



MAZDA DEALER EMAIL

November 3, 2020

Attention: Mazda General, Parts and Service Managers

Subject: Notification of Customer Satisfaction Program CSP (07) – Non-Functioning Connected Vehicle (CV) Service After Performing CSP (06)

Dear Mazda Dealer Partners,

Mazda Motor Corporation has decided to conduct a Customer Satisfaction Program CSP (07) on certain 2019 Mazda3's that had CSP (06) repaired. Mazda Technical Services has identified 712 vehicles that had CSP (06) repaired, but the customer is unable to activate Connected Services for one or both of the reasons below.

1. The customer is not able to activate Connected Services via the MyMazda app after CSP (06) completion.
2. The MAZDA CONNECT connected vehicle reception strength icon is missing or shows unsubscribed after CSP (06) completion.

Action Required:

All Vehicles that arrive at your dealership and showing "Open" in eMDCS must have the infotainment system checked as outlined in the repair procedure. Please make sure the technician reads the entire repair procedures carefully as this is not the CSP (06) campaign. In addition, more vehicles could be added to this campaign as needed based on information received by Mazda Technical Services. All vehicles will be in Open status in eMDCS starting today, November 3, 2020.

Owner Notification:

Customers who have registered with the MyMazda app will receive a push notification upon launch of the campaign. Otherwise, there will be no formal owner notification so please repair all vehicles with an open CSP (07) campaign as they arrive to your dealership.

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

1. Warranty Information and Repair Procedures will be posted on Mazda Global Service Support (MGSS) by end of today, November 3, 2020.
2. For Warranty questions, contact the Warranty Hotline at (877) 727-6626, Option 3.
3. Vehicles will display in eMDCS as "Open" today, November 3, 2020.
4. For all other questions please fill out the Dealer Recall Help Form located on MXConnect 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

MAZDA NORTH AMERICAN OPERATIONS