



U.S. Department of Transportation
**National Highway Traffic Safety
Administration**

1200 New Jersey Avenue SE
Washington, DC 20590

August 10, 2023

Yasukuni Fukai
Mazda North American Operations
3-1 Shinchi, Fuchu-cho
Aki-gun 7308670

NEF-107ES
23V-553

Subject: Inaccurate Pedestrian Warning Sounds/FMVSS 141

Dear Yasukuni Fukai:

This letter serves to acknowledge Mazda North American Operations's notification to the National Highway Traffic Safety Administration (NHTSA) of a safety recall which will be conducted pursuant to Federal law for the product(s) listed below. Please review the following information to ensure that it conforms to your records as this information is being made available to the public. If the information does not agree with your records, please contact us immediately to discuss your concerns.

Makes/Models/Model Years:

MAZDA/CX-90/2024

Mfr's Report Date: August 4, 2023

NHTSA Campaign Number: 23V-553

Components:

BACK OVER PREVENTION:WARNINGS:EXTERNAL/PEDESTRIAN ALERT
FORWARD COLLISION AVOIDANCE: WARNINGS:EXTERNAL/PEDESTRIAN ALERT

Potential Number of Units Affected: 17,600

Problem Description:

Mazda North American Operations (Mazda) is recalling certain 2024 CX-90 vehicles. Software in the Approaching Vehicle Audible System (AVAS) Information Sound Box (ISB) amplifier may be missing, which can cause inaccurate, external pedestrian warning sounds. As such, these vehicles fail to comply with the requirements of Federal Motor Vehicle Safety Standard number 141, "Minimum Sound Requirements for Hybrid Electric Vehicles."

Consequence:

Inaccurate external warning sounds may confuse pedestrians about the direction of an approaching vehicle, increasing the risk of a crash or injury.

Remedy:

Dealers will update the AVAS ISB amplifier software, free of charge. Owner notification letters are expected to be mailed October 3, 2023. Owners may contact Mazda customer service at 1-800-222-5500 Option 6. Mazda's number for this recall is 6123H.

Notes:

Owners may also contact the National Highway Traffic Safety Administration Vehicle Safety Hotline at 1-888-327-4236 (TTY 1-800-424-9153), or go to www.nhtsa.gov.



Please be reminded of the following requirements:

You are required to submit a draft owner notification letter to this office no less than five days prior to mailing it to the customers. Also, copies of all notices, bulletins, dealer notifications, and other communications that relate to this recall, including a copy of the final owner notification letter and any subsequent owner follow-up notification letter(s), are required to be submitted to this office no later than 5 days after they are originally sent (if they are sent to more than one manufacturer, distributor, dealer, or purchaser/owner).

Under 49 U.S.C. § 30112(a), it is illegal for anyone, including a manufacturer, distributor, dealer, or retailer to sell an item of equipment or vehicle that fails to comply with all applicable Federal motor vehicle safety standards.

As stated in 49 U.S.C. § 30118(f), submission of eight consecutive quarterly reports followed by three annual reports is required. As described in 573.7, submission of the first of eight consecutive quarterly status reports is required within one month after the close of the calendar quarter in which notification to purchasers occurs. Therefore, the first quarterly report will be due on, or before, 30 days after the close of the calendar quarter. The first of three consecutive annual status reports will be due on, or before, 1 year after the eighth quarterly report was submitted.

Mazda North American Operations's contact for this recall will be Emily C. Smith who may be reached by email at emily.c.smith@dot.gov. We look forward to working with you.

Sincerely,



Alex Ansley
Chief, Recall Management Division
Office of Defects Investigation
Enforcement