



2026 MAZDA CX-5 SHOWROOM & TEST DRIVE READINESS CHECKLIST



TO ENSURE THAT CUSTOMERS HAVE A POSITIVE EXPERIENCE WITH GOOGLE BUILT-IN WHEN YOU DEMONSTRATE THE 2026 CX 5, WE RECOMMEND FOLLOWING THE STEPS BELOW:

✓ Connect/Expose the vehicle to a **STRONG** and unobstructed WIFI connection. For **Showroom/Delivery** use, you can connect using:

- A smartphone hotspot
- A MiFi device
- Home or office Wi Fi

For **Test Drive** use, you can connect using:

- A smartphone hotspot
- A MiFi device

For Best Results:

- Create a dedicated Dealer GMAIL account for use in Test vehicles; AND
- (If permitted) Register a test Showroom vehicle as a DEMO and enroll it in Mazda Connect to start the free trial; AND/OR



Connected / Ready

If you see this icon, the vehicle is successfully connected and ready to receive data.



Not Connected

If you see this icon, the vehicle is not connected, and no data is being received.



Wi-Fi Connection

This indicates that the vehicle is connected to WiFi (and the strength of the signal).

- Use a dedicated drive phone that is paired and added to Test Drive vehicles to alleviate having to pair different phones for each drive and ensure that connectivity & interactivity remain stable on Test Drives.

OMOTENASHI TIP: Have one for Apple and Android customers.

✓ Allow the vehicle to be **CONNECTED** for at least **30 minutes** before engaging the system. This allows units to complete any pending updates that were launched in transit to the dealer.

For Best Results:

- After every download reboot the operating system (like a computer restart) by:
 - Turning off the engine
 - Opening the driver's door and waiting 10 seconds
 - Closing the door and restarting the vehicle

✓ The Default language is English.

No manual installation is required. Simply select a language from the available list and the system will automatically download the required files.

For Best Results:

- Allow 30 minutes for each new language to fully download before interacting with the system. Restart the system once download is complete. Each language only needs to be downloaded to the operating system **ONCE**.

OMOTENASHI TIP: Download the most common languages used in your PMA ahead of time so customers can immediately experience the system in their preferred language.



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- ✓ Using the Google built-in Quick Reference Guide and How-to video's, ensure that a Google built-in profile is set-up and Privacy/Notification settings are properly enabled.

For Best Results:

- Create a dedicated Dealer GMAIL account for use in Test vehicles.
- Ensuring that **ALL** Privacy settings in your Google account are enabled AND allowing Google Notifications on your phone, will allow the vehicle full access to the user's profile and thus, all functionality. **Leaving these disabled will limit the personalized functions of the operating system.**

- ✓ **Vehicle/Delivery Presentations:** Prepare a list of 5-7 Google built-in features that are relevant to the customers identified personal needs that you can CONFIDENTLY demonstrate.

For Best Results:

- It is recommended that individuals spend a minimum of 2 hours engaging with Google built-in to regain familiarity and confidence before presenting the system to a customer.
- A comprehensive list of Google built-in resources are available in Mazda Brand Academy.

- ✓ **MTDE: Applying BRASH + the 7 Test Drive Elements** by creating a concise, purposeful drive plan that clearly showcases Google built-in at the right moments. You're not just mapping a route—you're mapping when and how you will integrate Google built-in into the experience so the guest feels the benefit, not just hears about it.

For Best Results, your plan should outline:

- A 15–30 minute route that naturally highlights Google built-in features
- A YOU DRIVE - THEY DRIVE flow, with intentional transitions
- Defined changeover points where you will introduce, demonstrate, and reinforce Google built-in
- Specific moments where you will prompt the guest to experience Google built-in for themselves (what you'll say, what you'll highlight, what you'll ask them to notice)



- ✓ Ask questions & captures notes in order to best address customer needs and offer relevant products.

OMOTENASHI TIP: Small gestures go a long way. Caring enough to listen is often enough.

