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| Subject: ACCESSORY ROOF CROSS BAR WIND NOISE AND MISSING CUSTOMER INSTRUCTIONS | Service Alert No.: SA-029/22 |
| | Last Issued : 05/03/2022 |

BULLETIN NOTES

APPLICABLE MODEL(S)/VINS

2023 CX-50

DESCRIPTION

Customers may report excess wind noise from the vehicle and that noise may be coming from the crossbars. As noted in the crossbar instructions, the crossbars should be removed when not in use to reduce fuel consumption from the increased drag and to reduce wind noise. Let the customer know that the instructions show how to install, remove, and adjust the crossbars.

If the customer does not have the instructions or they are missing, print a copy for the customer.

Download a copy of the instructions from the Accessories E-catalog (Installation Instructions).

[A link to the Ecatalog has been added to MGSS under the "MyMazda" tab.](#)

Always click the link for latest instructions. If the instructions are not available online, use the PDF at the bottom.

NOTE: The instructions in the PDF might not be the latest version.

PARTS INFORMATION

BACKGROUND

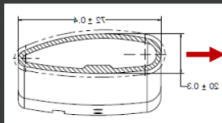
The CX-50 features utility-style crossbars which allow for higher capacity, improved security via an included locking mechanism, and a flat load design. These crossbars also allow for full functionality of the panoramic moonroof while also being easy to remove and re-install as needed. While these are a new design for Mazda, this style of crossbar is common amongst European competitors. These intentionally differ in design and purpose vs our low-profile style of crossbar featured on CX-5 and CX-9, which offer a lower profile and quieter ride, but don't offer as much utility and aren't easily removed. See below for the functional benefits, intended use cases, and target customer, which are aligned with the unique positioning of the vehicle itself vs our other products.

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1 / BASICS - STYLES OF CROSSBARS

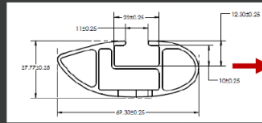
CX-5 / CX-9 STYLE

Low profile, bolt down aero bars



CX-50 STYLE

High standoff, clamp down T-channel bars



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1 / BASICS - STYLES OF CROSSBARS

CX-5 / CX-9 STYLE

Low profile, bolt down aero bars

CX-50 STYLE

High standoff, clamp down T-channel bars

SHAPE

Thin aero cross-section, curved to match roof profile, sits close to roof surface

Thicker cross-section with channel on top, straight bars, sits high (to clear panorama roof)

ATTACHMENT

Bolts to side rails

Clamps to side rails

FUNCTIONAL BENEFITS

- Looks cleaner (fits closer to roof)
- Quiet

- Easy to remove and install
- Flat load surface
- Compatible with T-bolt attachments
- Higher static load capacity

INTENDED USE

- Set and forget
- Best for occasional use

- Install when in use, remove when not
- Carrying large, heavy items (rooftop tent, etc.)
- Attachments requiring secure fixation
- Using with platforms

TARGET CUSTOMER

Casual user; infrequently uses the crossbars to carry things

Active enthusiast; regularly loads outdoor gear on the roof for adventures

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