



TO: All Mazda Dealership General Managers, Service Managers, and Parts Managers
DATE: March 2010
SUBJECT: 2010 CX-9 Seat Warmer Voluntary Safety Recall 5810B

Mazda Motor Corporation has decided that a defect which relates to motor vehicle safety exists in certain 2010 Mazda CX-9 vehicles, equipped with seat warmers and produced from July 28, 2009 through January 14, 2010.

On certain CX-9 vehicles equipped with electrically heated front seats, there is a possibility under extremely cold conditions for the seat warmer 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. All Grand Touring, Touring, and Sport with Power Driver Seat Package CX-9 vehicles have seat warmers and are affected.

Owners of affected vehicles will be notified by first class mail beginning March 9, 2010.

This package contains important information about Voluntary Safety Recall 5810B:

Attachment I	Dealer Service and Parts information
Attachment II	Repair procedure
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 Recall Reminder Report available in Web Reporting 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.
4. For technical assistance, call the Technical Assistance Hotline at (888) 832-8477, Option 3 for English speaking Hotline Specialist, option 4 for Spanish speaking Hotline Specialist.
5. For warranty questions, contact the Corporate Dealer Assistance Group at (877) 727-6626 Option 3.

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

Sincerely,

Kiyoshi Yagi
Director, Technical Services Division

Mazda North American Operations



CONDITION OF CONCERN

On certain CX-9 vehicles equipped with electrically heated front seats, there is a possibility under extremely cold conditions for the seat warmer 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. All Grand Touring, Touring, and Sport with Power Driver Seat Package CX-9 vehicles have seat warmers and are affected.

SUBJECT VEHICLES

Model	VIN Range	Build Date Range
2010 CX-9 with Seat Warmer	JM3 TB**** A0 200005 – 215091	From July 28, 2009 through January 14, 2010

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

PLEASE NOTE: Many of the vehicles within the Subject VIN/Build Date Range have already been repaired at the factory and at the ports as well.

OWNER NOTIFICATION

Mazda will notify U.S. owners by first class mail beginning **March 9, 2010**.

PARTS INFORMATION

Description	Part Number	Quantity	Notes
Short Cord Harness Kit	TETT-67-SH1	1 set/vehicle	Includes: Harness (1 pc), Heat Shrink Tubing (1 pc), Washer (1 pc)
Campaign Label	9999-95-065A-05	1=50 labels	Obtain in MStore (no charge)

In case that the replacement of seat warmer unit is required:

Description	Part Number	Quantity	Notes
Seat Warmer Unit, Seat- LTHR	TE71-88-121	1/One Seat	Leather
Seat Warmer Unit, Seat- CLTH	TE70-88-121	1/One Seat	Cloth
HOG”RING”	0824-88-049	11/One Seat	Per Seat

WARRANTY CLAIM PROCESSING INFORMATION

	Inspection & Installation of Short Cord
Warranty Type	R
Symptom Code	99
Damage Code	99
Process Number	AA005A
Part Number Main Cause	TETT-67-SH1
Part Quantity	1
Labor Operation Number	XXF14ARX
Labor Hours	0.3

ATTACHMENT I - DEALER INFORMATION
Safety Recall 5810B

	Replacement of Seat Warmer Unit(s) (include Inspection & Installation of short cord)		
	Driver's Side Only	Passenger's Side Only	Driver & Passenger Sides
Warranty Type	R	R	R
Symptom Code	99	99	99
Damage Code	99	99	99
Authorization No.	AA005B	AA005C	AA005D
Part Number Main Cause	TETT-67-SH1	TETT-67-SH1	TETT-67-SH1
Part Quantity	1	1	1
Related Part Number & Quantity	TE71-88-121 or TE70-88-121 Qty 1		TE71-88-121 or TE70-88-121 Qty 2
	0824-88-049, Qty 11		0824-88-049, Qty 22
Labor Operation Number	XXF14BRX	XXF14CRX	XXF14DRX
Labor Hours	0.9	1.1	1.8

RENTAL CAR

As a reminder, owners may request information about their eligibility for a rental car. Rental car reimbursements are available only on vehicles within the mileage and time limitations under the Mazda New Vehicle Limited Warranty as stated in the Rental Car Reimbursement Program (Policy No. 12.0).

	Rental Agency Vehicle	Dealer Loaner Car Fleet Vehicle
Warranty Type Code	A	A
Symptom Code	99	99
Damage Code	99	99
Part Number Main Cause	5555-RE-NTAL	5555-LO-ANER
Part Quantity	0	Number of days loaner car was used Mazda pays \$35.00/day
Labor Operation Code	MM012XRX	MM012XRX
Labor Hours	0.0	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 per day for the number of days customer had rental car	

Rental expenses exceeding the two-day limit will require prior DSM 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
2010 CX-9 with Seat Warmer	JM3 TB**** A0 200005 – 215091	From July 28, 2009 through January 14, 2010

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 Campaign Label **RECALL 5810B** attached to the vehicle's hood.

eMDCS System - Vehicle Status Inquiry Results

If eMDCS displays:	Campaign Label is:	Action to perform:
RECALL 5810B	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 5810B CLOSED	Present	Return vehicle to inventory or customer
	Not present	Complete a label and apply to vehicle's hood
RECALL 5810B 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.

2010 CX-9 - SEAT WARMER VOLUNTARY SAFETY RECALL 5810B

RECALL NOTE

This final copy precedes any previous repair procedures. Please update your dealer records accordingly.

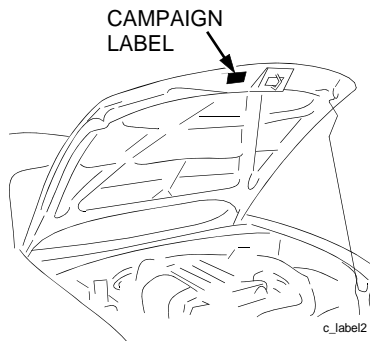
A. VEHICLE INSPECTION PROCEDURE

1. Verify that the vehicle is within the following ranges:

Year	VIN Range	Build Date	Notes
2010	JM3 TB****A0 200005 - 215091	Between July 28, 2009 and January 14, 2010	With Seat Warmer System

- 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 5810B attached to the hood. Refer to eMDCS System - Warranty Vehicle Inquiry Results table below.

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



eMDCS System - Warranty Vehicle Inquiry Results

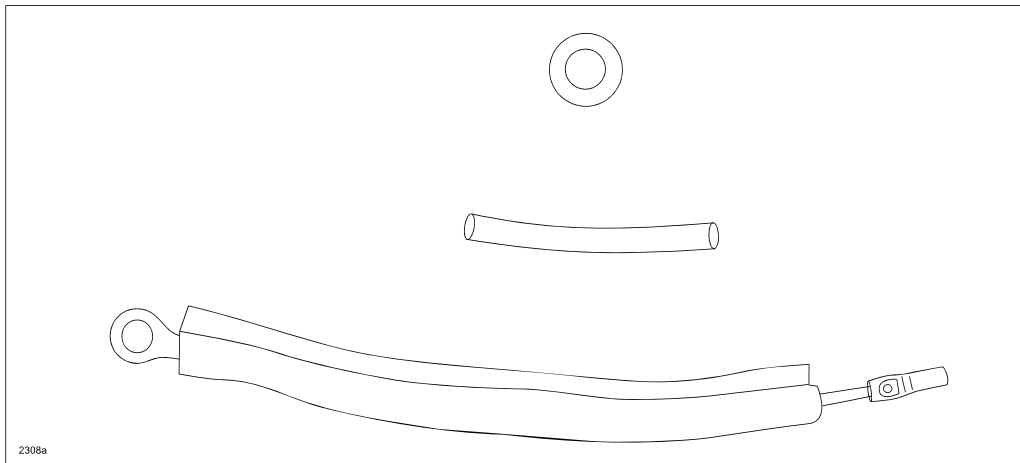
If eMDCS displays:	Campaign Label is:	Action to perform:
5810B OPEN	Present	Contact the Mazda Corporate Dealer Assistance Group at (877) 727-6626 to update vehicle history.
	Not present	Proceed to "E. REPAIR PROCEDURE" on page 3.
5810B CLOSED	Present	Return vehicle to inventory or customer.
	Not present	Proceed to "F. CAMPAIGN LABEL INSTALLATION" on page 20.
5810B is not displayed	Does not apply	Recall does not apply to this vehicle. Return vehicle to inventory or customer.

B. REQUIRED TOOLS

- ¼ drive ratchet
- 10mm socket (1/4 drive)
- Small screwdriver
- Wire cutter
- Wire crimp tool
- Solder gun
- Solder
- Heater-drier
- Torque wrench (in-lbf)
- Volt meter
- Electric tape
- Utility knife or scissors
- Trim Fastener and Molding Removal Tool

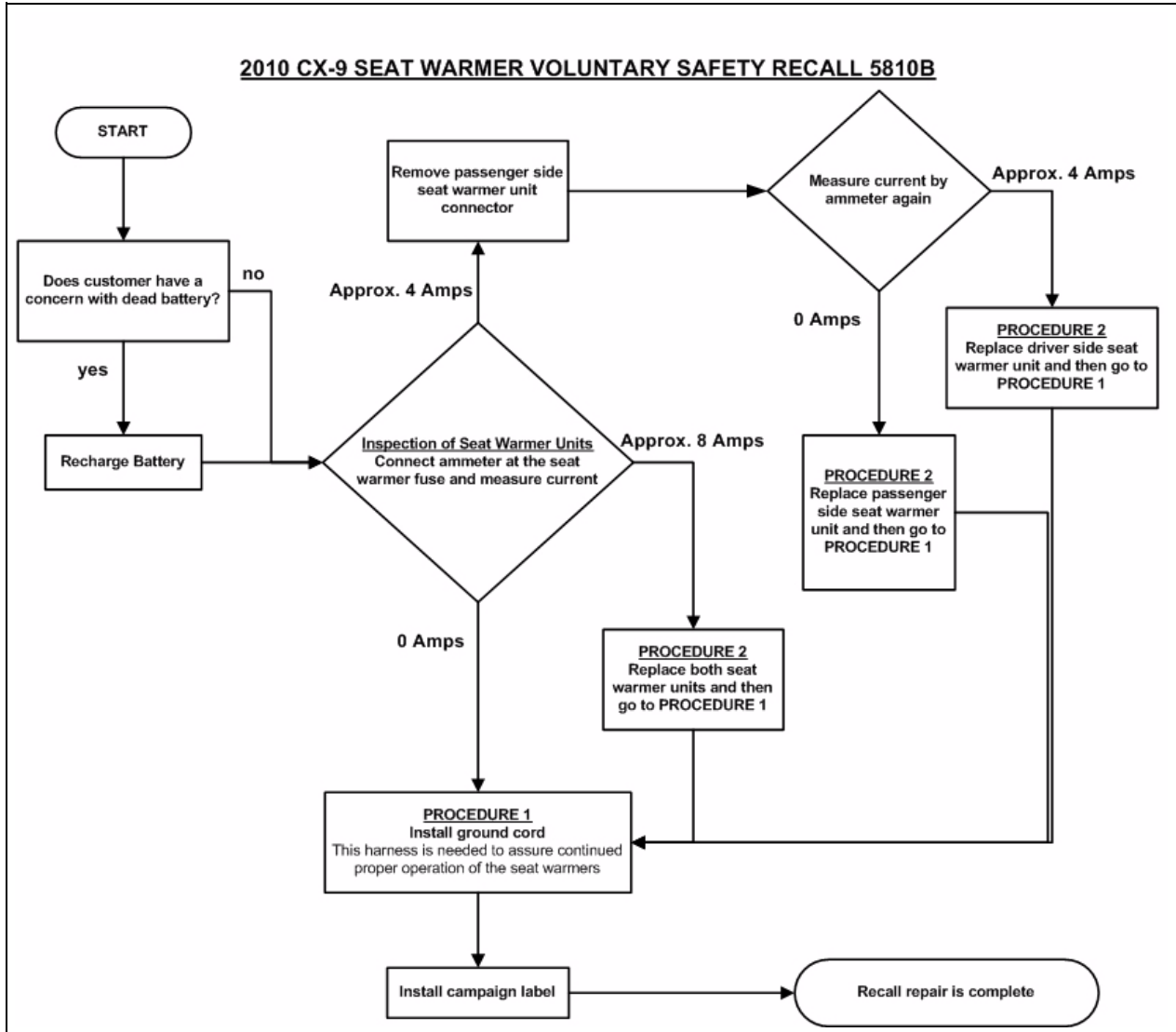
C. REQUIRED MATERIALS (provided by Mazda)

- Wire harness (below)
- Heat shrink tubing
- Flat washer



D. REPAIR FLOW CHART

This is an overview of the repair. Refer to section “E. REPAIR PROCEDURE” for details.



E. REPAIR PROCEDURE

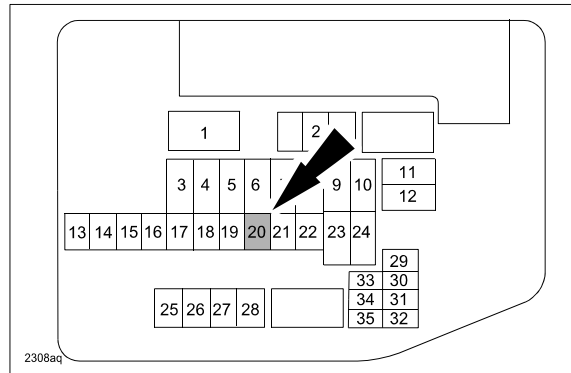
Before Inspection

Ask a customer if he/she has experienced “battery dead” concern recently (within a week).

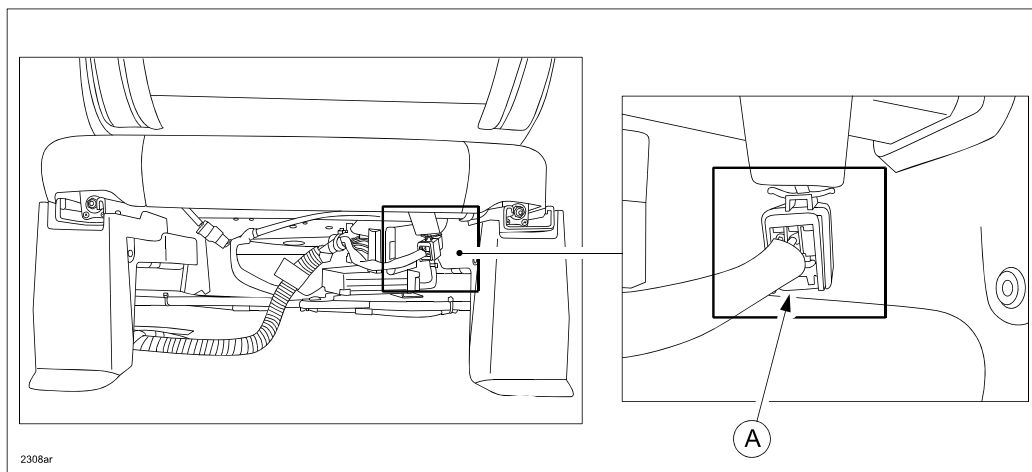
- No experience of dead battery:
Go to the “Inspection of Seat Warmer Units”.
- Has an experience of dead battery:
Recharge battery, then go to the next step “Inspection of Seat Warmer Units”.

Inspection of Seat Warmer Units (driver & passenger side)

1. Turn the IG key OFF.
2. Remove the “seat warmer” fuse.



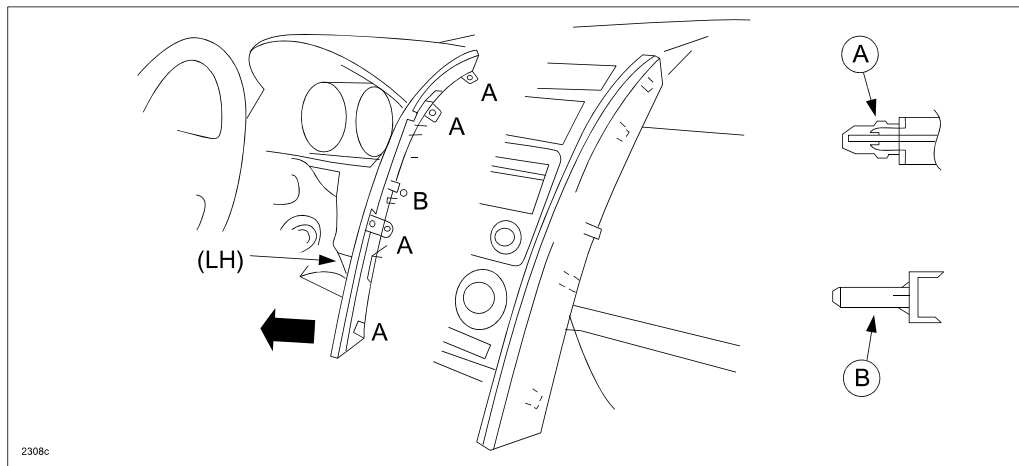
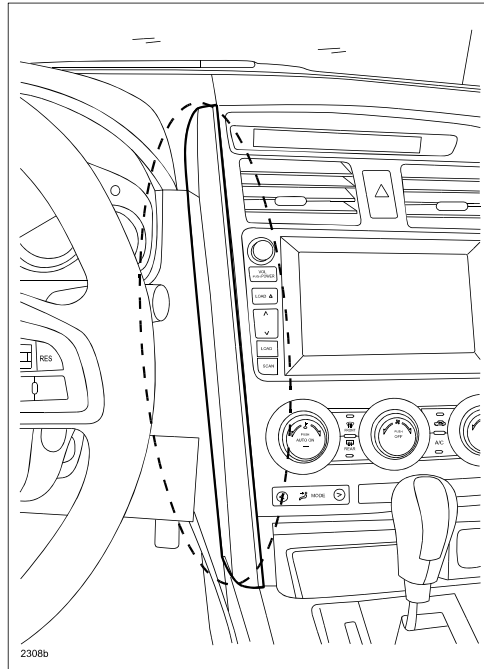
3. Connect the ammeter at the “seat warmer” fuse, and then measure the current.
Caution: Use the ammeter with large capacity
 - A. **The current is approx. 0A:** Both seat warmers are good. (Replacement of seat warmer is not necessary)
 - Reinstall the “seat warmer” fuse, and then go to the “PROCEDURE 1” to install the ground cord.
 - B. **The current is approx. 8A:** Both seat warmers are defective.
 - Reinstall the “seat warmer” fuse, and then go to the “PROCEDURE 2” to replace both driver and passenger side seat warmer units, and then go to the “PROCEDURE 1” to install the ground cord.
 - C. **The current is approx. 4A:** Either side of seat warmer is defective.
 - Disconnect the seat warmer unit connector on passenger side (A), then measure the current by ammeter again.
 - The current goes down to approx. 0A:** Passenger side seat warmer is defective.
 - Reinstall the “seat warmer” fuse, and then go to the “PROCEDURE 2” to replace the seat warmer unit on passenger side, and then go to the “PROCEDURE 1” to install the ground cord.
 - The current stays approx. 4A:** Driver side seat warmer is defective.
 - Reinstall the “seat warmer” fuse, reconnect the seat warmer unit connector on passenger side (A), and then go to the “PROCEDURE 2” to replace the seat warmer unit on driver side, and then go to the “PROCEDURE 1” to install the ground cord.



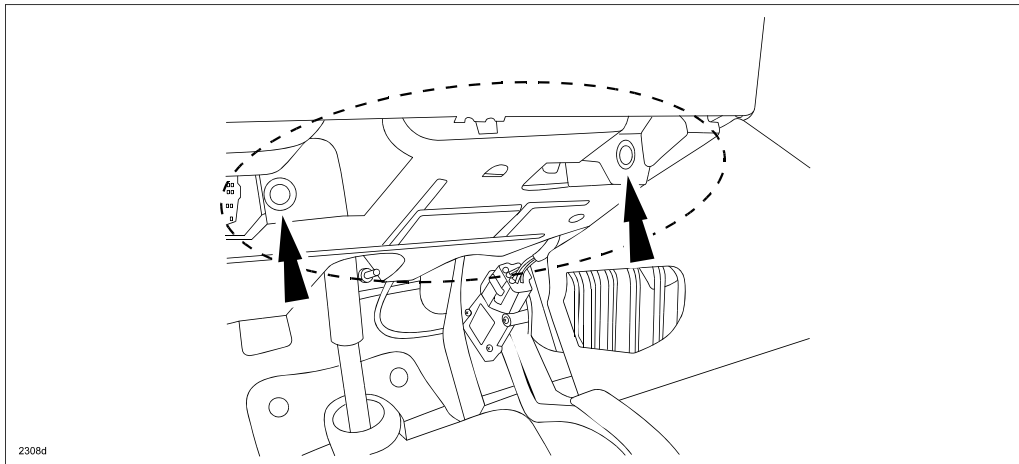
PROCEDURE 1 - For all vehicles within VIN range

1. Slide the driver's seat to the rear position.
2. Disconnect the negative battery cable.
3. Remove decoration panel (LH). (driver side only)
 - a. Detach clips (A) and pins (B) by pulling them in the direction of the arrow.

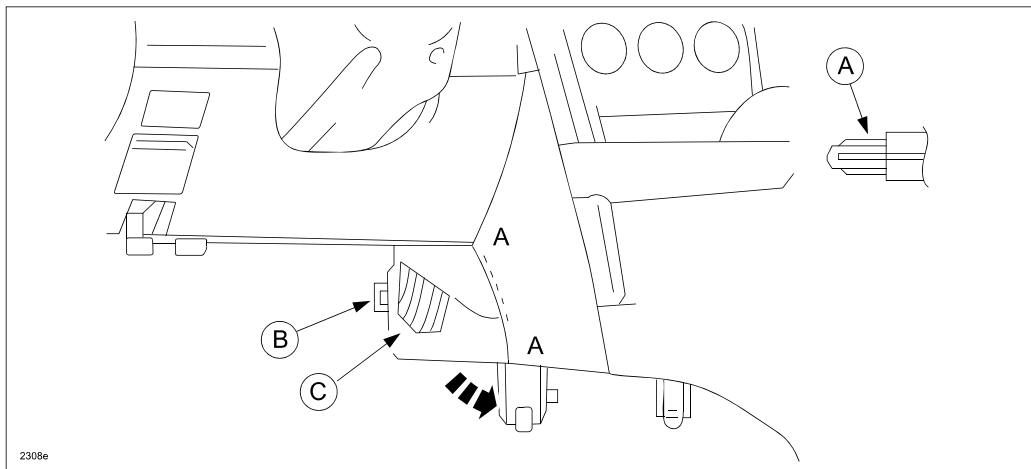
CAUTION: Use commercially available "Trim Fastener and Molding Removal Tool" or tape wrapped pry tool to avoid damaging panels.



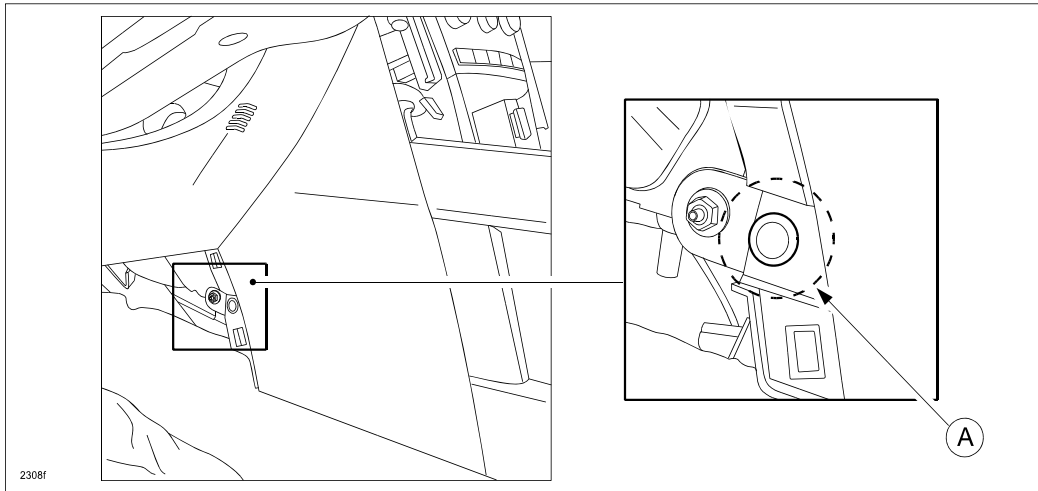
4. Remove dashboard undercover (driver side).
NOTE: Remove two (2) clips before removing dashboard undercover.



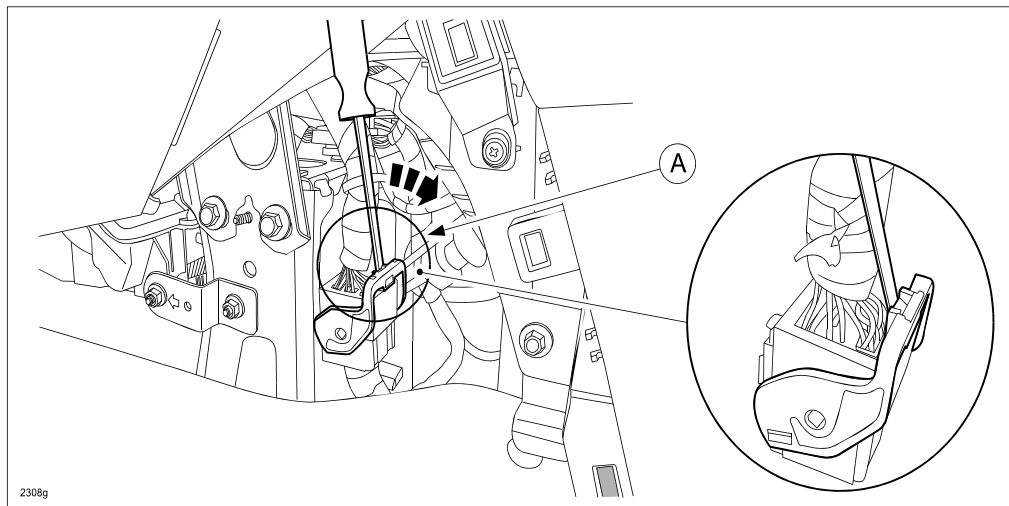
5. Remove the side wall (driver side) in the following order:
a. Detach clips (A) and Hook (B) to remove front part of side wall (C).
b. Fastener (see NOTE below)
c. Rear part of side wall



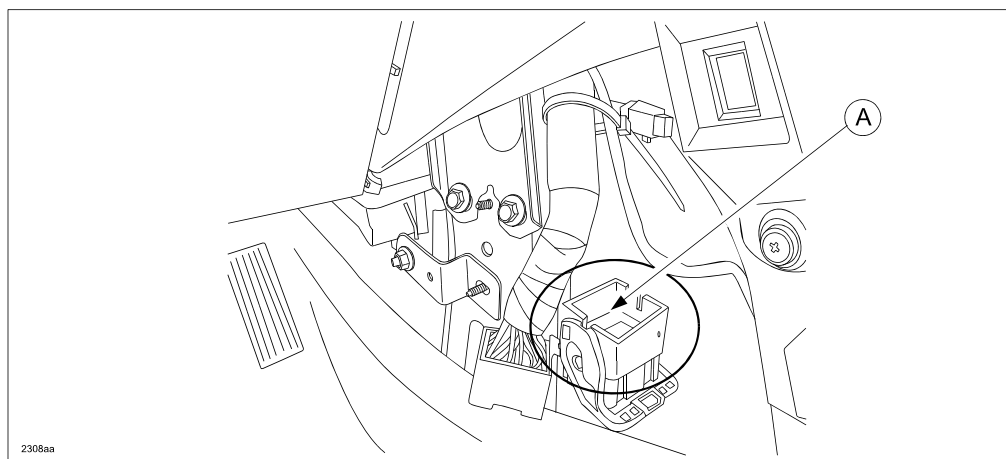
NOTE: Remove this fastener (A) before removing rear part of side wall.



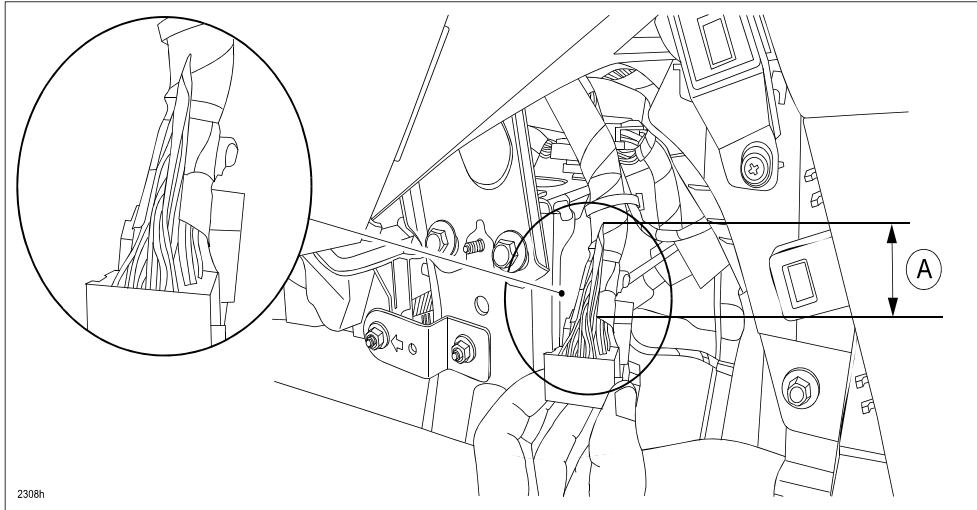
6. Disconnect connector by releasing locking tab with small screwdriver (A), then pull clip downward.
CAUTION: Be careful not to break the locking tab.



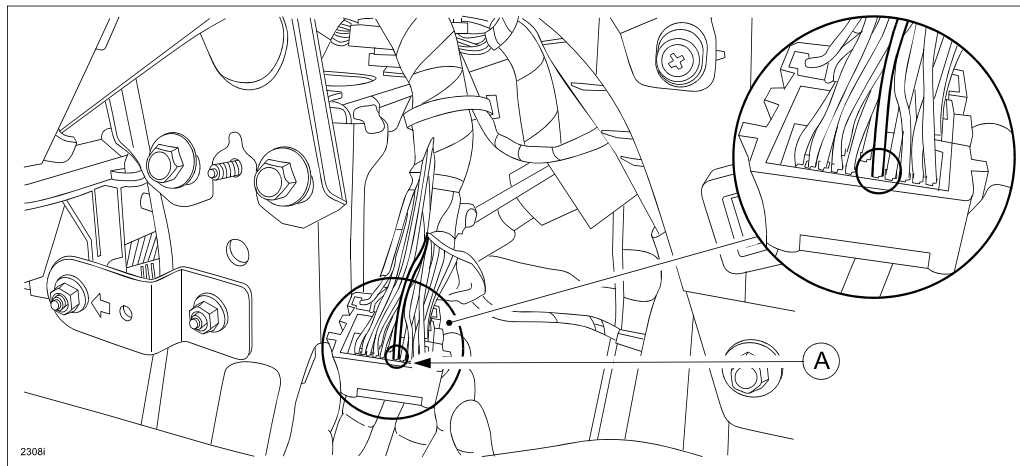
7. To prevent contamination, cover the connector opening (A) with a cloth.



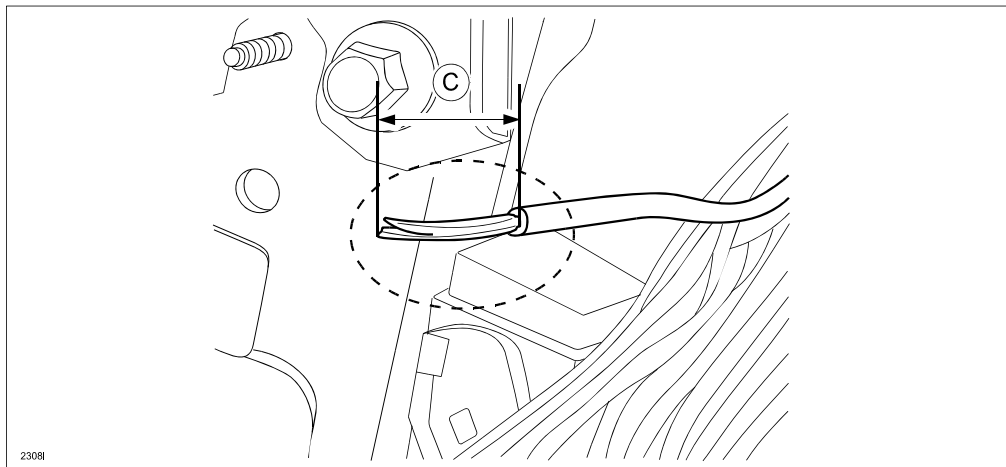
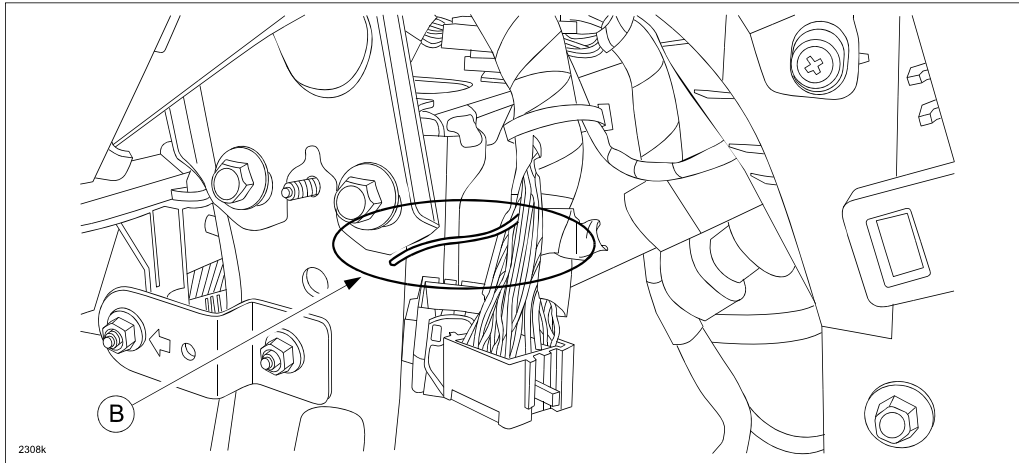
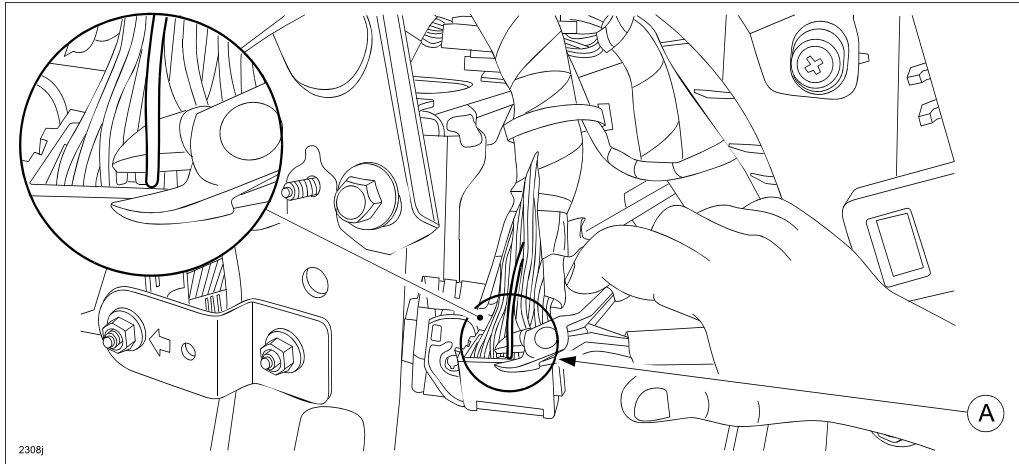
8. Cut harness insulator (A) approximately 2 inches to gain wire access.



9. Locate BR/Y wire at connector. The BR/Y wire (A) is on the last row, 5th from the right.



10. Cut the BR/Y wire flush (A) with connector, separate BR/Y wire (B) and splice connector approximately 1/4" (C).



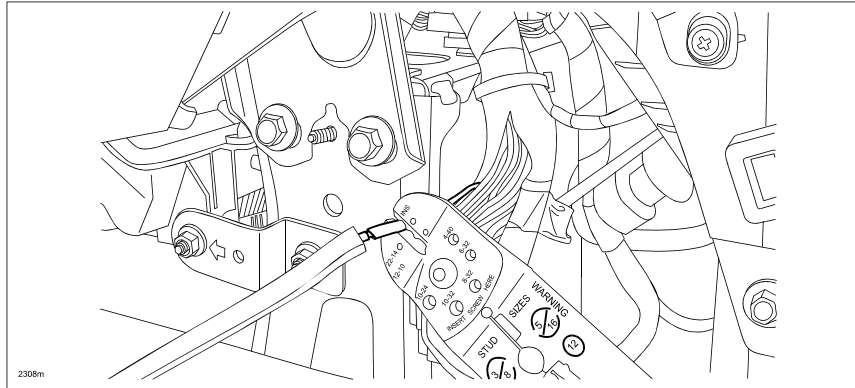
**ATTACHMENT II
5810B**



11. Position heat shrink tube onto the vehicle harness BR/Y wire.

NOTE: Do not shrink tube until step 22.

12. Crimp butt connector onto BR/Y wire. Make sure BR/Y wire is visible at center opening of butt connector.

Tug gently on harness to ensure connection is secure.

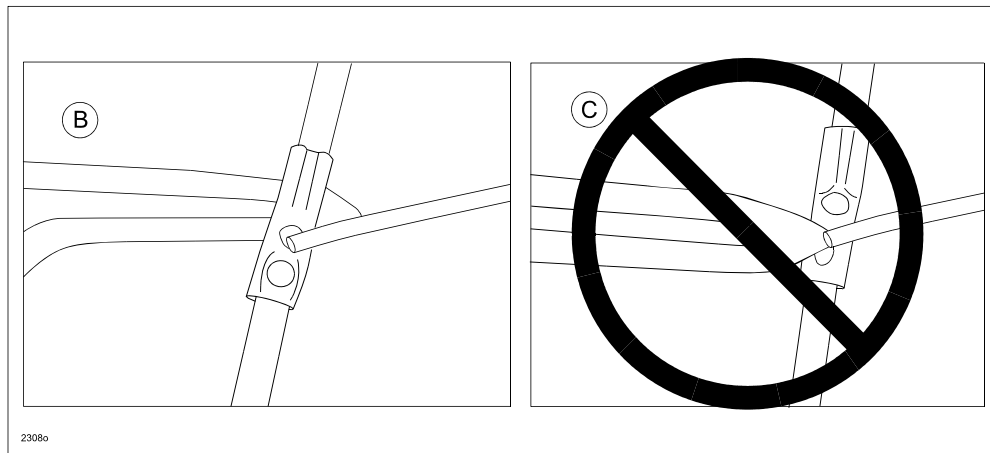
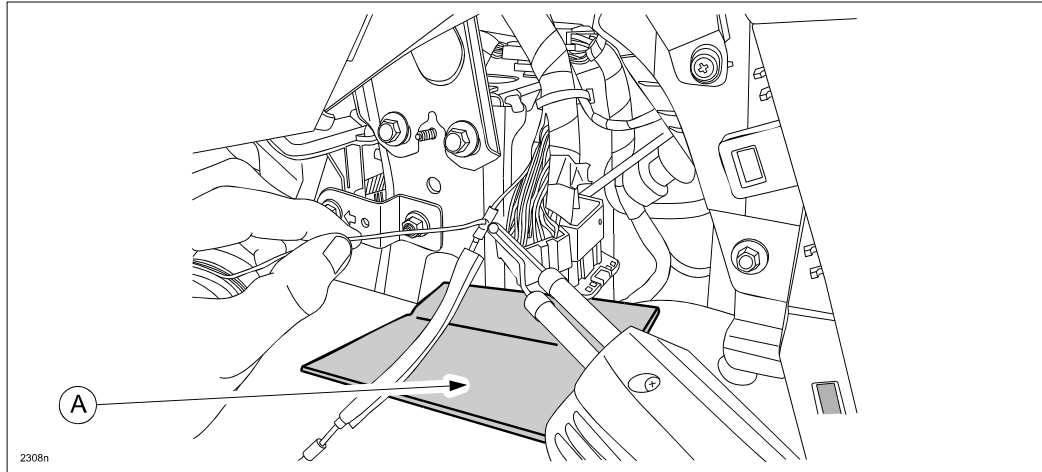


	
<p>CORRECT CRIMP USING CRIMP TOOL</p> <ul style="list-style-type: none"> • Wires crimped very securely. • No loose or broken wires. • Splice connector intact. 	<p>INADEQUATE CRIMP USING IMPROPER TOOL</p> <ul style="list-style-type: none"> • Broken splice connector. • Possible loose connection.

13. Apply solder to center opening of butt connector.

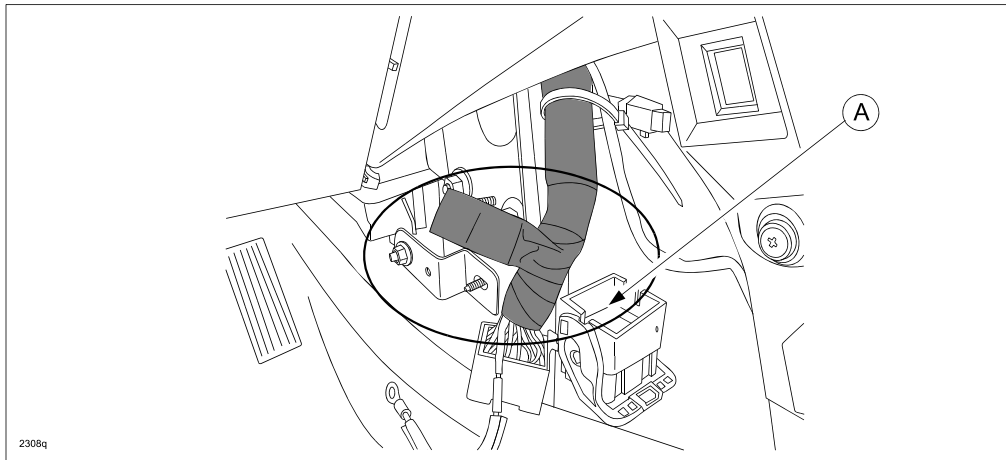
NOTE:

- Use protector (A) (i.e.: cardboard cutout, or equivalent) to catch any hot solder from falling on carpet.
- In order to apply solder firmly, put the soldering iron under the terminal (B). Do not use soldering iron tip directly to melt solder (C).
- Do not damage the harness by using the soldering iron too long.
- Do not shrink tube until step 22.

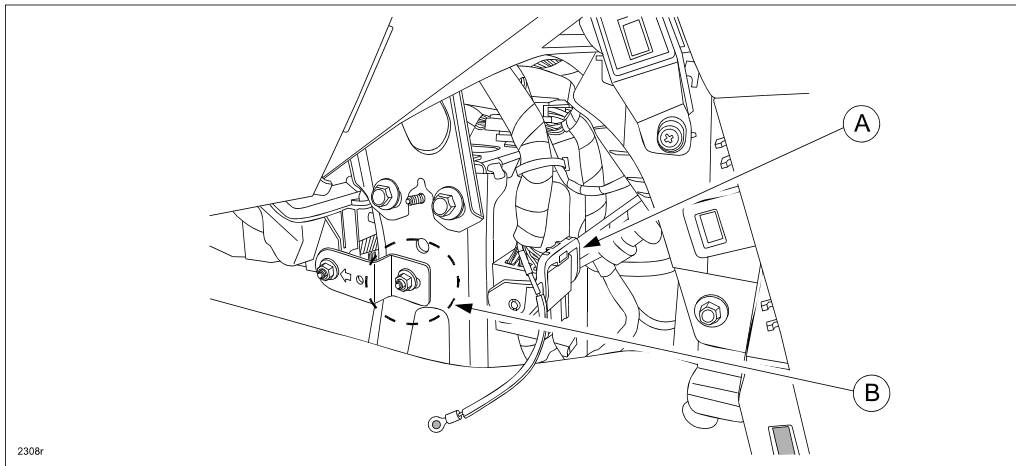


14. Apply electrical tape to vehicle harness.

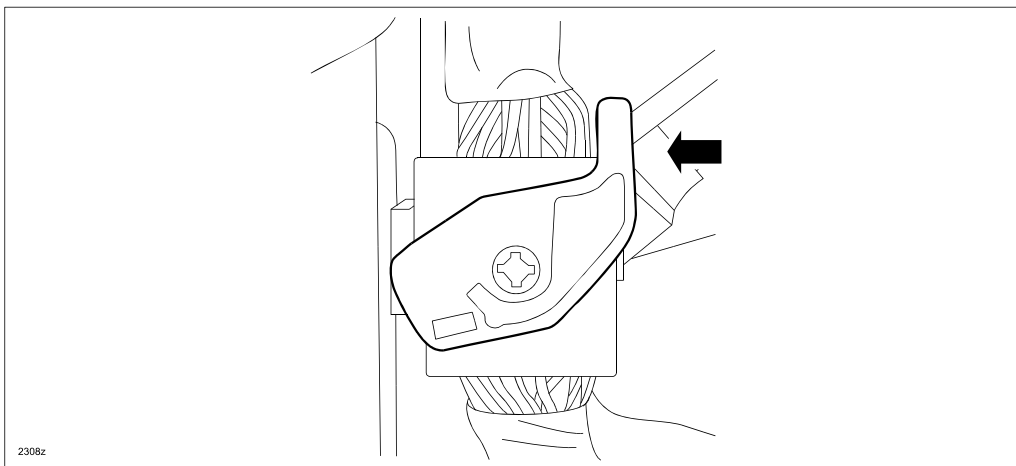
NOTE: Remove cloth cover and make sure there is no contamination inside the connector (A).



15. Re-connect connector. Make sure connector is reinstalled and secured by clip (A).

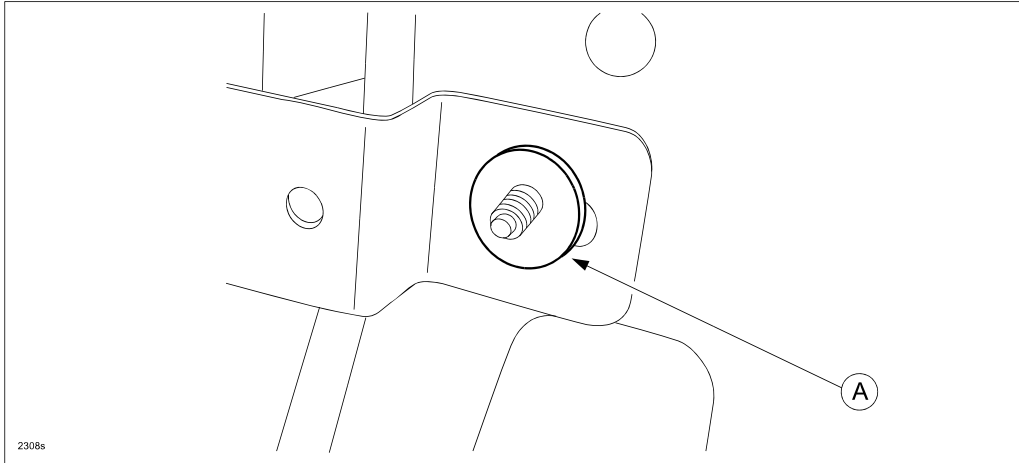


NOTE: Make sure the locking lever is completely at top position when re-connecting.

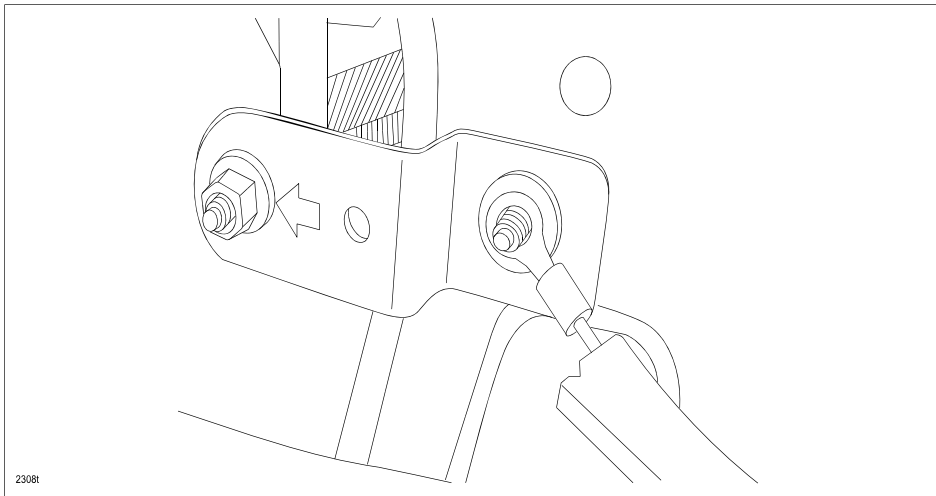


16. Remove the nut (B) from stud. (see first illustration in step 15.)

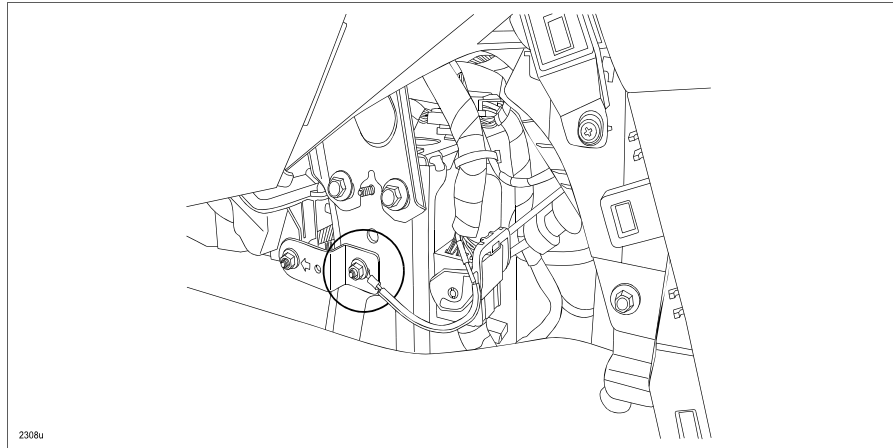
17. Install washer (A) at stud.



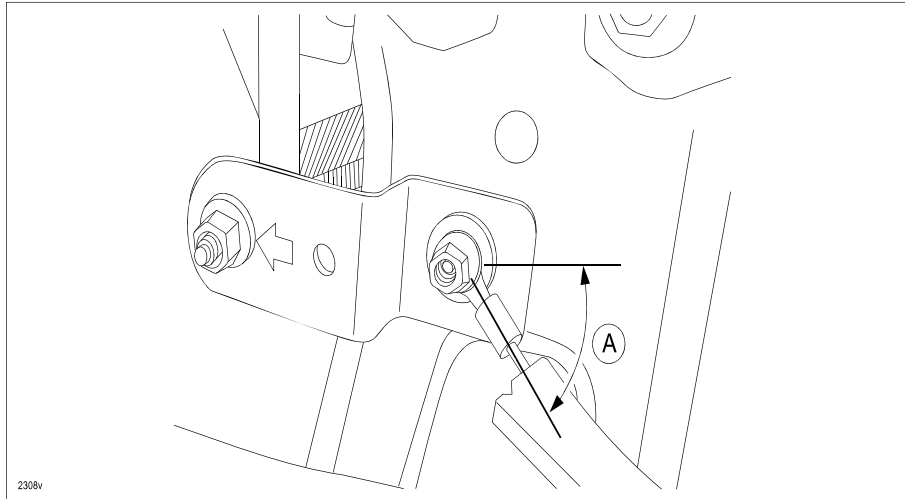
18. Install eyelet at stud.



19. Reinstall the original nut and torque to specification:
Nut tightening torque = 7.8 - 10.8 Nm (69.1 - 95.6 in-lb)

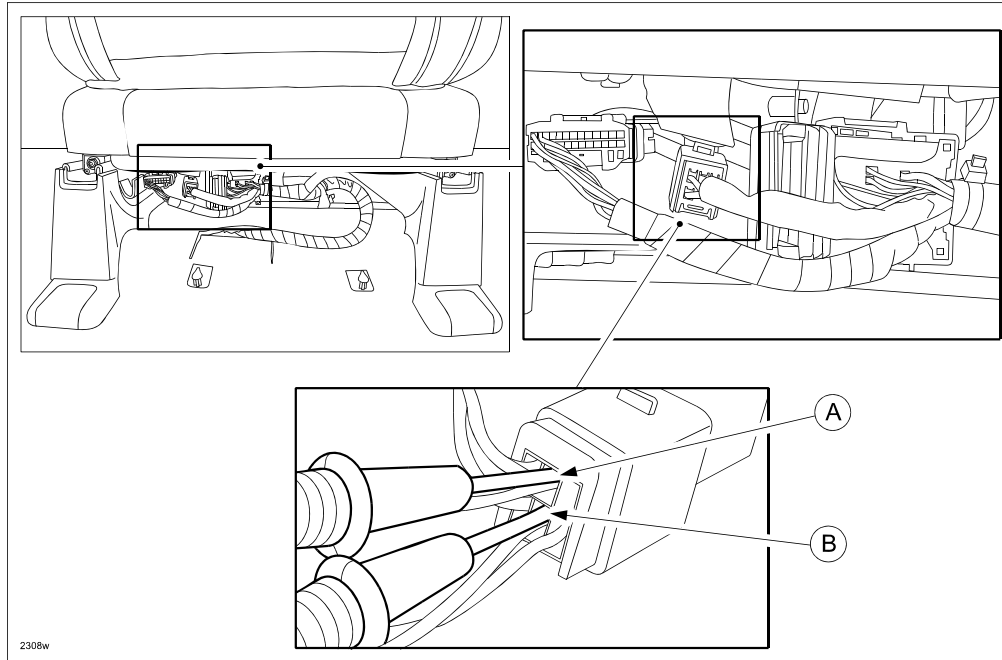


NOTE: Make sure eyelet is positioned at approximately 45 degrees (A).



20. Connect the negative battery terminal and torque to specification:
Tightening torque = 2.9 – 4.9 Nm (29.6 – 49.9 kg-cm, 25.7 – 43.3 in-lb)

21. Confirm grounding wire is connected securely using following voltage check:
- a. Connect the Volt meter terminals to connector as follows (Driver side only). Insert probe (A) on BR/Y wire at driver side connector as shown. Insert other probe (B) at BR/R wire as shown.



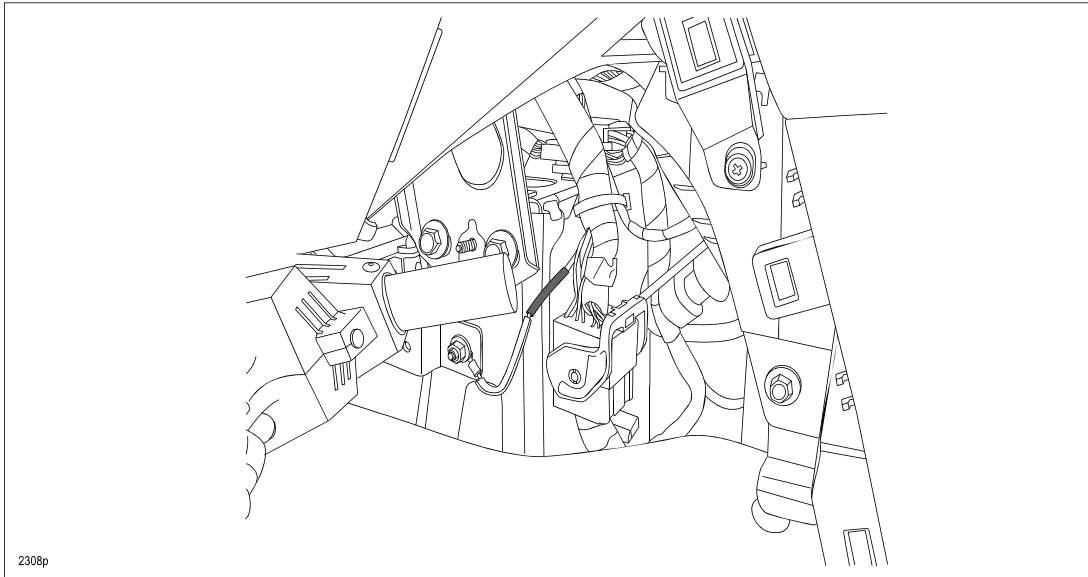
- b. Turn ignition key to the ON position.
- c. Check the voltage.

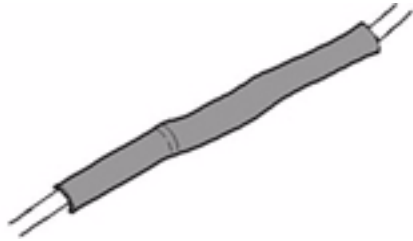
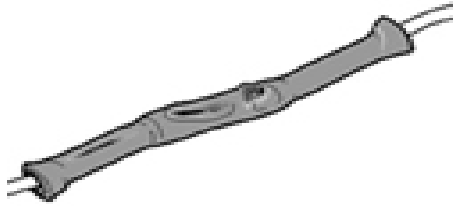
If the measured voltage is different than the specified values in the following table, confirm the repair procedure again. If the measured voltage is within specification, proceed to step 22.

Seat warmer switch position	Voltage readings (Specification)
OFF (no LEDs illuminated)	8 - 12 V
HIGH (two LEDs illuminated)	0.5 - 2 V

22. Position heat shrink tube over the butt connector. Using heater-drier, apply heated air until tubing shrinks securely.

NOTE: When using heater-drier, be careful not to heat trim panels.



	
<p>CORRECTLY MELTED HEAT SHRINK TUBING USING FLAMELESS HEAT GUN</p> <ul style="list-style-type: none">• Tubing melted smooth across entire length.	<p>INADEQUATELY MELTED HEATED SHRINK TUBING</p> <ul style="list-style-type: none">• Tubing charred from overheating.• Ends not fully melted.

23. Final check:

- Make sure BR/Y wire is properly cut and ground to the body and the other end remains on the connector.
- Make sure the locking lever of the connector is not damaged and is properly locked.

24. Reinstall side wall, dashboard undercover, and decoration panel.

25. Perform power window initialization:

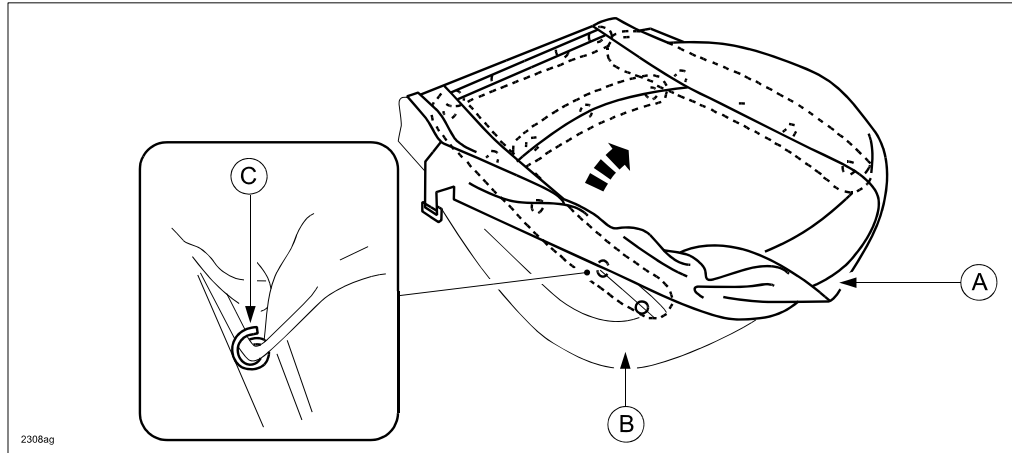
- Turn the ignition switch to the ON position.
- Press the switch of each window and fully open the door glass.
- Pull the switch of each window to the manual-up position to fully close the door glass, and keep holding the switch up at the position for approximately 2 seconds.

26. Proceed to "F. CAMPAIGN LABEL INSTALLATION" on page 20.

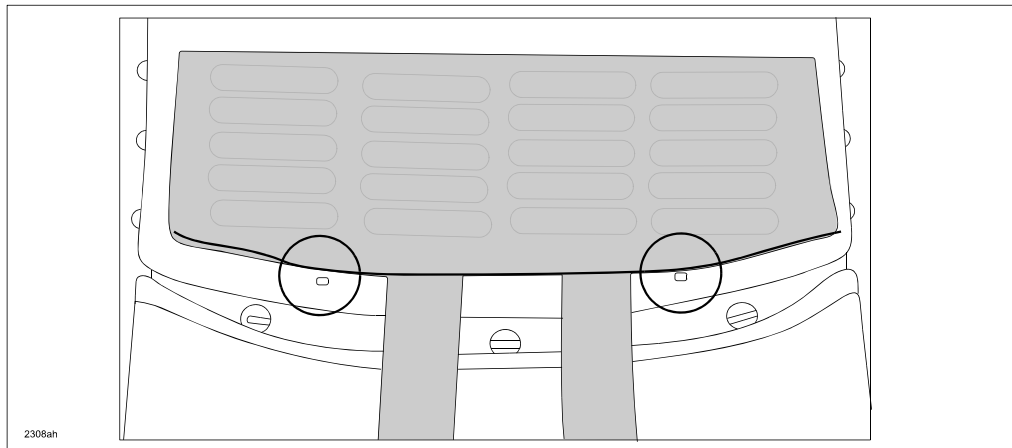
PROCEDURE 2 - For vehicles with current at or above approx. 4A

Note: For the passenger seat of Mexico vehicle, the seat warmer unit cannot be replaced as a single part, and need to be replaced with the “Assembly Part (cushion pad & seat heater)”.

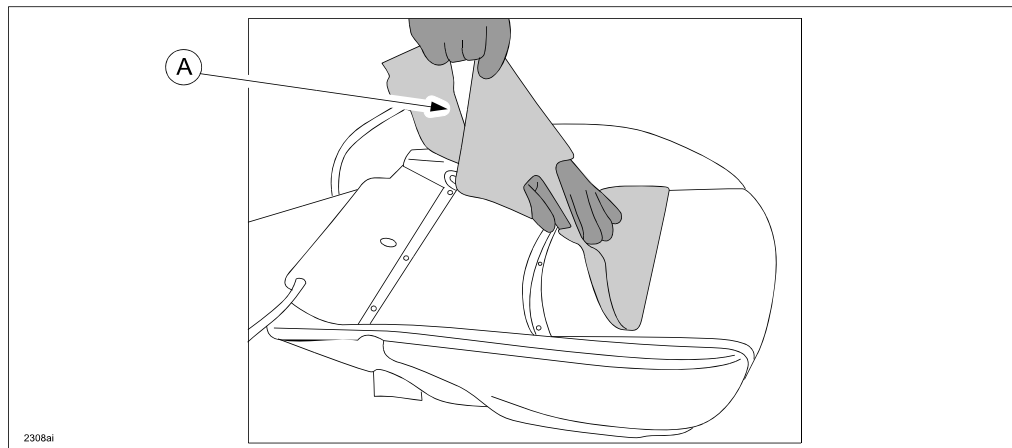
1. Remove concerned seat cushion trim per MS3 online (section 09-13 FRONT SEAT CUSHION TRIM REMOVAL/INSTALLATION).
2. Strip off the seat cushion trim (A) from the seat cushion pad (B) by removing the hog “rings” (C).



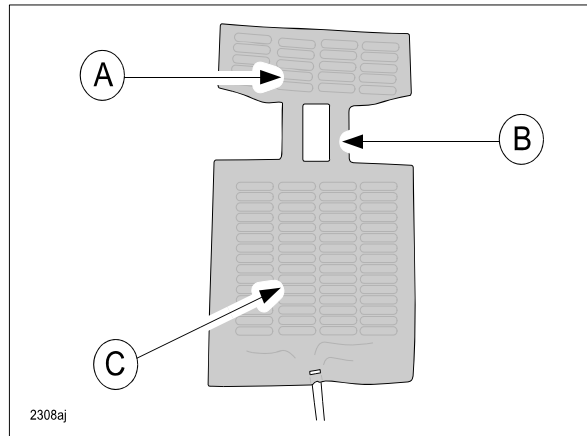
3. Make a couple of marks where the top heater is attached to the seat cushion (indicated with circle).



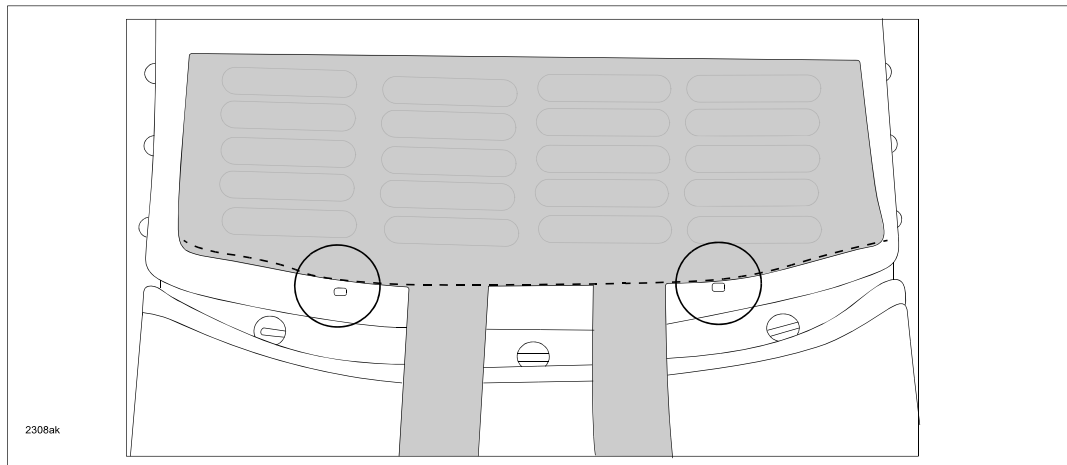
4. Carefully remove the seat cushion heater (A) glued onto the cushion pad.



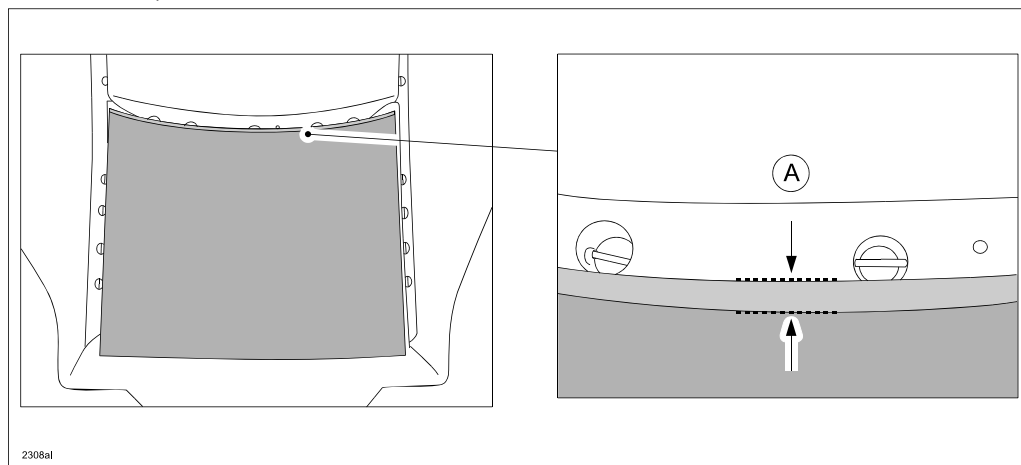
5. Place the new seat heater onto the cushion pad.
a. Attach the top heater (A) and the bottom heater (C) before laying down the center part (B).



- i. Align the edge of the top heater to the marks made earlier (indicated with circle).

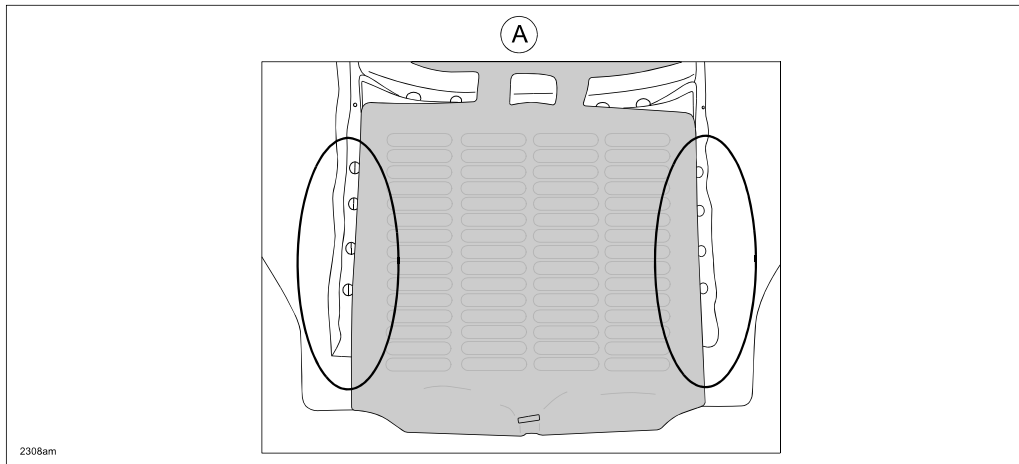


- ii. Place the bottom heater onto the cushion pad with a 5-10mm clearance from the edge (tolerance 10mm +/- 5mm).

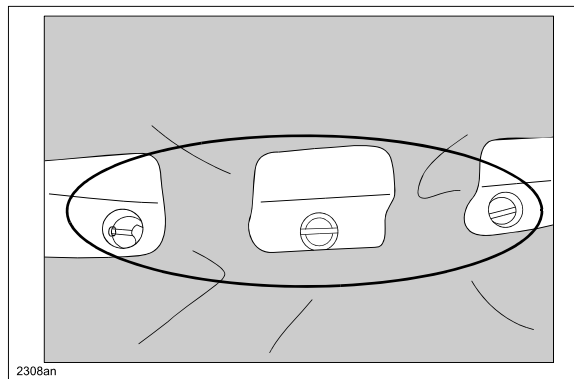


ATTACHMENT II
5810B

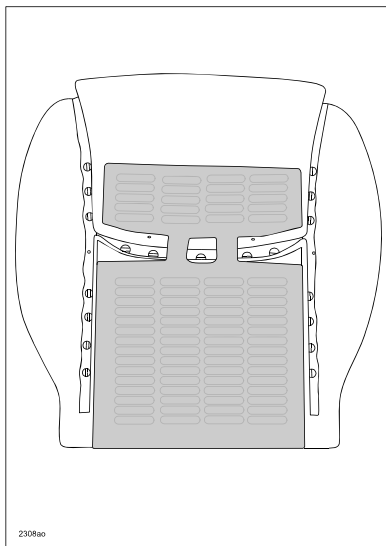
- iii. Adhere the bottom heater onto the cushion pad by placing the heater in alignment with both sides of the cushion pad (A) without a crease.



- iv. Attach the center part of the heater onto the cushion pad closely.



- v. Seat heater after installation.



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6. Attach the seat cushion trim onto the seat following the removal procedure in reverse.
7. Install the front seat in the vehicle. Refer to Workshop manual section 09-13 FRONT SEAT REMOVAL / INSTALLATION.
8. Proceed to "PROCEDURE 1" on page 5.

F. CAMPAIGN LABEL INSTALLATION

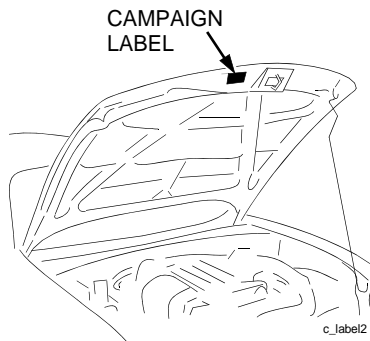
1. Fill out a blue "Campaign Label" (9999-95-065A-06) with Campaign No: "5810B", your dealer code, today's date.

CAMPAIGN LABEL	
CAMPAIGN NO:	_____
DEALER CODE:	_____
DATE:	/ /

P/N 9999-95-065A-06

1326b

2. Affix it to the hood as shown:



3. Return the vehicle to customer.



March 2010

2010 CX-9 Seat Warmer Voluntary Safety Recall 5810B

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 in certain 2010 CX-9 vehicles, equipped with seat warmers and produced from July 28, 2009 through January 14, 2010.

If you are a recipient of this notice, your vehicle is included in this recall.

What is the problem?

On certain CX-9 vehicles equipped with electrically heated front seats, there is a possibility under extremely cold conditions for the seat warmer 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.

What will Mazda do?

Your Mazda dealer will inspect the seat warmers and install an additional ground harness on the seat warmer control system, and if necessary, replace the seat warmer with a new one **free of charge**. The repair may take approximately half an hour to complete; however, it may take longer depending on the necessary repair and service workload at your Mazda dealership.

As a reminder, Mazda 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 or Powertrain Limited Warranty for 2007 and newer model years, and adhere to the Rental Car Reimbursement policy. Ask your dealer for details about the Mazda Rental Car Reimbursement Program.

What should you do?

Mazda is concerned about your safety, and we encourage you to make an appointment with any authorized Mazda dealer to have the seat warmer inspected as soon as possible. You do not need to bring this notice to the dealer, but it may assist in the check-in process.



What if you already paid for seat warmer repair?

If you have already paid for the inspection, repair or replacement of the seat warmer or the seat due to a defect with the seat warmer, prior to receiving this notice, you may be eligible for reimbursement of reasonable repair expenses based on Mazda's repair standards.

Please complete the enclosed "Reimbursement Application Form", include 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 Mazda vehicle, 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 #6.

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, 1200 New Jersey Ave., SE., 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>.

We actively work to improve our products and search for solutions to improve your ownership experience. Please accept our apologies for any inconvenience this recall may have caused you.

Sincerely,

Mazda North American Operations

