



MAZDA DEALER EMAIL

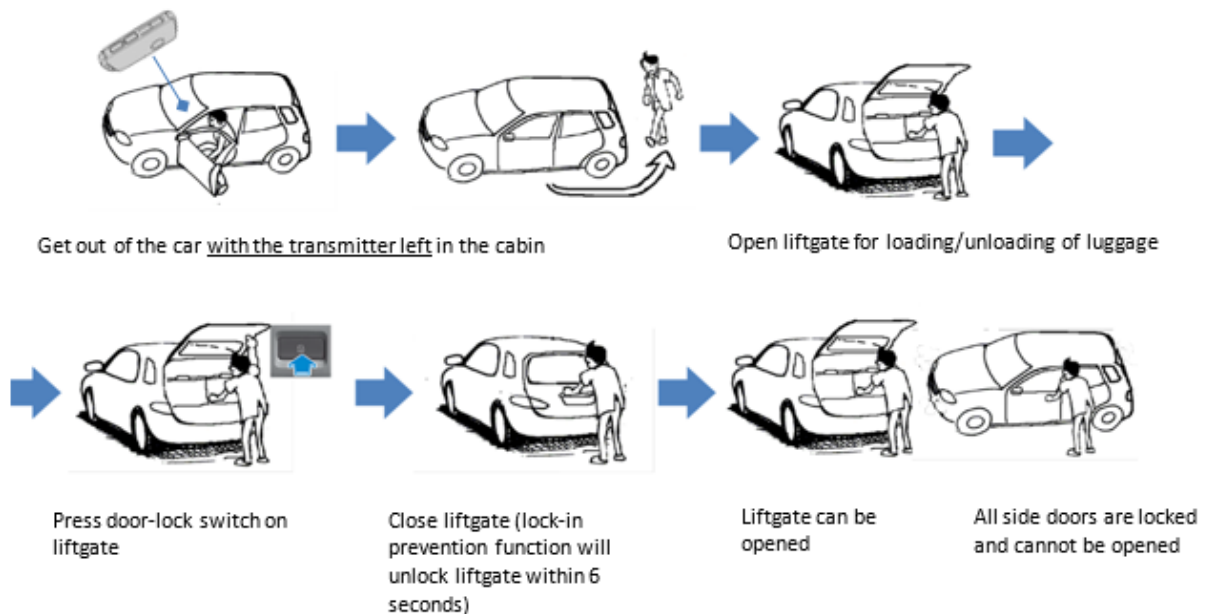
November 14, 2019

Attention: Mazda Dealership Sales and Service Managers

Subject: Mazda Service Program (MSP) 56 - 2019 Mazda3 5HB – Module reprogramming to prevent keys from being locked in the vehicle.

Mazda Motor Corporation has decided to conduct a Mazda Service Program (MSP) on certain 2019 Mazda3 5HB vehicles produced from November 6, 2018 through May 28, 2019.

On certain subject Mazda3 5HB vehicles with the advanced keyless function, all doors, fuel filler door, and the liftgate can be locked by pressing the door-lock switch on the liftgate. If the liftgate door-lock switch is pressed with the transmitter/key left inside the vehicle, all doors will lock and cannot be unlocked from the outside. The liftgate can be unlocked using the liftgate opener because of the lock-in prevention function. This was the original design of the vehicle with advanced keyless function, but the original design does not match customer's expectation. It is difficult to retrieve the keys inside the vehicle through the liftgate especially if the rear seats are blocked (with two child seats, luggage etc.)



Action Required:

Reprogram the body control module (BCM) and low-frequency control unit (LFU) with M-MDS using Mazda Diagnostic and Repair Software (MDARS) for all affected Mazda3 5HB vehicles in dealer inventory, and when customers bring their vehicles for maintenance, or other service/warranty work. The subject vehicles should not be delivered to customers until the repair of MSP56 is completed. Please inform the customer that the BCM and LFU will be reprogrammed to the modified calibration, free of charge. The modified calibration prevents the vehicle from being locked if the keys are still inside. The dealer inventory list will be posted to MGSS by the end of today. Inventory vehicles sold with MSP56 in open status will have any PDI New Car Ready claim debited.

SUBJECT VEHICLES

| Model | Subject VIN range | Subject production date range |
|-----------------|-------------------------------|--|
| 2019 Mazda3 5HB | JM1 BP**** K1 101936 – 142784 | From November 6, 2018 through May 28, 2019 |

There are 12,620 vehicles in this campaign. Warranty claims for MSP56 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. The Related Service Bulletin is available on MGSS which includes the repair procedure and warranty information.

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 MSP56, as well as any other open Special Service Program (SSP), Dealer Rework (DRW) 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