



MAZDA DEALER EMAIL

June 3, 2025

Attention: Mazda General, Sales, Parts and Service Managers

Subject: Announcement of Safety Recall 7525E - Air Bags May Fail to Deploy After Drained Battery - affecting 2024-2025MY CX-30 and Mazda3 vehicles

Dear Mazda Dealer Colleagues,

Mazda Motor Corporation has decided to conduct a Safety Recall campaign on certain 2024-2025MY CX-30 and Mazda3 vehicles. Please see the description, model, year(s), and VIN range below for all vehicles in this campaign. There are 171,412 vehicles affected by this concern in the U.S. and U.S. Territories. Vehicles produced and sold by Mazda Canada Inc. are also included in this campaign and must be repaired if presented to your dealership following Mazda Warranty policy 3.30.

Subject Vehicles:

| Model | Plant | Subject VIN range | Production date range |
|---------------------|------------------|------------------------------|--|
| 2024-2025 CX-30 | Mexico (MMVO) | 3MVDM**** RM 600011 - 721480 | From August 22, 2023 - January 13, 2025 |
| | | 3MVDM**** SM 750008 - 805821 | |
| 2024-2025 Mazda3 | Mexico (MMVO) | 3MZBP**** RM 400011 - 437463 | From September 5, 2023 - January 15, 2025 |
| | | 3MZBP**** SM 450011 - 465060 | |
| | Japan (MC) | JM1BP**** R1 650003 - 722424 | From May 25, 2023 - November 18, 2024 |
| | | JM1BP**** S1 750004 - 771709 | |

**Only VIN's in this range and with an "Announced" or "Open" status in eMDCS are included.

Concern Outline: If the battery becomes completely depleted by leaving the ignition switch in the "ON" position for two hours or more without the engine running, the SAS unit will store an internal fault. If the battery is then recharged and the vehicle is restarted, the air bag warning light will illuminate, and a message indicating an air bag system malfunction will be displayed in the instrument cluster. In this condition, the air bags will not deploy in the event of a crash.

Repair Outline: The repair procedure for most vehicles is a reprogramming of the SAS unit. Repairs can be performed once instructions are posted to Mazda Global Service Support (MGSS). There are 3,476 Japan built (VIN begins with JM1BP) vehicles where the SAS unit must be replaced with an improved part. **There will be a repair calculator available in MGSS that must be used for all Japan built vehicles to determine if SAS unit replacement is required.**

VITALLY IMPORTANT! After all updates are completed, technicians must use MDARS to push the ODR session data on each VIN. This step is critical and included in the repair procedure. If the ODR data is not pushed, the warranty claim processing and subsequent closure of the campaign(s) will not occur. The ODR data is validating that the SAS unit reprogramming or replacement (if required) was successfully completed before accepting the warranty claim.

ACTION ITEM - STOP DELIVERY: All dealer inventory types; New, Certified Pre-Owned, or Used can be sold but not delivered until repaired. There are approximately 4,500 new vehicles in dealer stock and 700 in transit to dealers. **All affected dealer inventory types with Recall 7525E must be repaired prior to delivery. The number of affected units at your dealership can be seen in Inventory & Sales 2.0 in eMDCS and VIN list (via an internal MNAO Recall report) will also be provided to your District Service Manager by noon on June 3, 2025.**

Parts: Repair parts are being prepared by the supplier in Japan and will be ready in late July 2025.

Owner Notification: All owners will be notified via U.S. Mail no later than July 28, 2025.

NOTE FOR ALL RECALL CAMPAIGNS: 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 consequences by Mazda and NHTSA, increased liability risk for the dealership, Missed Recall consequences, loss of customer trust, and a poor Customer Experience.

To help you effectively perform these campaigns, Mazda has developed the following resources:

1. Repair Procedure & Warranty documents will be posted to MGSS on or before June 5, 2025. View Content searching of recall 7525E is available immediately (by VIN) and Keyword Searching will be available the next business day June 4, 2025.
2. For warranty questions, please contact the Warranty Hotline at warrantydept@mazdausa.com.
3. For parts questions, contact the Corporate Dealer Assistance Group at corpdag@mazdausa.com or by calling (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 campaign before responding to customer inquiries. We apologize for any inconvenience this campaign may cause you and your customers. Your understanding and support are greatly appreciated.

Sincerely,

Mazda North American Operations

Travis Young

Manager, Recalls

Technical Services Division

