

Mazda North American Operations



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

February 19, 2010

Dear Mr. Smith:

Re.: Submission of Part 573 report for 2010 MY CX-9 Vehicles equipped with optional heated front seats

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 voluntary 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:

2010 Model Year Mazda CX-9 vehicles equipped with electrically heated front seats, built at Mazda Hiroshima Plant from July 28, 2009 through January 14, 2010, and within the VIN range as follows;

JM3TB*** A0 200005 - 215091

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

Approximately 12,300 vehicles in the United States and federalized territories are potentially affected.

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 CX-9 vehicles equipped with electrically heated front seats, there is a possibility under extremely cold conditions for the seat heater control circuit to overheat and fail due to insufficient electrical grounding, causing burn damage of the seat cushion surface, or in the worst case, there is a risk of smoke/fire.

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

In December, 2009, Mazda first became aware of this matter when we received a field report from the U.S. market describing an incident where the seat heater could not be turned off even the ignition key position is turned to LOCK (off) and resulting a battery run-out and/or burn damage on the seat cushion surface. We immediately initiated an investigation of this matter.

Finally, on February 15, 2010, Mazda determined that the condition constituted a safety related defect, requiring a recall campaign.

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 an additional ground harness installed on the seat heater control system. If necessary, the seat heater control circuit will be replaced and/or the seat 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 it becomes 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 March 1st, 2010.

Mailing of owner notification letters by first class mail will begin on March 9th, 2010 and be completed within that day.

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

Not Applicable.

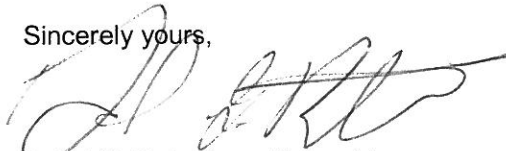
Sec. 573.6 (c)(10) – Copy of notification letters:

A copy of the notification letter to be sent to owners will be sent when it becomes available.

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

Mazda has assigned recall number 5810B to this action.

Sincerely yours,



David G. Robertson, Group Manager,
Environmental, Safety & Powertrain Engineering
Mazda North American Operations