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Subject: ENGINE CRANKS BUT WILL NOT START IN COLD WEATHER (NO DTCs)	Bulletin No: 01-005/13
	Last Issued: 02/08/2013

APPLICABLE MODEL(S)/VINS

2010-2013 Mazda3 (2.0L LF FED emission) vehicles with VINs lower than JM1BL*****768364 (produced before December 17, 2012)

DESCRIPTION

Some vehicles may experience difficulty with engine starting in the winter (cranks but no start), but can be started using the de-choke mode with no DTC recorded. This is caused by improper control logic of the PCM. To correct the problem, the control logic of the PCM has been changed.

De-choke Mode

1. Fully depress the accelerator pedal and crank the engine for 4 to 5 seconds.
2. Turn the ignition switch to the LOCK position and release the accelerator pedal.
3. Start the engine without depressing the accelerator pedal.

Customers having this concern should have their vehicle repaired using the following repair procedure.

REPAIR PROCEDURE

1. Try to start the engine and verify if any DTC is recorded.
 - If the engine cannot be started with no DTC, but the engine can be started using the de-choke mode, go to the next step.
 - If a DTC is recorded or the engine cannot be started using the de-choke mode, perform the troubleshooting according to the MS3 online instructions or the Workshop Manual section 01-03A.
2. Reboot the IDS to clear memory before reprogramming.
3. Using IDS 82.01 or later software, reprogram the PCM to the latest calibration (refer to "Calibration Information" table) by following the "Module Reprogramming" procedure.

NOTE:

- Always update the IDS tool first, then follow on-screen instructions to download the needed calibration file for PCM reprogramming.
- It is not necessary to remove any fuses or relays during PCM reprogramming when the IDS screen prompts you to do so. You may accidentally stop power to one of the PCM terminals and cause the PCM to be blanked, or you may receive error messages during the IDS reprogramming procedure.
- IDS shows the calibration part numbers after programming the PCM.
- Please be aware that PCM calibration part numbers and file names listed in any Service Bulletin may change due to future releases of IDS software, and additional revisions made to those calibrations for service related concerns.

CONSUMER NOTICE: The information and instructions in this bulletin are intended for use by skilled technicians. Mazda technicians utilize the proper tools/equipment and take training to correctly and safely maintain Mazda vehicles. These instructions should not be performed by "do-it-yourselfers." Customers should not assume this bulletin applies to their vehicle or that their vehicle will develop the described concern. To determine if the information applies, customers should contact their nearest authorized Mazda dealership. Mazda North American Operations reserves the right to alter the specifications and contents of this bulletin without obligation or advance notice. All rights reserved. No part of this bulletin may be reproduced in any form or by any means, electronic or mechanical—including photocopying and recording and the use of any kind of information storage and retrieval system—without permission in writing.

- When reprogramming a PCM, IDS will always display the "latest" calibration P/N available for that vehicle. If any calibration has been revised/updated to contain new information for a new service concern/issue, it will also contain all previously released calibrations.
 - **When performing this procedure, we recommend using the "Power Supply" mode in the Battery Management System to keep the vehicle battery up to capacity. If a different charger is used, make sure it does not exceed 20 AMPS. If it exceeds 20 AMPS, it could damage the VCM.**
4. After performing the PCM reprogramming procedure, verify the repair by starting the engine and making sure there are no MIL illumination or abnormal warning lights present.

NOTE:

- If any DTCs should remain after performing DTC erase, diagnose the DTCs using MS3 online instructions or Workshop Manual section 01-02.
- After PCM reprogramming, it is no longer necessary to road test the vehicle to "relearn" KAM (Keep Alive Memory).

CALIBRATION INFORMATION

Spec	MY	Transmission	File Name
FED	2010	M/T	LF8J-188K2-J
		A/T	LF8M-188K2-G
	2011	M/T	LFGT-188K2-E
		A/T	LFGV-188K2-D
	2012	M/T	LFJD-188K2-B
		A/T	LFJE-188K2-C
	2013	M/T	LFNC-188K2-A
		A/T	LFND-188K2-A

NOTE: It is not necessary to order a PCM part for this repair procedure.

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WARRANTY INFORMATION

NOTE:

- This warranty information applies only to verified customer complaints on vehicles eligible for warranty repair.
- This repair will be covered under Mazda's Federal Emission Control Warranty.
- Additional diagnostic time cannot be claimed for this repair.

Warranty Type	A
Symptom Code	01
Damage Code	9W
Part Number Main Cause	5555-RP-PCM
Quantity	0
Operation Number / Labor Hours	XXHA6XFX / 0.3 Hrs.