



ZOOM-ZOOM

TO: All Mazda Dealership General Managers, Service and Parts Managers

DATE: February 2017

**SUBJECT: 2014-2017 Mazda3 and MVSS (Motor Vehicle Safety Standards) Label
Concern Special Service Program (SSP) SSPA8**

Dear Mazda Dealer,

Mazda Motor Corporation has decided to conduct a Special Service Program (SSP) on certain 2014-2017 Mazda3 vehicles built from February 7, 2014 through October 26, 2016.

Certain 2014-2017 Mazda3 vehicles have an incorrect production month/year printed on the Motor Vehicle Safety Standards (MVSS/VIN) label which is located on the B pillar inside the driver's door. On affected vehicles, it is incorrectly printed as 12/99. There are sixty-three (63) vehicles in the United States affected by this SSP.

The purpose of this SSP is to remove the incorrect MVSS label and attach the correct one.

Owners of subject vehicles will be notified by our Customer Experience Center and/or first class mail beginning February XX, 2017.

To help you effectively perform this recall, Mazda has developed the following resources:

1. Warranty and parts information and repair procedures are available on eMDCS and MS3 websites via MXConnect.
2. For technical assistance, contact the Technical Assistance Hotline at 888-832-8477, Option 3.
3. For warranty questions, contact the Warranty Hotline at 877-727-6626, Option 3.

Please make certain the appropriate personnel in your dealership are aware of these resources and are familiar with the details of this program before responding to customer inquiries.

We apologize for any inconvenience this SSP may cause you and your customers. Your understanding and support in carrying out this program is greatly appreciated.

Sincerely,

Akira Ikemoto
Director, Technical Services Division
Mazda North American Operations

CONDITION OF CONCERN

Certain 2014-2017 Mazda3 vehicles have an incorrect production month/year printed on the MVSS (Motor Vehicle Safety Standards) label which is located on the B pillar. On affected vehicles, it is incorrectly printed as 12/99.

Dealers are to replace the MVSS label with a correct one. This repair must be performed at no charge to the vehicle owner.

SUBJECT VEHICLES

Model	VIN Range	Production Date Range
2014-2016 Mazda3	3MZBM****EM101011–GM 316403	From Feb. 7, 2014 through July 1, 2016
2017 Mazda3	3MZBN 1V7X HM 101218 3MZBN 1V73 HM 110665	September 23, 2016 October 26, 2016

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

OWNER NOTIFICATION

Mazda will notify U.S. owners by **first class mail beginning February XX, 2017**. Owners will be informed they should bring their vehicle to their local Mazda dealer for a MVSS label replacement.

TOOL and PARTS INFORMATION

Description	Part Number	Quantity	Notes
MVSS label	None	1	It will be delivered individually(no charge)
Campaign Label	9999-95-065A-08	1=50 labels	Obtain in Mazda e-Store (no charge)

WARRANTY CLAIM PROCESSING INFORMATION

	Replace MVSS label
Warranty Type	R
Process Number	AH004A
Symptom Code	99
Damage Code	99
Part Number Main Cause	7777-SP-N05
Quantity	0
Labor Operation Number	XXN1NXX
Labor Hours	0.3 hrs.*

*The polishing material cost is included in Labor Hours.

2014-2017 MAZDA3 AND 2016 MAZDA2 - MVSS LABEL SSPA8

A. DESCRIPTION

On certain subject vehicles, the MVSS label may have been printed with the incorrect month/year (12/99).

B. VEHICLE INSPECTION PROCEDURE

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

Model	VIN Range	Production Date Range
2014-2016 Mazda3	3MZBM****EM101011–GM316403	From February 7, 2014 through July 1, 2016
2017 Mazda3	3MZBN1V7XHM 01218 3MZBNV73HM 110665	September 23, 2016 October 26, 2016
2016 Mazda2	3MDDJBBV3GM100994	April 15, 2015

- If the vehicle is within one of the above ranges, proceed to step 2.
- If the vehicle is not within one of the above ranges, SSPA8 is not applicable.

2. Perform a Warranty Vehicle Inquiry using your eMDCS System. Refer to eMDCS System - Warranty Vehicle Inquiry Results table below.

NOTE: Verify SSPA8 number as the vehicle may have multiple SSPs.

eMDCS System - Warranty Vehicle Inquiry Results

If eMDCS displays:	Campaign Label is:	Action Required:
SSPA8 Open	Present	Contact the Warranty Hotline at (877) 727-6626, option 3 to update vehicle history
	Not present	Proceed to "C. REPAIR PROCEDURE"
SSPA8 Closed	Present	Return vehicle to inventory or customer
	Not present	Complete a label and apply it to vehicle's bulkhead or hood
SSPA8 is not displayed	Does not apply	SSPA8 does not apply to this vehicle. Return the vehicle to inventory or customer

C. REPAIR PROCEDURE

1. Confirm the printed information on the MVSS label.
 - DATE: Confirm that incorrect production month/year 12/99 is printed on the affected vehicle.
 - VIN: Confirm that the same VIN is printed on the MVSS label of the affected vehicle and the new MVSS label you are going to attach.

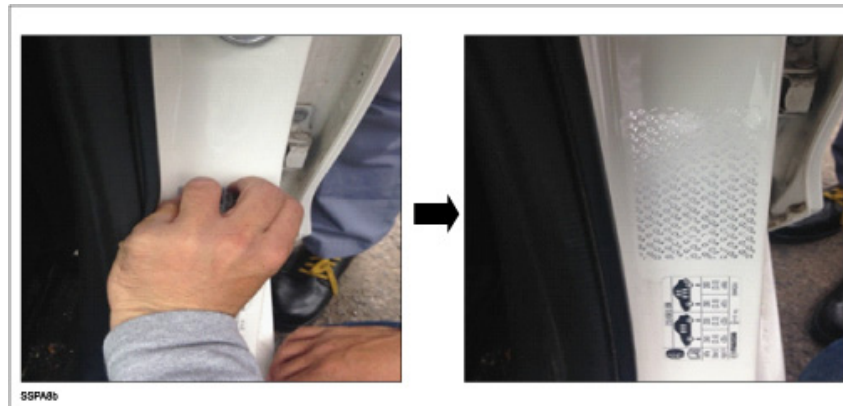


2. Tear off the MVSS label from the edge by hand.

CAUTION: Be careful not to add a scratch to the body.

NOTE:

- If it is difficult to tear off the label, use a dryer to warm the label to make it easier to remove.
- A paste with characters "VOID" will remain after tearing off the label.

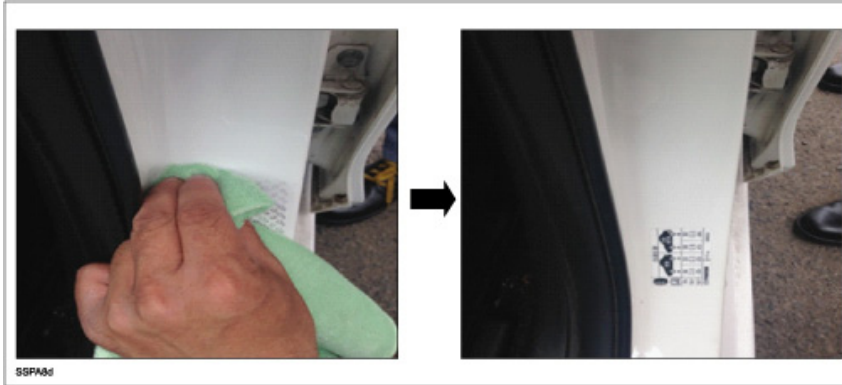


3. Apply a polishing compound to a waste cloth.

NOTE: Mazda recommends using 3M™ Finesse-it™ Polish - K211 or equivalent.



4. Remove the paste completely by polishing.



5. Place the new label to the original position.

CAUTION: Apply the new label carefully to prevent air bubbles under the label.



D. CAMPAIGN LABEL INSTALLATION

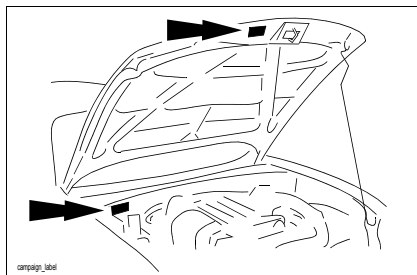
1. Fill out a blue "Campaign Label" (9999-95-065A-06) with Campaign No: "SSPA8", your dealer code, today's date.

CAMPAIGN LABEL	
CAMPAIGN NO:	_____
DEALER CODE:	_____
DATE:	/ /

P/N 9999-95-065A-06

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2. Affix it to the hood or bulkhead as shown:



3. Return the vehicle to customer.