

Service Bulletin

Mazda North American Operations
Irvine, CA 92618-2922



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Subject: MAZDA SERVICE PROGRAM (MSP23) - MIL ON WITH P2183 AND/OR P0111	Bulletin No: 01-014/09
	Last Issued: 04/29/2009

APPLICABLE MODEL(S)/VINS

2010 Mazda3 vehicles built from October 7, 2008 through April 23, 2009

- VIN Range: JM1BL****A1 100120 - 152216

DESCRIPTION

On some 2010 Mazda3 vehicles, when the engine is started after parking the vehicle under intense sunlight, the malfunction indicator light (MIL) may illuminate with DTC P2183 (ECT sensor No.2 circuit range/performance problem) and/or P0111 (IAT sensor circuit range/performance problem) stored in PCM memory. This is caused by an excessive temperature difference between the ECT #2, and the IAT due to the sudden rise of engine compartment temperature from sunlight warming the vehicle's hood. A revised PCM calibration is now available to repair this concern.

NOTE:

- UNDER THE MAZDA SERVICE PROGRAM (MSP23), ALL CURRENT DEALER INVENTORY AND RETAILED VEHICLES FOUND TO BE WITHIN THE ABOVE VIN RANGES, AND PRODUCED BETWEEN OCT. 7, 2008 THROUGH APR. 23, 2009 MUST BE INSPECTED AND REPAIRED ACCORDING TO THE INSTRUCTIONS CONTAINED IN THIS SERVICE BULLETIN.
- BEFORE PERFORMING ANY REPAIR, VALIDATE THAT THE VEHICLE IS APPLICABLE TO THIS PROGRAM BY PERFORMING AN "eMDCS WARRANTY VEHICLE INQUIRY" AND VERIFYING THE VEHICLE DISPLAYS CAMPAIGN "MSP23" AND ITS CAMPAIGN STATUS DISPLAYS "OPEN". SEE "VEHICLE INSPECTION PROCEDURE" BELOW.

DEALER INVENTORY:

Inspect and repair if necessary, all applicable vehicles currently in dealer inventory according to the procedures contained in this service bulletin.

RETAIL VEHICLES:

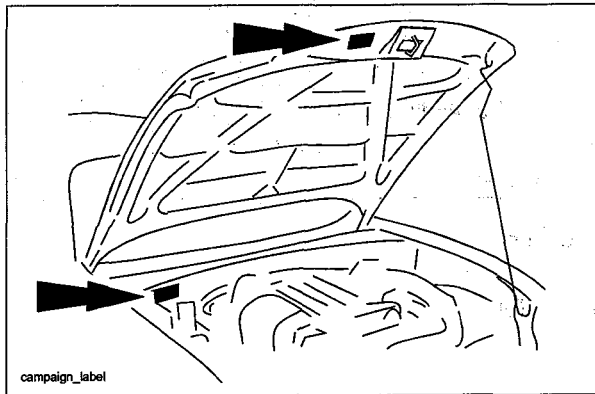
When an applicable retail vehicle is brought into the dealer for any type of repair or scheduled maintenance, perform an eMDCS Warranty Vehicle Inspection and check the status of MSP23. If status of MSP23 is "OPEN" inspect and repair if necessary, the vehicle according to the procedures contained in this service bulletin.

CONSUMER NOTICE: The information and instructions in this bulletin are intended for use by skilled technicians. Mazda technicians utilize the proper tools/equipment and take training to correctly and safely maintain Mazda vehicles. These instructions should not be performed by "do-it-yourselfers." Customers should not assume this bulletin applies to their vehicle or that their vehicle will develop the described concern. To determine if the information applies, customers should contact their nearest authorized Mazda dealership. Mazda North American Operations reserves the right to alter the specifications and contents of this bulletin without obligation or advance notice. All rights reserved. No part of this bulletin may be reproduced in any form or by any means, electronic or mechanical---including photocopying and recording and the use of any kind of information storage and retrieval system ---without permission in writing.

VEHICLE INSPECTION PROCEDURE

1. Verify the vehicle is within the following VIN range and produced between Oct. 7, 2008 through Apr. 23, 2009:
 - 2010 Mazda3
 VIN Range: JM1BL****A1 100120 - 152216
 - If the vehicle is within the above VIN range, and produced between Oct. 7, 2008 through Apr. 23, 2009, proceed to Step 2.
 - If the vehicle is not within the above VIN ranges, return the vehicle to the customer or inventory.
2. Perform a Warranty Vehicle Inquiry using your eMDCS System and inspect the vehicle for a Campaign Label **MSP23** attached either to the vehicle's bulkhead or to the vehicle's hood. Refer to eMDCS System - Warranty Vehicle Inquiry Results table below.

NOTE: Verify the campaign number as the vehicle may have multiple labels.

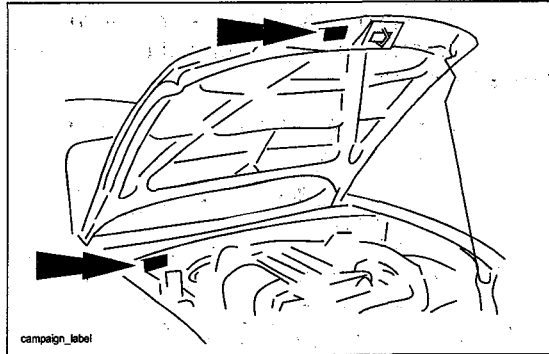


eMDCS System - Warranty Vehicle Inquiry Results

If eMDCS displays:	Campaign Label is:	Action Required:
"Campaign: MSP23 Open"	Present	Contact the Mazda Corporate Dealer Assistance Group at (877) 727-6626 to update vehicle history
	Not present	Proceed to "REPAIR PROCEDURE"
"Campaign: MSP23 Closed"	Present	Return vehicle to inventory or customer
	Not present	Complete a label and apply it to vehicle's hood
"Campaign: MSP23 Open" or "Closed" is not displayed	Does not apply	Campaign does not apply to this vehicle. Return the vehicle to inventory or customer

REPAIR PROCEDURE

1. Verify customer concern.
2. Using IDS 60.10 or later software, reprogram the PCM to the latest calibration, referring to the Calibration Information table
3. Verify repair.
4. Fill out a blue "Campaign Label" (9999-95-065A-06) with the Campaign No: "MSP23", your dealer code, today's date, and affix it to the vehicle's bulkhead or hood.



5. Return the vehicle to the customer.

CALIBRATION INFORMATION

2.0L Engine

Specification	Transmission	File Name
Fed	MT	LF8J-188K2-C
	AT	LF8M-188K2-C
Calif	MT	LF8K-188K2-C
	AT	LF8T-188K2-C
Mexico	MT	LF8L-188K2-C
	AT	LF8P-188K2-C

2.5L Engine

Specification	Transmission	File Name
Fed	MT	L538-188K2-D
	AT	L539-188K2-D
Calif	MT	L540-188K2-D
	AT	L541-188K2-D
Mexico	MT	L545-188K2-C
	AT	L546-188K2-C

Bulletin No: 01-014/09
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Last Issued: 04/29/2009

WARRANTY INFORMATION

NOTE:

- This warranty information applies only to verified customer complaints on vehicles eligible for warranty repair.
- This repair will be covered under Mazda's New Vehicle Limited Warranty term for a Powertrain Component.
- Repairs performed outside the 36 month/36,000 mile New Vehicle Limited Warranty will require DCSM or DSA authorization.
- Additional diagnostic time cannot be claimed for this repair.

	PCM Reprogramming (when MSP23 & Recall 5409D are performed at the same time)	PCM Reprogramming (without Recall 5409D)
Warranty Type	A	A
Symptom Code	99	99
Damage Code	99	99
Process Number	A0910B	A0910B
Part Number Main Cause	7777-SP-E15	7777-SP-E15
Quantity	0	0
Operation Number / Labor Hours	XXE1TAFX / 0.2 Hrs.	XXE1TBFX / 0.3 Hrs.

Gaby Laur

From: Technical Services Department
Sent: Wednesday, April 29, 2009 10:13 AM
Subject: Mazda Service Program (MSP23) - 2010 Mazda3 Malfunction Indicator Light Illumination (DTC P2183, P0111)
Attachments: eFC-I-09-00041b.pdf



MAZDA DEALER EMAIL
ZOOM-ZOOM

ZOOM-ZOOM
ZOOM-ZOOM

Attention Mazda Service and Parts Managers:

Mazda Motor Corporation has decided to conduct a Mazda Service Program (MSP) on certain 2010 Mazda3 vehicles produced from October 7, 2008 through April 23, 2009.

On some 2010 Mazda3 vehicles, when the engine is started after parking the vehicle under intense sunlight, the malfunction indicator light (MIL) may illuminate with DTC P2183 (ECT sensor No.2 circuit range/performance problem) and/or P0111 (IAT sensor circuit range/performance problem) stored in PCM memory. This is caused by an excessive temperature difference between the ECT #2, and the IAT due to the sudden rise of engine compartment temperature from sunlight warming the vehicle's hood. A revised PCM calibration is now available to repair this concern.

Service Bulletin **01-014/09**, which provides repair procedures and warranty claim submission information, is attached and is also available on the Mazda Service Support System (MS3) and eMDCS websites.

You will receive the MSP23 documents by mail starting Friday, May 1, 2009.

For technical assistance, call the Technical Assistance Hotline at (888) 832-8477, Option 1. For warranty questions, contact the Corporate Dealer Assistance Group at (877) 727-6626, Option 3. Your support in carrying out this program is greatly appreciated.

Sincerely,

Kiyoshi Yagi
Director, Technical Services
Mazda North American Operations

Mazda North American Operations



TO: Mazda Dealership Service Managers
DATE: April 2009
SUBJECT: Mazda Service Program - MSP23
2010 Mazda3 Malfunction Indicator Light Illumination (DTC P2183, P0111)

Mazda Motor Corporation has decided to conduct a Mazda Service Program (MSP) on certain 2010 Mazda3 vehicles produced from October 7, 2008 through April 23, 2009.

On some 2010 Mazda3 vehicles, when the engine is started after parking the vehicle under intense sunlight, the malfunction indicator light (MIL) may illuminate with DTC P2183 (ECT sensor No.2 circuit range/performance problem) and/or P0111 (IAT sensor circuit range/performance problem) stored in PCM memory. This is caused by an excessive temperature difference between the ECT #2, and the IAT due to the sudden rise of engine compartment temperature from sunlight warming the vehicle's hood. A revised PCM calibration is now available to repair this concern.

Please perform MSP23 on all applicable vehicles in dealer inventory and when owners bring their vehicles in for regularly scheduled maintenance or other service work. Please explain to the customer that the PCM will be reprogrammed **free of charge**.

IMPORTANT NOTE: Please remind your Service Consultants to run a Warranty Vehicle Inquiry using eMDCS for every vehicle that comes through your service drive. This report will indicate if the vehicle is applicable to MSP23 as well as any other open Service Campaign or Recall.

A Mazda Service Program (MSP) is similar to a Special Service Program (SSP) and is designed to improve customer satisfaction and reduce customer inconvenience; however, an MSP is limited to correcting minor issues that do not substantially affect vehicle durability, reliability, or performance. Like a Recall or SSP, eMDCS will display MSP23 when performing an eMDCS Warranty Vehicle Inquiry on an applicable vehicle. The eMDCS system will also display "OPEN" if the repair has not been performed, or "CLOSED" if it has been performed. By clicking on the blue MSP23, eMDCS will hyperlink to Service Bulletin **01-014/09** which provides repair procedures and warranty claim submission information. Additionally, you can find this Bulletin on the MS3 Website and on Mstore under Bulletins, Forms & E-Documents. We have also enclosed copies of this Bulletin for your convenience.

Warranty Claims for MSP23 will be accepted during the affected vehicle's New Vehicle Limited Warranty (NVLW) term of 36 month and 36,000 miles. Afterwards a DSM authorization is required.

For technical assistance, call the Technical Assistance Hotline at (888) 832-8477, Option 1. For warranty questions, contact the Corporate Dealer Assistance Group at (877) 727-6626, Option 3. Your support in carrying out this program is greatly appreciated.

Sincerely,

A handwritten signature in black ink, appearing to read 'Kiyoshi Yagi', written over a white background.

Kiyoshi Yagi
Director, Technical Services
Mazda North American Operations

Service Bulletin

Mazda North American Operations
Irvine, CA 92618-2922



MAZDA

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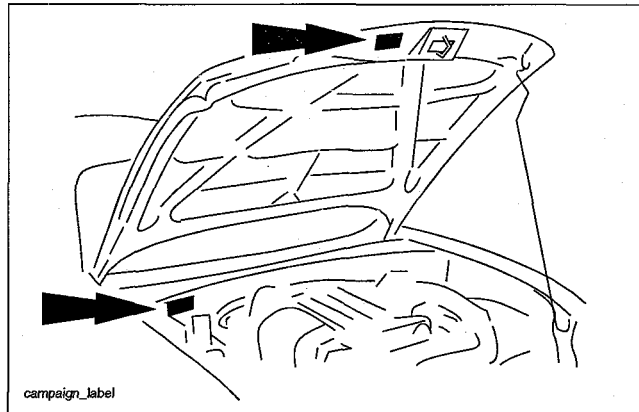
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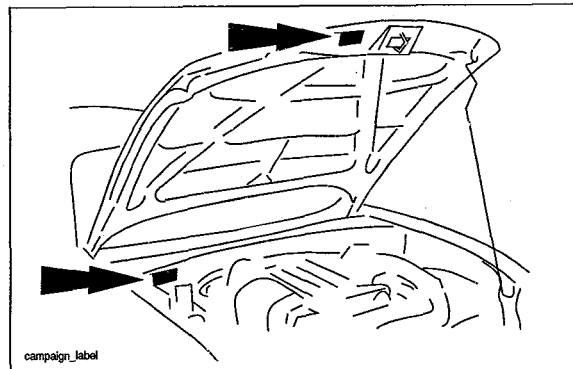


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REPAIR PROCEDURE

1. Verify customer concern.
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CALIBRATION INFORMATION

2.0L Engine

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Calif	MT	LF8K-188K2-C
	AT	LF8T-188K2-C
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	AT	L539-188K2-D
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Symptom Code	99	99
Damage Code	99	99
Process Number	A0910B	A0910B
Part Number Main Cause	7777-SP-E15	7777-SP-E15
Quantity	0	0
Operation Number / Labor Hours	XXE1TAFX / 0.2 Hrs.	XXE1TBFX / 0.3 Hrs.