

Service Alert

Mazda North American Operations
Irvine, CA 92618-2922



Subject: BRAND EMBLEM CLEANING CAUTION	Service Alert No.: SA-036/20
	Last Issued: 03/04/2020

APPLICABLE MODEL(S)/VINS

2020 CX-30
2016-2020 CX-3
2013-2020 CX-5
2016-2020 CX-9
2016-2020 MX-5
2013-2020 Mazda3
2014-2020 Mazda6

DESCRIPTION

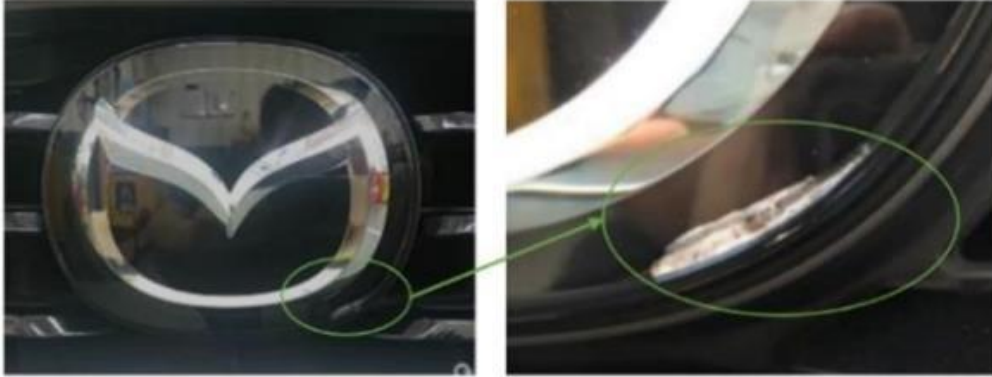
The owner's manual contains procedures and precautions for the maintenance and cleaning of plastic parts, like the brand emblem. However, it is still important to remind customers about these precautions. Customers should never use inadequate, harsh or aggressive cleaning products on plastic parts.

CAUTION: Be aware that when cleaning the brand emblem, never use cleaning products that are highly acidic/alkaline detergent, organic solvents or those with aggressive chemical products, otherwise, the brand emblem may become cracked and/or deformed (as shown in the example below). Always refer customers to the owner's manual for proper cleaning using cold or lukewarm water and a mild, neutral detergent.

Brand emblem damage after cleaning with highly alkaline detergent:

In the example below, after using a highly alkaline detergent (pH10 or more) on the plastic emblem, the inner/bottom portion of the emblem (where liquids are more likely to accumulate) became damaged/deformed within 24 hours.

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.



Warranty Note: Repeat repairs on the same vehicle are subject to review and possible debit.

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