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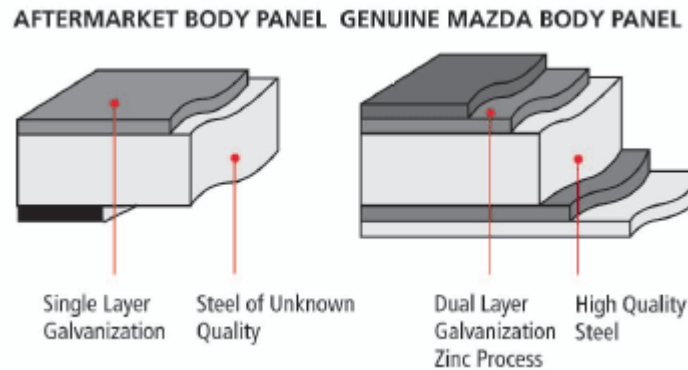
Thu, 11 Aug 2011

Mazda Offers Aftermarket Parts Price Match, Consumer Advice

Mazda this year launched an aftermarket parts price matching program that it is marketing to the public under the newly trademarked name Mazda Collision Parts Advantage (CPA). The program offers vehicle owners and their chosen repair shops "the choice to use OEM parts and avoid the hassle of aftermarket Like Kind and Quality" and, in consumer targeted brochures, explains what that means.

In a brochure explaining the program, Mazda advises car owners to "watch out when insurance companies try to use aftermarket replacement parts, which they misleadingly refer to as like kind and quality."

The carmaker warns customers that aftermarket parts are generally made to a lower standard in order to cut costs. Their fit and finish can be dramatically different - panels may not match up perfectly, brakes don't stop or wear as well, and lower-quality steel may corrode quickly. "Worse yet, the original warranty could become invalid if aftermarket parts contribute to the damage of original parts. Even lease-end charges can be affected if the replacement parts fit poorly," the automaker warns in its brochure.



The company advises its car owners to specifically ask their repair shop to use Genuine Mazda Body Parts before anyone creates an estimate and notes that depending upon state law, "you may actually have the legal right to demand Genuine Mazda Body Parts. If your insurance company refuses, simply contact your agent, or the office of the State Insurance Commissioner to find out what rights and recourse you may have."

The program allows participating Mazda dealers to price match select Genuine Mazda Parts to aftermarket parts and covers applications for nearly a dozen of the company's most popular models. Parts offered under the Mazda CPA program include hoods, bumpers, fenders, headlamps, A/C condensers, radiators, core supports and more.

Download [CPA shop brochure](#)

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