



MAZDA DEALER EMAIL

March 1, 2021

Attention: Mazda General, Parts and Service Managers

Subject: Customer Satisfaction Program CSP (10) – 2015 – 2016 MY Service Reactivation – Warranty Information Available

Dear Mazda Dealer Partners,

As announced February 23rd, 2021, Mazda North American Operations has decided to conduct a Customer Satisfaction Program CSP (10) on the models below:

SUBJECT VEHICLES

Model	Subject VIN range	Subject production date range
2015-2016 Mazda vehicles (Specific VIN's for all models)	Varies**	Varies**

****Only targeted customers, those who received an email regarding the benefits are eligible for this campaign**

OWNER NOTIFICATION

Specific targeted customers will be emailed starting March 1, 2021

Action Required:

1. This campaign is designed to drive inactive owners of 2015 and 2016 Mazda vehicles back to their dealer for a free service offer – a chance to get reacquainted with the benefits of dealer service. It also includes a stackable owner-loyalty offer of \$500 Appreciation Reward in case the customer is ready for a new Mazda (not claimed via the Warranty department).
2. The program covers selected owners of 2015 and 2016 Mazda vehicles who have not had CP service at their assigned dealership in over 18 months as of 1/27/21, and who we have an email address on file (based on Service Smarts data).
3. Mazda will pay dealers \$60 for an oil change and tire rotation and dealers can claim an additional \$15 if they offer vehicle pickup and delivery service and the customer uses this service. Reimbursement will be managed via the warranty claim system. This CSP will be loaded into eMDCS for ease of verifying eligibility. Any OEM or VPM Oil Filters are eligible to be claimed, requires Mazda approved engine oil – bulk and cased goods are eligible.

Warranty Claim Information has been loaded to eMDCS and MGSS and is visible as of today, March 1st, 2021.

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. 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