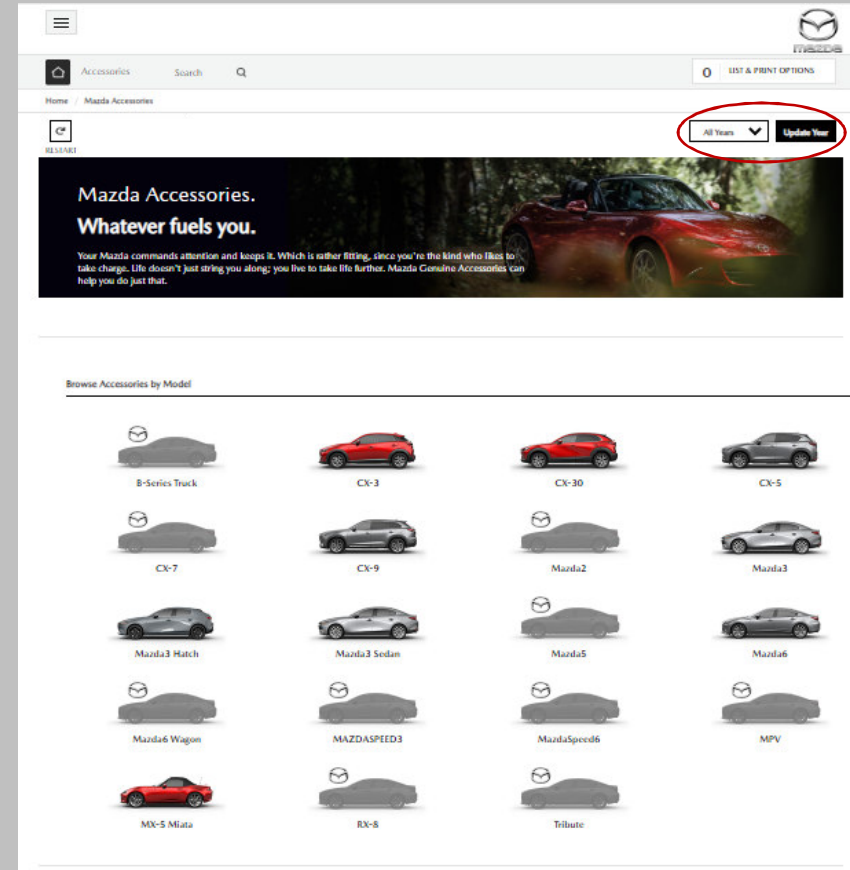
Pinned Lists will display all saved accessories lists you have created

News & Announcements displays any new accessory availability or special announcements from the accessory team (this may include critical technical announcements for additional reference awareness if requested by Technical teams)

Footer links include the knowledge base and the administrative portal













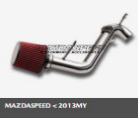




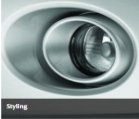



HOW TO USE THE ECATALOG – ACCESSORIES BUTTON

When clicking the “Accessories” button on the Home Page, you will be directed to the screen with model years. You can either select a specific model year, as shown in the red circle in the upper right-hand corner, or by simply clicking on the desired model. You may also scroll down on this page to find a list of available accessory categories that you can select from, as shown on the next slide.



HOW TO USE THE ECATALOG – ACCESSORIES BUTTON

Browse Mazda Accessories by Category

 Accents	 Arm Parts	 Audio	 Cargo Covers, Interior
 Cargo Nets	 Convenience	 Deflectors	 Electronics
 Exterior	 Floor Mats	 Interior	 Interior Cargo Management
 MAZDA/MAZDA3 2013 MY	 Popular Accessories Kits	 Protection	 Roof Racks & Attachments
 Safety	 Tinting	 Touch-Up Paint	 Trailer Hitch
 Wheels			

About
1 About Us

Legal
2 Privacy
3 Sales & Returns

Links
4 Support Knowledge Base
5 Contact Us
6 Sign Up

© While every reasonable effort is made to ensure the accuracy of this data, we are not responsible for any errors or omissions contained on these pages. Please verify any information in question with a sales representative.

DRILLING DOWN ON A SPECIFIC MODEL

From the Accessories page, you can select a model to drill down into to discover applicable accessories.

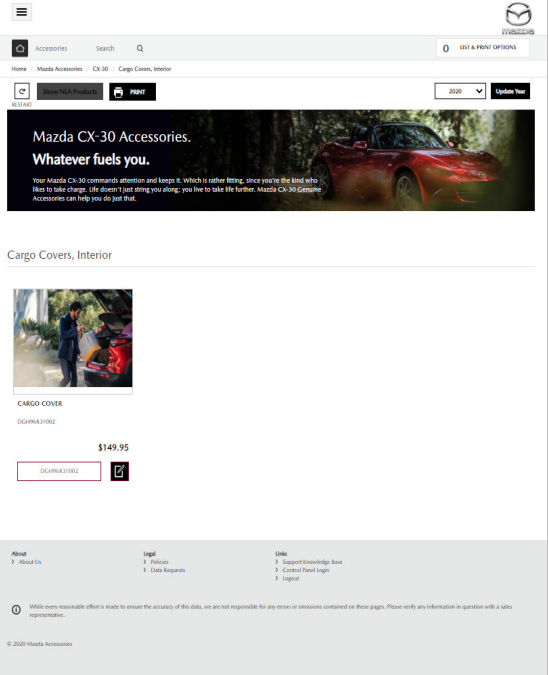
You can select one of the given categories or select the “View All” bar at the bottom, as indicated by the arrow.

The screenshot displays the Mazda CX-30 Accessories website. At the top, there is a navigation bar with the Mazda logo, a search bar, and an 'EDIT & PRINT OPTIONS' link. Below the navigation bar is a breadcrumb trail: 'Home / Mazda Accessories / CX-30'. A prominent banner features the text 'Mazda CX-30 Accessories. Whatever fuels you.' followed by a sub-headline: 'Your Mazda CX-30 commands attention and keeps it. Which is rather fitting. Here you'll find the best value items to take things like driving just a step, or two, and live it like the further. Mazda CX-30 Complete Accessories can help you do just that.'

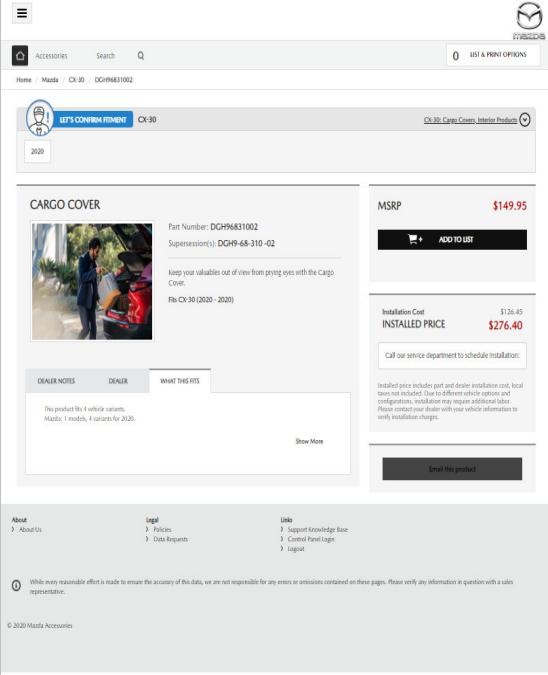
Below the banner, the page is titled 'Browse Mazda CX-30 Accessories by Category' and presents a grid of 20 accessory categories, each with a representative image and a label: Accents, Cargo Cases, Interior, Cargo Nets, Convenience, Dashboards, Electronics, Exterior, Floor Mats, Exterior, Interior Cargo Management, MAZDASPEED 3 2013MY, Protection, Roof Racks & Attachments, Safety, Styling, Touch-Up Paint, and Wheel.

At the bottom of the grid, there is a button labeled 'View All Mazda CX-30 Accessories', which is highlighted by a grey arrow pointing from the left. Below the grid, there is a footer section with links for 'About', 'Legal', and 'Links'. The 'About' link includes 'About Us'. The 'Legal' link includes 'Privacy' and 'Data Requests'. The 'Links' link includes 'Support Knowledge Base', 'Contact Us', and 'Log In'. A disclaimer states: 'While every reasonable effort is made to ensure the accuracy of this data, we are not responsible for any errors or omissions contained on these pages. Please verify any information in question with a sales representative.' The footer also includes the copyright notice '© 2020 Mazda Accessories'.

DRILLING DOWN ON A SPECIFIC MODEL



In this example, we drilled down into the CX-30 Cargo Cover. When you select the accessory, it will then show all the details of that particular item.



SMART SEARCH FEATURE

To jump to a specific model or model year, use the **Smart Search** feature by typing in the vehicle you want to view in the Search Bar. Ex: CX-5 or 2020 CX-5. The search bar also allows you to look up parts by part number, name, or description.


From here, you can drill down on trim level, category, or keyword. Or you can simply scroll down on the screen to view all applicable items.

The screenshot displays the Mazda Accessories website interface. At the top, there is a navigation bar with a home icon, 'Accessories', a search bar, and a 'LIST & PRINT OPTIONS' button. Below this is a breadcrumb trail: 'Home / Mazda Accessories'. A 'Show N/A Products' button and 'All Years' / 'Update Year' dropdowns are also visible. A large banner for 'Mazda Accessories. Whatever fuels you.' features a red Mazda sports car. Below the banner, the breadcrumb trail continues: 'Home / Mazda / CX-5 / 2020 / Search Products'. The main content area is titled 'Current Vehicle 2020 Mazda CX-5' and includes a note: 'Please choose a Trim Level from the "Vehicle" box on the left'. The interface is divided into three main sections: 'YOUR VEHICLE' (with a red border), 'REFINE SEARCH' (with a red border), and 'MATCHING PRODUCTS'. The 'YOUR VEHICLE' section lists 'Model CX-5 (1)', 'Model Year 2020 (1)', and 'Trim Level' options: Grand Touring, Sport, Touring, Grand Touring Reserve, and Signature. The 'REFINE SEARCH' section has a 'Category' dropdown set to 'All Categories', a 'Keywords' input field, and a 'Refine' button. The 'MATCHING PRODUCTS' section shows 'Max. Results' set to 50 and 'Sort By' set to 'Relevance', both with 'Refine' buttons.

ACCESSORY INFORMATION

When drilling down on an accessory, the screen will default to the **“WHAT THIS FITS”** tab, clicking **“Show More”** will display all applicable models for that item. You can also find the MSRP and Installed Pricing in the right column of the screen.

REAR BUMPER TRIM



Part Number: DD2FV3900A
Supersession(s): DD2F-V3-900A

Add a sportier look to your CX-3 with the Front and Rear Garnish.
Fits CX-3

↓

DEALER NOTES ATTACHMENTS DEALER **WHAT THIS FITS**

This product fits 14 vehicle variants.
Mazda: 1 models, 14 variants between 2016 and 2020.

→ Show More

MSRP \$249.95

ADD TO LIST

Installation Cost: \$37.94
INSTALLED PRICE \$287.89

Call our service department to schedule installation:

Installed price includes part and dealer installation cost, local taxes not included. Due to different vehicle options and configurations, installation may require additional labor. Please contact your dealer with your vehicle information to verify installation charges.

Email this product

The **ATTACHMENTS** tab will include any related documents, such as Installation Instructions which **will reflect the latest Instructions / Docs when provided by Engineering and Technical Departments.**

About
➤ About Us

While every reasonable effort is made to ensure accuracy, we do not warrant the accuracy of this information.

DEALER NOTES ATTACHMENTS DEALER **WHAT THIS FITS**

Retail Labor Rate:	.45
Internal Labor Rate:	.47
Labor Units:	<input style="width: 50px;" type="text" value="30.00"/> Update
Vendor:	MAZDA MOTOR LOGISTICS EUR
Group Name:	
Pending:	
Dealer Net:	187.47
Warranty Code:	
Warranty Units:	
Financing Eligible:	
Package Quantity:	1.00
UOM:	
Length:	
Width:	
Height:	
Weight:	
Retail Installation Price:	37.94
Internal Installation Price:	33.74

The **DEALER NOTES** tab will include any pertinent or important notes related to that accessory.

The **DEALER** tab shows labor rate, the average internal labor rate, labor units and dealer net pricing, among other things.

Labor Rate is calculated as follows: 100.00 = 1 hour. So in this example, 30 units = 0.3 hours


ADVANCED FUNCTIONALITY (DEALER OPERATIONS)

BUILDING LISTS

Within any accessory, you can find the “Add To List” button, shown in the red rectangle. This can also be done by selecting this icon near any part number.



CARGO COVER



Part Number: DGH96831002
Supersession(s): DGH9-68-310 -02

Keep your valuables out of view from prying eyes with the Cargo Cover.
Fits CX-30 (2020 - 2020)

MSRP **\$149.95**

ADD TO LIST

Installation Cost \$126.45
INSTALLED PRICE \$276.40

Call our service department to schedule installation:

Installed price includes part and dealer installation cost, local taxes not included. Due to different vehicle options and configurations, installation may require additional labor. Please contact your dealer with your vehicle information to verify installation charges.

Email this product

DEALER NOTES | DEALER | WHAT THIS FITS

This product fits 4 vehicle variants.
Mazda: 1 models, 4 variants for 2020.

Show More

You can then view any list you created by selecting the “List and Print Options” button in the upper right-hand corner of any screen.

Accessories Search Q

LIST & PRINT OPTIONS


Home Mazda Accessories

Show NLA Products All Years Update Year


RESTART

Mazda Accessories.
Whatever fuels you.

Your Mazda commands attention and keeps it. Which is rather fitting, since you're the kind who likes to take charge. Life doesn't just string you along; you live to take life further. Mazda Genuine Accessories can help you do just that.



Navigation Accessories




Navigation 3D Card
BDG166Z1A **\$49.95**

ADD TO LIST

Exterior Accessories

Floor Mats

Interior Accessories




FIRST AID KIT
0000R2Z02 **\$34.95**

ADD TO LIST

Interior Cargo Management Accessories

Organizers



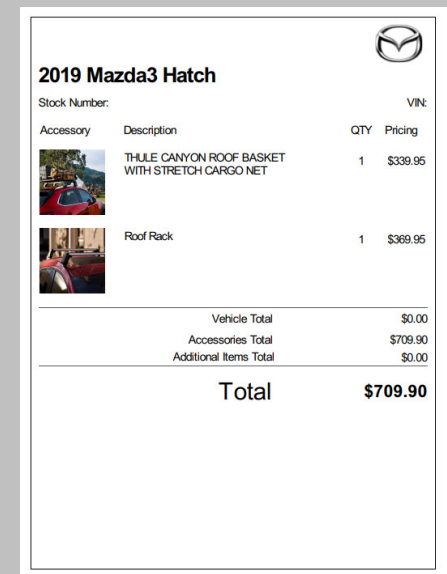
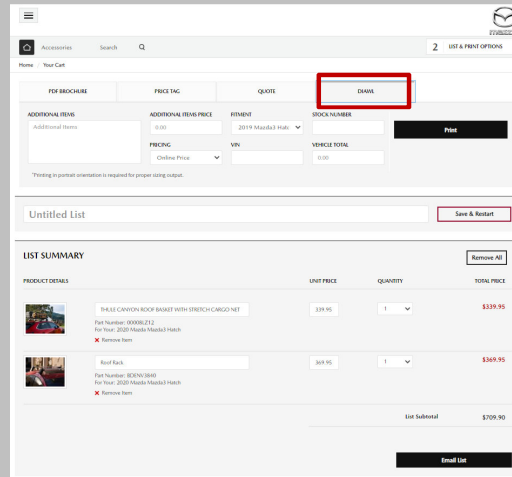
COLLAPSIBLE CARGO CARRIER
0000R2Z01 **\$69.95**

ADD TO LIST

MANAGING LISTS

Once your list is created, you can create a **DIAWL** or Dealer Installed Accessory Window Label to print on a replica of Mazda's Monroney label.

Reminder: DIAWL labels can be ordered through the Mazda eStore!



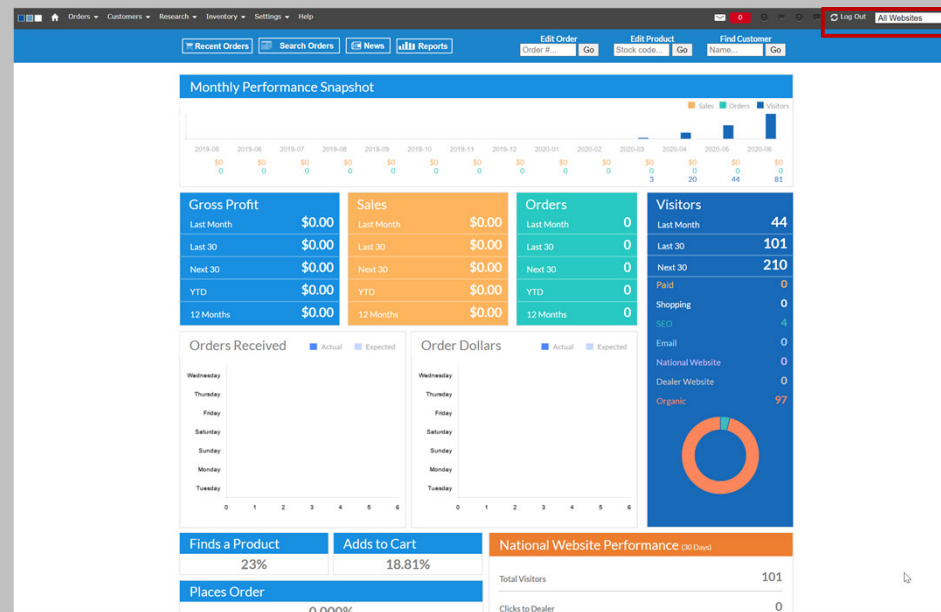
ADMINISTRATIVE PORTAL

Available to: Parts Directors / Parts Managers / Service & Parts Directors / Service & Parts Managers

Clicking on Control Panel from the footer section of the eCatalog site will take you to the administrative portal. The main screen of the portal is shown here.

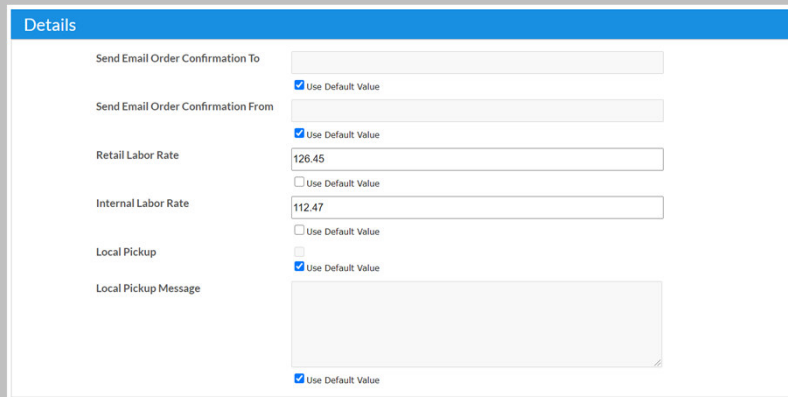
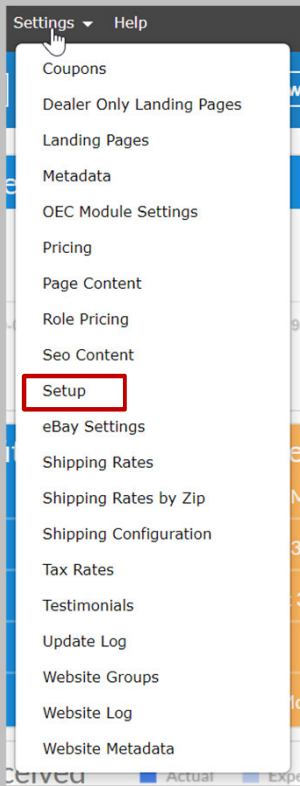
This portal allows Part Managers to set their internal labor rate and any customized product pricing – this can be done at an individual part number level if necessary.

To get started, select your site from the drop down, as shown in the red box.



IMPORTANT NOTE: For transition to the new Accessory eCatalog platform (June, 2020), custom dealer labor and pricing settings have been migrated from the previous eCatalog. If additional support/issues require attention please contact Mazda-support@simplepart.com for prompt service.

ADMINISTRATIVE PORTAL – LABOR RATE

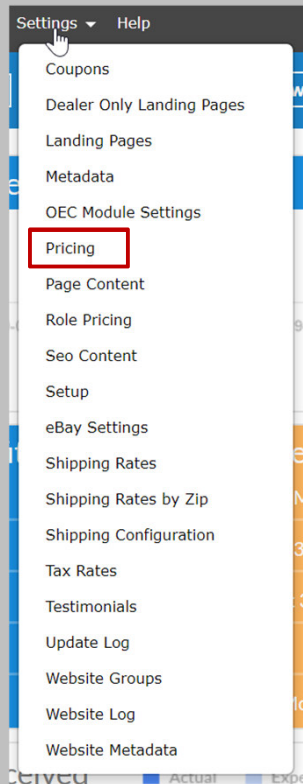


To set your internal labor rate, start by selecting **Setup** from the **Settings** menu, then scroll down to the **Details** section.

Retail Labor Rate can be adjusted here, which impacts installation costs on all part numbers in the eCatalog.

Internal Labor Rate can also be set for reference.

ADMINISTRATIVE PORTAL – PRICING



The screenshot displays the pricing configuration interface for 'Mazda OEM Accessories - Vehicle'. It features a 'Media' section with a 'Price Set' dropdown set to 'Default' and an 'EDIT' button. Below this is a 'Price Tiers: Default' section with a table for configuring price ranges and tiers. The table has four columns: 'Low', 'High', 'Cost-X', and 'List-X'. The 'Low' column contains the value '0.01', the 'High' column contains '100.00', and the 'Cost-X' column contains '1.30'. The 'List-X' column is empty. There are 'ADD NEW', 'UPDATE', and 'CANCEL' buttons associated with the table.

Low	High	Cost-X	List-X
0.01	100.00	1.30	

To set pricing for your dealership, start by selecting **Pricing** from the **Settings** menu.

To modify pricing, select the “Default” under **Price Set** and **Add New** or **Edit** existing price tiers. Enter **Low** and **High** price ranges, and either **Cost** or **List** pricing and press **Update**.

Ex: for **Cost+30**, enter **1.30** in the **Cost-X** column. For **List-10**, enter **0.9** in the **List-X** column.

SUPPORT INFORMATION

eCatalog Knowledge Base

<https://mazda-knowledge-base.knowledgeowl.com/help>

Accessory eCatalog Support

888-843-0425

Mazda-support@simplepart.com

MNAO Accessory Sales & Marketing Team

eaccessories@mazdausa.com

Several questions about site use can be resolved by visiting the **Knowledge Base**. The link can be found in the footer of the Mazda eCatalog site.

For all other questions, the eCatalog Support team is available to help you with:

- Access to eCatalog
- Feature and usability questions
- Dealership settings updates
- Site functionality or catalog data issues

Email support is available weekdays during business hours (M-F, 8 AM to 6 PM ET). Phone support is available 24/7.

For anything requiring additional info, please reach out to your MNAO Accessory Sales & Marketing Team



THANK YOU