



Subject: MULTI-MODEL - MAZDA MOBILE START CUSTOMER SATISFACTION PROGRAM	Campaign No.: CSP05
	Last Issued: 11/10/2020

DESCRIPTION

Attention Technicians and Service Managers - Please review the document before starting any repairs.
Repair Procedure Overview - PLEASE READ BEFORE STARTING ALL REPAIRS

Dear Mazda Dealer Partners,

As shared previously, due to planned industry-wide changes in mobile network infrastructure and wireless technology, the Mazda Mobile Start (MMS) accessory was no longer offered beginning with 20MY vehicles. These technology changes are scheduled to occur in late 2021 as our service provider transitions away from a 3G network which currently supports the MMS application and its vehicle operations for all active legacy accounts. As a result, **the MMS application and its vehicle operations will no longer work after September 30, 2021** for these legacy accounts and their respective vehicle owners.

In an effort to provide advance notice and be transparent, and also to lessen the inconvenience of this situation - **On 11/12/2020, all active MMS account holders will be informed of this news** and will be presented with their choice of **one** of following goodwill offers:

- A new, replacement remote-engine start system (**key fob transmitter type**)
- Installation of Apple CarPlay™ / Android Auto™
- A \$1000 voucher towards the purchase or lease of a new Mazda vehicle

This goodwill activity will be coordinated through Customer Satisfaction Program - **CSP05 MMS Goodwill** that has been attached to this email, along with voucher information for your reference. All goodwill offers require removal of the existing MMS system - instructions for this removal will be posted and highlighted in the Accessory eCatalog.

In an effort to be most flexible in servicing these impacted vehicle owners, this Customer Satisfaction Program goodwill program will be valid until June 30, 2022 which will allow owners to come in at their convenience to redeem their goodwill immediately or to continue their MMS service until its termination date to redeem after that time.

While this situation is not ideal, we hope this goodwill offer shows customers that Mazda is committed to their interests and experience.

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.