



MAZDA DEALER EMAIL

August 31, 2020

Attention: Mazda General, Parts and Service Managers

Subject: ****UPDATE** - Customer Service Program CSP (06) – Enable Connected Services for all 2019 Mazda 3 Vehicles.**

Dear Mazda Dealer Partners,

As you are aware, Mazda Motor Corporation is conducting Customer Service Program CSP06 for all 2019 Mazda3 vehicles in order to prepare the vehicle for Connected Services. While Mazda dealers across the US have already completed CSP06 on over 5,300 eligible VINs, there are roughly 27,000 vehicles left to prepare.

We want to remind you once CSP06 has been performed, please ensure customers are educated on the timing for the Connected Vehicle (CV) services to be turned on. Unfortunately, there have been a number of customers who've had CSP06 performed who have then contacted the CEC inquiring how and when they can turn on their CV functions.

Action Required: Dealer Service Advisors and BDC employees

Please share the following information with your customers that have CSP06 completed at your dealership.

As part of Mazda's commitment to giving you the best experience possible, Connected Services will be added as a feature of your 2019 Mazda 3 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 Mazda 3, 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, and receive alerts when your vehicle needs servicing.

Action Required: Technicians and Service Advisors

A change was made to the last step of the repair procedure on August 26, 2020 where the technician must print out a "Customer Communication" document and hand to the customer or Service Advisor after repairs are completed. This document will ensure that the owner understand their vehicle is ready for Connected Vehicle when activated in Fall 2020.

Please see MGSS screen shot below with updated Description and Repair Procedures

CSP06 - 2019 MAZDA3 MODULE UPDATE FOR CONNECTED SERVICES

S1121967

CAMPAIGN NUMBER: CSP06

CAMPAIGN TYPE: Other Campaigns

DESCRIPTION

To all Service Staff, please see the newest repair procedure updated today, August 26, 2020 that advises to please print out and give each owner the Customer Communication document after the CSP06 update.

CSP06 campaign is currently in open status for all affected VINs' in the Warranty Vehicle Inquiry screen located in eMDCS. **The Connected Vehicle services will launch in October, this campaign is designed to prepare the vehicle for the customer so that it is ready once Connected Vehicle services is activated. This also means Connected Vehicle services is not active. Please have your Service Advisors and BDC employees review the 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).**

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.

Customer Communication
Dealer Email UPDATE 7/16/2020
Warranty Information
Repair Procedure UPDATE 8/26/2020
Service Caution for Reprogramming

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.

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