



November 1, 2012

Attention Mazda Service Managers:

Mazda Motor Corporation has decided to conduct a Mazda Service Program (MSP) on certain 2012 Mazda3 vehicles equipped with 2.0L direct injection engines and produced from September 25, 2011 through March 27, 2012.

On certain Mazda3 vehicles, when using high evaporative winter fuel, if the vehicle is stopped and idling for longer than 20 minutes, there is a possibility that the fuel inside the high-pressure fuel pump may be raised to a higher temperature than usual. If the fuel temperature is higher than the fuel vapor temperature, the fuel supply to the injector may be insufficient and potentially cause one of the following conditions:

- The vehicle may experience rough idle and/or a malfunction indicator light (MIL) may illuminate with DTC P0191 (fuel pressure sensor circuit range/performance problem) stored in the PCM memory.
- The engine may stall during stop after idling for a long time, and may not restart for a certain period of time.

Please perform **MSP 38** on all applicable vehicles in dealer inventory and when owners bring their vehicles for maintenance or other service work. Please inform the customer that the power control module will be reprogrammed to the latest calibration **free of charge**.

IMPORTANT: Please remind your Service Consultants to run a Warranty Vehicle Inquiry using eMDCS for every vehicle that comes through your service drive. This report will indicate if the vehicle is applicable to MSP36 as well as any other open Service Campaign or Recall.

Service Bulletin 01-024/12, which provides repair procedures and warranty claim submission information, is attached and is also available on the Mazda Service Support System (MS3) and eMDCS websites.

MSP 38 documents will be sent to you via USPS mail on November 2, 2012.

Warranty claims for MSP 38 will be accepted (one time only per vehicle) for unlimited time and mileage.

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

Your support in carrying out this program is greatly appreciated.

Sincerely,

Mazda Technical Services