



Mr. David J. Friedman
Deputy Administrator
National Highway Traffic Safety Administration
1200 New Jersey Avenue SE, Room W45-306
Washington, DC 20590

November 5, 2014

Dear Mr. Friedman:

This letter is written in response to your letter of October 29 regarding the regional recall campaign for the Takata air bag issue that is being investigated.

We have launched the recall action with initial notification on October 17, 2014 for our customers that are located in Florida, Hawaii, and Puerto Rico. Our vehicles involved in this effort are the 2004-2008 MY RX-8, the 2003-2007 MY Mazda6, the 2006-2007 MY Mazdaspeed6, the 2004-2005 MY MPV and the 2004 MY B-series. Mazda is working hard to rapidly remedy the vehicles and address the potential safety risk for the owners of these vehicles in the areas defined for the parts collection and inspection activity. Even though we have launched this recall, Mazda continues to consider ways to improve our performance to expedite the availability of inflators for replacement and improve customers' participation in the recall. We are working to accomplish a rapid investigation of the returned parts, in conjunction with NHTSA, our supplier and the other OEM's involved in this concern.

Your letter included a list of questions. Our responses to those questions are included in the attachment. We will be glad to meet with you and your staff to discuss our activities, our progress and our findings concerning the Takata airbags of concern to continue our cooperative and open relationship with the NHTSA to resolve our customers' concerns as quickly as possible.

Sincerely,

A handwritten signature in dark ink, appearing to read 'D. Robertson', written over a light blue circular stamp.

David Robertson, Group Manager,
Product Development Group 1
Mazda North American Operations

The response to NHTSA's request on Takata air bag issue. October 29, 2014.

No	Requested item	Response
1	The steps that you will take to (a)expedite Takata's production of replacement air bags;	We are working with Takata continuously to maximize the production of replacement inflators to support the rapid replacement of inflators in the field.
	(b)expand the supply of replacement air bags by obtaining replacement air bags from other suppliers;	The inflator, airbag, restraint systems and vehicle design all interact to provide for the needed safety in the event of a crash. It is very difficult to change the design or supplier of a component to ensure that they continue to work together harmoniously.
	(c)accelerate distribution of replacement air bags to repair facilities;	We are considering additional steps we can take expedite the delivery of the replacement parts to our dealers.
	(d)urge and incentivize your dealers to increase the number of vehicles repaired.	1.The customers, who have not yet completed the regional recall, will be encouraged to bring their vehicles into dealer to have a remedy by means of a phone call and / or the 2nd mail. 2. Reannounce to the dealers and make them thoroughly aware that Recall Completion Report is available to dealers via Web Reports and can be used to create customer contact list. Customer address labels can be downloaded from MxConnect to assist dealers in post card mailing. 3. Dealers will be encouraged to proactively contact customers to solicit recall completion. 4. Individual dealer performance will be regularly monitored via Recall Reminder Report and poor performing dealers will be consulted by regional field managers as incremental effort in the importance of completing repairs to ensure customer safety.
2	The measures (including innovative approaches) that you will take to encourage and incentivize vehicle owners to bring their vehicles in for repair (e.g., expanding service hours for more convenience, accommodating owners whose vehicles cannot immediately be repaired by providing loaner vehicles, and the use of print, radio, television, and social media to inform vehicle owners of the recall program).	1. Dealers will be allowed to offer a free rental vehicle to customers on a case by case basis. 2. Allow dealers to stock a small quantity of inflators to expedite repairs and accommodate "walk in" customers. 3. Encourage dealers to offer Saturday repair to customers and staff service shop to accommodate recall completion.
3	The efforts you will make to maintain clear, thorough, and up-to-date information regarding the recall on your website, and within your dealer network, to better inform consumers.	1. Mazda USA website allows customers to check for any open service campaigns by entering their VIN even if they are not registered with Mazda. 2. Description of concern is available to customers on MUSA and additional emphasis will be placed on the importance of having regional recall 14V344 completed as quickly as possible to ensure their safety.
4	Any other interim measures you have taken or can take to address the safety risk and up-to-date information on the number of loaner vehicles you have provided.	We are monitoring the success of our current efforts. If additional steps are needed then we will consider the appropriate methods to achieve an improvement in the customer response to address this concern. As mentioned above, loaner vehicles are available on a case by case basis.
5	A description of any ongoing efforts to evaluate the safety risks of Takata air bags in your vehicles, including a description of testing that is currently underway or planned.	We are working closely with Takata for the evaluation. Based on the initial findings, we will suggest additional testing and investigation items to Takata in order to identify the root cause as soon as possible.
6	Testing results and data that you have conducted or gathered concerning your vehicles that contain Takata air bags that were sold or registered within the hot, humid regions of the country identified in NHTSA's consumer advisory.	With regard to driver's injury accident due to abnormal deployment of driver's air bag in Florida, we conducted the initial investigation in the field. However the actual parts are retained by a claimant's attorney, so we are not able to investigate it further as of now. No other concern reports for Takata air bag have been received as of now.

7	Testing results and data that you have conducted or gathered concerning your vehicles that contain Takata air bags that were sold or registered outside of the hot, humid regions of the country identified in NHTSA's consumer advisory.	No concern reports on Takata air bag issue are received in the area out of the hot, humid regions.
8	The testing protocols / methodologies used (or that will be used) to conduct or gather the information described in No5 through 7 above.	All the returned air bag inflators in the field will be observed internally by CT scan, and then some will be used for teardown analysis, the others will be used for the tank testing at Takata. Takata will report the test results to us immediately.
9	Up-to-date information regarding the number of vehicles covered by your recall, the number of those vehicles still in service and the number of vehicles remedied with a replacement air bag.	The number of vehicles covered by the regional recall campaign; 46,673 units. The number of vehicles still in service; 43,294 units. The number of vehicles remedied with replacement inflator.: 503 units.
10	Information on the testing, if any, you have done on the replacement air bags.	We don't have any information on the testing of the replacement air bags.