

Mazda North American Operations



TO: All Mazda Dealership General Managers, Service Managers, and Parts Managers

DATE: October 2004

SUBJECT: 2004 MAZDA3 Crash Zone Sensor Recall 2304J

Mazda Motor Corporation has decided that a defect, which relates to motor vehicle safety, exists in certain 2004 MAZDA3 vehicles produced from June 24, 2003 through March 22, 2004.

On certain 2004 MAZDA3 vehicles, a crack in the airbag crash zone sensor housing can allow water to enter the sensor, causing a short circuit and illuminating the airbag warning light. If this problem exists the airbag will not deploy as designed in certain types of frontal crashes, increasing the risk of death or serious injury to the driver and front seat passenger.

Owners of affected vehicles will be notified by first class mail beginning October 28, 2004.

This package contains important information about recall campaign 2304J:

Attachment I Dealer Service and Parts information
Attachment II Inspection and Repair procedures
Attachment III Owner notification letter
Dealer Report

The National Traffic and Motor Vehicle Safety Act prohibits the delivery of any subject vehicles without performing the necessary repair for defects or failures. Failure to perform applicable recalls before sale can result in extensive dealer fines and penalties from the Federal Government. Therefore, you must complete this recall for all affected new vehicles in your inventory prior to delivery.

To help you effectively perform this recall, Mazda has developed the following resources:

1. Service and Parts recall instructions follow (Attachment I), were e-mailed to your Service Department, and are also available on the ESI website.
2. Inspection and repair procedures follow (Attachment II), are also available on the ESI website.
3. We recommend using the enclosed report of registered owners in the dealer's area to encourage customers to come in for the recall (with recall reminder postcards, for example). Dealers may use such owner information for the sole purpose of conducting and performing this safety recall, and for no other purpose. **Using it for marketing activities is strictly prohibited and could subject**

your dealership to serious fines. The information in this report is protected by state privacy and other applicable laws regarding disclosure of personal and/or confidential, restricted or blocked information. It is the dealer's responsibility to protect the confidentiality of owner records and prevent the release of information to other parties.

In California, privacy laws prevent the release of names and addresses on this report.

4. For technical assistance, call the Technical Assistance Hotline at (888) 832-8477.
5. For warranty questions, contact the Corporate Dealer Assistance Group at (877) 727-6626.

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 program may cause you and your customers. Please keep in mind that owners of 2001 and newer models are eligible to receive a rental car at no charge. Your understanding and support in carrying out this campaign is greatly appreciated.

Sincerely,



Michael J. GIBLIN
Director, Technical Services
Mazda North American Operations

ATTACHMENT I – DEALER INFORMATION

CONDITION OF CONCERN

On certain 2004 MAZDA3 vehicles, a crack in the airbag crash zone sensor housing can allow water to enter the sensor, causing a short circuit and illuminating the airbag warning light. If this problem exists, the airbag will not deploy as designed in certain types of frontal crashes, increasing the risk of death or serious injury to the driver and front seat passenger.

SUBJECT VEHICLES

Model	VIN Range	Build Date Range
2004 MAZDA3	JM1BK****41 100088 - 169916	June 24, 2003 through March 22, 2004

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

OWNER NOTIFICATION

Mazda will notify U.S. owners by first class mail beginning *October 28, 2004*.

PARTS INFORMATION

Description	Part Number	Quantity	
Crash Zone Sensor	BPYK-57-KX0	1	With center stay
Campaign Label	9999-95-065A-00	1=sheet of 18 labels	Mstore (no charge)

PARTS ORDERING

Dealers will automatically receive a quantity of Crash Zone Sensors based on the number of 2004 MAZDA3 retail sales per dealer. Parts shipments will begin October 21, 2004 and will arrive on dealers' next stock order. Dealers will receive Crash Zone Sensors by October 28, 2004.

If dealers need additional Crash Zone Sensors after receiving the initial parts shipment, they can be ordered through the normal eMDCS parts order method after 10/29/04. **NOTE: MNAO has ordered 100% parts coverage for this recall. To assure all dealers can get parts when needed, we may require an IPFAX form in the future if PDC inventory becomes low and dealer stock levels are high.**

Existing Service Parts Inventory

The current service part BP4K-57-KX0 has the same modifications as the part specified for the recall. As of 10/18/04, the normal service part will no longer be available from the PDCs. Please return any unused inventory of BP4K-57-KX0 on your next obsolescence return (you will get credit on your accrual amount so this will not affect your available accrual).

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

WARRANTY CLAIM PROCESSING INFORMATION

	Inspection only	Inspection & Crash Zone Sensor Replacement	Inspection & Crash Zone Sensor Replacement & DTC deleting**
Warranty Type Code	R	R	R
Symptom Code	99	99	99
Damage Code	99	99	99
Process Number	A4459H	A4459H	A4459H
Part Number Main Cause	BPYK-57-KX0	BPYK-57-KX0	BPYK-57-KX0
Quantity	0	1	1
Labor Operation Code	XX769XR1	XX769XR2	XX769XR3
Labor Hours	0.2	0.3	0.4

** Applicable only if vehicle comes into the dealer with the Air Bag Warning Light on.

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
2004 MAZDA3	JM1BK****41 100088 - 169916	June 24, 2003 through March 22, 2004

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 2304J attached to the vehicle's bulkhead.

eMDCS System - Vehicle Status Inquiry Results

If eMDCS displays:	Campaign Label is:	Action to perform:
RECALL 2304J OPEN	Present	Contact the Mazda Corporate Dealer Assistance Group at (877) 727-6626 to update vehicle history
	Not present	Proceed to "REPAIR PROCEDURE"
RECALL 2304J CLOSED	Present	Return vehicle to inventory or customer
	Not present	Complete a label and apply to vehicle's hood or bulkhead
RECALL 2304J 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

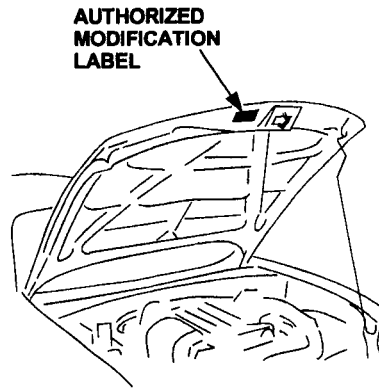
Please refer to Attachment II.

2004 MAZDA3 CRASH ZONE SENSOR [RECALL 2304J]

A. VEHICLE INSPECTION PROCEDURE

1. Verify that the vehicle is within the following ranges:
 - 2004 MAZDA3 vehicles built between June 24, 2003 through March 22, 2004
VIN Range: JM1BK****41 100088 – JM1BK****41 169916
 - If the vehicle is within the above range, proceed to step 2.
 - If the vehicle is not within the above range, return vehicle to the customer or inventory.
2. Perform a Warranty Vehicle Inquiry using your eMDCS System and inspect vehicle for an Authorized Modification Label **Recall 2304J** attached to the vehicle's hood. Refer to eMDCS System - Warranty Vehicle Inquiry Results table below.

NOTE: Be sure to verify RECALL number as the vehicle may have multiple Recall labels.

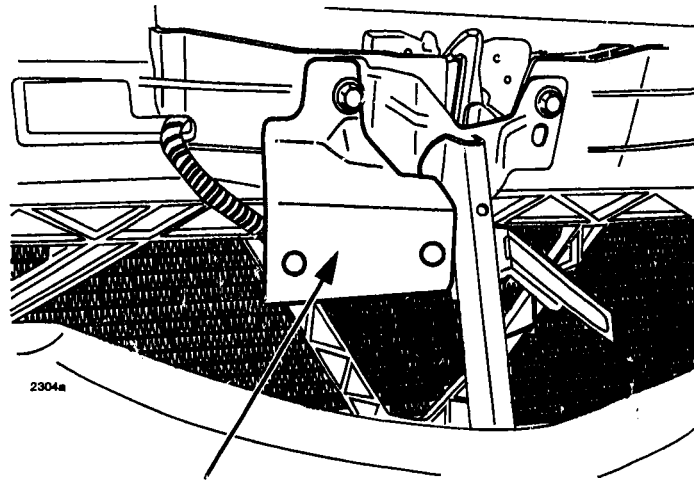


eMDCS System - Warranty Vehicle Inquiry Results:

If eMDCS displays:	Campaign Label is:	Action to perform:
RECALL 2304J OPEN	Present	Contact the Mazda Corporate Dealer Assistance Group at (877) 727-6626 to update vehicle history.
	Not present	Proceed to "B. INSPECTION PROCEDURE".
RECALL 2304J CLOSED	Present	Return vehicle to inventory or customer.
	Not present	Complete a label and apply to vehicle's hood.
RECALL 2304J is not displayed	Does not apply	Recall does not apply to this vehicle. Return vehicle to inventory or customer.

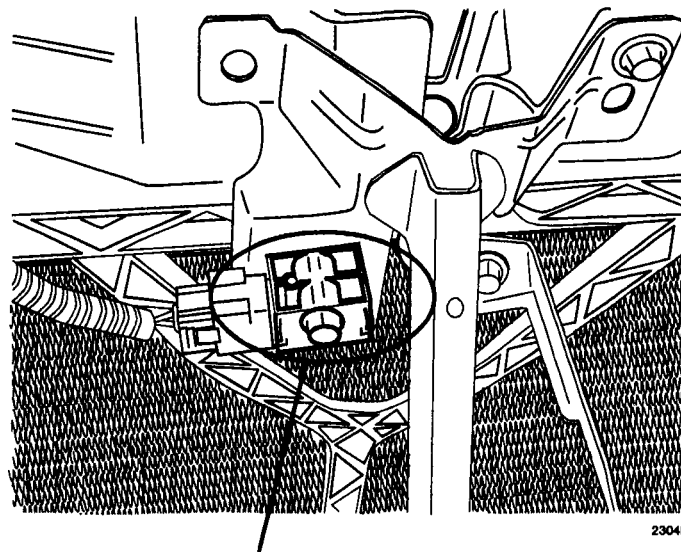
B. INSPECTION PROCEDURE

1. Open the hood.
2. Remove cover of crash zone sensor (CZS).



**REMOVE COVER
OF CRASH ZONE
SENSOR**

3. Inspect bolt for presence of white silicon at bolt head, end of bolt, and on top of the CZS surfaces.
 - If silicon is present, install cover, install recall sticker on hood, and return vehicle to the customer or inventory.
 - If silicon is not present, proceed to **REPAIR PROCEDURE**.



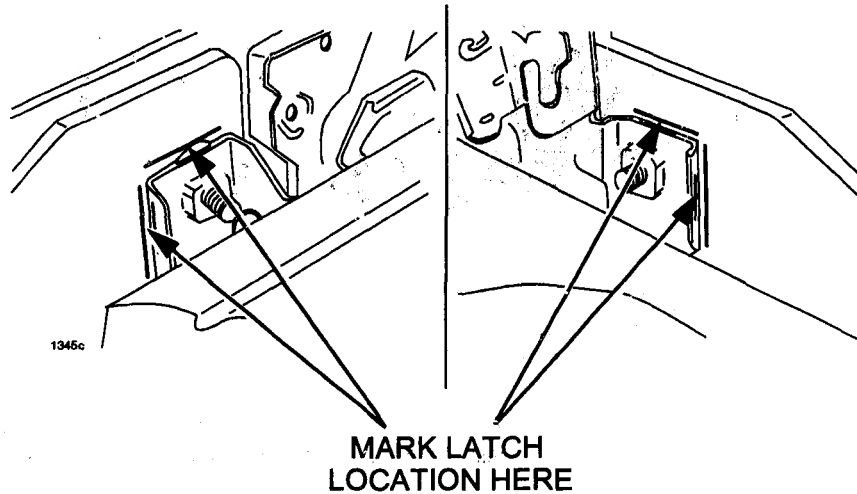
**INSPECT THE PRESENCE OF WHITE SILICON
AT BOLT HEAD, END OF BOLT, ON TOP OF,
AND SURROUNDING SURFACES
OF CRASH ZONE SENSOR**

REPAIR PROCEDURE

CAUTION: Do not apply silicon to vehicle as this will affect sensor operation. Service parts must be used.

1. Record all radio station presets so you can re-program customer preferences after repairs are completed.
2. Remove ignition key from key switch.
3. Disconnect the negative battery cable and wait for **1 min or more**.
4. Mark original location of latch using a scribe, masking tape, or suitable marker.

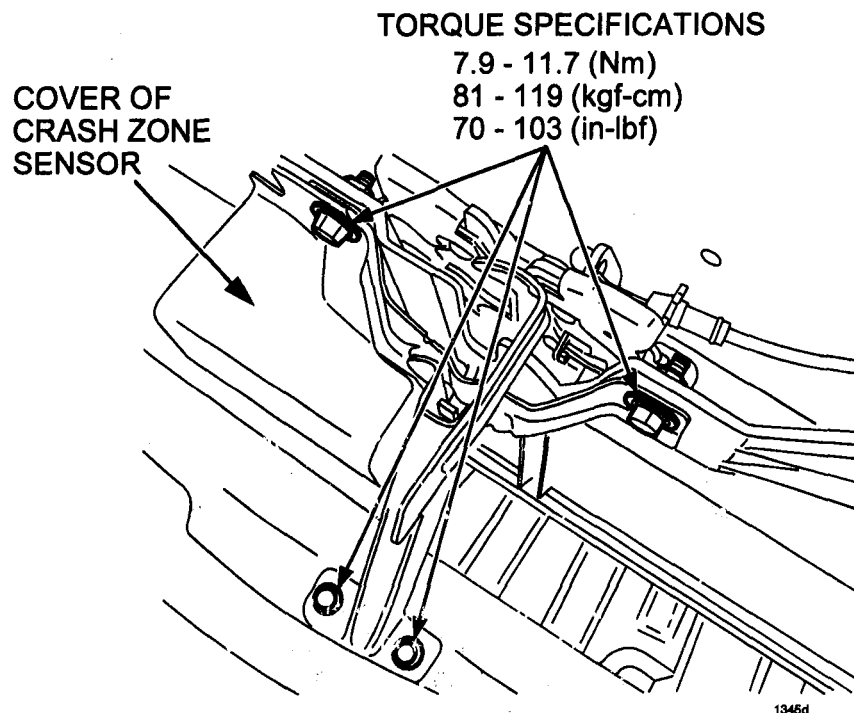
LATCH ASSEMBLY



**ATTACHMENT II
[RECALL 2304J]**

5. Replace center stay assembly with CZS, P/N BPYK-57-KX0 and reinstall cover of CZS. Be sure to torque all four (4) center stay bolts.

Tightening Torque: 7.9 - 11.7 N-m (70 - 103 in-lbf)



6. Close hood gently and check for flushness with fender or unusual gaps. Adjust hood bonnet if needed. Refer to Workshop Manual (section 09-10 HOOD ADJUSTMENT).
7. Reconnect negative battery cable.
8. Using WDS, delete DTC(s) from the SAS unit.
9. Verify repair by confirming airbag warning light is off.
10. Re-program the clock and recorded preset radio stations.

D. AUTHORIZED MODIFICATION LABEL INSTALLATION

Complete an "Authorized Modification Label" with the Recall number written on the sticker and affix it to the vehicle's hood. Refer back to the illustration under "A. VEHICLE INSPECTION PROCEDURE".



October 2004

2004 Mazda3 Crash Zone Sensor Recall 2304J

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 a defect, which relates to motor vehicle safety, exists in certain 2004 Mazda3 vehicles produced from June 24, 2003 through March 22, 2004.

If you are a recipient of this notice, your vehicle is included in this campaign.

What is the problem?

On certain 2004 Mazda3 vehicles, a crack in the airbag crash zone sensor housing can allow water to enter the sensor, causing a short circuit and illuminating the airbag warning light. If this problem exists, the airbag will not deploy as designed in certain types of frontal crashes, increasing the risk of death or serious injury to the driver and front seat passenger.

What will Mazda do?

Your Mazda dealer will inspect the crash zone sensor and replace it, if necessary, with a modified one **free of charge**. The repair should take approximately one hour 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 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 crash zone sensor inspected and 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 repair of the crash zone sensor?

If you have already paid for the inspection/repair or replacement of the crash zone sensor due to a defect in the sensor, 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 Mazda3, 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