



MAZDA DEALER EMAIL

May 21, 2020

To: All Dealer General, Service and Parts Managers

Customer Service Program (CSP) 04 – Connected Services Deactivated – 2020 CX-30 and 2020 Mazda3.

This is to inform dealers that a Customer Service Program CSP (04) – Connected Services Deactivated has been created to display vehicles that have had all connected services deactivated per customer request.

Outline of Program:



Connected Services have been available for owners of the 2020 Mazda CX-30 and are now available effective Monday May 18th, 2020 for all current 2020 Mazda3 owners. However, some owners may wish to remove all connected services data from being transmitted from their vehicle. To remove all connected services from their vehicle, the owner must contact the Mazda Customer Experience Center (CEC). Mazda has established a procedure to deactivate (Opt-Out) Connected Services. Once the vehicle has been deactivated by the CEC, Mazda Warranty and Recalls team will add the VIN to this CSP so it displays on eMDCS giving dealers the visibility that connected services data is not available on this vehicle.

Note: The Mazda Vehicle Owner must contact the Mazda Customer Experience Center directly as Mazda dealer staff cannot verify ownership for the customer. You can contact the CEC on the customer's behalf and transfer the phone to the owner of the vehicle to start the Opt-Out Procedure.

Opt-Out Procedure




If a customer wishes to "Opt-Out" of Connected Services, the Owner must contact the Mazda Customer Experience Center at 1-800-222-5500, Option #6 to verify ownership and begin the process of Opt-Out. The owner will need to have their Vehicle Identification Number (VIN) available. Advise the owner to request an Opt-Out for Connected Services. Once the procedure is completed, the VIN will be added to CSP04 and the vehicle will display CSP04 in Warranty Vehicle Inquiry. There is no repair required, it is informational only. The VIN addition takes approximately 2 business days. For owners that Opt-out the Connected Services in the vehicle will show an "X" for the reception bars (see graphic below).

The following indication conditions indicate that communication is not operating normally:

Other		Currently conducting an operation check of the communication unit. If this condition continues, consult an Authorized Mazda Dealer.
		The communication unit is unsubscribed. A Connected Service contract has been ended.

Reactivation Procedure

If a customer wishes to “Reactivate” Connected Services or if your dealership now owns a vehicle in which this CSP04 displays as open in Warranty Vehicle Inquiry, have the Owner of the vehicle contact the Mazda Customer Experience Center and have their Vehicle Identification Number (VIN) available. Advise the owner to explain they want Connected Services Reactivated. Once Reactivation has taken place, the vehicle will be removed from the CSP and CSP04 will no longer appear in the Warranty Vehicle Inquiry. The update will be complete in approximately 2 business days. After reactivation, the owner will be able to sign up again for Connected Services as long as the signal is present (see graphic below).

Level	Indication	Explanation
Out of service area		Radio waves are not being received. Move to a location with good radio wave reception.
Weak		The radio wave reception level is weak
Strong		Good reception

Owner Notification:

There will be no owner notification with this Customer Support Program. If the owner has any questions about this program, please have them contact the Mazda Customer Experience Center.

Available Resources:

For additional information regarding Connected Services, please refer to the FAQ’s available on Mazdausa.com here: <https://mazda.custhelp.com/app/answers/list/c/19>

In addition to this dealer email we have created a “CSP04– Instructions to Dealers” document on the Mazda Global Warranty System - There is no repair or warranty information for this CSP. Please refer the customer to the Mazda Customer Experience Center to “Opt-out” or “Reactivate” from Connected Services.

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

Sincerely,

Travis Young
 Manager, Recalls
 Technical Service Division
 Mazda North American Operations

