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**From:** Field Communications(eFC)  
**Sent:** Thursday, March 01, 2007 8:19 AM  
**To:** Field Communications(eFC)  
**Subject:** Upcoming Safety Recall 4407B - MAZDASPEED3 with Genuine Mazda Accessory All-Weather Floor Mats  
**Attachments:** eFC-I-07-00072.pdf

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

**Originator:** Lauren Goebel

**Subject:** Upcoming Safety Recall 4407B - MAZDASPEED3 with Genuine Mazda Accessory All-Weather Floor Mats

**Summary:** Notice of upcoming Safety Recall 44078 - MAZDASPEED3 with Genuine Mazda Accessory All-Weather Floor Mats.

This notice is Information Only.  
Click on the attached **file(s)** to open and review the eFC document.



mazda

**Electronic Field Communication**

**Information**

**eFC Number:** 07-00072

**Date:** Thursday, March 01, 2007

**Subject:** Upcoming Safety Recall 4407B - MAZDASPEED3 with Genuine Mazda Accessory All-Weather Floor Mats

**Originating**

**Name:** Lauren Goebel

**Dept:** Technical Services

**Email ID:** lgoebel

**Phone:** 949.442.6533

**Summary:** Notice of upcoming Safety Recall 44078 - MAZDASPEED3 with Genuine Mazda Accessory All-Weather Floor Mats.

**See Also eFC Number(s):**

, , , ,

**Dealer Communication:** Yes

**Additional Contacts:**

**eFC Type:**

Sales Operations:

Fixed Operations:

**Concur:**

Nicole Geenen

**Communication**

This communication is to notify you of upcoming Safety Recall 44078 - MAZDASPEED3 w/ Genuine Accessory All-Weather Floor Mats. The following information will be e-mailed to all dealers on Thursday, March 1,2007.

Mazda Motor Corporation has decided to conduct a Recall campaign on certain 2007 MAZDASPEED3 vehicles equipped with Genuine Mazda Accessory all-weather floor mats sold through January 31,2007.

When the Genuine Mazda Accessory all-weather floor mats are installed into the MAZDASPEED3, there is likelihood that the accelerator pedal may become stuck behind the floor mat which may prevent the vehicle from properly decelerating when the accelerator is released and could lead to an accident.

The purpose of this campaign is to replace the current Genuine Mazda Accessory all-weather floor mats with new, redesigned mats.



TIMING:

Dealer Mailing Date: March 2, 2007

Owner Mailing Date: March 7, 2007

SUBJECT VEHICLES

Model	VIN Range	Build Date Range
2007 MAZDASPEED3 w/ All-weather floor mats	<b>JM1 BK34**</b> 71 603266 - 695052	Job #1 through December 26,2006

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

PARTS INFORMATION

Description	Part Number	Quantity	Note
Campaign Label	9999-95-065A-05	1=50 labels	Mstore (no charge)

PARTS ORDERING

Campaign labels are available in quantities of 50 per package by ordering through MStore.

WARRANTY CLAIM PROCESSING INFORMATION

	Remove existing Genuine Mazda <b>Accessory</b> front all-weather <b>floor</b> mats and return per dealer instructions
Warranty Type Code	R
Symptom Code	99
Damage Code	99
Process Number	J0702A
Part Number Main Cause	5555-07-005A
Part Quantity	0
Labor Operation Number	YY464XRX
Labor Hours	0.2



**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, submit a separate **claimproblem** 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 <b>\$30.00/day</b> for the # of days customer had rental car

Rental expenses exceeding 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
2007 MAZDASPEED3 w/ All-weather floor mats	<b>JM1 BK34** 71 603266 - 695052</b>	<b>Job #1 through December 26, 2006</b>

If the vehicle is within the above range, 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 **4407B** attached to the vehicle's bulkhead.

**eMDCS System - Vehicle Status Inquiry Results**

If eMDCS displays:	Campaign Label is:	Action to perform:
RECALL <b>4407B</b>	Present	Contact the Mazda Corporate Dealer Assistance Group at (877) 727-6626, option 2, to update vehicle history
	Not present	Proceed to "REPAIR PROCEDURE"
RECALL <b>4407B</b> CLOSED	Present	Return vehicle to inventory or customer
	Not present	Complete a label and apply to vehicle's hood or bulkhead
RECALL <b>4407B</b> is not displayed	Does not apply	Recall 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 INSTRUCTIONS:**

Repair instructions will be mailed with the dealer packet and can also be found on MS3 under the campaign heading "Recall 44078 – MAZDASPEED3 All-Weather Floor Mats."

Your understanding and support in carrying out this campaign is greatly appreciated.

**MAZDA TECHNICAL SERVICES**

From: Technical Services Department  
 Sent: Thursday, March 01, 2007 3:51 PM  
 Subject: Upcoming Safety Recall 44078 - MAZDASPEED3 with Genuine Mazda Accessory All-Weather Floor Mats

Mazda Motor Corporation has decided to conduct a Recall campaign on certain 2007 MAZDASPEED3 vehicles equipped with Genuine Mazda Accessory all-weather floor mats sold through January 31, 2007.

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#### TIMING:

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 Owner Mailing Date: March 7, 2007

#### SUBJECT VEHICLES

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symbol "\*\*" can be any letter or number.

#### PARTS INFORMATION

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Campaign Label	9999-95-065A-05	1=50 labels	Mstore (no charge)

#### PARTS ORDERING

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#### WARRANTY CLAIM PROCESSING INFORMATION

	Remove existing Genuine Mazda Accessory front all-weather floor mats and return per dealer instructions
Warranty Type Code	R
Symptom Code	99
Damage Code	99
Process Number	J0702A
Part Number Main Cause	5555-07-005A
Part Quantity	0
Labor Operation Number	YY464XRX
Labor Hours	0.2

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**RENTAL CAR**

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Warranty Type Code	A
Symptom Code	<b>99</b>
Damage Code	<b>99</b>
Part Number Main Cause	<b>5555-RE-NTAL</b>
Part Quantity	0
Labor Operation Code	<b>MM012XRX</b>
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 \$30.00/day for the # of days customer had rental car

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

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2007 MAZDASPEED3 w/ All-weather floor mats	<b>JM1 BK34** 71 603266 - 695052</b>	<b>Job #1 through December 26, 2006</b>

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

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Perform a Warranty Vehicle Inquiry using your eMDCS System and inspect vehicle for an Authorized Modification Label RECALL 44078 attached to the vehicle's bulkhead.

### eMDCS System - Vehicle Status Inquiry Results

If eMDCS displays:	Campaign Label is:	Action to perform:
RECALL44078	Present	Contact the Mazda Corporate Dealer Assistance Group at (877) 727-6626, option 2, to update vehicle history
	Not present	Proceed to "REPAIR PROCEDURE"
RECALL 44078 CLOSED	Present	Return vehicle to inventory or customer
	Not present	Complete a label and apply to vehicle's hood or bulkhead
RECALL- <del>4407B</del> is not displayed	Does not apply	Recall 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 INSTRUCTIONS:

Repair instructions will be mailed with the dealer packet and can also be found on MS3 under the campaign heading "Recall 4407B – MAZDASPEED3 All-Weather Floor Mats."

Your understanding and support in carrying out this campaign is greatly appreciated.

### MAZDA TECHNICAL SERVICES

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**From:** Accessory Operations - MNAO  
**Sent:** Wednesday, January 03, 2007 3:40 PM  
**Subject:** Mazda3 "ALL WEATHER FLOOR MAT" URGENT ANNOUNCEMENT

**Attention Mazda Dealers:**

This message is to advise your Sales, Service and Parts Personnel:

**DO NOT INSTALL Mazda3** All Weather Floor Mats, P/N 0000-86-LO2 in **MAZDASPEED3's**. A condition exists where the floor mat may interfere with vehicle operation.

Please remove any All Weather Floor Mats from **MAZDASPEED3** vehicles in your new car inventory; if Port-Installed, they are listed as accessory code FLA. For **units/dealers** affected, we will soon determine how to adjust your vehicle cost accordingly.

Likewise, please DO NOT sell these mats, over the Parts Counter, for installation in **MAZDASPEED3** vehicles.

The fit in regular **Mazda3s** is not an issue.

More detailed information will follow, from MNAO Accessory Operations and Technical Services Departments.

**Thank you,**

MNAO Accessory Operations

NOTE: Outgoing mailbox only, do not respond to this **email** message.

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**From:** Field Communications (eFC)  
**Sent:** Tuesday, January 09, 2007 3:28 PM  
**To:** Field Communications (eFC)  
**Subject:** Stop Sale/Installation of Accessory All Weather Floor Mats on 2007 Mazdaspeed3.  
**Importance:** High  
**Attachments:** eFC-I-07-00011.pdf

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

Originator: Lauren Goebel

Subject: Stop Sale/Installation of Accessory All Weather Floor Mats on 2007 **Mazdaspeed3**.

Summary: Sale and Installation of Accessory Floor Mats must be stopped immediately on 2007 Mazdaspeed3 vehicles.

This notice is Information Only.  
Click on the attached **file(s)** to open and review the **eFC** document.



**Electronic Field Communication**

**Information**

**eFC Number:** 07-00011

**Date:** Tuesday, January 09, 2007

**Subject:** Stop **Sale/Installation** of Accessory All Weather Floor Mats on 2007 **Mazdaspeed3**.

**Originating**

**Name:** Lauren Goebel

**Dept:** Technical Services

**Email ID:** lgoebel

**Phone:** 949.442.6533

**Summary:** Sale and Installation of Accessory Floor Mats must be stopped immediately on 2007 **Mazdaspeed3** vehicles.

**See Also eFC Number(s):**

**Dealer Communication:** Yes

**Additional Contacts:**

**eFC Type:**

**Concur:**

Sales Operations:

Luis Silva

Fixed Operations:

**Communication**

The following information will be e-mailed to all dealers upon the release of this **eFC**:

Effective immediately, the installation and sale of Mazda accessory All Weather Floor Mats (Part No. 0000-8B-L02) must be stopped for 2007 **Mazdaspeed3** vehicles.

**CONDITION OF CONCERN**

The edge of the All Weather Floor Mat may come into contact with the accelerator pedal if installed on 2007 **Mazdaspeed3** vehicles. Under certain conditions this contact may interfere with the operation of the accelerator pedal.

**WHAT YOU NEED TO DO**

Please remove any All Weather Floor Mats from **Mazdaspeed3** vehicles in your dealer inventory. This includes vehicles with port-installed accessory FLA as well as vehicles with **dealer-**installed accessory All Weather Floor Mats. This concern is limited to the **Mazdaspeed3**, so



## Mazda North American Operations

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you may continue to **sell/install** the All Weather Floor Mats on Mazda 3 Sedan and 5-doors. Also, do not sell these mats through your Parts counter for installation in a 2007 **Mazdaspeed3** vehicle.

Finally, please ensure that this information is passed along to all dealership personnel.

Due to the serious nature of this situation, we sincerely appreciate your cooperation. We apologize for any inconvenience to you or your customers.

MAZDA TECHNICAL SERVICES