



MAZDA DEALER EMAIL

January 21, 2021

Attention: Mazda General, Parts and Service Managers

Subject: Customer Satisfaction Program CSP (05) – Mazda Mobile Start 3G Sunset – AUCTION VEHICLE/USED CAR INVENTORY CLAIM UPDATE

Dear Mazda Dealer Partners,

An update to the CSP05 has been made to address certain non-eligible vehicles displaying CSP05.

Update:

1. A 4th claim option for vehicles has been added to address vehicles in used car inventory or purchased at auction. This may include a vehicle in which the owner is not the registered MMS user or member of the same household. Please refer to the updated documents posted on MGSS for additional information.
2. The 4th claim option is the partial removal of the old MMS system and is required to close the CSP. Do not sell the used vehicle without removing and closing this campaign.
3. The Repair Order must be added to the claim with reason customer did not choose options 1 through 3, e.g., vehicle bought at auction, used inventory, or vehicle owner is not the registered MMS or household customer.
4. Please make sure all sales AND service staff are aware of the new option

As announced Tuesday November 10, 2020, Mazda Motor Corporation has decided to conduct a Customer Satisfaction Program CSP (05) on the models below:

SUBJECT VEHICLES

Model and Model Years	VIN Range	Build Date Range
2016-2019 - CX-5, CX-9, MAZDA6, CX-3 2016-2018 - MAZDA3 2020 – CX-5, CX-9	All**	All**

****Only customers or family member residing in the same household with an active Mazda Mobile Start system installed and CSP05 displaying open in vehicle inquiry are eligible for the benefits under this campaign.**

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