



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

1200 New Jersey Avenue SE
Washington, DC 20590

May 20, 2024

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

NEF-107DM
24V-349

Subject: Brakes May Activate Unexpectedly

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: May 16, 2024

NHTSA Campaign Number: 24V-349

Components:

FORWARD COLLISION AVOIDANCE: AUTOMATIC EMERGENCY BRAKING

Potential Number of Units Affected: 9,914

Problem Description:

Mazda North American Operations (Mazda) is recalling certain 2024 CX-90 vehicles. The brakes may activate suddenly due to the automatic braking system falsely detecting certain objects while driving.

Consequence:

Unexpected braking increases the risk of a crash.

Remedy:

Dealers will reprogram the vehicle control module (VCM) with updated software, free of charge. Owner notification letters are expected to be mailed July 17, 2024. Owners may contact Mazda customer service at 1-800-222-5500 Option 6. Mazda's number for this recall is 6724E.

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. 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).

Please be reminded that under 49 U.S.C. § 30112(a)(3), it is illegal for a manufacturer, to sell, offer for sale, import, or introduce or deliver into interstate commerce, a motor vehicle or item of motor vehicle equipment that contains a safety defect once the manufacturer has notified NHTSA about that safety defect. This prohibition does not apply once the motor vehicle or motor vehicle equipment has been remedied according to the manufacturer's instructions.

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 DeMara Magruder who may be reached by email at demara.magruder@dot.gov. We look forward to working with you.

Sincerely,



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