



MAZDA DEALER EMAIL

July 16, 2020

Attention: Mazda General, Parts and Service Managers

Subject: **Campaign Re-Activation:** Customer Satisfaction Program CSP (06) – Enable Connected Services for all 2019 Mazda3 Vehicles

Dear Mazda Dealer Partners,

Mazda Motor Corporation has decided to conduct a Customer Satisfaction Program CSP (06) for all 2019 Mazda3 vehicles to enable Connected Services.

On July 6, this campaign was temporarily suspended due to software programming concerns. The concern was identified and the fix has been implemented in MDARS and validated by several dealerships on July 15. Effective immediately the CSP06 campaign is re-activated, and all affected VINs will show as open in the Warranty Vehicle Inquiry screen located in eMDCS. Please repair all affected new and used inventory at your dealership and program all affected customer vehicles as they come in for service.

Important: Updated repair procedures have been posted to MGSS. Please ensure your teams use the most updated repair procedures available in MGSS under this CSP.

Affects 32,482 US vehicles

Models	Subject VIN range	Subject production date range
2019 Mazda3 (All)	All	All

Concern Outline:

As part of Mazda's commitment to giving customers the best experience possible, Connected Services will be added as a feature of the 2019 Mazda3 this Fall. To ensure the vehicle will work with Connected Services, several modules in the vehicle will need to be updated. This Fall customers will receive a notification that Connected Services are available. We are launching this campaign early to hopefully capture all 2019 Mazda3 vehicles that arrive into your dealership so they can be updated and are ready when the customers are notified.

Action Required:

All Vehicles that arrive at your dealership and showing "Open" in eMDCS must have the infotainment CMU software version updated via USB and MGSS and the BCM, TCU & LFU updated with MDARS. **In addition, please have your Service Advisors and BDC employees review**

the below customer communication from Marketing “Service Advisors and BDC Employees” and share this specific information with the customer after the vehicle has been updated under CSP (06).

Owner Notification:

The Mazda Marketing team will notify U.S. owners by a MyMazda App push notification or email in October 2020 that connected services are available for their vehicle. Owners will be advised to register their vehicle for connected services on the MyMazda App. Customer vehicles with CSP (06) that have not been completed will be directed to their local Mazda dealer for module reprogramming.

Service Advisors and BDCs employees – Please share the following with your customers that have CSP06 completed.

As part of Mazda’s commitment to giving you the best experience possible, Connected Services will be added as a feature of your 2019 Mazda3 this Fall. We have updated several modules in your vehicle to get it ready for service activation this Fall. To ensure you are notified that this feature is now available to you, please install the MyMazda app and register your 2019 Mazda3, if you have not already done so. This way, you will be the first to receive a notification when Connected Services are available, and you can connect your vehicle immediately with no need to revisit the dealer. Once you activate your 3 years of free Connected Services, you will be able to lock or unlock your vehicle’s doors remotely, check vehicle status from your phone, start and stop your vehicle from inside your home (A/T vehicles only), and receive alerts when your vehicle needs servicing.

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

1. Updated Warranty Information and Repair Procedures are posted to MGSS.
2. For Warranty questions, contact the Warranty Hotline at (877) 727-6626, Option 3.
3. Vehicles will display in eMDCS as “Open” on July 16, 2020.
4. For questions please fill out the Dealer Recall Help Form located on MX-Connect under the Warranty Tab.

Please make certain the appropriate personnel in your dealership are aware of these resources and are familiar with the details of this campaign before responding to customer inquiries. We apologize for any inconvenience this campaign may cause you. Your understanding and support in carrying out this campaign is greatly appreciated.

Sincerely,
Travis Young
Manager Recalls, Technical Services Division
Mazda North American Operations