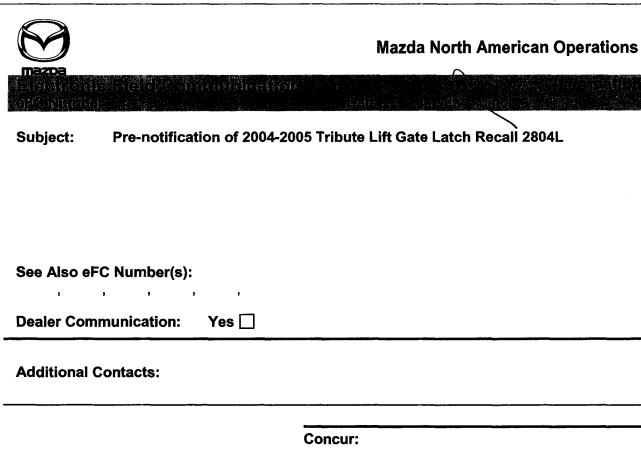
Trea Reedy



#### Communication

The following information will be e-mailed on Thursday, January 6<sup>th</sup> after the IPFAX form is posted on the DAG website.

### **Attention Mazda Service and Parts Managers:**

Please be advised MNAO has notified NHTSA of a possible defect related to the Rear Lift Gate Latch on approximately 44,600 2004-2005 Mazda Tribute vehicles.

Owners of record will be notified via first-class mail after repair instructions have been provided to dealers and parts are available.

**Effective immediately**, dealers must discontinue selling or installing the following Tribute Rear Lift Gate service parts:

Handle, Outer (P/N EC02-62-410H-70)

Lock, L/Gate: (P/Ns EF20-62-310, EF20-62-310A and EF20-62-310B)

**Note:** Dealers can continue using part numbers other than those listed above.



Please return inventory of P/Ns EC02-62-410H-70, EF20-62-310, EF20-62-310A and EF20-62-310B on your next obsolescence return and you will receive credit on your next parts statement. The return of these parts will not go against your obsolescence accrual if returned by end of February, 2005.

The recall repair will require a lift gate latch repair kit (the complete handle and lock will not be replaced as part of the recall). Before the owner notifications are mailed, dealers will receive a quantity of lift gate latch repair kits based on the number of 2004-2005 Tribute retail sales per dealer.

If you need a replacement Lift Gate Lock or Outer Handle for <u>broken or damaged</u> parts, use the IPFax form on the DAG Website. **Note**: The replacement of these parts will not satisfy the recall. The lift gate latch repair kit is the recall repair.

Thank you for your cooperation in this matter.

**Mazda Technical Services** 

From: Technical Services Department

Sent: Thursday, January 06, 2005 10:41 AM

Subject: Pre-notification of 2004-2005 Tribute Lift Gate Latch Recall 2804L

**Importance:** High

### **Attention Mazda Service and Parts Managers:**

Please be advised MNAO has notified NHTSA of a possible defect related to the Rear Lift Gate Latch on approximately 44,600 2004-2005 Mazda Tribute vehicles.

Owners of record will be notified via first-class mail after repair instructions have been provided to dealers and parts are available.

**Effective immediately**, dealers must discontinue selling or installing the following Tribute Rear Lift Gate service parts: Handle, Outer (P/N EC02-62-410H-70)

Lock, L/Gate: (P/Ns EF20-62-310, EF20-62-310A and EF20-62-310B)

**Note:** Dealers can continue using part numbers other than those listed above.

Please return inventory of P/Ns EC02-62-410H-70, EF20-62-310, EF20-62-310A and EF20-62-310B on your next obsolescence return and you will receive credit on your next parts statement. The return of these parts will not go against your obsolescence accrual if returned by end of February, 2005.

The recall repair will require a lift gate latch repair kit (the complete handle and lock will not be replaced as part of the recall). Before the owner notifications are mailed, dealers will receive a quantity of lift gate latch repair kits based on the number of 2004-2005 Tribute retail sales per dealer.

If you need a replacement Lift Gate Lock or Outer Handle for <u>broken or damaged</u> parts, use the IPFax form on the DAG Website. **Note**: The replacement of these parts will not satisfy the recall. The lift gate latch repair kit is the recall repair.

Thank you for your cooperation in this matter.

### Mazda Technical Services

From: on behalf of Technical Services Department

Subject: Recall 2804L Tribute Lift Gate Latch

### **Attention Mazda Service and Parts Managers:**

This is to notify you of an upcoming recall on certain 2001-2003 and 2004-2005 Tribute vehicles.

You will receive detailed information the week of March 28.

### Mazda will notify U.S. Tribute owners by first class mail beginning March 31, 2005.

Mazda Motor Corporation has decided that certain 2004-2005 Tribute vehicles produced between June 2, 2003 through July 30, 2004 and certain 2001-2003 Tribute vehicles repaired during dealer service with defective lift gate latch assemblies fail to conform to the inertia load requirements of Federal Motor Vehicle Safety Standard (FMVSS) No. 206, Door Locks and Door Retention Components. If the lift gate is left unlocked, there is the potential it may open during a severe crash, which could result in injuries to the occupant.

### SUBJECT VEHICLES

Model	VIN Range	Build Date Range
Tribute 2004 2005	4F2*Z** ** 4K M00004 - M34822 4F2*Z** ** 5K M00003 - M22946	June 2, 2003 through July 30, 2004
Tribute 200	1-2003 repaired during dealer s	ervice

Note: The asterisk symbol "\*" can be any letter or number.

Dealers should complete Recall 2804L for affected new and pre-owned Tributes in dealer inventory

#### PARTS INFORMATION

Description	Part Number	Quantity	
Lift Gate Latch Repair Kit	EFY1-62-31X	1	
Authorized Modification Label	9999-95-065A-00	1=sheet of 18 labels	Mstore (no charge)

### **PARTS ORDERING**

Dealers will automatically receive a quantity of Lift Gate Latch Repair Kits based on the number of 2004-2005 Tribute vehicles registered in the dealer's area and for 2001-2003 Tributes identified as repaired during dealer service. Parts shipments will begin March 25, 2005 and will arrive on dealers' next stock order. Dealers will receive Lift Gate Latch Repair Kits by April 1, 2005.

If dealers need additional Lift Gate Latch Repair Kits after receiving the initial parts shipment, they can be ordered through the normal eMDCS parts order method after April 1, 2005.

NOTE: To assure all dealers can get parts when needed, we may require an IPFAX form or online order form in the future if PDC inventory becomes low.

### **Existing Service Parts Inventory**

Please return any inventory you have of EC02-62-410H, EF20-62-310, EF20-62-310A, EF20-62-310B on your next obsolescence return and you will receive credit on your next parts statement. The return of these parts will not go against your obsolescence accrual.

Use MStore to order additional Campaign labels (1=sheet of 18 labels).

#### WARRANTY CLAIM PROCESSING INFORMATION

Warranty Type Code	R	
Symptom Code	99	
Damage Code	99	
Process Number	J0502A	
Part Number Main Cause	EFY16231X	
Quantity	01	
Labor Operation Code	YY376XRX	
Labor Hours	0.4	

### **RENTAL CAR**

A rental car may be provided to the customer if eligible based on the terms and conditions of the Rental Car Reimbursement Program, policy 12.0. Rental car reimbursements are available only on 2001 and newer vehicles within the mileage and time limitations under the New Vehicle Limited Warranty. If the customer was placed in a rental car while the campaign was being completed and the vehicle is not within the mileage and time limitations, you must obtain authorization for the rental. Submit a separate claim/problem using the standard rental claim information.

Warranty Type Code	A
Symptom Code	99
Damage Code	99
Part Number Main Cause	5555-RE-NTAL
Part Quantity	0
Labor Operation Code	MM012XRX
Labor Hours	0.0
Sublet - Rental Car	
Sublet Invoice Number	Number from Rental Invoice or Dealer Purchase Order
Sublet Type Code	Enter "L"
Sublet Amount	Up to \$26.00 per day for the number of days customer had rental car

Rental expenses that exceed the two-day limit will require prior DCSM Authorization, as outlined in the Rental Car Reimbursement Program policy.

### REPAIR PROCEDURES

Inspection and repair procedures will be available on the ESI website, on MStore under Bulletins, Forms & E-Documents on March 31, 2005, and will be available on eMDCS using Campaign Inquiry or the Warranty Vehicle Inquiry Detail screen by clocking on the recall number on March 31, 2005.

Please make certain that the appropriate personnel in your dealership are aware of these

resources and are familiar with the details of this recall before responding to customer inquiries.

We apologize for any inconvenience this recall may cause you and your customers. Your understanding and support in carrying out this campaign is greatly appreciated.

Mazda Technical Services



March 22, 2005

### 2004-2005 Tribute Stop Delivery-Hold

Dear Mazda Dealer,

We regret to inform you that you must immediately suspend retail delivery of 2004-2005 Tribute models in your inventory. Mazda has decided to conduct a recall on the 2004-2005 Tribute for the Lift Gate Latch.

On certain 2004-2005 model year Tribute vehicles, the lift gate latching system does not comply with Federal Motor Vehicle Safety Standard (FMVSS) 206 Inertia Load requirements. If the lift gate is left unlocked, there is the potential it may open during a severe crash, which could result in injuries to the occupant.

Owners will be notified about the recall by mail beginning March 31, 2005.

Beginning today, March 22, 2005, all 2004-2005 Tribute vehicles in your inventory must be inspected and repaired (if necessary) prior to customer delivery. Selling or leasing subject vehicles without performing the necessary inspection and/or repair is prohibited. Failure to perform applicable recalls before sale can result in extensive dealer fines and penalties from the Federal Government.

To help you inspect and/or repair dealer inventory, Mazda has developed the following resources:

- Service and Parts recall instructions follow (Attachment I), were e-mailed to your Service
  Department. The recall instructions along with the Repair Procedures are available on eMDCS and
  the ESI website.
- 2. The majority of dealers automatically received a quantity of parts for the recall for dealer inventory yesterday, Monday, March 21, 2005. If dealers need additional parts for dealer inventory after receiving the initial parts shipment, order them by faxing an order form (found on ESI and MX Connect) to Mazda Corporate Dealer Assistance Group at (866) 366-2061. Mazda will ship these parts as CSO orders, and freight will be reimbursed as a sublet on warranty claims. Please repair dealer inventory as soon as possible.
- 3. The VIN numbers for dealer inventory are available on the ESI website.
- 4. For parts and warranty questions, contact the Warranty Hotline at (877) 727-6626.
- 5. For technical assistance, call the Technical Assistance Hotline at (888) 832-8477.

Once 2004-2005 Tribute dealer inventory has been inspected and repaired (if necessary), customer delivery may begin. Mazda will initiate the recall campaigns described above to address retailed vehicles on March 31, 2005. We apologize for any inconvenience that this stop delivery may cause, and we appreciate your cooperation in the interest of safety and customer satisfaction.

Sincerely,

David Zuchowski V.P., Sales Operations Mazda North American Operations Brian Coliani
V.P., Customer Service & Parts Operations
Mazda North American Operations

Subject: Tribute	Subject: Tribute Lift Gate Latch Recall 2804L					
Originating Name: : Email ID:	-	Dept: Phone:	Technical Services 949 442-6590			
Summary:						
See Also eFC Number						
Dealer Communication	on: Yes 🗌					
Additional Contacts:						
eFC Type:		Concur:				
Sales Operations:			Trea Reedy			
Fixed Operations:						
Communication	· · · · · · · · · · · · · · · · · · ·	·				

This is to notify you of an upcoming recall on certain 2002-2004 Tribute vehicles. This message provides you with the information dealers will receive by Wednesday, March 30, 2005.

Mazda will notify U.S. Tribute owners by first class mail beginning March 31, 2005.

Mazda Motor Corporation has decided that certain 2004-2005 Tribute vehicles produced between June 2, 2003 through July 30, 2004 and certain 2001-2003 Tribute vehicles repaired during dealer service with defective lift gate latch assemblies fail to conform to the inertia load requirements of Federal Motor Vehicle Safety Standard (FMVSS) No. 206, Door Locks and Door Retention Components. If the lift gate is left unlocked, there is the potential it may open during a severe crash, which could result in injuries to the occupant.

**TIMING** 

- Dealers receive recall e-mail 3/30/05
- Dealer recall package mailing begins 3/31/05
- Owner notification mailing begins 3/31/05

### **SUBJECT VEHICLES**

Model	VIN Range	Build Date Range
Tribute 2004 2005	4F2*Z** ** 4K M00004 - M34822 4F2*Z** ** 5K M00003 - M22946	June 2, 2003 through July 30, 2004

Note: The asterisk symbol "\*" can be any letter or number.

Dealers should complete Recall 2804L for affected new and pre-owned Tributes in dealer inventory

#### PARTS INFORMATION

Description	Part Number	Quantity	
Lift Gate Latch Repair Kit	EFY1-62-31X	1	
Authorized Modification	9999-95-065A-	1=sheet of	Mstore
Label	00	18 labels	(no charge)

#### **PARTS ORDERING**

Dealers will automatically receive a quantity of Lift Gate Latch Repair Kits based on the number of 2004-2005 Tribute vehicles registered in the dealer's area and for 2001-2003 Tributes identified as repaired during dealer service. Parts shipments will begin March 25, 2005 and will arrive on dealers' next stock order. Dealers will receive Lift Gate Latch Repair Kits by April 1, 2005.

If dealers need additional Lift Gate Latch Repair Kits after receiving the initial parts shipment, they can be ordered through the normal eMDCS parts order method after April 1, 2005. NOTE: To assure all dealers can get parts when needed, we may require an IPFAX form or online order form in the future if PDC inventory becomes low.

### **Existing Service Parts Inventory**

Please return any inventory you have of EC02-62-410H, EF20-62-310, EF20-62-310A, EF20-62-310B on your next obsolescence return and you will receive credit on your next parts statement. The return of these parts will not go against your obsolescence accrual.

Use MStore to order additional Campaign labels (1=sheet of 18 labels).

### WARRANTY CLAIM PROCESSING INFORMATION

Warranty Type Code	R	
Symptom Code	99	
Damage Code	99	
Process Number	J0502A	
Part Number Main Cause	EFY16231X	
Quantity	01	
Labor Operation Code	YY376XRX	

Labor Hours	0.4	

#### **RENTAL CAR**

A rental car may be provided to the customer if eligible based on the terms and conditions of the Rental Car Reimbursement Program, policy 12.0. Rental car reimbursements are available only on 2001 and newer vehicles within the mileage and time limitations under the New Vehicle Limited Warranty. If the customer was placed in a rental car while the campaign was being completed and the vehicle is not within the mileage and time limitations, you must obtain authorization for the rental. Submit a separate **claim/problem** using the standard rental claim information.

Warranty Type Code	Α
Symptom Code	99
Damage Code	99
Part Number Main	5555-RE-NTAL
Cause	
Part Quantity	0
Labor Operation Code	MM012XRX
Labor Hours	0.0
Sublet – Rental Car	
Sublet Invoice	Number from Rental Invoice or Dealer Purchase
Number	Order
Sublet Type Code	Enter "L"
Sublet Amount	Up to \$26.00 per day for the number of days customer had rental car

Rental expenses that exceed the two-day limit will require prior DCSM Authorization, as outlined in the Rental Car Reimbursement Program policy.

### **REPAIR PROCEDURES**

Inspection and repair procedures are available on the ESI website.

Please make certain the appropriate personnel in your dealership are aware of these resources and are familiar with the details of this recall before responding to customer inquiries.

We apologize for any inconvenience this recall may cause you and your customers. Your understanding and support in carrying out this campaign is greatly appreciated.

### **Mazda Technical Services**



Addressees - Check appropriate positions, regions or activity

MNAO		REGION	
Executive Committee		Regional General Mgr (ALLRGM)	$\boxtimes$
Executives' Assistants (EC Asst)		Executives' Asst (Admin-Exec Asst)	
Sales Operations		Cust Satisfaction Mgr (CSM)	
Finance		Region Sales Managers (RSM)	$\boxtimes$
IT (IS – Administration)		Fixed Ops. Process Managers	
Dealer Affairs (Dlr Affairs)		Sales Process Mgrs (Sales Pro Mgr)	
Human Resources (HR)		Sales Planning Managers (ALLSPM)	
Public Relations (Public Affairs)		Sales Planning Coordinator/Specialist	
Internal Audit (Audit)		Marketing Managers (Marketing Mgr)	
Legal		Marketing Coordinator/Specialist	
Warranty & Service Assurance	$\boxtimes$	Business Development Mgrs (BDM)	
Marketing Operations		Market Rep. Managers (Mkt Rep Mgr)	
Product Planning	$\boxtimes$	Market Rep. Coordinator/Specialist	
Sales		Technical Specialist	$\boxtimes$
Fleet	$\boxtimes$	Technical Trainers	$\boxtimes$
Distribution		Region Customer Service & Parts Mgr	$\boxtimes$
Logistics		Dealer Development Manager (DDM)	
L.I.D. (Corp. Only)		Fixed Ops. Manager (ALL FOM)	$\boxtimes$
Retail Development		DOM (ALL DOM)	$\boxtimes$
Accessory		DCSM (ALLDCSM)	$\boxtimes$
Cust Serv & Prts Mgt. (CS&P mgmt)	$\boxtimes$	DSM (ALLDSM)	$\boxtimes$
CS&P Misc		Midwest Region (All Midwest)	
Svc & Parts Mkt		Northeast Region (All Northeast)	
Cust Satisfaction & Loyalty (CS/L)		Southeast Region (All Southeast)	
Shows & Special Events		Western Region (All Western)	
Dealer Assistance Group-All		Gulf Region (All Gulf)	
Dealer Assistance Group-Corp	$\boxtimes$	ALL PORT MGRS	
Dealer Assistance Group-Field		Mazda Parts Operation Guide	
Employees Only (Corp)		Other: All McGaw	$\boxtimes$
Employees Only – (All MNAO)		Other: Dan Ryan	$\boxtimes$
CAC Management	$\boxtimes$	Other: Charles Kim	$\boxtimes$

Information eFC Pg. 4 of 5



Other: David Robertson	$\boxtimes$	Other:	
Other: Tim Barnes	$\boxtimes$	Other:	
Other: Rod Matheson (MCI)	$\boxtimes$	Other:	
Other: Jeremy Barnes	$\boxtimes$	Other:	
Other: Dave Lammert	$\boxtimes$	Other:	
Other: Consumer Compliance	$\boxtimes$	Other:	
Other:		Other:	

Information eFC



March 2005

2001-2003 Tribute Lift Gate Latch Recall 2804L

Dear Mazda Owner:

This notice is being sent to you in accordance with the requirements of the National Traffic and Motor Vehicle Safety Act.

Mazda Motor Corporation has decided that certain 2001-2003 Tribute vehicles repaired during dealer service with defective lift gate latch assemblies fail to conform to the inertia load requirement of Federal Motor Vehicle Safety Standard (FMVSS) No. 206, Door Locks and Door Retention Components. If you are a recipient of this notice, your vehicle is included in this recall.

### What is the problem?

On certain 2001-2003 model years Tribute vehicles, the lift gate latching system does not comply with Federal Motor Vehicle Safety Standard (FMVSS) 206 Inertia Load requirements. If repairs were made to the lift gate latching system on your 2001-2003 Tribute, your vehicle is equipped with defective lift gate parts. If the lift gate is left unlocked, there is the potential it may open during a severe crash, which could result in injuries to the occupant.

### What will Mazda do?

Your Mazda dealer will inspect the lift gate latching system, and if necessary, replace the affected parts **free of charge**. The repair should take approximately one-half day to complete. However, it may take longer depending on the service workload at your Mazda dealership.

As a reminder, the Mazda Driver's Assurance Plan may provide alternate transportation when your vehicle is at an authorized Mazda dealership for a warranty repair. To be eligible for alternate transportation, your vehicle must be a 2001 or newer model and within the mileage and time limitations under the Mazda New Vehicle Limited Warranty and adhere to the Rental Car Reimbursement policy. Ask your dealer for details about the Mazda Rental Car Reimbursement Program.

### What should you do?

Mazda is concerned about your safety, and we encourage you to make an appointment with any authorized Mazda dealer to have the lift gate latching system inspected and the affected parts replaced, if necessary, as soon as possible. You do not need to bring this notice to the dealer, but it may assist in the check-in process.

### What if you have already paid for a replacement lift gate latch?

If you have already paid for the inspection or replacement of the affected lift gate latch parts due to a defect, you may be eligible for reimbursement of reasonable repair expenses based on Mazda's repair standards. Please complete the enclosed "Reimbursement Application Form," including the necessary documentation, and mail it to us in the pre-addressed envelope provided, allowing 6-8 weeks for processing.

### Where is the closest Mazda dealer?

To locate your nearest Mazda dealer, visit our web site and try our "Locate a Dealer" feature at www.MazdaUSA.com or consult your local yellow pages.

### Moved or no longer own this vehicle?

If you have moved or no longer own your Tribute, please complete the enclosed prepaid *Information Change Card* as soon as possible. This enables us to update our records and notify the current owner.

Federal law requires that any vehicle lessor receiving this recall notice must forward a copy of this notice to the lessee within ten days.

### Still have questions?

If you have any questions regarding this campaign, please contact our Customer Assistance Center at (800) 222-5500, option #4.

If Mazda or its dealers do not repair the defect free of charge and within a reasonable amount of time, you may notify the Administrator of the National Highway Traffic Safety Administration, 400 Seventh Avenue, SW, Washington, D.C. 20590. You may also call their toll-free Auto Safety Hotline at (888) 327-4236.

Your safety is a priority for Mazda. We actively work to improve our products and search for solutions to improve your ownership experience. Please accept our apologies for any inconvenience this program may have caused you.

Sincerely,

Mazda North American Operations

#### **REIMBURSEMENT PLAN**

### Requirements for Reimbursement

If you meet all of the following requirements, you are eligible to receive reimbursement under this plan:

- 1. An authorized Mazda dealer has inspected your vehicle and completed the 2001-2003 Tribute Lift Gate Latch Recall 2804L.
- 2. You own or have owned a subject 2001-2003 Tribute.
- 3. You have paid for the inspection/repair or replacement of lift gate latch parts.
- 4. You have an original or legible copy of the paid repair order or invoice receipt showing:
  - Description of the concern reported
  - Inspection/Repair or replacement of lift gate latch parts
  - Itemized part(s) and labor charges
  - · Vehicle model and year, and vehicle identification number
  - Repair date
  - Repair mileage
  - Name, address, and telephone number of the authorized Mazda Dealer or a licensed repair shop where such repairs were performed
  - · Your name and address at the time of repair
- 5. Mail this reimbursement application form in the enclosed envelope to:

Mazda North American Operations PO Box 5049 Lake Forest, CA 92609-8549

### **Procedure for Reimbursement Request**

Once your vehicle has been inspected, repaired or the affected lift gate latch parts replaced by an authorized Mazda dealer due to a defect, you may apply for reimbursement by doing the following:

- 1. Complete the Reimbursement Application Form found on the reverse side of this page.
- 2. Mail the Reimbursement Application Form with a <u>legible</u> copy of the paid repair order and/or invoice using the enclosed envelope.
- 3. Retain copies of the paid repair order or invoice and this application form for your records.

If you wish to correspond with Mazda regarding this reimbursement plan, please write to the above address and refer to your vehicle identification number (VIN).

Any reimbursement application form that is incomplete, illegible, or sent without the legible copy of the paid repair order or invoice will be returned for completion. If Mazda has any questions concerning your application for reimbursement, you may be contacted. Please allow 6-8 weeks for processing.

(SEE REVERSE SIDE FOR APPLICATION FORM)

### REIMBURSEMENT APPLICATION FORM

### 2001-2003 Tribute Lift Gate Latch Recall 2804L

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		City	State	Zip Code	
		·			
		Home:			
	Phone Number:	Work:			
	Vehicle Identification	n Number (VIN):			
	Vernole Identification	iii radiibei (viia).	(17 digits in	ength)	
	Total Amount of Re	imbursement Requested:		<u> </u>	
			Do	illars Cents	
	<u></u>	<u> </u>			_
	INST	RUCTIONS FOR GENE	RAL RELEASE	DESCRIBED BELOW:	7
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all claims for Motor of Am its authorize	r such inspectior erica, Inc. dba M d dealerships, ar	n/repair costs. This rele azda North American C nd all their respective c	ease shall bene Operations, its r lirectors, office	azda, its agents, and its related e it Mazda and its authorized age egions/distributors (foreign and rs, agents, employees, divisions neirs, successors and assigns.	nt, Mazda domestic),
	Dated:	Sig	ned:		

(SEE REVERSE SIDE FOR REIMBURSEMENT PLAN DETAILS)



March 2005

#### 2004-2005 Tribute Lift Gate Latch Recall 2804L

Dear Mazda Owner:

This notice is being sent to you in accordance with the requirements of the National Traffic and Motor Vehicle Safety Act.

Mazda Motor Corporation has decided that certain 2004-2005 Tribute vehicles produced between June 2, 2003 through July 30, 2004 fail to conform to the inertia load requirement of Federal Motor Vehicle Safety Standard (FMVSS) No. 206, Door Locks and Door Retention Components. If you are a recipient of this notice, your vehicle is included in this recall.

### What is the problem?

On certain 2004-2005 model years Tribute vehicles, the lift gate latching system does not comply with Federal Motor Vehicle Safety Standard (FMVSS) 206 Inertia Load requirements. If the lift gate is left unlocked, there is the potential it may open during a severe crash, which could result in injuries to the occupant.

#### What will Mazda do?

Your Mazda dealer will inspect the lift gate latching system, and if necessary, replace the affected parts **free of charge**. The repair should take approximately one-half day to complete. However, it may take longer depending on the service workload at your Mazda dealership.

As a reminder, the Mazda Driver's Assurance Plan may provide alternate transportation when your vehicle is at an authorized Mazda dealership for a warranty repair. To be eligible for alternate transportation, your vehicle must be a 2001 or newer model and within the mileage and time limitations under the Mazda New Vehicle Limited Warranty and adhere to the Rental Car Reimbursement policy. Ask your dealer for details about the Mazda Rental Car Reimbursement Program.

#### What should you do?

Mazda is concerned about your safety, and we encourage you to make an appointment with any authorized Mazda dealer to have the lift gate latching system inspected and the affected parts replaced, if necessary, as soon as possible. You do not need to bring this notice to the dealer, but it may assist in the check-in process.

### What if you have already paid for a replacement lift gate latch?

If you have already paid for the inspection or replacement of the affected lift gate latch parts due to a defect, you may be eligible for reimbursement of reasonable repair expenses based on Mazda's repair standards. Please complete the enclosed "Reimbursement Application Form," including the necessary documentation, and mail it to us in the pre-addressed envelope provided, allowing 6-8 weeks for processing.

#### Where is the closest Mazda dealer?

To locate your nearest Mazda dealer, visit our web site and try our "Locate a Dealer" feature at <a href="https://www.MazdaUSA.com">www.MazdaUSA.com</a> or consult your local yellow pages.

### Moved or no longer own this vehicle?

If you have moved or no longer own your Tribute, please complete the enclosed prepaid *Information Change Card* as soon as possible. This enables us to update our records and notify the current owner.

Federal law requires that any vehicle lessor receiving this recall notice must forward a copy of this notice to the lessee within ten days.

### Still have questions?

If you have any questions regarding this campaign, please contact our Customer Assistance Center at (800) 222-5500, option #4.

If Mazda or its dealers do not repair the defect free of charge and within a reasonable amount of time, you may notify the Administrator of the National Highway Traffic Safety Administration, 400 Seventh Avenue, SW, Washington, D.C. 20590. You may also call their toll-free Auto Safety Hotline at (888) 327-4236.

Your safety is a priority for Mazda. We actively work to improve our products and search for solutions to improve your ownership experience. Please accept our apologies for any inconvenience this program may have caused you.

Sincerely,

Mazda North American Operations

#### REIMBURSEMENT PLAN

### Requirements for Reimbursement

If you meet all of the following requirements, you are eligible to receive reimbursement under this plan:

- An authorized Mazda dealer has inspected your vehicle and completed the 2004-2005 Tribute Lift Gate Latch Recall 2804L.
- 2. You own or have owned a subject 2004-2005 Tribute within the VIN range:

```
4F2*Z** ** 4K M00004 - M34822
4F2*Z** ** 5K M00003 - M22946
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Note: The asterisk "\*" can be any number or letter.

- 3. You have paid for the inspection/repair or replacement of lift gate latch parts.
- 4. You have an original or legible copy of the paid repair order or invoice receipt showing:
  - Description of the concern reported
  - Inspection/Repair or replacement of lift gate latch parts
  - Itemized part(s) and labor charges
  - · Vehicle model and year, and vehicle identification number
  - Repair date
  - Repair mileage
  - Name, address, and telephone number of the authorized Mazda Dealer or a licensed repair shop where such repairs were performed
  - · Your name and address at the time of repair
- 5. Mail this reimbursement application form in the enclosed envelope to:

Mazda North American Operations PO Box 5049 Lake Forest, CA 92609-8549

### **Procedure for Reimbursement Request**

Once your vehicle has been inspected, repaired or the affected lift gate latch parts replaced by an authorized Mazda dealer due to a defect, you may apply for reimbursement by doing the following:

- 1. Complete the Reimbursement Application Form found on the reverse side of this page.
- 2. Mail the Reimbursement Application Form with a <u>legible</u> copy of the paid repair order and/or invoice using the enclosed envelope.
- 3. Retain copies of the paid repair order or invoice and this application form for your records.

If you wish to correspond with Mazda regarding this reimbursement plan, please write to the above address and refer to your vehicle identification number (VIN).

Any reimbursement application form that is incomplete, illegible, or sent without the legible copy of the paid repair order or invoice will be returned for completion. If Mazda has any questions concerning your application for reimbursement, you may be contacted. Please allow 6-8 weeks for processing.

(SEE REVERSE SIDE FOR APPLICATION FORM)

### **REIMBURSEMENT APPLICATION FORM**

### 2004-2005 Tribute Lift Gate Latch Recall 2804L

	Please type or print)				
1	Name:		1	1	
	<u>-</u> <u>-</u>	First	Middle	Last	
4	Address:				
j		Street Addre	ess		
				1	
		City	State	Zip Code	
		Home:			
F	Phone Number:	Work:			
			<del> </del>		
	/ehicle Identification	n Number (VIN):			
			(17 digit	s in length)	
ד	otal Amount of Rei	mbursement Requested:		<u> </u>	
				Dollars Cents	
					<u> </u>
	INST	RUCTIONS FOR GENE	RAL RELEAS	SE DESCRIBED BELOW:	
			d thoroughly		i.
			ile identificatio eneral Releas		
L		Con	eral Relea	20	
				mbursement for all inspection, repair gate latch. The vehicle identificat	
	VIN:				
all claims for a Motor of Ame ts authorized	such inspection rica, Inc. dba Ma dealerships, an	repair costs. This rele zda North American ( d all their respective (	ease shall be Operations, it directors, offi	Mazda, its agents, and its related nefit Mazda and its authorized ag s regions/distributors (foreign ar cers, agents, employees, division y heirs, successors and assigns	jent, Mazda nd domestic) ns,
	Dated:	Sig	ned:		

(SEE REVERSE SIDE FOR REIMBURSEMENT PLAN DETAILS)

E	Y	)
	=	

		138353	William Waller
Subject:			
Originating Name: Email ID:		Dept: Phone:	Technical Services 949 442-6590
<b>Summary:</b> 2004-2005	Tribute Stop Delivery	-Hold	
See Also eFC Number	, ,		
Additional Contacts:			
		Concur:	
eFC Type:		Jonean.	
Sales Operations:			Trea Reedy
Fixed Operations:			
Communication			

The following message will be sent today to all dealers regarding the stop delivery on 2004-2005 Tribute models for the Lift Gate Latch Recall 2804L.

### **Mazda North American Operations**

March 23, 2005



### 2004-2005 Tribute Stop Delivery-Hold

Dear Mazda Dealer,

We regret to inform you that you must immediately suspend retail delivery of 2004-2005 Tribute models in your inventory. Mazda has decided to conduct a recall on the 2004-2005 Tribute for the Lift Gate Latch.

On certain 2004-2005 model year Tribute vehicles, the lift gate latching system does not comply with Federal Motor Vehicle Safety Standard (FMVSS) 206 Inertia Load requirements. If the lift gate is left unlocked, there is the potential it may open during a severe crash, which could result in injuries to the occupant.

Owners will be notified about the recall by mail beginning March 31, 2005.

Beginning today, March 23, 2005, all 2004-2005 Tribute vehicles in your inventory must be inspected and repaired (if necessary) prior to customer delivery. Selling or leasing subject vehicles without performing the necessary inspection and/or repair is prohibited. Failure to perform applicable recalls before sale can result in extensive dealer fines and penalties from the Federal Government.

To help you inspect and/or repair **dealer inventory**, Mazda has developed the following resources:

- Service and Parts recall instructions follow (Attachment I), were e-mailed to your Service Department. The recall instructions along with the Repair Procedures are available on eMDCS and the ESI website.
- 2. The majority of dealers automatically received a quantity of parts for the recall for dealer inventory on Monday, March 21, 2005. If dealers need additional parts for dealer inventory after receiving the initial parts shipment, order them by faxing an order form (found on ESI and MX Connect) to Mazda Corporate Dealer Assistance Group at (866) 366-2061. Mazda will ship these parts as CSO orders, and freight will be reimbursed as a sublet on warranty claims. Please repair dealer inventory as soon as possible.
- 3. The VIN numbers for dealer inventory are available on the ESI website.
- 4. For parts and warranty questions, contact the Warranty Hotline at (877) 727-6626.
- 5. For technical assistance, call the Technical Assistance Hotline at (888) 832-8477.

Once 2004-2005 Tribute dealer inventory has been inspected and repaired (if necessary), customer delivery may begin. Mazda will initiate the recall campaigns described above to address retailed vehicles on March 31, 2005. We apologize for any inconvenience that this stop delivery may cause, and



we appreciate your cooperation in the interest of safety and customer satisfaction.

Sincerely,

David Zuchowski V.P., Sales Operations Mazda North American Operations Brian Coliani V.P., Customer Service & Parts Operations Mazda North American Operations



### ATTACHMENT I - DEALER INFORMATION

### **CONDITION OF CONCERN**

Mazda Motor Corporation has decided that certain 2004-2005 Tribute vehicles produced between June 2, 2003 through July 30, 2004 fail to conform to the inertia load requirement of Federal Motor Vehicle Safety Standard (FMVSS) No. 206, Door Locks and Door Retention Components.

### **SUBJECT VEHICLES**

Model	VIN Range	Build Date Range
Tribute 2004 2005	4F2*Z** ** 4K M00004 - M34822 4F2*Z** ** 5K M00003 - M22946	June 2, 2003 through July 30, 2004

Note: The asterisk symbol "\*" can be any letter or number.

Dealers should complete Recall 2804L for affected new and pre-owned Tributes in dealer inventory

### **OWNER NOTIFICATION**

Mazda will notify U.S. owners by first class mail beginning March 31, 2005.

### **PARTS INFORMATION**

Description	Part Number	Quantity	
Lift Gate Latch Repair Kit	EFY1-62-31X	1	
Authorized Modification	9999-95-065A-	1=sheet of	Mstore
Label	00	18 labels	(no charge)

#### **PARTS ORDERING**

Dealers will automatically receive a quantity of Lift Gate Latch Repair Kits based on the number of 2004-2005 Tribute vehicles registered in the dealer's area. Parts shipments will begin March 25, 2005 and will arrive on dealers' next stock order. Dealers will receive Lift Gate Latch Repair Kits by April 1, 2005.

If dealers need additional Lift Gate Latch Repair Kits after receiving the initial parts shipment, they can be ordered through the normal eMDCS parts order method after April 1, 2005. **NOTE: To assure all dealers can get parts when needed, we may require an IPFAX form or online order form in the future if PDC inventory becomes low.** 

### **Existing Service Parts Inventory**

Please return any inventory you have of EC02-62-410H, EF20-62-310, EF20-62-310A, EF20-62-310B on your next obsolescence return and you will receive credit on your next parts statement. The return of these parts will not go against your obsolescence accrual.

Use MStore to order additional Campaign labels (1=sheet of 18 labels).

### **WARRANTY CLAIM PROCESSING INFORMATION**

Warranty Type Code	. R	
Symptom Code	99	
Damage Code	99	
Process Number	J0502A	
Part Number Main Cause	EFY16231X	
Quantity	01	
Labor Operation Code	YY376XRX	
Labor Hours	0.4	

#### **RENTAL CAR**

A rental car may be provided to the customer if eligible based on the terms and conditions of the Rental Car Reimbursement Program, policy 12.0. Rental car reimbursements are available only on 2001 and newer vehicles within the mileage and time limitations under the New Vehicle Limited Warranty. If the customer was placed in a rental car while the campaign was being completed and the vehicle is not within the mileage and time limitations, you must obtain authorization for the rental. Submit a separate **claim/problem** using the standard rental claim information.

Warranty Type Code	Α
Symptom Code	99
Damage Code	99
Part Number Main	5555-RE-NTAL
Cause	
Part Quantity	0
Labor Operation Code	MM012XRX
Labor Hours	0.0
Sublet – Rental Car	
Sublet Invoice	Number from Rental Invoice or Dealer Purchase
Number	Order
Sublet Type Code	Enter "L"
Sublet Amount	Up to \$26.00 per day for the number of days
	customer had rental car

Rental expenses that exceed the two-day limit will require prior DCSM Authorization, as outlined in the Rental Car Reimbursement Program policy.

### **VERIFY THE VEHICLE NEEDS THE RECALL**

1. Verify the vehicle is within the following ranges:

Model	VIN Range	Build Date Range
Tribute		
2004	4F2*Z** ** 4K M00004 -	June 2, 2003 through July 30,
2005	M34822	2004

4F2*Z** ** 5K M00003 -	-	
M22946		

If the vehicle is within the above ranges, go to step 2. If vehicle is not within the above range, return it to inventory or the customer.

2. Perform a Warranty Vehicle Inquiry using your eMDCS System and inspect vehicle for an Authorized Modification Label RECALL 2804L attached to the vehicle's bulkhead.

**eMDCS System - Vehicle Status Inquiry Results** 

If eMDCS displays:	Campaign Label is:	Action to perform:
RECALL 2804L	Present	Contact the Mazda Corporate Dealer Assistance Group at (877) 727-6626 to update vehicle history
	Not present	Proceed to "REPAIR PROCEDURE"
RECALL 2804L	Present	Return vehicle to inventory or customer
CLOSED	Not present	Complete a label and apply to vehicle's hood or bulkhead
RECALL 2804L is not displayed	Does not apply	SSP does not apply to this vehicle. Return vehicle to inventory or customer

Note: Verify the recall number as the vehicle may have multiple labels.

### **REPAIR PROCEDURES**

Please refer to Attachment II.



Addressees - Check appropriate positions, regions or activity

MNAO	onions, re	REGION	
Executive Committee		Regional General Mgr (ALLRGM)	$\boxtimes$
Executives' Assistants (EC Asst)		Executives' Asst (Admin-Exec Asst)	
Sales Operations		Cust Satisfaction Mgr (CSM)	
Finance		Region Sales Managers (RSM)	
IT (IS – Administration)		Fixed Ops. Process Managers	
Dealer Affairs (Dlr Affairs)		Sales Process Mgrs (Sales Pro Mgr)	
Human Resources (HR)		Sales Planning Managers (ALLSPM)	
Public Relations (Public Affairs)		Sales Planning Coordinator/Specialist	
Internal Audit (Audit)		Marketing Managers (Marketing Mgr)	
Legal		Marketing Coordinator/Specialist	
Warranty & Service Assurance	$\boxtimes$	Business Development Mgrs (BDM)	
Marketing Operations		Market Rep. Managers (Mkt Rep Mgr)	
Product Planning	$\boxtimes$	Market Rep. Coordinator/Specialist	
Sales		Technical Specialist	$\boxtimes$
Fleet	$\boxtimes$	Technical Trainers	$\boxtimes$
Distribution		Region Customer Service & Parts Mgr	
Logistics		Dealer Development Manager (DDM)	
L.I.D. (Corp. Only)		Fixed Ops. Manager (ALL FOM)	$\boxtimes$
Retail Development		DOM (ALL DOM)	$\boxtimes$
Accessory		DCSM (ALLDCSM)	$\boxtimes$
Cust Serv & Prts Mgt. (CS&P mgmt)	$\boxtimes$	DSM (ALLDSM)	$\boxtimes$
CS&P Misc		Midwest Region (All Midwest)	
Svc & Parts Mkt		Northeast Region (All Northeast)	
Cust Satisfaction & Loyalty (CS/L)		Southeast Region (All Southeast)	
Shows & Special Events		Western Region (All Western)	
Dealer Assistance Group-All		Gulf Region (All Gulf)	
Dealer Assistance Group-Corp	$\boxtimes$	ALL PORT MGRS	
Dealer Assistance Group-Field		Mazda Parts Operation Guide	
Employees Only – (Corp)		Other: David Robertson	$\boxtimes$
Employees Only – (All MNAO)		Other: Dan Ryan	$\boxtimes$
CAC Management	$\boxtimes$	Other: Charles Kim	$\boxtimes$

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Other: Tim Barnes	$\boxtimes$	Other:	
Other: Steve Mears	$\boxtimes$	Other:	
Other: Rod Matheson (MCI)	$\boxtimes$	Other:	
Other: All McGaw	$\boxtimes$	Other:	
Other: Jeremy Barnes	$\boxtimes$	Other:	
Other: Dave Lammert	$\boxtimes$	Other:	
Other:		Other:	

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From: Field Communications (eFC)

**Sent:** Thursday, March 24, 2005 12:27 PM

Subject: 2004-2005 Tribute STOP DELIVERY-HOLD - Repairing In-Stock Units

#### \*\*\* PLEASE DO NOT REPLY TO THIS MESSAGE \*\*\*

Originator: Brian Betz

Subject: 2004-2005 Tribute STOP DELIVERY-HOLD - Repairing In-Stock Units

**Summary:** Field Managers are requested to help dealers identify Tributes in dealer inventory requiring Recall 2804L. Encourage dealers to repair these vehicles in a timely manner. Dealers must not deliver subject vehicles to customers without first performing the recall.

Action Required: ALL DOMs, DSMs, and RSMs - Help dealers identify Tributes in dealer inventory requiring Recall 2804L using eMDCS and the VIN list posted on ESI under SSP/Recalls. Encourage dealers to repair these vehicles in a timely manner. Dealers must not deliver subject vehicles to customers without performing the recall.

Click on the attached file(s) to open and review the eFC document(s)

From: on behalf of Technical Services Department

Subject: 2004-2005 Tribute Stop Delivery-Hold

### Mazda North American Operations



March 23, 2005

### 2004-2005 Tribute Stop Delivery-Hold

Dear Mazda Dealer,

We regret to inform you that you must immediately suspend retail delivery of 2004-2005 Tribute models in your inventory. Mazda has decided to conduct a recall on the 2004-2005 Tribute for the Lift Gate Latch.

On certain 2004-2005 model year Tribute vehicles, the lift gate latching system does not comply with Federal Motor Vehicle Safety Standard (FMVSS) 206 Inertia Load requirements. If the lift gate is left unlocked, there is the potential it may open during a severe crash, which could result in injuries to the occupant.

Owners will be notified about the recall by mail beginning March 31, 2005.

Beginning today, March 23, 2005, all 2004-2005 Tribute vehicles in your inventory must be inspected and repaired (if necessary) prior to customer delivery. Selling or leasing subject vehicles without performing the necessary inspection and/or repair is prohibited. Failure to perform applicable recalls before sale can result in extensive dealer fines and penalties from the Federal Government.

To help you inspect and/or repair dealer inventory, Mazda has developed the following resources:

- Service and Parts recall instructions follow (Attachment I), were e-mailed to your Service
  Department. The recall instructions along with the Repair Procedures are available on eMDCS and
  the ESI website.
- 2. The majority of dealers automatically received a quantity of parts for the recall for dealer inventory on Monday, March 21, 2005. If dealers need additional parts for dealer inventory after receiving the initial parts shipment, order them by faxing an order form (found on ESI and MX Connect) to Mazda Corporate Dealer Assistance Group at (866) 366-2061. Mazda will ship these parts as CSO orders, and freight will be reimbursed as a sublet on warranty claims. Please repair dealer inventory as soon as possible.
- 3. The VIN numbers for dealer inventory are available on the ESI website.
- 4. For parts and warranty questions, contact the Warranty Hotline at (877) 727-6626.
- 5. For technical assistance, call the Technical Assistance Hotline at (888) 832-8477.

Once 2004-2005 Tribute dealer inventory has been inspected and repaired (if necessary), customer delivery may begin. Mazda will initiate the recall campaigns described above to address retailed vehicles on March 31, 2005. We apologize for any inconvenience that this stop delivery may cause, and we appreciate your cooperation in the interest of safety and customer satisfaction.

Sincerely,

David Zuchowski V.P., Sales Operations Mazda North American Operations Brian Coliani
V.P., Customer Service & Parts Operations
Mazda North American Operations

### ATTACHMENT I - DEALER INFORMATION

### **CONDITION OF CONCERN**

Mazda Motor Corporation has decided that certain 2004-2005 Tribute vehicles produced between June 2, 2003 through July 30, 2004 fail to conform to the inertia load requirement of Federal Motor Vehicle Safety Standard (FMVSS) No. 206, Door Locks and Door Retention Components.

#### **SUBJECT VEHICLES**

Model	VIN Range	Build Date Range
Tribute		
2004	4F2*Z** ** 4K M00004 - M34822	June 2, 2003 through July 30, 2004
2005	4F2*Z** ** 5K M00003 - M22946	

Note: The asterisk symbol "\*" can be any letter or number.

Dealers should complete Recall 2804L for affected new and pre-owned Tributes in dealer inventory

### **OWNER NOTIFICATION**

Mazda will notify U.S. owners by first class mail beginning March 31, 2005.

#### PARTS INFORMATION

Description	Part Number	Quantity	
Lift Gate Latch Repair Kit	EFY1-62-31X	1	
Authorized Modification	9999-95-065A-00	1=sheet of	Mstore
Label		18 labels	(no charge)

### PARTS ORDERING

Dealers will automatically receive a quantity of Lift Gate Latch Repair Kits based on the number of 2004-2005 Tribute vehicles registered in the dealer's area. Parts shipments will begin March 25, 2005 and will arrive on dealers' next stock order. Dealers will receive Lift Gate Latch Repair Kits by April 1, 2005.

If dealers need additional Lift Gate Latch Repair Kits after receiving the initial parts shipment, they can be ordered through the normal eMDCS parts order method after April 1, 2005.

NOTE: To assure all dealers can get parts when needed, we may require an IPFAX

form or online order form in the future if PDC inventory becomes low.

### **Existing Service Parts Inventory**

Please return any inventory you have of EC02-62-410H, EF20-62-310, EF20-62-310A,

EF20-62-310B on your next obsolescence return and you will receive credit on your next parts statement. The return of these parts will not go against your obsolescence accrual.

Use MStore to order additional Campaign labels (1=sheet of 18 labels).

#### WARRANTY CLAIM PROCESSING INFORMATION

Warranty Type Code	R	
Symptom Code	99	
Damage Code	99	
Process Number	J0502A	
Part Number Main Cause	EFY16231X	
Quantity	01	
Labor Operation Code	YY376XRX	
Labor Hours	0.4	

### **RENTAL CAR**

A rental car may be provided to the customer if eligible based on the terms and conditions of the Rental Car Reimbursement Program, policy 12.0. Rental car reimbursements are available only on 2001 and newer vehicles within the mileage and time limitations under the New Vehicle Limited Warranty. If the customer was placed in a rental car while the campaign was being completed and the vehicle is not within the mileage and time limitations, you must obtain authorization for the rental. Submit a separate claim/problem using the standard rental claim information.

Warranty Type Code	A
Symptom Code	99
Damage Code	99
Part Number Main Cause	5555-RE-NTAL
Part Quantity	0
Labor Operation Code	MM012XRX
Labor Hours	0.0
Sublet – Rental Car	
Sublet Invoice Number	Number from Rental Invoice or Dealer Purchase Order
Sublet Type Code	Enter "L"
Sublet Amount	Up to \$26.00 per day for the number of days customer had rental car

Rental expenses that exceed the two-day limit will require prior DCSM Authorization, as outlined in the Rental Car Reimbursement Program policy.

### **VERIFY THE VEHICLE NEEDS THE RECALL**

1. Verify the vehicle is within the following ranges:

Model	VIN Range	Build Date Range
Tribute		
2004	4F2*Z** ** 4K M00004 - M34822	June 2, 2003 through July 30, 2004
2005	4F2*Z** ** 5K M00003 - M22946	

If the vehicle is within the above ranges, go to step 2.

If vehicle is not within the above range, return it to inventory or the customer.

2. Perform a Warranty Vehicle Inquiry using your eMDCS System and inspect vehicle for an

Authorized Modification Label RECALL 2804L attached to the vehicle's bulkhead.

eMDCS System - Vehicle Status Inquiry Results

If eMDCS displays:	Campaign Label is:	Action to perform:
RECALL 2804L	Present	Contact the Mazda Corporate Dealer Assistance Group at (877) 727-6626 to update vehicle history
	Not present	Proceed to "REPAIR PROCEDURE"
RECALL 2804L	Present	Return vehicle to inventory or customer
CLOSED	Not present	Complete a label and apply to vehicle's hood or bulkhead
RECALL 2804L is not displayed	Does not apply	SSP does not apply to this vehicle. Return vehicle to inventory or customer

Note: Verify the recall number as the vehicle may have multiple labels.

### **REPAIR PROCEDURES**

Please refer to Attachment II.



			nja usuka avel da 32. 200. – 200. – 200.	
Subject: 2004-20	005 Tribute STOP DELIV	ERY-HOLD	- Repairing In-Stock Units	
Originating Name: Email ID:		Dept: Phone:	Technical Services 442-6529	
requiring Recall 2804L		pair these ve	entify Tributes in dealer inventory ehicles in a timely manner. Dealers erforming the recall.	
See Also eFC Number 05-00158,	er(s): , ,			
Dealer Communication: Yes				
Additional Contacts:				
eFC Type:	Co	oncur:		
Sales Operations:	$\boxtimes$		Trea Reedy	
Fixed Operations:				
Communication:				

A Stop Delivery was announced yesterday on 2004-2005 Tribute models in dealer inventory affected by Lift Gate Latch Recall 2804L.

How do I know if a Tribute in dealer inventory needs the recall repair performed? Perform a Warranty Vehicle Inquiry using your eMDCS System. If the vehicle needs the recall, eMDCS will flag the VIN as "Open" for 2804L. eMDCS is the most accurate way of determining if Recall 2804L applies to a particular vehicle. You can also use the 2804L Dealer Inventory VIN List posted on ESI (from the ESI home page, click the SSP/RECALLS radio button). We recommend printing out this list and using it to pull stock for recall repairs.

Parts for in-stock units affected by this recall arrived at dealers Monday, 3/21. Recall instructions and repair procedures are posted on ESI.

Delivering subject vehicles to customers without first performing the recall after the stop delivery notification could **result in extensive dealer fines and penalties from the Federal Government.** The National Traffic and Motor Vehicle Safety Act prohibits the delivery of any



subject vehicles without performing the necessary repair for defects or failures. You must complete this recall for all affected new vehicles in your inventory prior to delivery.

### **Action Required:**

Help dealers identify Tributes in dealer inventory requiring Recall 2804L using eMDCS and the VIN list posted on ESI under SSP/Recalls. Encourage dealers to repair these vehicles in a timely manner. Dealers must not deliver subject vehicles to customers without performing the recall.

### **Due Date:**

Immediate action required.



Addressees - Check appropriate positions, regions or activity

Addressees – Check appropriate positions, regions or activity				
MNAO		REGION		
Executive Committee	$\boxtimes$	Regional General Mgr (ALLRGM)	$\boxtimes$	
Executives' Assistants (EC Asst)		Executives' Asst (Admin-Exec Asst)		
Sales Operations	$\boxtimes$	Cust Satisfaction Mgr (CSM)		
Finance		Region Sales Managers (RSM)	$\boxtimes$	
IT (IS – Administration)		Fixed Ops. Process Managers		
Dealer Affairs (DIr Affairs)		Sales Process Mgrs (Sales Pro Mgr)		
Human Resources (HR)		Sales Planning Managers (ALLSPM)		
Public Relations (Public Affairs)		Sales Planning Coordinator/Specialist		
Internal Audit (Audit)		Marketing Managers (Marketing Mgr)		
Legal		Marketing Coordinator/Specialist		
Warranty & Service Assurance		Business Development Mgrs (BDM)		
Marketing Operations		Market Rep. Managers (Mkt Rep Mgr)		
Product Planning		Market Rep. Coordinator/Specialist		
Sales		Technical Specialist	$\boxtimes$	
Fleet		Technical Trainers	$\boxtimes$	
Distribution		Region Customer Service & Parts Mgr	$\boxtimes$	
Logistics		Dealer Development Manager (DDM)		
L.I.D. (Corp. Only)		Fixed Ops. Manager (ALL FOM)	$\boxtimes$	
Retail Development		DOM (ALL DOM)	$\boxtimes$	
Accessory		DCSM (ALLDCSM)	$\boxtimes$	
Cust Serv & Prts Mgt. (CS&P mgmt)		DSM (ALLDSM)	$\boxtimes$	
CS&P Misc		Midwest Region (All Midwest)		
Svc & Parts Mkt		Northeast Region (All Northeast)		
Cust Satisfaction & Loyalty (CS/L)		Southeast Region (All Southeast)		
Shows & Special Events		Western Region (All Western)		
Dealer Assistance Group-All		Gulf Region (All Gulf)		
Dealer Assistance Group-Corp	$\boxtimes$	ALL PORT MGRS		
Dealer Assistance Group-Field		Mazda Parts Operation Guide		
Employees Only – (Corp)		Other: Dave Pace	$\boxtimes$	
Employees Only – (All MNAO)		Other:		
CAC Management		Other:		
		· · · · · · · · · · · · · · · · · · ·		

Information eFC Pg. 3 of 4



Other:	Other:	
Other:	Other:	

Information eFC Pg. 4 of 4

			1 (1817-) (61-1) (141-) (14-1-) (14-1-)
Subject: Tribute	E Lift Gate Latch Rec	all 2804L	
Originating Name: Email ID: Summary:		Dept: Phone:	Technical Services 949 442-6590
See Also eFC Number	• •		
Dealer Communicati	on: Yes □		
Additional Contacts:	:		
eFC Type:		Concur:	
Sales Operations:			Trea Reedy
Fixed Operations:	$\boxtimes$		

### Communication

This is to notify you of an upcoming recall on certain 2002-2004 Tribute vehicles. This message provides you with the information dealers will receive by Wednesday, March 30, 2005.

Mazda will notify U.S. Tribute owners by first class mail beginning March 31, 2005.

Mazda Motor Corporation has decided that certain 2004-2005 Tribute vehicles produced between June 2, 2003 through July 30, 2004 and certain 2001-2003 Tribute vehicles repaired during dealer service with defective lift gate latch assemblies fail to conform to the inertia load requirements of Federal Motor Vehicle Safety Standard (FMVSS) No. 206, Door Locks and Door Retention Components. If the lift gate is left unlocked, there is the potential it may open during a severe crash, which could result in injuries to the occupant.

**TIMING** 

- Dealers receive recall e-mail 3/30/05
- Dealer recall package mailing begins 3/31/05
- Owner notification mailing begins 3/31/05

#### SUBJECT VEHICLES

Model	VIN Range	Build Date Range
Tribute 2004 2005	4F2*Z** ** 4K M00004 - M34822 4F2*Z** ** 5K M00003 - M22946	June 2, 2003 through July 30, 2004

Note: The asterisk symbol "\*" can be any letter or number.

# Dealers should complete Recall 2804L for affected new and pre-owned Tributes in dealer inventory

#### PARTS INFORMATION

Description	Part Number	Quantity	
Lift Gate Latch Repair Kit	EFY1-62-31X	1	
Authorized Modification	9999-95-065A-	1=sheet of	Mstore
Label	00	18 labels	(no charge)

#### PARTS ORDERING

Dealers will automatically receive a quantity of Lift Gate Latch Repair Kits based on the number of 2004-2005 Tribute vehicles registered in the dealer's area and for 2001-2003 Tributes identified as repaired during dealer service. Parts shipments will begin March 25, 2005 and will arrive on dealers' next stock order. Dealers will receive Lift Gate Latch Repair Kits by April 1, 2005.

If dealers need additional Lift Gate Latch Repair Kits after receiving the initial parts shipment, they can be ordered through the normal eMDCS parts order method after April 1, 2005. NOTE: To assure all dealers can get parts when needed, we may require an IPFAX form or online order form in the future if PDC inventory becomes low.

### **Existing Service Parts Inventory**

Please return any inventory you have of EC02-62-410H, EF20-62-310, EF20-62-310A, EF20-62-310B on your next obsolescence return and you will receive credit on your next parts statement. The return of these parts will not go against your obsolescence accrual.

Use MStore to order additional Campaign labels (1=sheet of 18 labels).

### **WARRANTY CLAIM PROCESSING INFORMATION**

Warranty Type Code	R	
Symptom Code	99	
Damage Code	99	
Process Number	J0502A	
Part Number Main Cause	EFY16231X	W
Quantity	01	
Labor Operation Code	YY376XRX	



Labor Hours	0.4
Labor Hours	U.4 /

#### RENTAL CAR

A rental car may be provided to the customer if eligible based on the terms and conditions of the Rental Car Reimbursement Program, policy 12.0. Rental car reimbursements are available only on 2001 and newer vehicles within the mileage and time limitations under the New Vehicle Limited Warranty. If the customer was placed in a rental car while the campaign was being completed and the vehicle is not within the mileage and time limitations, you must obtain authorization for the rental. Submit a separate **claim/problem** using the standard rental claim information.

Warranty Type Code	A
Symptom Code	99
Damage Code	99
Part Number Main	5555-RE-NTAL
Cause	
Part Quantity	0
Labor Operation Code	MM012XRX
Labor Hours	0.0
Sublet - Rental Car	
Sublet Invoice	Number from Rental Invoice or Dealer Purchase
Number	Order
Sublet Type Code	Enter "L"
Sublet Amount	Up to \$26.00 per day for the number of days
	customer had rental car

Rental expenses that exceed the two-day limit will require prior DCSM Authorization, as outlined in the Rental Car Reimbursement Program policy.

### **REPAIR PROCEDURES**

Inspection and repair procedures are available on the ESI website.

Please make certain the appropriate personnel in your dealership are aware of these resources and are familiar with the details of this recall before responding to customer inquiries.

We apologize for any inconvenience this recall may cause you and your customers. Your understanding and support in carrying out this campaign is greatly appreciated.

### **Mazda Technical Services**



Addressees - Check appropriate positions, regions or activity

MNAO REGION				
	REGION			
	Regional General Mgr (ALLRGM)	$\boxtimes$		
	Executives' Asst (Admin-Exec Asst)			
	Cust Satisfaction Mgr (CSM)			
	Region Sales Managers (RSM)	$\boxtimes$		
	Fixed Ops. Process Managers			
	Sales Process Mgrs (Sales Pro Mgr)			
	Sales Planning Managers (ALLSPM)			
	Sales Planning Coordinator/Specialist			
	Marketing Managers (Marketing Mgr)			
	Marketing Coordinator/Specialist			
$\boxtimes$	Business Development Mgrs (BDM)			
	Market Rep. Managers (Mkt Rep Mgr)			
$\boxtimes$	Market Rep. Coordinator/Specialist			
	Technical Specialist	$\boxtimes$		
$\boxtimes$	Technical Trainers	$\boxtimes$		
	Region Customer Service & Parts Mgr	$\boxtimes$		
	Dealer Development Manager (DDM)			
	Fixed Ops. Manager (ALL FOM)	$\boxtimes$		
	DOM (ALL DOM)	$\boxtimes$		
	DCSM (ALLDCSM)	$\boxtimes$		
$\boxtimes$	DSM (ALLDSM)	$\boxtimes$		
	Midwest Region (All Midwest)			
	Northeast Region (All Northeast)			
	Southeast Region (All Southeast)			
	Western Region (All Western)			
	Gulf Region (All Gulf)			
$\boxtimes$	ALL PORT MGRS			
	Mazda Parts Operation Guide			
	Other: All McGaw	$\boxtimes$		
	Other: Dan Ryan	$\boxtimes$		
$\boxtimes$	Other: Charles Kim	$\boxtimes$		
		REGION  Regional General Mgr (ALLRGM) Executives' Asst (Admin-Exec Asst)  Cust Satisfaction Mgr (CSM) Region Sales Managers (RSM) Fixed Ops. Process Managers Sales Process Mgrs (Sales Pro Mgr) Sales Planning Managers (ALLSPM) Sales Planning Coordinator/Specialist Marketing Managers (Marketing Mgr) Marketing Coordinator/Specialist Business Development Mgrs (BDM) Market Rep. Managers (Mkt Rep Mgr) Market Rep. Coordinator/Specialist Technical Specialist Technical Trainers Region Customer Service & Parts Mgr Dealer Development Manager (DDM) Fixed Ops. Manager (ALL FOM) DOM (ALL DOM) DOSM (ALLDCSM) DSM (ALLDCSM) Southeast Region (All Midwest) Northeast Region (All Northeast) Southeast Region (All Southeast) Western Region (All Southeast) Western Region (All Gulf) ALL PORT MGRS Mazda Parts Operation Guide Other: All McGaw Other: Dan Ryan		

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Other: David Robertson	$\boxtimes$	Other:	
Other: Tim Barnes	$\boxtimes$	Other:	
Other: Rod Matheson (MCI)	$\boxtimes$	Other:	
Other: Jeremy Barnes	$\boxtimes$	Other:	
Other: Dave Lammert		Other:	
Other: Consumer Compliance	$\boxtimes$	Other:	
Other:		Other:	

Information eFC Pg. 5 of 5

C	J

## ar in the committee in the contract of the con **Tribute Recall 2804L** Subject: Originating Name: Dept: **Technical Services Email ID:** Phone: 949 442-6590 **Summary:** See Also eFC Number(s): **Dealer Communication:** Yes 🗌 **Additional Contacts:** Concur: eFC Type: Trea Reedy Sales Operations: 冈 **Fixed Operations:** Communication

The following note will be e-mailed to the dealers today.

A Stop Delivery was announced last week on 2004-2005 Tribute models in dealer inventory affected by Lift Gate Latch Recall 2804L.

How do I know if a Tribute in dealer inventory needs the recall repair performed? .

Perform a Warranty Vehicle Inquiry using your eMDCS System. If the vehicle needs the recall, eMDCS will flag the VIN as "Open" for 2804L. eMDCS is the most accurate way of determining if Recall 2804L applies to a particular vehicle. You can also use the 2804L Dealer Inventory VIN List posted on ESI (from the ESI home page, click the SSP/RECALLS radio button). We recommend printing out this list and using it to pull stock for recall repairs.

NOTE: There may be vehicles within the Recall VIN Range, but not in the Build Date Range. In these instances, the vehicle is not subject to the recall.



Addressees - Check appropriate positions, regions or activity

Addressees – Check appropriate positions, regions or activity				
MNAO REGION				
Executive Committee		Regional General Mgr (ALLRGM)	$\boxtimes$	
Executives' Assistants (EC Asst)		Executives' Asst (Admin-Exec Asst)		
Sales Operations		Cust Satisfaction Mgr (CSM)		
Finance		Region Sales Managers (RSM)		
IT (IS – Administration)		Fixed Ops. Process Managers		
Dealer Affairs (DIr Affairs)		Sales Process Mgrs (Sales Pro Mgr)		
Human Resources (HR)		Sales Planning Managers (ALLSPM)		
Public Relations (Public Affairs)		Sales Planning Coordinator/Specialist		
Internal Audit (Audit)		Marketing Managers (Marketing Mgr)		
Legal		Marketing Coordinator/Specialist		
Warranty & Service Assurance	$\boxtimes$	Business Development Mgrs (BDM)		
Marketing Operations		Market Rep. Managers (Mkt Rep Mgr)		
Product Planning	$\boxtimes$	Market Rep. Coordinator/Specialist		
Sales		Technical Specialist	$\boxtimes$	
Fleet		Technical Trainers	$\boxtimes$	
Distribution		Region Customer Service & Parts Mgr		
Logistics		Dealer Development Manager (DDM)		
L.I.D. (Corp. Only)		Fixed Ops. Manager (ALL FOM)	$\boxtimes$	
Retail Development		DOM (ALL DOM)	$\boxtimes$	
Accessory		DCSM (ALLDCSM)	$\boxtimes$	
Cust Serv & Prts Mgt. (CS&P mgmt)	$\boxtimes$	DSM (ALLDSM)	$\boxtimes$	
CS&P Misc		Midwest Region (All Midwest)		
Svc & Parts Mkt		Northeast Region (All Northeast)		
Cust Satisfaction & Loyalty (CS/L)		Southeast Region (All Southeast)		
Shows & Special Events		Western Region (All Western)		
Dealer Assistance Group-All		Gulf Region (All Gulf)		
Dealer Assistance Group-Corp	$\boxtimes$	ALL PORT MGRS		
Dealer Assistance Group-Field		Mazda Parts Operation Guide		
Employees Only – (Corp)		Other: Consumer Compliance	$\boxtimes$	
Employees Only – (All MNAO)		Other: David Robertson	$\boxtimes$	
CAC Management	$\boxtimes$	Other: Dan Ryan	$\boxtimes$	

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Other: Charles Kim	$\boxtimes$	Other:	
Other: Tim Barnes	$\boxtimes$	Other:	
Other: Steve Mears	$\boxtimes$	Other:	
Other: Rod Matheson (MCI)	$\boxtimes$	Other:	
Other: All McGaw	$\boxtimes$	Other:	
Other: Jeremy Barnes	$\boxtimes$	Other:	
Other: Dave Lammert	$\boxtimes$	Other:	
Other:		Other:	

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From:

**Technical Services Department** 

Sent:

Thursday, March 31, 2005 12:55 PM

Subject:

Tribute Recall 2804L

Importance: High

Tracking:

Recipient

**Delivery** 

Read

Ali Dirs Ali Rgns - SR

Delivered: 3/31/2005 12:57 PM

All Dirs All Rgns - PT

Delivered: 3/31/2005 12:56 PM

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