

August 12, 2010

TO: All Mazda Dealers

RE: MAZDA3/MAZDA5 Power Steering Update

In previous communications about this subject, I assured you we would keep you updated as we move toward resolution of this situation. As you know, we have been working hand in hand with the National Highway Traffic Safety Administration (NHTSA) since this situation was discovered. A few days ago we again met with NHTSA and discussed what has been happening in great depth, as well as possible next steps.

Since this most recent meeting, we have decided to institute a voluntary recall program. Over the next few months, we will notify the owners of affected 2007-2009 MAZDA3 and MAZDA5s in the U.S., Canada and Mexico of our decision, and provide them instructions to bring their vehicle to a Mazda dealership for replacement of the power steering pump and two high-pressure lines. We will provide dealers a step-by-step process for repairs, as well as all information needed for parts ordering.

In a related development, you may also hear about a purported class-action lawsuit filed recently against MNAO regarding this situation. This lawsuit, filed in Federal Court, alleges deceptive and/or misleading actions by MNAO, in conjunction with the power steering system. We believe these claims are completely without merit and intend to vigorously defend the lawsuit. Although I wanted to acknowledge the lawsuit in this letter and let you know at a high level our view regarding the matter, there is no further information I can provide, as it is Company policy to not discuss ongoing litigation.

Be assured that, our customers – and your friends and families – remain Mazda's highest priority. They remain safe in their MAZDA3s and MAZDA5s.

Best regards,

Robert T. Davis Senior Vice President, Quality, Research and Development



## 2007-2009 MAZDA3 and MAZDA5 Power Steering Voluntary Safety Recall 6010H

Mazda has decided to conduct a voluntary recall program. Over the next few months, we will notify the customers of affected 2007-2009 MAZDA3 and MAZDA5s in the U.S., Canada and Mexico of our decision, and provide them instructions to bring their vehicle to a Mazda dealership for replacement of the power steering pump and two high-pressure lines. We will provide dealers a step-by-step process for repairs, as well as all information needed for parts ordering by September 8<sup>th</sup>.

Be assured that, our customers remain Mazda's highest priority. They remain safe in their MAZDA3s and MAZDA5s.

## Q1 What is the problem?

A1 Due to a manufacturing error, rust was able to form in the power steering pipe assembly. In some cases, the rust may detach from the pipe and enter the power steering pump bearings. As a result, the bearing lubrication is reduced, leading to greater sliding resistance and a greater load being placed on the electric motor that drives the gear, causing the gear motor to cut out at a high temperature. The warning light may then illuminate when the pump stops, and the steering assist may be lost and it will require more physical effort for the driver to steer the vehicle.

### Q2. Which model years does this recall cover?

A2 2007-2009 Mazda3 vehicles produced from April 2<sup>nd</sup> 2007 to November 30<sup>th</sup> 2008, and 2007-2009 Mazda5 vehicles produced from April 2<sup>nd</sup> 2007 to November 29<sup>th</sup> 2008.

### Q3 When will Dealers receive detailed information about this recall?

A3 Detailed information will be sent to dealers on September 8<sup>th</sup>, 2010.

## Q4 When will customers be notified of the recall?

A4 Mazda will mail a preliminary notification to all customers affected by this recall on September 15<sup>th</sup>, 2010. Due to a limited supply of repair parts and a large number of affected customers, Mazda will send customers a 2<sup>nd</sup> notification of when to bring their vehicle in for the recall repairs over a six month period beginning in September. Refer to the CUSTOMER REPAIR NOTIFICATION SCHEDULE at the end of this document.

### Q5 What type of repairs are involved with this recall?

A5 Replacement of the power steering pump, pipe assembly and flushing the power steering system. The repairs are basically the same as Service Bulletin 06-002/09 "HEAVY STEERING EFFORT WITH POWER STEERING MALFUNCTION INDICATOR LAMP ON AND DTC C1099".

- Q6 Are vehicles which have been previously repaired using Service Bulletin 06-002/09 subject to this recall?
- A6 No, any vehicle previously repaired using Service Bulletin 06-002/09 is not subject to this recall.

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- Q7 What if a customer comes to the dealer with C1099 / heavy steering complaints prior to recall launch?
- A7 Perform Service Bulletin 06-002/09 "HEAVY STEERING EFFORT WITH POWER STEERING MALFUNCTION INDICATOR LAMP ON AND DTC C1099".
- Q8 I have a customer who is not currently / never experienced C1099 or heavy steering, but refuses to drive the car because they are concerned about safety.
- A8 Please explain to the customer they should not be afraid to drive their car. If power steering assist becomes inoperable, the power steering malfunction indicator light illuminates. Steering is still possible, but requires more physical effort. Should this situation occur, customers should pull safely to the side of the road and turn off the engine. After a short period of time (typically up to 15 minutes) restart the engine. The power steering malfunction indicator light may go out, and power steering assist may return. Should a customer experience this condition, they should contact an authorized Mazda dealer.

For additional information and to view a video that illustrates the effects of a loss of power steering assist, please go to MazdaUSA.com and click on <u>2007-2009 MAZDA3 and MAZDA5 Owners see here</u>.

- Q9 Are towing and / or rental cars provided at any time?
- A9 Refer to the chart for towing and rental expense coverage.

	Rental Car / Towing Expense Coverage		
Customer Situation	Rental Car Expense	Towing Expense	
<ul> <li>Customers experiencing lack of power steering assist / steering MIL.</li> </ul>	Mazda covered (Duration of repair).	Mazda covered	
Customers who received 2 <sup>nd</sup> letter of repair notification.	Mazda covered (Duration of repair).	Not covered, unless special circumstances exist. Please contact your DSM.	
<ul> <li>Customers who have not received 2<sup>nd</sup> letter of repair notification.</li> </ul>	Not covered, unless special circumstances exist. Please contact your DSM.	Not covered, unless special circumstances exist. Please contac your DSM.	
<ul> <li>Customers who are not experiencing lack of power steering assist / steering MIL.</li> </ul>			

- Q10 What about Fleet cars which are subject to this recall. What do I do?
- A10 Fleet cars will be treated in the same manner as customer cars.
- Q11 I have used cars / CPO cars at my dealer. What do I do?
- A11 Perform the recall on SOLD VEHICLES PRIOR TO DELIVERY ONLY.
- Q12 Are there any special tools required for the repair?
- Yes, there is a flushing kit required for this repair. All dealers will be sent one kit (at no charge) addressed to the Service Manager's attention prior to September 8<sup>th</sup> Dealer notification. Additional kits may be ordered after September 8<sup>th</sup>. Information on ordering additional kits will be sent with the September 8<sup>th</sup> Dealer notification.

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- Q13 Do we use the same ATF fluid for the recall repair that is required for the current C1099 Service Bulletin 06-002/09?
- Yes and no. There will be a new "flushing" fluid which will be used to flush contaminates from the system, but not used as the final filling fluid. The flushing fluid will be sent to your Dealer in a 55 gallon drum prior to the September 8<sup>th</sup> Dealer notification. The final fill fluid is M-5, which will be sent to your dealer in a small quantity of quart bottles prior to September 8<sup>th</sup>.
- Q14 Our Dealer does not have a fluid pump for a 55 gallon drum. How do we get one?
- A fluid pump will be sent to you (with the flushing kit) at no charge addressed to your Service Manager's attention prior to the September 8<sup>th</sup> Dealer notification.

#### **CUSTOMER REPAIR NOTIFICATION SCHEDULE**

Schedule shows approximate mailing of customer letters (repair notification) based upon the state they reside:

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## **Attention Mazda Service and Parts Managers:**

Mazda Motor Corporation has decided that a defect which relates to motor vehicle safety exists in certain 2007-2009 Mazda3 and Mazda5 vehicles, produced from April 2, 2007 through November 30, 2008.

Certain 2007-2009 Mazda3 and Mazda5 vehicles may have a condition in which a sudden loss of power steering assist could occur at any time while driving the vehicle. If power steering assist is lost, steering is still possible but will require more physical effort, particularly while driving at lower speeds. Unless the driver compensates for the additional effort, the risk of a crash is increased.

The purpose of this campaign is to repair the power steering system by replacing the power steering pump and lines.

#### TIMING

Dealer mailing date: September 10, 2010

Owner notification: All owners of affected vehicles will receive a preliminary notification (1st phase) by first class mail beginning September 15, 2010.

The subsequent notification (2nd phase), instructing owners to bring their vehicle in for the recall repair, will begin in September 2010 and will complete in February 2011.

## **Customer Appointments:**

Customer appointments are critical to overall success and customer satisfaction of this campaign. Mazda requests dealers proactively make appointments for customers and capture the VIN number during the appointment process. This will minimize customer inconvenience due to appointment overflow or parts availability issues.

### **SUBJECT VEHICLES**

Model	VIN REGIGES	Build Date Range
2007 Mazda3 / Mazda5 with EHPAS	JM1 BK**** 71 742201 - 774382 JM1CR**** 70 155460 - 162975	From April 2, 2007 through September 17, 2007
2008 Mazda3 / Mazda5 with EHPAS	All 2008 MY Mazda3 and Mazda5 Vehicles	From June 1, 2007 through July 7, 2008
2009 Mazda3 / Mazda5 with EHPAS	JM1 BK**** 91 187372 – 257722 JM1CR**** 90 327438 – 351393	From July 1, 2008 through November 30, 2008

Note: The asterisk symbol "\*" can be any letter or number.

# MazdaSpeed3 vehicles are excluded since they are not equipped with EHPAS

PLEASE NOTE: Many of the vehicles within the Subject VIN/Build Date Range have already been repaired under the Service Bulletin No. 06-002/09 or 06-001/10. These vehicles are not included in the recall.

### IMPORTANT!:

- Repair procedures for this Recall will be posted to MS3 on September 15<sup>th</sup>, 2010.
- Beginning September 15<sup>th</sup>, 2010, all vehicles within the VIN range of this Recall must use the new repair procedures, part numbers and warranty information when either being repaired for C1099 concerns, or customers who have received their 2<sup>nd</sup> notification for corrective repairs.
- Continue to use Service Bulletin No. 06-001/10 for C1099 repairs with a repair date up to September 14<sup>th</sup>.
- Service Bulletin No. 06-001/10 will be superseded by the Recall repair procedures on September 15<sup>th</sup>.
- Any warranty claim submitted with a repair date of September 15<sup>th</sup> or later using the information from Service Bulletin No. 06-001/10 will be rejected.

#### PARTS INFORMATION

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Power Steering Pump Service Kit	BBM4-32-68ZR	1	Components: Power steering pump (rebuilt), bolts, joint, O-ring
No.1 Pipe	BPY1-32-410	1	Return hose (BP4L-32-684) and Hose clamp (9928-61-900P) are not included. <i>The original ones</i> should be reused.
Gasket	9956-21-400	° 4	
BP DMV ATF (for flushing)	0000-77-0464-DM	1	1 = 55-gallon drum
ATF M-5 (for refilling)	0000-77-112E-01	1	1 = 1 quart
Return Hose	BP4L-32-684	1	If necessary (when damaged during repair)
Hose Clamp	9928-61-900P	1	If necessary (when damaged during repair)
Campaign Label	9999-95-065A-06	1=50 labels	Obtain in MStore (no charge)

### SPECIAL SERVICE TOOLS

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Flushing Kit	MAZ6-010-HKIT	1	Available in MStore
Drum Pump	MAZ6-010-HPUMP	· · ·1 · · · ·	Available in MStore

A flushing kit (P/N MAZ6-010-HKIT) and a drum pump (P/N MAZ6-010-HPUMP) were sent to you on September 8, 2010 and should be received at your dealership no later than September 16, 2010. These Special Service Tools were sent to you free of charge. In addition, a set of 50 campaign labels (P/N 9999-95-065A-06) were included in this shipment.

#### PARTS PRE-SHIPMENT

An initial order of power steering pumps (P/N BBM4-32-68ZR), pipes (P/N BPY1-32-410), gaskets (P/N 9956-21-400), BP DMV ATF (P/N 0000-77-0464-DM) and ATF M-5 (P/N 0000-77-112E-01) will be placed for your dealership on September 10, 2010.

These parts should arrive at your dealership no later than September 17, 2010. A debit memo of "Recall 6010H" will appear on your parts statement for the pre-shipped parts.

## Parts Supply

Availability and timely delivery of the Power Steering Pumps (P/N BBM4-32-68ZR) are critical to the success of this campaign. As such, Mazda has introduced a remanufacturing program for the power steering pump, to expedite parts availability and avoid back-order situations. Your cooperation in returning the power steering pump core in a timely manner is highly appreciated.

Note: Upon receiving the replacement Power Steering Pump (P/N BBM4-32-68ZR), the original pump should be returned the same day using the following instructions. *Do not wait for Warranty Claim Entry or Warranty Parts Requests.* 

- Keep the Power Steering Pump box(es) shipped to you.
- Package the power steering pump according to the instructions provided and place it inside the box.
- Affix the peel off UPS pre-paid shipping label (provided)
- Blue Warranty Return Tag (provided) must be completed and legible.

Failure to follow the above steps will result in a Warranty Claim Debit.

Detailed Pump Core Return Instructions can be found on MS3, and on the Dealer Assistance Group website.

#### PARTS ORDERING

- To Order Pipes (P/N BPY1-32-410), Pumps (P/N BBM4-32-68ZR) and Gaskets (P/N 9956-21-400):
  - You must order these parts using the Parts Ordering web page specifically designed for this campaign. The Parts Ordering web page is located on MX Connect on the Service page and Parts and Accessories page under the Support section.
  - VIN is required for each order.
  - Instructions can be found on the next page and are also available on MS3.

### 2. BP DMV ATF (P/N 0000-77-0464-DM) and ATF M-5 (P/N 0000-77-112E-01);

- a. These parts can be ordered through eMDCS
- b. Please note BP DMV ATF (P/N 0000-77-0464-DM) is only available in 55-gallon drums. Each repair requires 10 quarts for flushing, so each drum has sufficient quantity for about 22 flushes (or 22 repairs).
- c. These fluids are not included in the order for pumps, pipes and gaskets.
- d. Please allow 3-5 business days from order placement to shipment for BP DMV ATF (P/N 0000-77-0454-DM), and 6-8 business days for ATF M-5 (P/N 0000-77-112E-01).
- e. Please order these fluids on a timely manner to avoid depletion.

Instructions for the new Parts Ordering website can be found on MS3, DAG website and MX Connect.

#### WARRANTY INFORMATION

	Replace the Hower Steering Rume and Hisesaar (US-Spec Vehicle)		
Warranty Type	R		
Symptom Code	99		
Damage Code	99		
Process Number	AA030A		
Part Number Main Cause / Quantity	BPY1-32-410 / 1		
	BBM4-32-68ZR / 1		
Related Parts Number	9956-21-400 / 4		
/ Quantity	5555-10-025A / 10 (*)		
	0000-77-112E-01 / 1		
Labor Operation Number	XXF3SARX		
Labor Hours	1.5 hrs		

**Note:** If the return hose (BP4L-32-684) and/or Hose Clamp (9928-61-900P) are replaced during repair due to damage, claim them also as related parts.

(\*) **Note:** Part number 5555-10-025A will reimburse the value of one quart of BP DMV ATF required for flushing the system.

Inspection and repair procedures will be available on the Mazda Service Support System (MS3) website and on eMDCS on September 15<sup>th</sup>. Warranty Vehicle Inquiry will not display affected vehicles until after customer notification on September 15<sup>th</sup>.

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.

For parts or core return questions, contact the Corporate Dealer Assistance Group at (877) 727-6626 Option 2.

For warranty questions, contact the Warranty Hotline at (877) 727-6626 Option 3.

Please make certain that 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. If you have any questions, please contact your Region Manager or DSM.

We apologize for any inconvenience this recall may cause you and your customers. Your understanding and support in carrying out this campaign are greatly appreciated.

#### **Mazda Technical Services**



Attention: Parts & Service Managers

Subject: Recall 6010H – Mazda 3 and Mazda 5 Power Steering – Dealer Web Training for Parts Ordering and Core Return.

Mazda has developed a special parts ordering website, and special core return process, exclusively for the Recall 6010H – Mazda 3 and Mazda 5 Power Steering.

We will be conducting a series of webinars on September 13th, 14<sup>th</sup>, and 15<sup>th</sup>, to walk through this new parts ordering web page, and discuss the core return process for this recall (this is the same core return process currently in place for the ongoing TSB repairs, using the reman pump).

Following are the details and instructions for attending the dealer web-based training sessions:

Date	Time (All Times are Pacific Time. See time zone conversion chart below)	WebEx Meeting ID	
Monday, Sept. 13	9:00am	590.674.874	
100000000000000000000000000000000000000	1:00pm	597 782 797	
Tuesday, Sept. 44	9:00am	597 143 731	
	1:00pm	599 093 882	
Weinedeby, Sept. 15	કા <b>ં</b> લાનું	398 45/27/19	
	13000011	590 4464 (974)	

## All times are Pacific Time.

To participate in the training (please begin logging on / dialing in 5 minutes prior to start time.):

1. Logon to www.meetingcenter.net, select "Join a Meeting," and enter the WebEx Meeting ID (from the table above) for the date/time of the meeting you are attending.

2. Dial in to 366 368 275. You will be prompted for your first and last name. No conference ID or code is required. You will be connected directly into the conference.

#### **Time Zone Conversion Chart**

Pacific	Mountain	Central	Eastern	Alaska	Hawaii
9:00 am	10:00 am	11:00 am	12:00 Noon	8:00 am	6:00 am
1:00 pm	2:00 pm	3:00 pm	4:00 pm	12:00 noon	10:00 am

The training will last approx. 1 hour.

Please plan on attending one of these sessions, for a clear understanding of the parts ordering and core return processes. If you have any questions regarding this training, please feel free to contact me directly.

See you there!

Best regards,

Tom

Tom Hannah | Manager, Parts Inventory Control | Customer Service Division Mazda North American Operations | Irvine, CA 92618 T 949.727.6213 | thannah@mazdausa.com

#### **PUMP CORE RETURN INSTRUCTIONS**

In order to maximize availability of the reman pump, and to maintain a positive flow of the pump cores to Mazda's Remanufacturing Facility, *immediate core return is critical to this process*.

Dealers are requested to return pumps cores <u>the same day as the repair</u>, using the box and packaging included with the ordered part. For pump core returns not using this process, and/or pump cores not received within 30 days of the repair, warranty claims may be subject to debit.

## Every pump ordered includes the following within the package:

- UPS Pre-Paid Return Shipping Label
- Blue Warranty Tag

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- Plastic Shipping Bag
- Pump Core Return Instruction Sheet

### Dealer Pump Core Return Process Steps:

- 1. Drain fluid from the pump core.
- 2. Newly ordered reman pumps are shipped to dealers using two possible packaging styles:
  - a. If the part shipped to the dealer was packaged in a plastic shipping cradle, place the pump core into that same shipping cradle and place both into the plastic bag provided in the new part box. Seal bag tightly.
  - b. If the part shipped to the dealer was packaged in a cardboard honeycomb, place the pump core into the plastic bag, seal tightly and insert both into the cardboard honeycomb packing material.
- 3. Put pump core and packaging into original box of the part shipped to the dealer.
- 4. Using the blue tag provided in the original part box, write:
  - a. Vehicle Identification Number (VIN)
  - b. RO number
  - c. Dealer Name
  - d. Dealer Code
- 5. Copy the RO and staple it to the blue tag.
- 6. Insert blue tag and RO copy into the core shipping box.
- 7. Seal box with standard shipping tape.
- 8. Affix UPS shipping label provided in the box originally shipped to dealer:
  - a. Remove backing material exposing adhesive and place on sealed box.

# 9. Ship the core pump using the next UPS delivery truck arriving at your dealership.

Note: Do not use CoreBloc for return of this core

- 10. Close RO using normal dealer processes.
- 11. Submit warranty claim using normal dealer processes.

### PUMP CORE RETURN FREQUENTLY ASKED QUESTIONS:

- Q: Will there be a core charge for the pump?
- A: Yes, a core charge will be established against the pump core.
- Q: Why does Mazda want pump cores shipped the same day as the repair? This places an undue burden on dealers.
- A: We fully understand our core return process places an additional administrative task on our dealer partners and we apologize for this inconvenience. However, since the pump is remanufactured at the Mazda's Remanufacturing Facility in Richmond VA, immediate return of the pump core is required for a successful reman process. Pump core must be shipped to Mazda's Remanufacturing Facility the same day as vehicle repair.
- Q: What if my core arrives to Mazda's Remanufacturing Facility before we get the warranty claim submitted to Mazda?
- A: Mazda has established a system where the pump core receipt and warranty claim will be matched using the VIN, RO Number, Dealer name and Dealer code. This is why the Blue Tag properly filled out and a copy of the RO stapled to the Blue Tag are critical. If a dealer does not provide the RO copy or completely fill out the Blue Tag, Mazda will not be able to match the pump core receipt to the warranty claim.
- Q: Why do dealers need to go through all of the work to fill out a Blue Tag and staple a copy of the RO to the tag?
- A: We apologize for the additional administrative burden for dealers. However, Mazda has established a system where the pump core receipt and warranty claim will be matched using the VIN, RO Number, Dealer name and Dealer code. This is why the Blue Tag properly filled out and a copy of the RO stapled to the Blue Tag are critical. If a dealer does not provide the RO copy or completely fill out the Blue Tag, Mazda will not be able to match the pump core receipt to the warranty claim.
- Q: If I ship this pump core immediately will I be asked later to return a part to the Parts Test
- A: No. Once Mazda transitions completely to the reman solution, the pump core returns will go directly to Mazda's Remanufacturing Facility.
- Q: What about the OE (new) pumps I have in inventory? Where do I return that core?
- A: Any OE pumps dealers have in inventory can be returned to your facing PDC without any penalties.
- Q: Why won't I be using the CoreBloc core return system for the return of this pump core?
- A: Since we are providing all the required paperwork and shipping labels with the pumps, we expressly do not want dealers to utilize CoreBloc for this campaign. CoreBloc uses different shipping techniques, and prints different documents and shipping instructions, than what we are requiring for this recall. To eliminate any confusion on shipping core pumps, CoreBloc will not be used. The pump part number will not be a valid part number within CoreBloc.
- Q: Then if I'm not using CoreBloc, how do I track my core credits against the pump core I've shipped back?
- A: Mazda will use information supplied on the blue parts return tag and the dealers Repair Order to match core receipt at the Mazda Reman Center with the warranty claim. When the core receipt and warranty claim information matches in the computer system, dealers will be reimbursed the core charge.