



MAZDA DEALER EMAIL

December 15, 2020

Attention: Mazda General, Parts and Service Managers

Subject: Notification of Customer Satisfaction Program CSP (08) – Model Year 2019 Mazda CX-5 Diesel Zero Cost Maintenance Program

Dear Mazda Dealer Partners,

As a way to show our commitment to customer satisfaction and loyalty and to differentiate the launch of the 2019 Mazda CX-5 Signature SKYACTIV-D, Mazda designed the "2019 CX-5 Signature SKYACTIV-D Zero Cost Maintenance Program". This program was announced to all dealers prior to the sale of the 2019 CX-5 Diesel.

Unfortunately, some customers were charged by Mazda dealerships for their scheduled maintenance services. This CSP08 was created as a reminder for dealers to easily track the Zero Cost Maintenance Program. Affected VINs will now display CSP08 Zero Cost Maintenance Program when running a Warranty Vehicle Inquiry.

This program provides:

1. Four (4) factory scheduled services which are required during the first two 2 years or 30,000 miles, whichever comes first, at zero cost to the customer for all 2019 CX-5 Signature SKYACTIV-D vehicles (excluding fleet rental vehicles).
2. Allows the Mazda dealer to provide a premium service experience to our CX-5 Signature SKYACTIV-D owners, and builds a positive, lasting customer experience.

Please refer to the Warranty Information as well as the Sales and Service Checklists that will be posted on MGSS by December 21, 2020.

Owner Notification:

Customers will be emailed in late January 2021 reminding them of their Zero Cost Maintenance Program. As a reminder, CSP programs are not subject to the Missed Recall Report but should always be reviewed to see if they apply to the customer concern if a vehicle is at a Mazda dealer.

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

1. Warranty Information and Check Lists will be posted to Mazda Global Service Support (MGSS) by December 21, 2020.
2. For Warranty questions, contact the Warranty Hotline at (877) 727-6626, Option 3.

3. Vehicles will display in eMDCS as “Open” on December 15, 2020

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.

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

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