

ribit

Q4 CAMPAIGN CATALOGUE

PREVIEW

Dealer-Driven. Data-Backed.
Proven to Perform.



Q4 LINEUP PREVIEW

YOUR Q4. MAPPED.

A quarterly campaign lineup designed to keep your dealership relevant, timely, and always in market.

ribit



SEPTEMBER

Q 4 - S E P T E M B E R

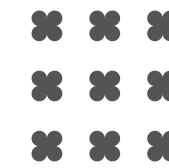
THE GREAT SEPTEMBER SELLDOWN

THE SUMMER MAY BE OVER. THE SAVINGS AREN'T.

September has a way of putting everyone back into buying mode. Vacations are over, routines return and the focus shifts to what comes next. Use that momentum to put remaining model-year inventory front and centre, pairing strong value with a clear sense of urgency. It's an ideal opportunity to reconnect with shoppers who spent the summer considering an upgrade and give them a compelling reason to make their move now.

Works great for:

- Remaining model-year inventory and aged units
- End-of-summer price adjustments and manufacturer incentives
- Trade-in offers for customers ready for a fresh start
- Low-rate financing on select outgoing models
- September database reactivation and upgrade campaigns



THE GREAT SEPTEMBER SELLDOWN



FINANCE FROM

0%*

FOR UP TO 72 MONTHS
ON SELECT MODELS

GET UP TO

\$7,000*

IN TOTAL VALUE
ON SELECT MODELS

NO PAYMENTS FOR

90*

DAYS
ON SELECT MODELS

*On approved credit. Some conditions apply. Vehicles may not be exactly as shown. See dealer for complete details. Offer ends 09/30/2026.

Q 4 - S E P T E M B E R

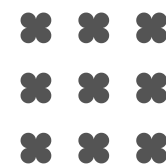
CLEAR THE LOT SELLDOWN EVENT

NEW MODELS ARE COMING. THE LOT
HAS TO MOVE.

Make the changing of the model year feel like an event. Clear the Lot gives you room to promote cars, SUVs and trucks under one strong message while creating the sense that everything is in play. Showcase the breadth of available inventory, spotlight the offers worth acting on and turn September into a month where waiting could mean missing the right vehicle.

Works great for:

- Large remaining-model inventories
- Multi-model and multi-segment offers
- Aggressive price adjustments and rebates
- Trade-assisted upgrades
- One umbrella campaign across your full inventory



CLEAR THE LOT

SELLDOWN EVENT



GET UP TO

\$8,000

IN TOTAL PRICE ADJUSTMENTS
ON SELECT NEW 2025 MODELS

FINANCE FOR

0% APR

FOR UP TO 72 MONTHS
ON SELECT MODELS

ELIGIBLE COSTCO MEMBERS GET

\$1,000

BONUS ON SELECT NEW 2025 MODELS



BUILT
FORD
PROUD

Offers apply to select new 2025 Ford vehicles. Total price adjustments include all applicable Ford incentives and manufacturer rebates. 0% APR financing for up to 72 months on approved credit. Costco bonus available to eligible Costco members on select new 2025 models. See dealer for complete details. Offers end 09/30/2026.

Q 4 - S E P T E M B E R

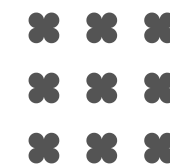
BACK IN THE DRIVER'S SEAT

NEW SEASON. NEW ROUTINE. NEW POSSIBILITIES.

September puts routines back in motion — and often exposes all the reasons someone has outgrown their current vehicle. The commute feels longer, the school run gets busier and cargo space suddenly matters again. Turn those everyday realities into an upgrade conversation centred on comfort, reliability, technology, efficiency and having a vehicle that fits life a little better.

Works great for:

- Family SUVs and commuter vehicles
- Trade-ins prompted by changing routines
- Fuel-efficiency and technology upgrades
- Finance offers that make upgrading easier
- Customers who postponed a summer purchase



NEW SEASON. NEW ROUTINE.
NEW POSSIBILITIES.

BACK IN THE DRIVER'S SEAT



FINANCE FROM
1.99% APR
FOR UP TO 60 MONTHS

UP TO
\$1,500
BONUS CASH

NO PAYMENTS FOR
90
DAYS

 123 Placeholder Address City, Province A1A 1A1  000-000-0000

Q 4 - SEPTEMBER

MODEL YEAR CLEAR OUT

MAKE ROOM FOR WHAT'S NEXT.

New models are on the way, and that makes the vehicles already on the ground even more interesting. Position outgoing inventory as the smart-value choice, with attractive incentives, strong selection and plenty of vehicles for the money. The closer the next model year gets, the easier it is to create urgency around colours, trims and configurations that may not be available much longer.

Works great for:

- Remaining 2026 model-year inventory
- Cash purchase credits and total-value offers
- Low-rate financing on select models
- Aged inventory that needs an extra push
- Value-focused shoppers who don't need the newest model year



SEPTEMBER ///

MODEL YEAR

CLEAR

OUT



BOLD DEALS.
LIMITED TIME.

Our best offers of the year
on remaining **2026** models.

GET UP TO	FINANCE FROM	PLUS, GET
\$6,000	0.99% APR	\$750
TOTAL VALUE ON SELECT MODELS	FOR UP TO 60 MONTHS ON SELECT MODELS	BONUS CASH ON REMAINING 2026 MODELS

Offers apply to remaining 2026 models. Financing based on approved credit. See dealer for details. Offer ends 09/30/2026.

Q 4 - S E P T E M B E R

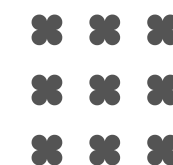
MODEL YEAR CLOSING EVENT

ENDS SOON. OPPORTUNITIES WON'T.

There's no need for clearance messaging to feel like clearance creative. The Model Year Closing Event takes a more refined approach, presenting the final stretch of the model year as a limited opportunity to secure preferred inventory and attractive offers. It's especially effective when selection is narrowing and you want urgency to feel premium rather than promotional.

Works great for:

- Premium and import brands
- Final outgoing-model inventory
- Low-rate finance and loyalty offers
- Customers considering an upgrade before year-end
- Owners approaching a natural trade cycle



MODEL YEAR CLOSING EVENT

HURRY IN BEFORE THEY ARE GONE.



GET UP TO
\$6,000[†]
IN TOTAL DISCOUNTS
ON SELECT 2026 MODELS

FINANCE FROM
0%[†]
APR
FOR UP TO 60 MONTHS
ON SELECT MODELS

INCLUDES
\$750^{††}
KIA LOYALTY BONUS
ON ELIGIBLE MODELS

[†] Total discounts of up to \$6,000 available on select 2026 Kia models. Amount may vary by model and trim. Some conditions apply. See dealer for details.

[†] 0% APR financing for up to 60 months on select 2026 Kia models. On approved credit. Some conditions apply. See dealer for details.

^{††} \$750 Loyalty Bonus available to eligible current Kia owners on select 2026 Kia models. Some conditions apply. See dealer for details.

Q 4 - S E P T E M B E R

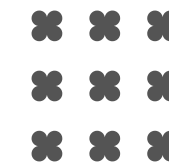
MODEL YEAR FINALE

FINAL MODEL YEAR. FRESH REASONS TO UPGRADE.

As the model year comes to a close, Model Year Finale gives you a strong reason to spotlight remaining current-year cars, SUVs and trucks while new-year models begin to arrive. Build excitement around the vehicles available now, highlight the offers worth acting on and create a sense that the best opportunities may not last as inventory continues to change.

Works great for:

- Luxury trims or premium upgrade packages
- Heated seats, comfort, and winter driving features
- SUV/crossover upgrades for families
- Complimentary detailing or gift-with-purchase perks
- Attractive lease/finance options on higher-end models





EXPERIENCE AMAZING

MODEL YEAR
FINALE

LIMITED TIME. UNMATCHED OFFERS.



NX 350



RX 350



ES 350

FINANCE FROM
0.99%
APR
UP TO 60 MONTHS

REBATES UP TO
\$6,000
ON SELECT MODELS

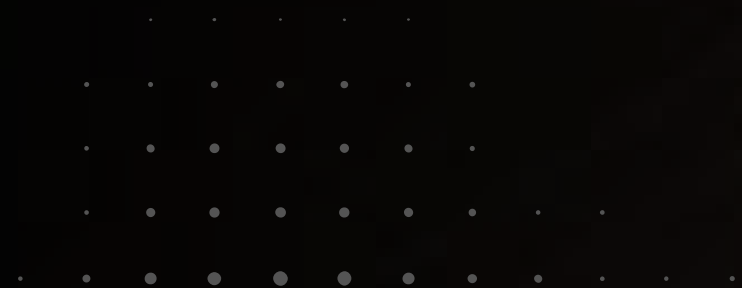
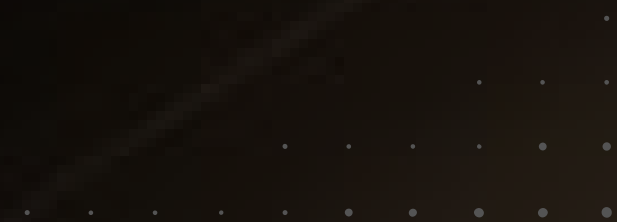
NO PAYMENTS FOR
90 DAYS[†]

* On approved credit. Interest accrues from the date of purchase.
Not all customers will qualify. Offer valid on select models.
See your Lexus dealer for complete details. Offer ends 09/30/2026.

YOUR LEXUS DEALER
EXPERIENCE EXCELLENCE

LOGO
HERE

OCTOBER



Q4 - OCTOBER

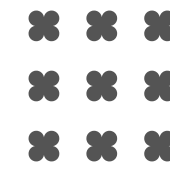
MONSTER SAVINGS EVENT

BIG OFFERS HAVE ARRIVED

Some offers deserve a little drama. Monster Savings is built for the promotions you want customers to notice immediately — substantial cash incentives, standout rates, payment relief or a combination of all three. Keep the creative bold, the message simple and the promotional window tight enough to make acting now feel worthwhile.

Works great for:

- Large cash incentives or purchase credits
- Low-rate financing promotions
- Payment-deferral offers
- Multi-vehicle or storewide campaigns
- Short, high-impact October pushes



MONSTER SAVINGS EVENT

GET UP TO \$5,000 CASH PURCHASE CREDIT	FINANCE FROM 0% FOR UP TO 60 MONTHS	NO PAYMENTS FOR 90 DAYS ON APPROVED CREDIT
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Q 4 - O C T O B E R

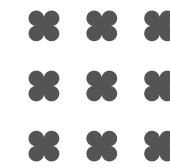
TRADE OR TREAT

GREAT DEALS. NO TRICKS. UPGRADE TODAY.

Bring a little Halloween fun to the trade-in conversation with Trade or Treat. Turn the possibility of a surprisingly valuable trade into the centerpiece of the event, giving customers a reason to discover what their vehicle could be worth and what an upgrade could look like. Use strong appraisals, trade equity opportunities and upgrade offers to drive the message, while playful spooky creative adds personality and makes the event stand out.

Works great for:

- Trade-in bonuses and appraisal events
- Equity-positive owners
- Older or high-mileage vehicles
- Upgrade offers built around current market value
- October database campaigns with a strong trade CTA



TRADE OR TREAT

GREAT DEALS. NO TRICKS.
UPGRADE TODAY.



GET UP TO
\$3,000
TRADE BONUS
ON SELECT MODELS

RATES AS LOW AS
2.49%
APR FINANCING
ON SELECT MODELS

NO PAYMENTS FOR
90
DAYS
ON APPROVED CREDIT

Q4 - OCTOBER

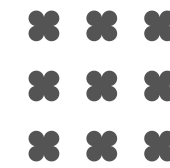
WICKED GOOD DEALS

ZERO TRICKS. JUST GREAT OFFERS.

Blend playful Halloween messaging with serious upgrade incentives to create a campaign that feels timely, engaging, and relevant. As temperatures drop and winter approaches, use humor to highlight the “frightening” costs of repairs, outdated technology, worn tires, and the stress of heading into winter unprepared. Spooky-themed creative and timely follow-up can turn seasonal fun into genuine urgency, giving customers a reason to leave the hassles of their current vehicle behind and head into winter with something more reliable.

Works great for:

- Winter prep incentives (AWD, tires, remote start)
- Trade-in events framed as “escape your old ride”
- Warranty + protection bundles (ditch scary repair bills)
- Fuel-efficient upgrades framed as “save from pump fright”
- Clearance pricing repackaged as limited-time “treats”



**WICKED
GOOD
DEALS**
ALL MONTH LONG

GET UP TO
\$7,000
TOTAL VALUE
ON SELECT MODELS

FINANCE FROM
0%
FOR UP TO 72 MONTHS
ON SELECT MODELS

NO PAYMENTS FOR
90
DAYS
ON APPROVED CREDIT

Conditions apply. See dealer for details.

Q4 - OCTOBER

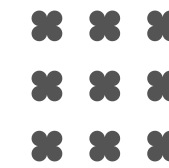
WONDERLAND SAVINGS

STEP INTO A WORLD OF EXTRAORDINARY SAVINGS.

Add some whimsy to your seasonal promotions with Wonderland Savings. A playful theme gives you a fresh way to showcase vehicles, incentives, and upgrade opportunities while keeping the campaign engaging and approachable. Pair the creative with timely savings and winter-ready offers to give customers a practical reason to explore what you have available.

Works great for:

- Winter prep incentives (AWD, tires, remote start)
- Trade-in events framed as "escape your old ride"
- Warranty + protection bundles (ditch scary repair bills)
- Fuel-efficient upgrades framed as "save from pump fright"
- Clearance pricing repackaged as limited-time "treats"



WONDERLAND

SAVINGS

THIS OCTOBER, EVERY DRIVE IS PURE MAGIC.

FINANCE FROM
0% APR
FOR UP TO 84 MONTHS

UP TO
\$7,000
TOTAL VALUE
ON SELECT MODELS

NO PAYMENTS FOR
90 DAYS
ON APPROVED CREDIT

**DRIVE INTO OCTOBER
WITH EXTRAORDINARY OFFERS.
VISIT US TODAY.**

Q4 - OCTOBER

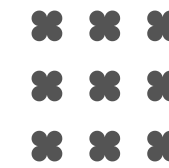
MIDNIGHT UPGRADE EVENT

AN INVITATION AFTER DARK.

Trade pumpkins for polish. Midnight Upgrade brings an after-dark, invitation-only feel to October and gives premium vehicles a setting that feels sophisticated rather than seasonal. Use exclusivity to your advantage with curated offers, upgrade opportunities and added-value perks that make customers feel as though they've been invited to something special.

Works great for:

- Luxury and premium brands
- Private-sale and invitation campaigns
- Winter tire and seasonal accessory packages
- Lease maturity and premium-owner upgrades
- Low-rate offers with an elevated presentation



MIDNIGHT UPGRADE EVENT

AN INVITATION AFTER DARK.

COMPLIMENTARY
WINTER TIRE
PACKAGE
ON SELECT MODELS

RATES FROM
1.99% APR
ON SELECT MODELS

NO PAYMENTS
FOR 90 DAYS
ON SELECT MODELS

Offers require qualification. Financing terms available on approved credit. Actual financing rates, employee pricing discounts, cash discounts, and eligibility vary by model. See dealer for details.

NOVEMBER

Q 4 - NOVEMBER

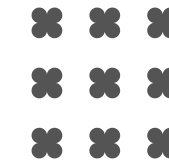
BLACK FRIDAY AFTER DARK

THE BIGGEST OFFERS COME OUT AT NIGHT.

Black Friday doesn't have to look like every other Black Friday. An after-dark treatment gives the event a sharper, more contemporary edge while preserving the urgency customers expect. Pair it with extended hours, a special evening push or limited-time offers and turn a familiar retail moment into something that feels fresh enough to earn a second look.

Works great for:

- Extended-hours and evening events
- Black Friday weekend promotions
- Finance, cash and payment-deferral bundles
- Digitally engaged audiences
- A modern alternative to traditional Black Friday creative



 YOUR NISSAN
DEALERSHIP

BLACK FRIDAY

after dark

— OUR BIGGEST OFFERS OF THE YEAR. —



FINANCE FROM
0%
FOR UP TO 60 MONTHS

GET UP TO
\$5,000
IN BONUS CASH

NO PAYMENTS FOR
90
DAYS

HURRY IN – OFFERS END DECEMBER 2ND!



DON'T MISS OUR BEST OFFERS
OF THE YEAR ON ALL 2024 & 2025 MODELS.



1234 DRIVEWAY LANE
YOURCITY, ON A1B 2C3



(123) 456-7890
YOURNISSAN.COM

Q 4 - NOVEMBER

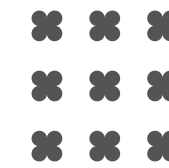
BLACK FRIDAY CLOSEOUT

THE SEASON'S BEST OFFERS. BEFORE
THEY'RE GONE.

Year-end inventory pressure gives this campaign a natural sense of urgency, while Black Friday energy adds extra momentum to the offer. Put the focus on the vehicles you want to move, then reinforce the message with the kind of offers shoppers expect this time of year. The real urgency comes from the combination of limited-time pricing and limited remaining selection — wait too long and the deal may still be there, but the right vehicle may not.

Works great for:

- Outgoing model-year vehicles
- Trucks and SUVs with substantial incentives
- Inventory closeout pricing
- Finance offers paired with cash discounts
- Customers waiting for a major year-end opportunity



Black
FRIDAY
CLOSEOUT

THE SEASON'S BEST OFFERS. ENDS **DECEMBER 2ND.**

UP TO
\$10,000
TOTAL VALUE¹
ON SELECT MODELS

0%
FINANCING
FOR UP TO **60** MONTHS²

NO PAYMENTS
FOR **90** DAYS³

DEALERSHIP
GMC

123 Placeholder Address City, Province A1A 1A1

000-000-0000

Offers require qualification. Financing terms available on approved credit. Actual financing rates, employee pricing discounts, cash discounts, and eligibility vary by model. See dealer for details.

Q 4 - NOVEMBER

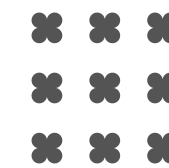
BLACK FRIDAY TAKEOVER

OUR BIGGEST OFFERS OF THE YEAR.

This is the weekend to go big. Bring your strongest offers together under one unmistakable Black Friday event and make the value easy to understand at a glance. Build anticipation in the days leading up to it, create urgency while the offers are live and keep follow-up moving while customers are actively in shopping mode.

Works great for:

- Major manufacturer incentives and rebates
- 0% or reduced-rate financing
- Bonus cash and payment-deferral offers
- Multi-model Black Friday promotions
- High-frequency email, SMS, social and database outreach



BLACK FRIDAY

— TAKEOVER —

OUR BIGGEST OFFERS OF THE YEAR.

FINANCE FROM	GET UP TO	NO PAYMENTS FOR
0%	\$5,000	90
FOR UP TO 60 MONTHS	IN BONUS CASH	DAYS

HURRY IN – OFFERS END DECEMBER 2ND!

YOUR DEALERSHIP
1234 DRIVEWAY LANE, YOURCITY, ON A1B 2C3
(123) 456-7890 | NORTHFIELDNISSAN.COM

Innovation that excites®

Q4 - NOVEMBER

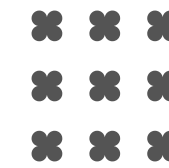
THE PRE-HOLIDAY SALES EVENT

GET AHEAD OF THE HOLIDAY RUSH.

December gets busy fast. Before calendars fill with travel, dinners and last-minute shopping, create an early window for customers who would rather make their vehicle decision before the holiday rush. Bring forward year-end opportunities, winter-ready inventory and timely trade offers so the first half of the month feels just as compelling as the last.

Works great for:

- Early-December sales pushes
- Year-end incentives available before Christmas
- Holiday travel and winter vehicle needs
- Trade and upgrade campaigns before schedules get busy
- Pulling December activity forward



**THE
PRE-HOLIDAY
SALES EVENT**

UP TO
\$10,000
TOTAL VALUE
ON SELECT MODELS

RATES AS LOW AS
0%
FINANCING
ON SELECT MODELS

NO PAYMENTS FOR
90 DAYS
ON APPROVED CREDIT

**MITSUBISHI
MOTORS**
BUILT FOR MORE

Q 4 - NOVEMBER

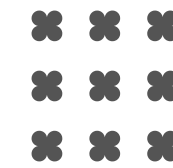
2027 PREVIEW

BE AMONG THE FIRST TO EXPERIENCE
WHAT'S NEXT.

There's something powerful about being first. Build anticipation around incoming 2027 models by teasing the technology, styling, trims and features customers will soon see on the road. A preview campaign starts conversations before inventory is fully stocked, identifies early adopters and creates a natural opening to compare what's coming with the value available on current models today.

Works great for:

- Incoming 2027 inventory and early arrivals
- New-model launch and reservation conversations
- Technology, redesign and feature-focused outreach
- Current owners ready for what's next
- Current-model versus incoming-model conversations



The graphic features three Audi vehicles (two SUVs and one sedan) in a dark setting with spotlights. The text '2027' is in large, textured white letters, and 'PREVIEW' is in large, bold red letters. Below this, the text 'BE AMONG THE FIRST TO EXPERIENCE WHAT'S NEXT.' and 'OUR BIGGEST SAVINGS OF THE YEAR ARE ALMOST HERE. STAY TUNED.' is displayed. At the bottom, three promotional offers are listed: 'GET UP TO \$6,000 TOTAL VALUE ON SELECT MODELS', 'FINANCE FROM 0% FOR UP TO 72 MONTHS ON SELECT MODELS', and 'NO PAYMENTS FOR 90 DAYS ON APPROVED CREDIT'. The Audi logo and 'YOUR DEALERSHIP DRIVEN BY EXCELLENCE' are at the very bottom.

2027 PREVIEW

BE AMONG THE FIRST TO EXPERIENCE **WHAT'S NEXT.**
OUR BIGGEST SAVINGS OF THE YEAR ARE ALMOST HERE.
STAY TUNED.

GET UP TO
\$6,000
TOTAL VALUE
ON SELECT MODELS

FINANCE FROM
0%
FOR UP TO 72 MONTHS
ON SELECT MODELS

NO PAYMENTS FOR
90 DAYS
ON APPROVED CREDIT

| **YOUR DEALERSHIP**
DRIVEN BY EXCELLENCE

Q 4 - N O V E M B E R

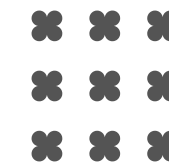
YEAR-END STARTS NOW

WRAP UP THE YEAR WITH A DEAL
WORTH DRIVING HOME.

November is a strong opportunity to drive year-end sales with compelling pricing, standout incentives and a clear focus on inventory. Year-End Starts Now gives you a flexible theme for promoting aggressive offers, limited-time savings and select models you want to move before the year closes. Bold creative and straightforward offer messaging help create urgency while keeping the campaign focused on driving traffic and sales.

Works great for:

- Clearance pricing to move remaining 2026 units
- Large rebates tied to “limited inventory remaining”
- Door-crasher unit markdowns on overstocked models
- Pre-owned reductions to free up reconditioning capacity
- Online-first offers to drive lead volume before visits



YEAR-END *Starts Now*

GREAT SELECTION. INCREDIBLE OFFERS. UNBEATABLE TIME.



0%
FINANCING
FOR UP TO 72 MONTHS
ON SELECT MODELS

GET UP TO
\$6,000
TOTAL VALUE
ON SELECT MODELS

NO-CHARGE
**WINTER
TIRE PACKAGE**
ON SELECT MODELS

OFFERS END JANUARY 2, 2026.

DECEMBER

Q 4 - D E C E M B E R

CANDY CANE LANE SALES EVENT

A SWEETER WAY TO UPGRADE.

Bring holiday personality to the campaign without burying the offer under decorations. Candy Cane Lane creates a bright, recognizable December theme that can carry across email, social and follow-up while the vehicle remains the hero. Add a little sweetness with bonus cash, low rates or winter-ready extras and let the season do just enough of the storytelling.

Works great for:

- Holiday bonus cash and seasonal incentives
- Low-rate financing
- Family SUVs and gift-to-self upgrades
- Winter-ready vehicle packages
- A warm, polished December promotion



'TIS THE SEASON FOR A

Candy Cane Lane

SALES EVENT



0% FINANCING
FOR UP TO
60 MONTHS

+

UP TO \$3,000
IN HOLIDAY
BONUS CASH

+

NO PAYMENTS
FOR 90 DAYS

 **mazda** | DRIVING MATTERS®

Conditions may apply. The specific models may differ from this photo.
Offers valid on approved credit. See dealer for details.

Q 4 - D E C E M B E R

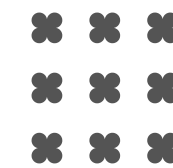
ELF ON THE LOT BONUS EVENT

A LITTLE EXTRA HOLIDAY MAGIC.

Turn the bonus into the surprise. Elf on the Lot works best when there's something tangible to unwrap in the offer — bonus cash, an accessory credit, winter tires or another useful extra. The playful theme makes the campaign memorable, while the added value gives customers a concrete reason to engage before the holidays are over.

Works great for:

- Holiday bonus cash
- Accessory credits and winter packages
- Added-value offers
- Family-focused December promotions
- Short seasonal social and email campaigns



ELF *on the* LOT

BONUS EVENT

OUR ELVES ARE WORKING OVERTIME TO DELIVER
BIG HOLIDAY SAVINGS.

JUST FOR YOU!

GET UP TO \$5,000 CASH PURCHASE CREDIT ON SELECT MODELS	FINANCE FROM 0% FOR UP TO 72 MONTHS ON SELECT MODELS	ELF ON THE LOT BONUS \$750 HOLIDAY BONUS ON SELECT MODELS
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Q 4 - D E C E M B E R

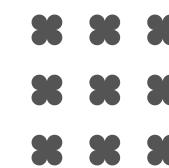
KEYS UNDER THE TREE

FINALLY, A GIFT YOU WON'T HAVE TO PRETEND TO LIKE.

Put a new set of keys at the top of their wish list. Year-end savings, holiday bonuses and winter-ready perks create a strong opportunity to position an upgrade that feels a little indulgent — and a lot practical. Position a new vehicle as the gift they'll still be enjoying long after the decorations come down, then keep the momentum going with timely follow-up right through year-end.

Works great for:

- Year-end price reductions and remaining inventory
- Holiday bundles like remote start, mats or winter tires
- Luxury upgrades positioned as a well-earned gift
- Pre-owned year-end offers
- Trade-in opportunities driven by year-end values



ENDS JANUARY 2

KEYS UNDER THE TREE

SALES EVENT

INCREDIBLE OFFERS.
UNBEATABLE VALUE.
DON'T MISS OUT.



UP TO

\$5,000

IN GOVERNMENT REBATES
ON SELECT EV MODELS

UP TO

\$1,250

IN FREE ACCESSORIES
ON NEW TRUCKS

RATES STARTING AT

2,99%

ON SUPER DUTY MODELS



123 Placeholder Address City, Province A1A 1A1

000-000-0000

Offers require qualification. Financing and lease terms available on approved credit. Actual rate reductions, cash bonuses, and eligibility vary by model and trim. See dealer for details.

Q 4 - D E C E M B E R

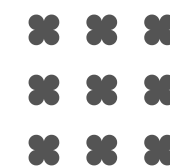
BOXING DAY

BIG SAVINGS. HUGE SELECTION. ALL WEEK LONG.

The gifts are opened, but some of the year's best shopping is just getting started. Boxing Day arrives with a built-in expectation of value, making it an ideal moment to showcase remaining inventory and year-end offers. Extend the message through Boxing Week to catch customers who finally have time to shop, compare and make the upgrade they've been considering.

Works great for:

- Boxing Week and post-Christmas promotions
- Remaining model-year inventory
- Holiday bonus cash and purchase credits
- Low-rate financing and payment deferrals
- Year-end trade and upgrade opportunities



BOXING DAY

BIG SAVINGS.
HUGE SELECTION.

GREAT DEALS
ALL WEEK LONG!



GET UP TO
\$2,750
IN HOLIDAY BONUSES
ON SELECT NEW MODELS

RATES AS LOW AS
0.99% APR
FOR UP TO 60 MONTHS
ON SELECT NEW MODELS

NO PAYMENTS FOR
90
DAYS
ON APPROVED CREDIT



YOUR MAZDA
DEALERSHIP

BOXING DAY DEALS
WON'T LAST LONG!

Q 4 - D E C E M B E R

MERRY & BRIGHT SAVINGS EVENT

SAVINGS THAT SHINE. OFFERS THAT DELIGHT.

Keep December cheerful, polished and easy to shop. Merry & Bright is broad enough to showcase several vehicles and incentives at once, making it a strong choice when there isn't just one hero offer. Let the holiday atmosphere create warmth while clear pricing, bonuses and winter value give shoppers the practical reasons they need to take the next step.

Works great for:

- Cash incentives and holiday bonuses
- Winter tire and accessory offers
- Family vehicle and SUV promotions
- Multi-model December campaigns
- Pre-holiday and year-end shoppers



**MERRY &
BRIGHT**
SAVINGS EVENT

GET UP TO	INCLUDES	PLUS
\$2,000	\$750	NO
IN CASH INCENTIVES ON SELECT MODELS	HOLIDAY BONUS ON SELECT MODELS	CHARGE WINTER TIRES ON SELECT MODELS

SAVINGS THAT SHINE. OFFERS THAT DELIGHT.

Q 4 - D E C E M B E R

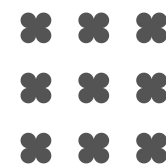
DECEMBER TO REMEMBER UPGRADE EVENT

MAKE THIS DECEMBER ONE TO REMEMBER.

The end of the year naturally invites people to think about what they want to change next. Make a vehicle upgrade part of that conversation by combining the emotional pull of the season with practical reasons to act: year-end savings, trade value, winter capability and a fresh start for January. The result is festive without losing sight of the purchase decision.

Works great for:

- Year-end upgrade campaigns
- Luxury and mainstream vehicle offers
- Finance and cash incentive combinations
- Trade-ins before the calendar year closes
- Customers using year-end bonuses or available budget



**DECEMBER
TO
REMEMBER
UPGRADE EVENT**

FINANCE FROM
0% APR
FOR UP TO 60 MONTHS
ON SELECT MODELS

GET UP TO
\$7,000
TOTAL VALUE
ON SELECT NEW MODELS

NO PAYMENTS FOR
90 DAYS
ON APPROVED CREDIT

 **Cadillac**
DEALERSHIP

Q 4 - D E C E M B E R

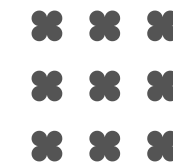
WRAPPED IN LUXURY

A LITTLE LUXURY GOES A LONG WAY.

Premium vehicles and upgraded trims can take on a more elevated, gift-inspired presentation with the right creative approach. Wrapped In Luxury works well for showcasing higher-end models, bundled perks and year-end offers while keeping the overall look festive and refined. Holiday visuals add warmth, while luxury-focused messaging helps make key vehicles and incentives stand out.

Works great for:

- Year-end price reductions and remaining stock clearouts
- Holiday bundle perks (remote start, mats, winter tires, detail gift cards)
- Luxury upgrades positioned as “self gifts”
- Pre-owned deals tied to final 2026 pricing
- Trade-in offers driven by year-end appraisal values



THE SEASON OF GIVING.
THE **JOY** OF DRIVING.

WRAPPED IN LUXURY

S A L E S E V E N T



0%
FINANCING
UP TO 60 MONTHS
ON SELECT MODELS

+ **\$1,000**
HOLIDAY BONUS
ON SELECT MODELS

COMPLIMENTARY
WINTER TIRE PACKAGE
WITH PURCHASE

DRIVE HOME MORE THIS **HOLIDAY** SEASON.

YOUR
LOGO



Finish strong, start 2027 stronger

Plan your Q4

Pay for the Q4 program through September, October and November, and RiBit gives you December's campaign service free.

RECEIVE
DECEMBER
FREE

Four Months – Big opportunities

Maximize year-end results with a strategic plan for Q4.



SEPT
Drive momentum



OCT
Capture opportunity



NOV
Close strong



DEC
Our treat



Target
High-intent
Shoppers



Engage
Consistently
across channels



Fill your pipeline
with quality
appointments



Finish strong
and start
2027 ahead



INTRODUCING

LEADSYNC

Your always-on sales engine.

AI-powered engagement that finds, reactivates
and Converts more of the opportunities
your dealership already owns.



More conversations



More appointments



More sales

CONVERT

REACTIVATE

ENGAGE

RETAIN

LEADSYNC
BY RIBIT



LEADSYNC PRODUCTS

More from **every** lead

Smarter tools, better results

01

Lost Showroom Reactivation

Re-engage unsold showroom traffic
after they leave the dealership.

02

Lost Lead Recover

Bring aged, unresponsive
and previously lost leads
back into conversation.

We noticed
it's been a while.
Are you still interested
in the 2026 Ridgeline?

03

Database Reactivation

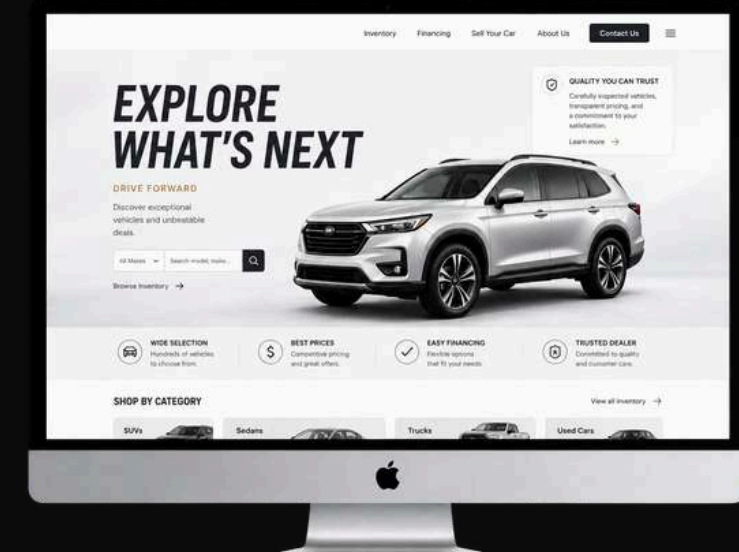
Turn dormant CRM contacts
into active sales opportunities.



04

Website Traffic Conversion

Convert active website visitors
into real sales conversations.





LEADSYNC PRODUCTS

More from **every** lead

Smarter tools, better results

05

Customer Retention

Keep past customers engaged and surface their next sales opportunity.

72%

Repeat Purchase Likelihood

07

Sales Follow-up

Automate consistent follow-ups so opportunities don't disappear.



Ribit AI Assistant



Hi! I see you're looking at the 2024 Model X. Would you like to check its availability or schedule a test drive?

06

Campaign Activation

Launch high-impact campaigns that drive appointments and showroom visits.



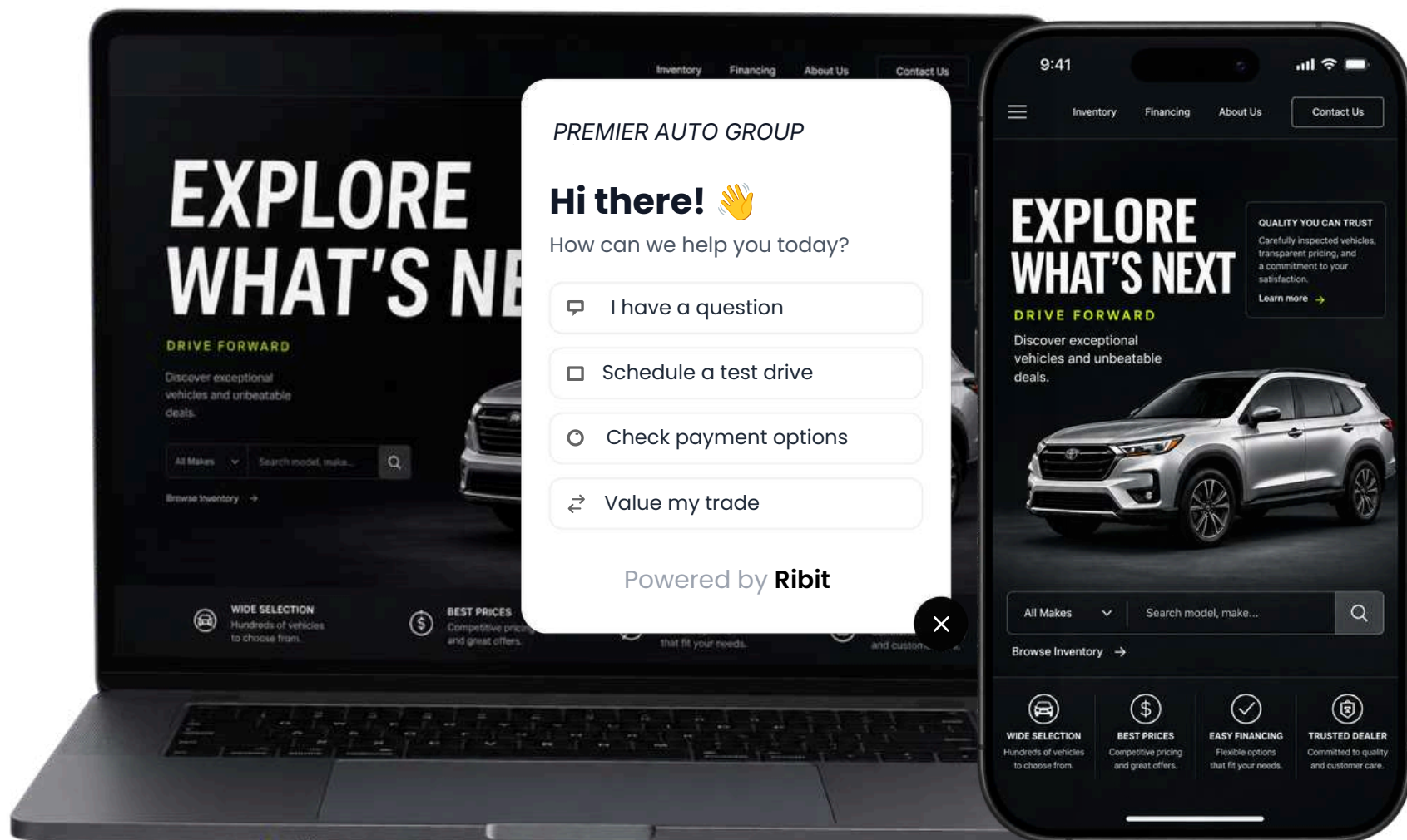


LEADSYNC PRODUCTS

Website Widget

Turn website traffic into sales opportunities

Capture leads the moment they engage, route them into custom workflows, and automatically remarket to them in future sales campaigns.



Never miss a lead

Every lead is captured, tracked and routed into a structured process, giving your team more chances to connect and convert.



Remarket for future campaigns

Keep leads engaged and reconnect with them during future sales events, promotions and campaigns.



Capture leads instantly

Engage website visitors in real time and capture them while their interest is high.



Build any workflow

Create custom workflows that match your sales process, from first touch to long-term follow-up.



Automate and follow up

Automatically respond, route, and follow up with leads so no opportunity falls through the cracks.

**One widget.
Every opportunity**

BONUS OFFER • EXCLUSIVE DISCOUNT • BONUS OFFER • EXCLUSIVE DISCOUNT • BONUS OFFER • EXCLUSIVE DISCOUNT

20% OFF

LEADS SYNC

Products in Q4 Only

BONUS OFFER • EXCLUSIVE DISCOUNT • BONUS OFFER • EXCLUSIVE DISCOUNT • BONUS OFFER • EXCLUSIVE DISCOUNT