

Mazda North American Operations

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Mr. Daniel C. Smith  
Associate Administrator for Enforcement  
National Highway Traffic Safety Administration  
Attention: Recall Management Division (NVS-215)  
Room W46-425  
1200 New Jersey Avenue, SE  
Washington, D.C. 20590

DEFECTS

April 15, 2009

Dear Mr. Smith:

Re.: Submission of Part 573 report for certain 2010 Model Year Mazda3 vehicles

Pursuant to Part 573 of Title 49 of the Code of Federal Regulations, "Defect and Noncompliance Reports," Mazda North American Operations (MNAO), on behalf of Mazda Motor Corporation of Hiroshima, Japan (Mazda), submits the following information concerning a safety-related recall action that it is initiating.

Sec. 573.6 (c)(1) - Manufacturer's Name:

Mazda Motor Corporation with Designated Agent:

David G. Robertson, Group Manager  
Environmental, Safety and Powertrain Engineering  
Mazda North American Operations  
1500 Enterprise Drive, Allen Park  
Michigan 48101-2053

Sec. 573.6 (c)(2) – Potentially Affected Vehicles:

Vehicles potentially affected are certain 2010 Model Year Mazda3 vehicles built at the Hofu Plant of Mazda Motor Corporation in Japan (Mazda) from October 7, 2008 (Job#1) through April 10, 2009. The VIN range of affected vehicles is as follows;

From JM1BL1\*\*A1 100120 To 148098

Sec. 573.6 (c)(3) – Estimated Population of Vehicles Potentially Affected:

Approximately 25,400 vehicles in the United States and federalized territories.

Sec. 573.6 (c)(4) – Estimated Percentage of Affected Vehicles with the Defect Condition:

Unknown

Sec. 573.6 (c)(5) – Description of the Defect:

On certain Mazda3 vehicles, a clearance between the engine harness and the housing of starter motor may be insufficient. Due to this, the covering of the harness may be damaged through vibration during operation possibly causing a short-circuit between certain harness wires and the starter housing. A short-circuit can result in engine control malfunction and/or poor shift quality. In the worst case, the main fuse may blow out causing the engine to stall and inability of restart, increasing the risk of crash.

Sec. 573.6 (c)(6) – Chronology of Events:

On April 2, 2009, Mazda first became aware of this matter when we received a report from the U.S. market describing an engine control malfunction during driving due to short-circuit between the engine harness and the housing of the starter motor. We immediately initiated an investigation of this matter, and as a result of our investigation, we identified the cause of the problem as insufficient clearance between the engine harness and the starter motor.

On April 10, 2009, Mazda determined that the condition constituted a safety related defect and that a recall campaign was required.

Sec. 573.6 (c)(7) – Basis of Non-Compliance Determination:

Not applicable.

Sec. 573.6 (c)(8) – Service Program:

Owners of record will be notified of the issue and instructed to take their vehicles to a Mazda dealer to have the engine harness inspected, and added a protector clip on the affected section of the harness. If necessary, the harness will be repaired. These repairs will be performed at no cost to the vehicle owner.

A copy of the reimbursement plan to be sent to owners and dealers as an attachment to the owner notification letter will be sent when they become available. With respect to reimbursement, customers will be reimbursed based on the submission of a receipt indicating the amount paid by the customer to remedy this problem.

Dealers will be notified of the voluntary recall during the week of April 20, 2009.

Mailing of owner notification letters by first class mail will begin on May 6, 2009 and be completed within that day.

Sec. 573.6 (c)(9) – Service Program for Tire Replacement:

Not Applicable.

Sec. 573.6 (c)(10) – Copy of notification letters:

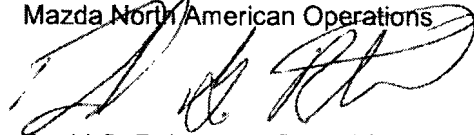
Copies of the notification letters to be sent to owners and dealers will be sent when they become available.

Sec. 573.6 (c)(11) – The Manufacturer's Campaign Number:

Mazda has assigned recall number 5409D to this action.

Sincerely yours,

Mazda North American Operations



David G. Robertson, Group Manager,  
Environmental, Safety & Powertrain Engineering