

RECEIVED



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44078

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

DATE: February 2007

SUBJECT: 2007 MAZDASPEED3/Genuine Mazda Accessory All-Weather Floor Mat Recall **4407B**

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.

Owners of affected vehicles will be notified by first class mail beginning March 7, 2007. The owner notification indicates that this repair can be completed on a wait basis. Please make an effort to accommodate customers as quickly as possible.

This package contains important information about recall campaign 44078:

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

The National Traffic and Motor Vehicle Safety Act prohibits the delivery of any subject vehicle without performing the necessary repair for defects or failures. Failure to perform applicable recalls before delivery can result in extensive dealer fines and penalties from the Federal Government. Therefore, you must complete this recall for all affected 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 eMDCS and the MS3 (Mazda Service Support System) websites.
2. Inspection and repair procedures follow (Attachment II), and are also available on the MS3 (Mazda Service Support System) and eMDCS websites.

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). Dealers may use such owner information for the sole purpose of conducting and performing this 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 Option 2.

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. 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,



Susumu Niinai
Director, Technical Services
Mazda North American Operations

CONDITION OF CONCERN

On certain 2007 MAZDASPEED3 vehicles equipped with Genuine Mazda Accessory all-weather floor mats, there is a 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.

SUBJECT VEHICLES

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

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

OWNER NOTIFICATION

Mazda will notify U.S. owners by first class mail beginning **March 7, 2007**.

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 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

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 **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 \$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.

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	JM1 BK34** 71 603266 - 695052	Job #1 through December 26, 2006

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 44078** attached to the vehicle's bulkhead.

eMDCS System - Vehicle Status Inquiry Results

If eMDCS displays:	Campaign Label is:	Action to perform:
RECALL 4407B	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 4407B 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.

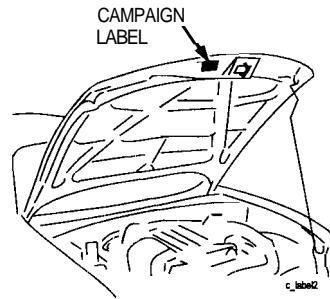
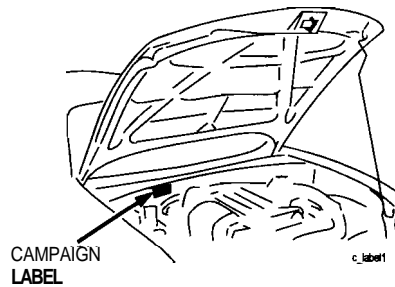
REPAIR PROCEDURES

Please refer to Attachment II.

A. VEHICLE INSPECTION PROCEDURE

1. Verify that the vehicle is within the following ranges:
 - Year Range (2007) Model (Mazdaspeed3) VIN: (JM1BK34*-603266 through 695052)
 - If the vehicle is within the above range, proceed to step 2.
 - If the vehicle is not within the above range, return the vehicle to the customer or inventory.
2. Perform a Warranty Vehicle Inquiry using your eMDCS System and inspect vehicle for a Campaign Label 44078 attached to the vehicle's hood or bulkhead. Refer to eMDCS System -Warranty Vehicle Inquiry Results table below.

NOTE: Verify Recall number as the vehicle may have multiple Recalls.



AUTHORIZED MODIFICATION
CAMPAIGN NO _____
DEALER CODE: _____
PIN 9999-95-0654-00

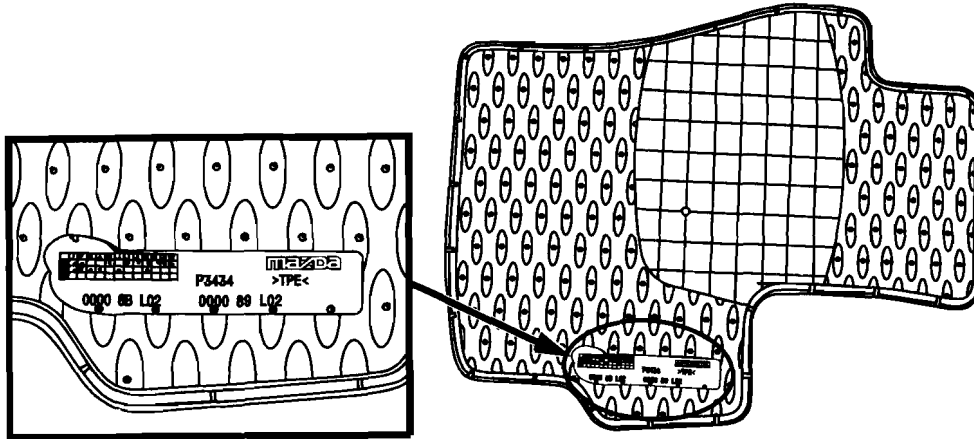
eMDCS System -Warranty Vehicle Inquiry Results

If eMDCS displays:	Campaign Label is:	Action to perform:
44078 OPEN	Present	Contact the Mazda Corporate Dealer Assistance Group at (877) 727-6626 to update vehicle history.
	Not present	Proceed to "REPAIR PROCEDURE".
44078 CLOSED	Present	Return vehicle to inventory or customer.
	Not present	Complete a label and apply to vehicle's hood or bulkhead.
44078 is not displayed	Does not apply	Recall does not apply to this vehicle. Return vehicle to inventory or customer.

B. REPAIR PROCEDURE

INSPECTION

1. Inspect the vehicle for genuine Mazda all-weather floor mats.
2. Look at the back of the driver's side all-weather floor mat and confirm the part number as shown.
 - If part numbers are 0000-8B-L02 and 0000-89-L02, go to REPLACEMENT.
 - If part numbers are NOT 0000-8B-L02 and 0000-89-L02, go to CAMPAIGN LABEL INSTRUCTIONS.



REPLACEMENT

1. Remove or collect both front genuine Mazda all-weather floor mats from the vehicle or the customer.
2. If available, put the customer's original equipment (**Mazdaspeed3**) carpet floor mats in. If they are not available, request the customer to put them in.
3. Attach a copy of the REPAIR ORDER and CUSTOMER ADDRESS SHEET to the removed all-weather floor mats.

IMPORTANT: It is very important that the RO and Customer Address Sheet are securely attached to the removed all-weather floor mats to enable Mazda North American Operations to ship replacement mats to the customer's address when they become available.

4. Return the removed all-weather floor mats, RO, and Customer Address Sheet to:

MAZDA TECH SERVICE SUPPORT
1424 McGaw Ave
Irvine, CA 92614-5570

C. CAMPAIGN LABEL INSTALLATION

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

D. CUSTOMER ADDRESS SHEET

Customer Address - Shipping Information Sheet

Recall 4407B

MAZDASPEED3 - GENUINE MAZDA ALL WEATHER FLOOR MAT

(Please type or print)

Name:

First Last

Address:

Street Address

City State Zip Code

Vehicle Identification Number (VIN):

(17 digits in length)

Mazda North American Operations



March 2007

2007 MAZDASPEED3 Genuine Mazda Accessory All-Weather Floor Mat Safety Recall 4407B

Dear Mazda Owner:

This notice is 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 on certain 2007 MAZDASPEED3 vehicles equipped with Genuine Mazda Accessory all-weather floor mats, sold through January 31, 2007. **If you are a recipient of this notice, your vehicle is included in this campaign.**

What is the problem?

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.

What should you do?

Mazda is concerned about your safety, so please remove both the driver's and front passenger's all-weather floor mats immediately. You may continue to use the original carpeted floor mats. If you feel you cannot correctly identify the mats, remove them from your vehicle immediately. Please bring both front all-weather floor mats and the attached Customer Shipping Information Form to your nearest Mazda dealer. You do not need to bring this letter to the dealer, but it may assist in the check-in process.

What will Mazda do?

Your Mazda dealer will collect the two front all-weather floor mats and provide a voucher for a replacement set as soon as they are available. The operation should take a minimum amount of time to complete and can be done while you wait.

Once the new improved Genuine Mazda Accessory all-weather floor mats are available, in approximately 4-6 weeks time, Mazda will send a replacement set of front all-weather floor mats along with a new complete set of carpeted floor mats **free of charge** to the address provided in the attached Customer Shipping Information Form.

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 if you have already paid for repair on the Genuine Mazda Accessory All-Weather Floor Mat?

If you have already paid for the inspection/repair or replacement of Genuine Mazda Accessory All-Weather Floor Mat 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 MAZDASPEED3, 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 Street, SW., Washington, DC 20590; or call the toll-free Vehicle Safety Hotline at 1-888-327-4236 (TTY: 1-800-424-9153); or go to <http://www.safercar.gov>.

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 2007 **MazdaSpeed3** Genuine Mazda Accessory All-Weather Floor Mat Safety Recall **4407B**.
2. You own or have owned a subject 2007 **MazdaSpeed3** within the VIN range:

Model	VIN Range	Build Date Range
2007 MazdaSpeed3	JM1 BK34** 71 603266 – 695052	Job 1 through December 26, 2006

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

3. You have paid for the inspection/repair or replacement of Genuine Mazda Accessory All-Weather Floor Mat.
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 Genuine Mazda Accessory All-Weather Floor Mat
 - 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 and the Genuine Mazda accessory All-Weather Floor Mats inspected/repared 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 legible 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

2007 **MazdaSpeed3** Genuine Mazda Accessory All-Weather Floor Mat Safety Recall **4407B**

(Please type or print)

Name: _____
First Middle Last

Address: _____
Street Address

City State Zip Code

Home: _____
Phone Number: _____
Work: _____

Vehicle Identification Number (VIN): _____
(17 digits in length)

Total Amount of Reimbursement Requested: _____
Dollars Cents

INSTRUCTIONS FOR GENERAL RELEASE DESCRIBED BELOW:

- Please read thoroughly
- Fill in **vehicle** identification number
- Sign the General Release (below)

General Release

I am submitting to Mazda Motor Corporation ("Mazda") a claim for reimbursement for all inspection, repair or part replacement performed to date in connection with a defect with the Genuine Mazda Accessory All-Weather Floor Mat. The vehicle identification number (VIN) is:

VIN: _____

In exchange for **Mazda's** payment of that claim, I hereby release Mazda, its agents, and its related entities from all claims for such inspection/repair costs. This release shall benefit Mazda and its authorized agent Mazda North American Operations, its regions/distributors (foreign and domestic), its authorized dealerships, and all their respective directors, officers, agents, employees, divisions, subsidiaries, and affiliated companies. This release shall bind my heirs, successors and assigns.

Dated: _____ Signed: _____

(SEE REVERSE **SIDE** FOR REIMBURSEMENT PLAN DETAILS)



mazda

Customer Name _____

Vin No. _____

Date of Service Visit _____

Dealer Name _____

THIS PROMISSORY NOTE GUARANTEES THE MAZDASPEED3 OWNER NAMED ABOVE TO ONE COMPLETE SET OF FOUR (4) CARPETED FLOOR MATS AND A FRONT SET OF TWO (2) GENUINE MAZDA ACCESSORY ALL-WEATHER FLOOR MATS DESIGNED SPECIFICALLY FOR THE 2007 MAZDASPEED3

IF YOU DO NOT RECEIVE YOUR FLOOR MATS WITHIN 6 WEEKS OF YOUR SERVICE VISIT, PLEASE CONTACT THE MAZDA CUSTOMER ASSISTANCE CENTER AT 1-800-222-5500, OPTION #4

THIS FORM IS TO BE COMPLETED BY YOUR MAZDA DEALER AT THE TIME OF YOUR SERVICE VISIT.

P/N 9999-95-4407B-PN