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TO: Mazda Dealership General Managers, Service Managers, and Parts Managers
DATE: December 2015
**SUBJECT: 2010 Mazda3 Dashboard Upper Panel Sticky Surface
Warranty Extension Program – Special Service Program (SSP) 99**

Mazda Motor Corporation is extending the warranty coverage for dashboards on certain 2010 Mazda3 vehicles produced from October 7, 2008 through April 28, 2010.

For certain 2010 Mazda3 vehicles, the warranty coverage for dashboard replacement for sticky surface condition only is extended to 10 years (120 months) from the original Warranty Start Date, with no mileage limitations. Any other condition for dashboard replacement, such as discoloration, warp, or material splitting, is covered only for 36 months or 36,000 miles, whichever comes first.

On certain subject vehicles that are exposed to severe environmental conditions including high ambient temperature and humidity, the material used in the dashboard may deteriorate over time. If there is prolonged exposure and deterioration, the dashboard could develop a sticky surface. If a sticky dashboard surface condition exists, the dashboard must be replaced.

This is a warranty extension for the specified repair only. Inspection and replacement of non-failed parts will not be eligible for reimbursement to the dealer or customer. This program extends the warranty period for actual failures due to defects in workmanship or materials in accordance with Mazda Warranty Policy and Procedures.

PARTS INFORMATION

SSP99 is a Warranty Extension, not a repair campaign. Orders should only be placed when there is a verified sticky surface condition.

Due to limited manufacturing capabilities by the supplier, owner notifications of replacement parts availability will be conducted in phases. Mazda is working closely with the manufacturer to provide sufficient part supply as quickly as possible.

Description	Part Number	Quantity
Dashboard	BBM4-60-400H-02	1

OWNER NOTIFICATION

Owners of subject vehicles will be notified by first class mail beginning December 30, 2015.

- Owners will be advised that they do not need to bring their vehicle to a dealer if it does not exhibit the affected condition.
- Due to repair parts availability, owners will be advised in the first notification letter that the repair parts are in short supply and that a second notification letter will be provided when sufficient repair parts become available.

This package contains important information about SSP99:

Attachment I	Parts and Service Information
Attachment II	Repair Information
Attachment III	Owner Notification Letter & Reimbursement Form

Service and repair information is available on eMDCS and MS3 (Mazda Service Support System) websites via MXConnect.

For technical assistance, call the Technical Assistance Hotline at (888) 832-8477, Option 3.

For parts questions, please contact the Corporate Dealer Assistance Group at (877) 727-6626, Option 2.

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

Please make certain the appropriate personnel in your dealership are familiar with the details of this warranty extension before responding to customer inquiries. Your understanding and support are greatly appreciated.

Sincerely,



Satoshi Takahashi
Director, Technical Services Division
Mazda North American Operations

WARRANTY EXTENSION

For certain 2010 Mazda3 vehicles, the warranty coverage for dashboard replacement for sticky surface condition only is extended to 10 years (120 months) from the original Warranty Start Date, with no mileage limitations. Any other condition for dashboard replacement, such as discoloration, warping, or material splitting, is covered only for 36 months or 36,000 miles, whichever comes first.

CONDITION OF CONCERN

On certain Mazda3 vehicles that are exposed to severe environmental conditions including high ambient temperature and humidity, the material used in the dashboard surface may deteriorate over time. If there is prolonged exposure and deterioration, the dashboard could result in a sticky surface.

SUBJECT VEHICLES

Model	Affected VIN ranges	Build Date Range
2010 Mazda3	JM1 BL**** A1 100120 – 324924	From October 7, 2008 through April 28, 2010

The asterisk symbol “*” can be any letter or number.

OWNER NOTIFICATION

Mazda will notify all involved U.S. owners by first class mail on December 30, 2015.

- Owners will be advised that they do not need to bring their vehicle to a dealer if it does not exhibit the affected condition.
- Due to repair parts availability, owners will be advised in the first notification letter that the repair parts are in short supply and that a second notification letter will be provided when sufficient repair parts become available.
- The first notice will also advise owners that any previous repairs relating to the dashboard sticky concern will be eligible for reimbursement if the repair was performed at owner’s expense.

Refer to the owner letter and reimbursement form in Attachment III.

PARTS INFORMATION

Parts are currently in extremely short supply. Mazda is working closely with the manufacturer to provide sufficient part supply as quickly as possible.

Description	Part Number	Quantity
Dashboard	BBM4-60-400H-02	1

SSP99 is a Warranty Extension, not a repair campaign. Orders should only be placed when there is a verified sticky surface condition.

WARRANTY CLAIM PROCESSING INFORMATION

	Replacement of Dashboard
Process Number	AF044A
Symptom Code	87
Damage Code	9B
Part Number Main Cause & Quantity	BBM4-60-400H-02 & 1 pc
Labor Operation	XXL94XRX
Labor Hours	1.7 H
Period Covered	Beyond New Vehicle Limited Warranty period, and Within 10 years/unlimited mileage

RENTAL CAR INFORMATION

Mazda will authorize rental and service loaner vehicles on a limited basis. We are requesting dealer understanding and partnership regarding rental and loaner vehicle utilization. ***Please make every effort to utilize alternative transportation solutions in place of rental use.***

Rental Car Warranty Claim Information

	Rental Agency Vehicle	Dealer Loaner Car Fleet Vehicle
Warranty Type Code	A	A
Symptom Code	99	99
Damage Code	99	99
Part Number Main Cause	5555-SS-P99R	5555-SS-P99L
Part Quantity	0	Number of days loaner car was used Mazda pays \$35.00/day
Labor Operation Code	MM024XRX	MM024XRX
Labor Hours	0.0	0.0
Sublet – Rental Car		
Sublet Invoice Number	Number from Rental Invoice or Dealer Purchase Order	
Sublet Type Code	Enter "Z9" (other)	
Sublet Amount	Up to \$30.00 per day for the number of days customer had rental car	
Sublet Text	Number of days rental car was supplied to customer	

Rental expenses exceeding the two-day limit will require prior DSM Authorization, as outlined in the Mazda Rental Car Reimbursement Program policy.

VERIFY THE VEHICLE IS APPLICABLE TO SSP99

1. Verify the vehicle is within the following ranges:

Model	Affected VIN ranges	Build Date Range
2010 Mazda3	JM1 BL**** A1 100120 – 324924	From October 7, 2008 through April 28, 2010

The asterisk symbol “*” can be any letter or number.

- If the vehicle is within the above ranges, go to Step 2.
- If the vehicle is not within the above ranges, SSP99 is not applicable.

2. Perform a Warranty Vehicle Inquiry using your eMDCS System.

eMDCS System – Warranty Vehicle Inquiry Results:

If eMDCS displays:	Action to perform:
SSP99 PRELIM LTR	Customer has not received the “parts available” letter. Advise customer to wait until they receive another notice advising that replacement parts are available
SSP99 OPEN	Proceed to “Repair Procedure” of SSP99 only if the vehicle exhibits dashboard sticky surface.
SSP99 EXPIRED	Vehicle is outside the warranty time limitation.
SSP99 is not displayed	SSP99 does not apply to this vehicle.

Note: This is a warranty extension program. Application of a campaign label is not necessary.

REPAIR PROCEDURE

Please refer to Attachment II.

2010 MAZDA3 DASHBOARD UPPER PANEL STICKY SURFACE SSP99

A. DESCRIPTION

On certain subject vehicles that are exposed to severe environmental conditions including high ambient temperature and humidity, the material used in the dashboard may deteriorate over time. If there is prolonged exposure and deterioration, the dashboard could develop a sticky surface. If a sticky dashboard surface condition exists, the dashboard must be replaced.

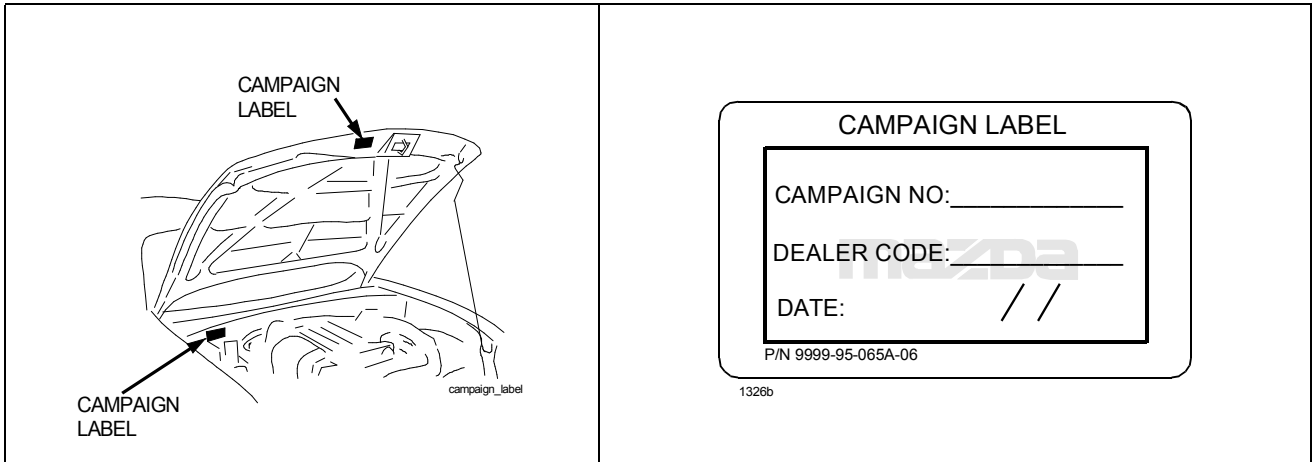
B. VEHICLE INSPECTION PROCEDURE

- 1. Verify that the vehicle is within one of the following ranges:

Model	VIN Range	Production Date Range
2010 Mazda3	JM1 BL**** A1 100120 - 324924	From October 7, 2008 through April 28, 2010

- If the vehicle is within the above ranges, proceed to step 2.
 - If the vehicle is not within the above ranges, SSP99 is not applicable.
2. Perform a Warranty Vehicle Inquiry using your eMDCS System and inspect vehicle for a Campaign Label **SSP99** attached to the vehicle's hood or bulkhead. Refer to eMDCS System - Warranty Vehicle Inquiry Results table below.

NOTE: Verify SSP99 number as the vehicle may have multiple SSPs.

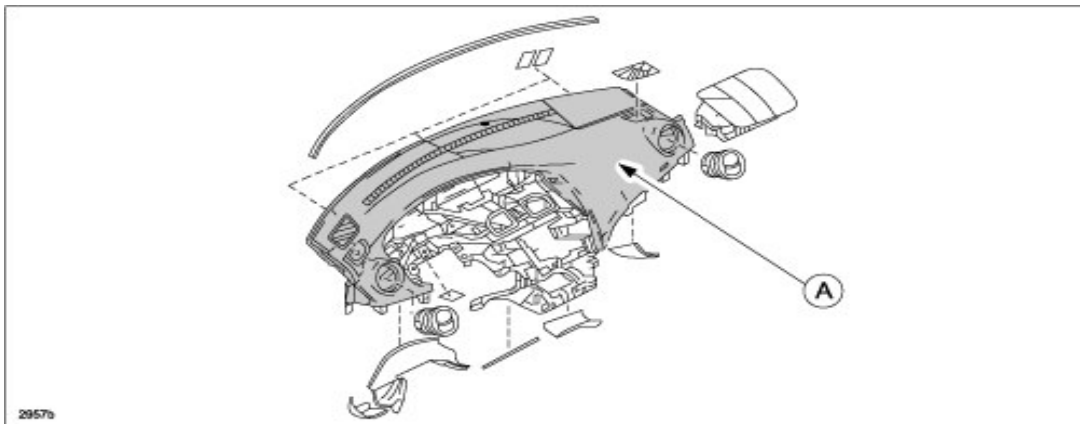


eMDCS System - Warranty Vehicle Inquiry Results

If eMDCS displays:	Campaign Label is:	Action to perform:
SSP99 OPEN	Present	Contact the Mazda Warranty Hotline at (877) 727-6626, Option 3, to update vehicle history.
	Not present	Proceed to "C. REPAIR PROCEDURE"
SSP99 CLOSED	Present	Return vehicle to inventory or customer.
	Not present	Complete a label and apply to vehicle's hood or bulk-head.
SSP99 EXPIRED	Present or not present	Vehicle is outside warranty time limitation. SSP99 is in effect until April 28, 2010, regardless of mileage.
SSP99 is not displayed	Does not apply	SSP99 does not apply to this vehicle. Return vehicle to inventory or customer.

C. REPAIR PROCEDURE

Remove the dashboard upper panel (A).

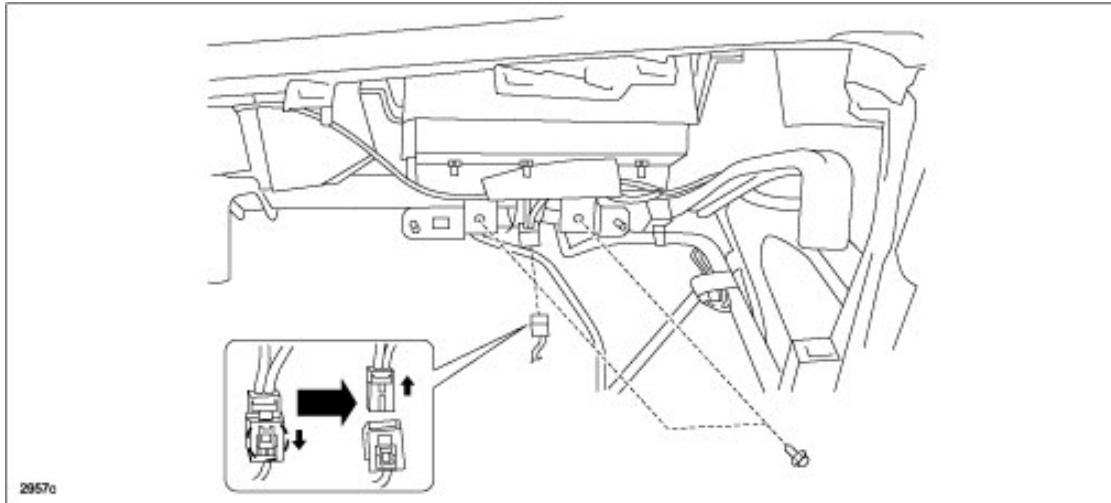


ATTACHMENT II SSP99

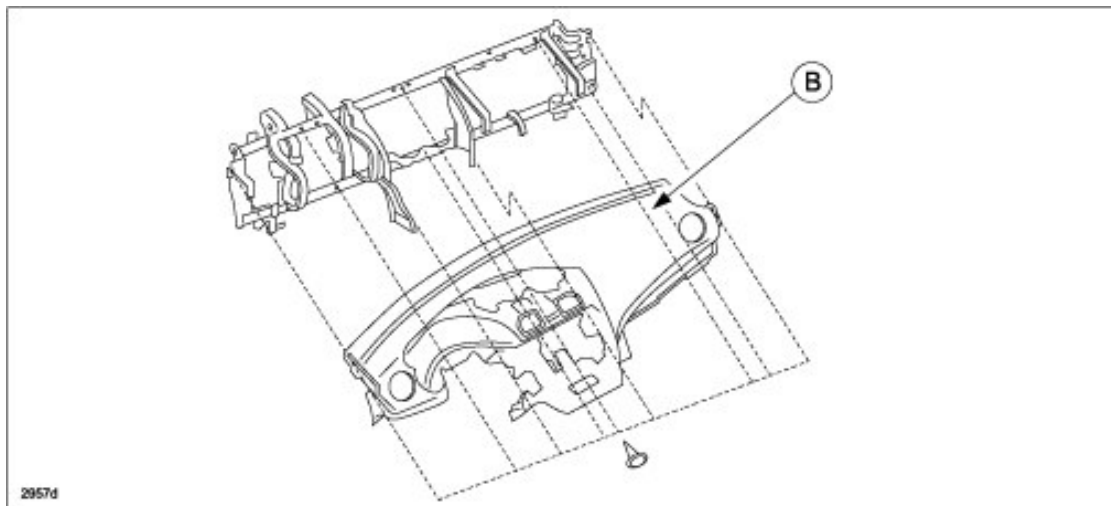
NOTE: A dashboard upper panel removal video has been developed to assist you with repairs. Viewing the video prior to the repair will give you a better understanding of the dashboard upper panel removal.

[CLICK HERE](#) to view the dashboard upper panel removal video.

1. Remove the installation bolt for the passenger – side air bag module.

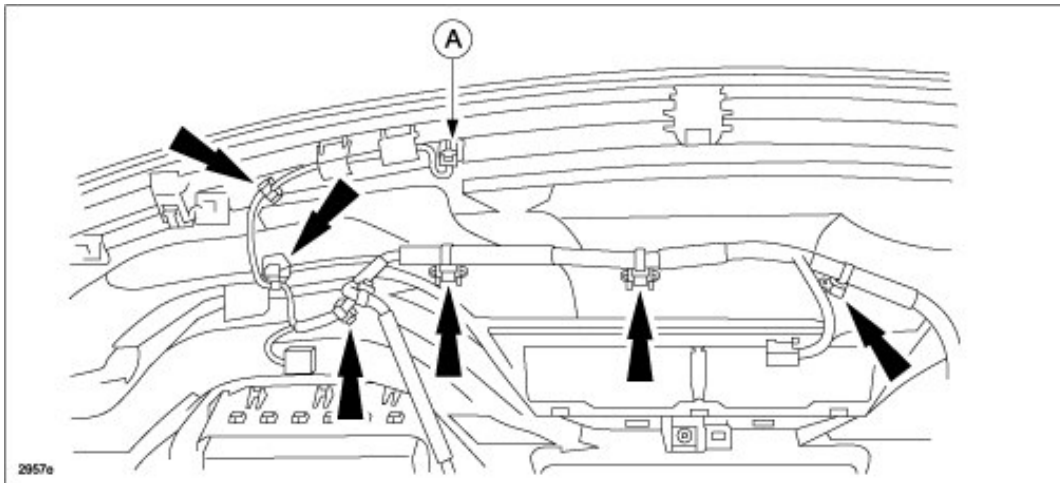


2. Disconnect the connector of the passenger – side air bag module.
3. Remove the screws from the dashboard upper panel (B).



ATTACHMENT II
SSP99

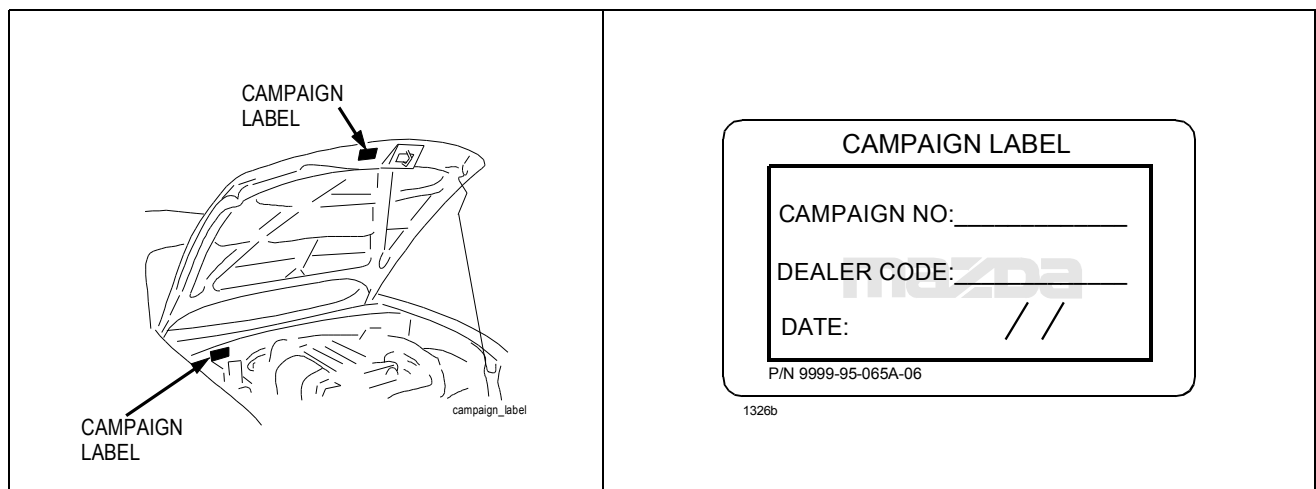
Detach the harness clips of the dashboard upper panel as shown in the below figure (with full-auto air conditioner).



4. Disconnect the solar radiation sensor (with full-auto air conditioner) connector (A).
5. Remove the solar radiation sensor (with full-auto air conditioner).
6. Remove the dashboard upper panel from dashboard upper panel frame.
7. Remove the passenger – side air bag module.
8. Install in the reverse order of removal.
9. Verify repair.

D. CAMPAIGN LABEL INSTALLATION

1. Fill out a blue “Campaign Label” (9999-95-065A-06) with Campaign No: “SSP99”, your dealer code, today’s date, and affix it to the vehicle’s hood or bulkhead as shown in “B. VEHICLE INSPECTION PROCEDURE”.



2. Return vehicle to customer.



ZOOM-ZOOM

December 2015

**2010 Mazda3 Dashboard Upper Panel Sticky Surface
Warranty Extension Program - Special Service Program (SSP) 99**

Dear Mazda Owner:

Mazda Motor Corporation has decided to conduct a Special Service Program (SSP) to extend the warranty coverage for dashboard on certain 2010 Mazda3 vehicles produced from October 7, 2008 through April 28, 2010.

The warranty coverage for applicable repair is extended to 10 years (120 months) from the original warranty start date, with no mileage limitation.

If you are a recipient of this notice, your vehicle is included in this warranty extension program.

What is the problem?

On certain Mazda3 vehicles that are exposed to severe environmental conditions including high ambient temperature and humidity, the material used in the dashboard surface may deteriorate over time. If there is prolonged exposure and deterioration, the dashboard could develop a sticky surface.

What should you do?

If your vehicle has the above sticky dashboard condition, please wait until you will receive another letter from Mazda notifying you that replacement parts are available. Due to limited parts supply, we regret that we are unable to repair your vehicle at this time. As soon as parts are available, we will re-notify you by mail.

If your vehicle does **not** have the above sticky dashboard condition, there is no need to contact your dealer. We suggest you keep this letter with the vehicle's warranty information booklet for future reference.

Mazda North American Operations

7755 Irvine Center Drive
Irvine, CA 92618
T (949) 727-1990

What will Mazda do?

If your vehicle has the above sticky dashboard condition, your Mazda dealer will replace the dashboard free of charge during the terms of this warranty extension program. However, replacement parts are in short supply at this time. You will receive another notification by mail when replacement parts are available.

What if you have already paid for the repair?

If you have already paid for repair or replacement of your dashboard due to sticky surface concerns, you may be eligible for reimbursement of reasonable repair expenses based on Mazda's repair standards.

Please complete the enclosed "Reimbursement Application Form," including the necessary documentation, and mail it to us in the pre-addressed envelope provided, allowing 6-8 weeks for processing.

Where is the closest Mazda dealer?

To locate your nearest Mazda dealer, visit our web site and try our "Locate a Dealer" feature at www.MazdaUSA.com or consult your local yellow pages.

Moved or no longer own this vehicle?

If you have moved or no longer own your Mazda vehicle, please complete the enclosed prepaid *Information Change Card* as soon as possible. This enables us to update our records and notify the current owner. If you are a vehicle lessor receiving this notice, please take steps to ensure that this notice is forwarded to the lessee.

Still have questions?

If you have any questions regarding this program, please contact our Customer Experience Center at (800) 222-5500, option #6. Your satisfaction is a priority for Mazda. We actively work to improve our products and search for solutions to improve your ownership experience. Please accept our apology for any inconvenience this program may have caused you.

Sincerely,

Mazda North American Operations

Mazda North American Operations

7755 Irvine Center Drive
Irvine, CA 92618
T (949) 727-1990

REIMBURSEMENT PLAN

Requirements for Reimbursement

If you meet **all** of the following requirements, you are eligible to receive reimbursement under this plan:

1. You own or lease or have owned or leased a 2010 Mazda3 vehicle built between October 7, 2008 and April 28, 2010.
2. You have paid to repair or replace a dashboard due to sticky surface concern prior to the launch of SSP99.
3. You have an original or legible copy of the paid repair order or invoice receipt showing:
 - Vehicle model and year, and vehicle identification number (VIN)
 - Your name and address at the time of repair
 - Description of the concern reported
 - Repair or replacement of dashboard due to a sticky surface concern
4. Mail this reimbursement application form with the applicable payment receipts in the enclosed envelope to:

Mazda North American Operations
Attn: Recall Reimbursement Dept
P.O. Box 57085
Irvine, CA 92619-7085

Procedure for Reimbursement Request

If you had the dashboard repaired or replaced due to sticky surface concern prior to the launch of SSP99, you may apply for reimbursement by doing the following:

1. Complete and sign the Reimbursement Application Form found on the reverse side of this page.
2. Mail the Reimbursement Application Form with a legible copy of the paid repair order and/or invoice using the enclosed envelope. Include any applicable payment receipts, i.e. credit card receipt, cancelled check, etc.
3. **Retain copies** of the paid repair order or invoice and this application form for your records.
4. You will be reimbursed for the amount you paid for parts and labor for repair or replacement of dashboard only due to the sticky surface concern. Parts and labor paid for items unrelated to the sticky surface concern, such as discoloration, warp, or material splitting, are not covered by SSP99 warranty extension.

If you wish to correspond with Mazda regarding this reimbursement plan, please write to the above address and refer to your vehicle identification number (VIN).

Any reimbursement application form that is incomplete, illegible, or sent without the legible copy of the paid repair order or invoice will be returned for completion. If Mazda has any questions concerning your application for reimbursement, you may be contacted. Please allow 6-8 weeks for processing.

REIMBURSEMENT APPLICATION FORM

2010 Mazda3 Dashboard Upper Panel Sticky Surface Warranty Extension Program –SSP99

(Please type or print)

Name: _____
 First Middle Last

Address: _____
 Street Address

 City State Zip Code

Phone Number: Home: _____
Work: _____

Email: _____

Vehicle Identification Number (VIN): _____
 (17 digits in length)

Total Amount of Reimbursement Requested: _____
 Dollars Cents

INSTRUCTIONS FOR GENERAL RELEASE DESCRIBED BELOW:

- Please read thoroughly
- Fill in vehicle identification number
- Sign the General Release (below)

General Release

I am submitting to Mazda Motor Corporation ("Mazda") a claim for reimbursement for repair or parts replacement performed to date in connection with sticky surface on dashboard.

The vehicle identification number (VIN) is:

VIN: _____

In exchange for Mazda’s payment of that claim, I hereby release Mazda, its agents, and its related entities from all claims for such inspection/repair costs. This release shall benefit Mazda and its authorized agent Mazda North American Operations, its regions/distributors (foreign and domestic), its authorized dealerships, and all their respective directors, officers, agents, employees, divisions, subsidiaries, and affiliated companies. This release shall bind my heirs, successors and assigns.

Dated: _____ Signed: _____

(SEE REVERSE SIDE FOR REIMBURSEMENT PLAN DETAILS)