



## MAZDA DEALER EMAIL

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March 14, 2019

**Attention: Mazda Dealership Sales and Service Managers**

**Subject: Mazda Service Program (MSP) 53  
2019 CX-3 & 2018-2019 MX-5 With Direct Tire Pressure Monitoring System (TPMS)  
Panic Alarm System Activates While Driving**

Mazda Motor Corporation has decided to conduct a Mazda Service Program (MSP) on certain 2019 CX-3 vehicles produced from February 27, 2018 through October 12, 2018 and 2018-2019 MX-5 vehicles produced from October 3, 2017 through October 15, 2018.

On certain subject vehicles equipped with Direct TPMS (TPMS wheel sensor is directly mounted on each wheel), it is possible that the panic alarm system may activate while driving, and the horn may sound intermittently, and hazard warning lights may flash. The panic alarm concern will stop after cycling the ignition switch off, then on again. No DTCs are stored.

**Action Required:**

Beginning today, reprogram the body control module (BCM) to the latest calibration using MMDS for all affected CX-3 and MX-5 vehicles in dealer inventory, and when customers bring their vehicles for maintenance, or other service/warranty work. The subject vehicles must not be delivered to customers until the repair of MSP53 is completed. Please inform the customer that the BCM will be reprogrammed to the latest calibration, free of charge.

**If a vehicle is sold with an open MSP53 your Step 3 PDI warranty claim will be subject to debit.**

## SUBJECT VEHICLES

Model	VIN Range	Build Date Range
2019 CX-3	JM1 DK**** K* 400011 – 424446	From February 27, 2018 through October 12, 2018
2018-2019 MX-5	JM1 ND**** J0 200004 – 206216 JM1 ND**** K0 300011 – 302906	From October 3, 2017 through October 15, 2018

Warranty claims for MSP53 will be accepted during Mazda's New Vehicle Limited Warranty term of 36 months or 36,000 miles. Authorization from Warranty Operations is required if the vehicle is outside the New Vehicle Limited Warranty term.

Repair procedure with warranty information is available on MGSS and will also be loaded in eMDCS/Service/Campaign Inquiry. **NOTE: MSP53 search function on MGSS will not be live until Monday March 18, but is present in SI Newly Added under Service Bulletin 09-013/19**

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 MSP53, as well as any other open Special Service Program (SSP) or Recall.

A Mazda Service Program (MSP) is designed to improve customer satisfaction and reduce customer inconvenience. However, MSPs are limited to correcting issues that do not substantially affect vehicle durability, reliability, or performance. Vehicle owners are not notified by mail for MSPs.

We apologize for any inconvenience this program may cause your dealership and your customers. Your understanding and support are greatly appreciated.

Sincerely,

Mazda North American Operations

Akira Ikemoto  
Director, Technical Services Division  
Mazda North American Operations