



## MAZDA DEALER EMAIL

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September 6, 2023

**Attention:** Mazda General, Parts and Service Managers

**Subject:** Launch of Safety Recall 6123H – 2024MY CX-90 - Pedestrian Alert System Warning Sound Error & Suspension of Delivery

Dear Mazda Dealer Partners,

Mazda Motor Corporation has decided to conduct a Safety Recall on certain 2024MY CX-90 vehicles. Please see the description, model, year, and VIN range below for the vehicles in this campaign. This recall will be counted on the Missed Recall Report for September starting on the OPEN Date of September 7, 2023.

### **Subject Vehicles:**

Model	Subject VIN range	Subject production date range
2024 CX-90	JM3 KK *****100045 – 120588	From December 27, 2022, through July 5, 2023

\*Only the vehicles in this range and with a "Open" status in eMDCS are affected. All vehicles produced after July 5, 2023, are not affected.

**Concern Outline:** The pedestrian alert system has a warning sound for driving in reverse but may be activated in any gear other than "reverse", due to missing software in the "AVAS ISB" amplifier. This concern may occur when the vehicle gear selector lever is moved through the various gears relatively quickly. The AVAS alerts pedestrians in the vicinity of the vehicle of its presence by generating an approaching vehicle alert sound while the vehicle is driven at a low speed. An improper AVAS warning can affect perception of vehicle directional movement and may increase the risk of an accident or injury.

### **Suspension of Delivery - Mazda Dealer Action Requested:**

There are approximately 1,600 CX-90 vehicles in dealer inventory or in-transit to dealers. All Mazda dealers must quarantine any affected new, used, or CPO in-stock vehicles until the repair is completed. The affected dealer inventory list is available on Mazda Global Service Support (MGSS). The current inventory list will be updated weekly or bi-weekly on MGSS as needed until all vehicles are allocated.

**Repair Outline & Owner Notification:** Dealers will reprogram software of the AVAS ISB amplifier using M-MDS and Repair Procedures and Parts & Warranty documents are currently available on MGSS. All unrepaired vehicles in this campaign will be in OPEN status by September 7, 2023 and Mazda will directly contact affected owners by U.S. Mail approximately one week later.

**NOTE:** As a reminder, failure to properly perform any recall repair is a direct violation of Paragraph 14(F) of the Dealer Agreement and can cause one or more of the following: Mechanical breakdown or failure, crash or injury, Dealership penalties/fines by Mazda and NHTSA, increased liability risk for the dealership, Missed Recall penalties, loss of customer trust, and a poor Customer Experience. Additionally, vehicles sold by Mazda Canada, Inc. and U.S. Territories are also affected by this recall and should be repaired if presented to your dealership.

**Parts:** There are no parts replaced in this campaign.

To help you effectively perform this recall, Mazda has developed the following resources:

1. Parts and Warranty Information, Repair Procedure, and the affected VIN list are posted on MGSS.
2. For Warranty questions, please contact the Warranty Hotline at [warrantydept@mazdausa.com](mailto:warrantydept@mazdausa.com)
3. For parts questions, contact the Corporate Dealer Assistance Group at (877) 727-6626 Option 2.
4. For recall related questions, please fill out the Dealer Recall Help Form located on [OneMazda](#).

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 are greatly appreciated.

Sincerely,

**Mazda North American Operations**

Travis Young

Manager, Recalls

Technical Services Division