



MAZDA DEALER EMAIL

March 14, 2024

Attention: Mazda General, Parts and Service Managers

Subject: Launch of Owner Notification Program ONP09 – 2023MY Mazda CX-50 Wind Noise from Roof Rack Crossbars

Dear Mazda Dealer Partners,

Mazda Motor Corporation has decided to conduct an Owner Notification Program on certain 2023MY CX-50 vehicles built at the Mazda Toyota Manufacturing Alabama (MTM) plant and sold in the United States equipped with the Mazda original accessory Roof Rail Crossbar part # VA40V3840 and VA40S3840. Please see the description, model, year, and VIN ranges below.

Subject Vehicles:

Model	Subject VIN range	Subject production date range
2023 CX-50	Varies – but all are 2023MY CX-50 vehicles	Varies but all vehicles are 2023 CX-50 built at the MTM Plant

Concern Outline: To reduce wind noise, an Aero-Infill kit containing rubber strips are inserted into the CX-50 roof-rack crossbars, making for a quieter driving experience. The rubber strips do not need to be removed once installed.

Owner Notification: Mazda will begin shipping an Aero-Infill kit to 5,283 Registered Owners via UPS overnight delivery on March 14, 2024. It will take approximately 10 days to ship all the kits. When received, owners can self-install this kit and are not required to visit a dealer. Instructions to install the Aero-Infill Kit are included in the parts kit they received. If you have a vehicle from Mazda Canada Inc. in your dealership, please advise the customer to contact Mazda Canada Inc. regarding repairs to a Mazda Canada VIN.

Mazda Dealer Action Requested:

- Please continue to review all parts sales from your dealership for the Mazda Genuine Accessory part number(s) VA40V3840 (Dealer installed Mazda Genuine Roof Rack Crossbars) and match the customer with a VIN, then follow the steps below “For All Subject Vehicles”.

For All Subject Vehicles: There are 3 repair options for all customers in the ONP09 campaign.

- **Customer Self-Install:** In most cases the customer will have the Aero-Infill parts kit to repair the vehicle on their own (sent by Mazda in a UPS Box with instructions and a parts kit).
- **Dealer Installation, vehicle in campaign ONP09:** If the customer requests the Aero-Infill parts kit to be installed by a dealer, please advise them to bring the parts kit they received to the appointment.
NOTE: If a customer has misplaced their parts kit, please order a kit from the DAG and install for the customer at the dealer. **Do not give the customer the kit you ordered from the DAG, you must install the parts kit for the customer in this case and enter a warranty claim for ONP09.**
- **Dealer Installation or Accessory sold to Owner with VIN, vehicle not in Campaign ONP09:** If a customer vehicle is not in campaign ONP09, but they have the original genuine Mazda Accessory part VA40V3840 contact Dealer Recall Help with the VIN so it can be manually added to the campaign, then order parts from the Dealer Assistance Group (DAG).

Parts Ordering – Mazda dealers:

The parts kit is not an item you need to stock at your dealer. Please do not order a parts kit unless required based on the section “For All Subject Vehicles”. If needed, a parts kit can be ordered by contacting the Dealer Assistance Group (DAG) using the [DAG Email](#) portal.

To help you effectively perform this Owner Notification Program, Mazda has developed the following resources:

1. Parts and Warranty Information and Repair Procedures are posted on MGSS.
2. For Warranty questions, please contact the Warranty Hotline at warrantydept@mazdausa.com
3. For all parts questions, contact the Corporate Dealer Assistance Group at (877) 727-6626 Option 2 or use the [DAG Email](#) portal.
4. For all non-parts related questions, please fill out the Dealer Recall Help Form located on [OneMazda](#).

Please make certain the appropriate personnel in your dealership are aware of these resources and are familiar with the details of this recall before responding to customer inquiries. We apologize for any inconvenience this Owner Notification Program may cause you and your customers. Your understanding and support in carrying out this campaign are greatly appreciated.

Sincerely,

Mazda North American Operations



March 2024

2023 Mazda CX-50 Wind Noise From Roof Rack Crossbars - Owner Notification Program (ONP) 09

Dear Valued Mazda CX-50 Owner:

First, we'd like to thank you for being a part of the Mazda family and choosing the 2023 Mazda CX-50. We truly appreciate your business and hope you are enjoying your vehicle. At Mazda, we pride ourselves on providing you with the best driving experience possible. To this end, we would like to provide an upgrade to your vehicle, enhancing your driving experience even more.

Enclosed is a kit with six rubber strips that fits in your roof crossbars. By installing the rubber strips into your crossbars, wind noise will be further reduced, making for a quieter driving experience. The rubber strips do not need to be removed once installed.

To install the rubber strips, you have two options:

- **Self-installation:** You will install 3 rubber strips for each cross bar using the instructions inside the kit bag. Please see the self-installation tips below using the paper instructions in the kit.
- **Bring your parts kit to a Mazda dealer for installation:** To use this option, schedule an appointment with your dealer to have the kit you received installed by a Certified Mazda Technician at no cost to you. You can make an appointment by going to your preferred Mazda Dealers website, logging onto www.mazdausa.com/Owners or in the MyMazda App.

Self-installation tips:

- Detailed installation instructions are printed inside the kit. You will need to cut-to-fit only 1 rubber strip for each cross bar as the other 2 strips drop-in easily.
- Installation requires no special tools - just a pen and a pair of household scissors.
- We recommend removing the crossbars from the vehicle and placing them on a table or other flat work surface. This is to prevent injury during installation.
- Please use caution when using any sharp object such as scissors to avoid injury.
- If you need help installing the rubber strips, please contact the Service Department at any Mazda dealer.

The campaign number is listed above for reference. Again, please be sure to bring the kit with you if you decide to visit the dealership.

Still have questions? If you have any questions regarding this program, please contact our Customer Experience Center at (800) 222-5500, option #6.

We encourage you to install these rubber strips to enhance your driving experience. Your satisfaction is a priority for Mazda. We actively work to improve our products and search for solutions to improve your ownership experience.

Sincerely,

Mazda North American Operations

Owner Notification Program ONP09 - CX-50 Wind Noise from Roof Rails

CONDITION OF CONCERN

On certain CX-50 vehicles, equipped with Genuine Mazda Accessory Crossbars VA40V3840 (Dealer Installed) and VAS0V3840 (Port Installed) customers may complain of excessive wind noise. This infill kit is designed to reduce the wind noise when the crossbars are permanently attached to the vehicle.

REPAIR OUTLINE: Dealers will install 6 Rubber strips in the Genuine Mazda Accessory Crossbars for a customer that requests installation of the kit sent by Mazda directly to the customer.

SUBJECT VEHICLES

Model	Subject VIN range	Subject production date range
2023 CX-50	Varies	Varies but all vehicles are 2023 CX-50 built at the MTM Plant

*Only the vehicles in eMDCS are affected and customer requests installation.

OWNER NOTIFICATION:

Mazda will notify the owners on March xx, 2024

PARTS INFORMATION

- **Please ask the customer for the Aero-Infill kit received as the customer should supply the part.**
- **If the customer has misplaced the part or the VIN is not included in the campaign, it can be ordered from the Mazda PDC.**
- **Do not install the kit below onto roof rack part # VA40V3840A or VA40V3840B and advise the customer their Genuine Mazda Accessory part already has been updated.**

Description	Part Number	Qty	Note
CX-50 Aero-Infill Kit	VA52-V3-84E	1	Customer supplied (see note if customer does not have the part)

WARRANTY CLAIM PROCESSING INFORMATION

	Installation of Customer's Infill Kit (part provided by the customer)	Dealer Installed Infill kit (part ordered from the PDC)
Process Number	J2403A	J2403B
Symptom Code	99	99
Damage Code	99	99
Causal Part Number & Quantity	VA52-V3-84E & 0	VA52-V3-84E & 1
Labor Operation Code	YY843ARX	YY843BRX
Labor Hours	0.2 hrs.	0.2 hrs.

RENTAL CAR INFORMATION

The repair can be completed very quickly. There is no rental car program for this ONP.

Owner Notification Program 2023 CX-50 Wind Noise From Roof Rack Crossbars

A. VEHICLE INSPECTION PROCEDURE AND PREPERATION FOR REPAIR

NOTE – Because this campaign is for a factory accessory, not all vehicles have been identified. Please make sure the vehicle has Genuine Mazda Roof Rack Crossbars PN# VA40V3840 (Dealer Installed) or VAS0V3840 (Port Installed).

Model	Subject VIN range	Subject production date range
2023 CX-50	Varies	Varies but all vehicles are 2023 CX-50 built at the MTM Plant

REPAIR OUTLINE

By installing the rubber strips into the CX-50 crossbars, wind noise and vibration will be further reduced, making for a quieter driving experience. The rubber strips do not need to be removed once installed.

PARTS INFORMATION

NOTE: VEHICLES WITH GENUINE MAZDA ACCESSORY VA40V3840A or VA40V384B cannot have this campaign completed as those Genuine Mazda Accessory parts have been updated.

Description	Part Number	Quantity	Note
Aero-Infill Kit	VA52-V3-84E	1	See Repair Options below.

REQUIRED TOOL INFORMATION

No.	Tool Name
①	Pencil or fine tip marker
②	Standard Scissors

GENERAL CAUTIONS/WARNINGS – PLEASE READ:



Damage to interior or exterior: Care should be taken, and protective cover(s) used when working on any Mazda vehicle. Damage to any components, interior trim, body panels and paint will not be reimbursed by Mazda.

All of these items above could delay repairs, compromise safety, as well as negatively affect the customer experience and Mazda dealer-customer relationship.

B. OVERVIEW – Choose one option below then proceed to Section C.

NOTE: If the customer has Mazda Roof Rack Crossbars PN# VA40V3840A or VA40V3840B, there is no repair needed. Please advise the customer the repair cannot be completed as their Roof Rack Crossbars already have the updated Accessory part.

Option #1 - Customer advises they installed the Aero-Infill kit on their own.

No action needed by Mazda dealer, advise customer no further repairs need to be made. The campaign will remain OPEN and there is no warranty claim. This is not a safety recall and does not require closure if customer installed the aero-infill kit.

Repair Option #2 - Customer asks dealer to install Aero-Infill kit on the vehicle:

- i. Verify the customer has the genuine Mazda Roof Rack Cross bars PN# VA40V3840 (Dealer Installed) or VAS0V3840 (Port Installed) installed on their vehicle.
- ii. Obtain the Aero-Infill kit from the customer and install on their vehicle. Then, when repaired, enter a warranty claim. Proceed to section **C. REPAIR PROCEDURE**.

NOTE: If the customer misplaced their roof rack kit, contact the Dealer Assistance Group to order a kit. Do not order a kit just because the customer forgot to bring to the dealer as parts supply is limited.

Repair Option #3 - Customer asks dealer to install Aero-Infill kit on the vehicle but campaign ONP09 is not listed in eMDCS Warranty Inquiry.

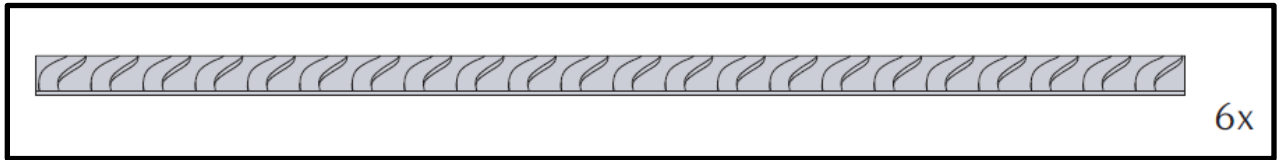
- i. Verify the customer has the genuine Mazda Roof Rack Cross bars PN# VA40V3840 installed on their vehicle.
- ii. Next, order the aero-infill Kit from the Dealer Assistance Group and Proceed to section **C. REPAIR PROCEDURE**.

C. REPAIR PROCEDURE (REPAIR OPTIONS #2 AND #3)

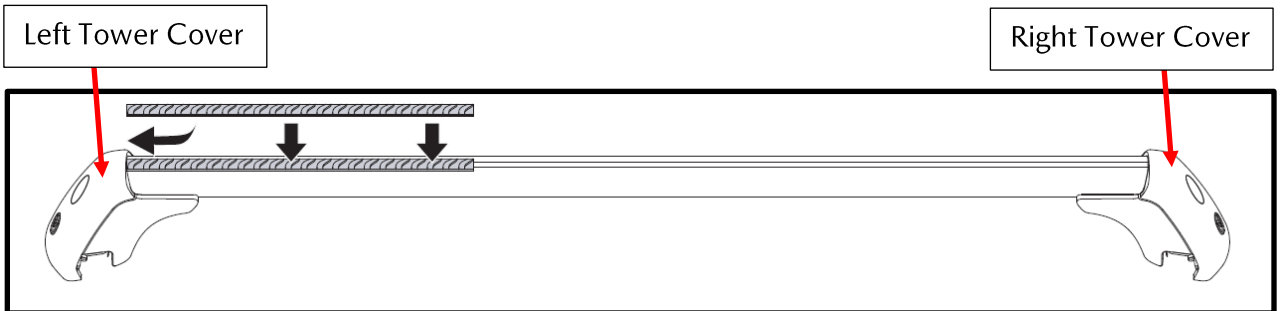
1. Obtain the parts from the customer or the parts department, depending on the Repair Option above. Once you have confirmed the Genuine Mazda Accessory PN# VA40V3840 or VAS0V3840 is installed, proceed to step 2.



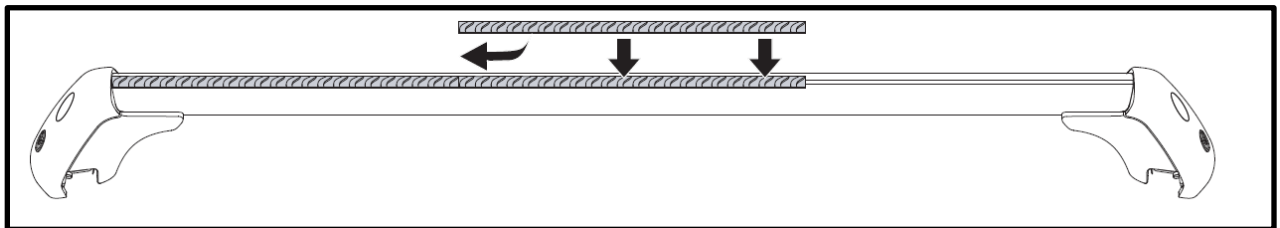
2. Make sure there are 6 aero-infill pieces in the kit bag. You will be inserting 3 pieces in each of the front and rear crossbars (3 pieces for each crossbar).



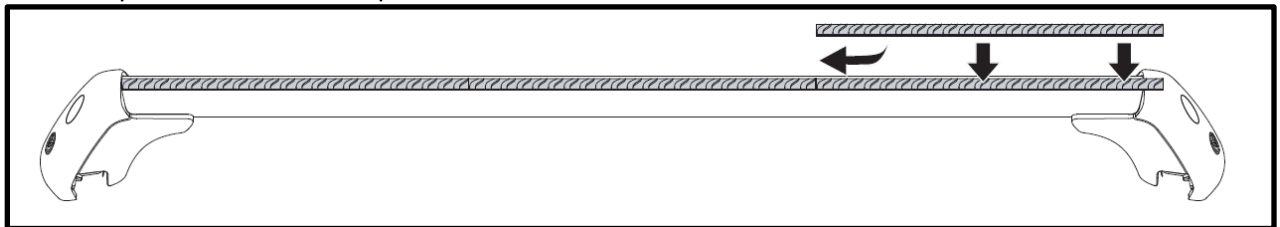
3. Starting at one end of the front crossbar (left or right), press the first aero-infill piece over the existing infill. Ensure the infill is flush with the crossbar tower cover.



4. Press the second aero-infill piece into the cross bar with one end contacting the first infill piece.

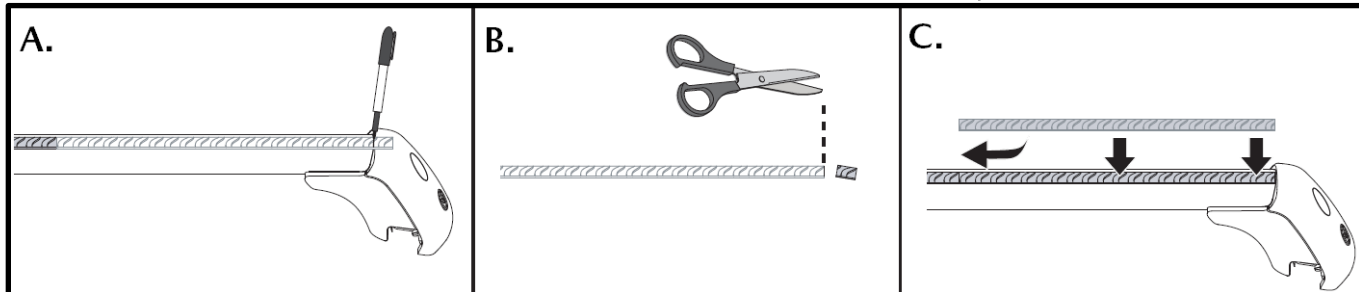


5. Insert the third aero-infill into the crossbar with one end contacting the second infill piece.
NOTE: The other end will stick out (interfere) with the tower cover, but you will shorten this third piece in the next step.

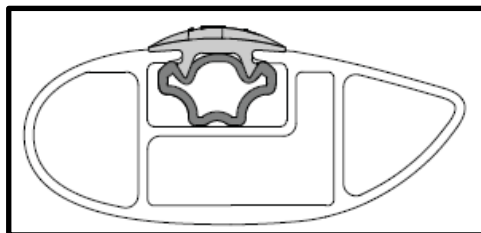


6. Cut-to-fit the third piece.

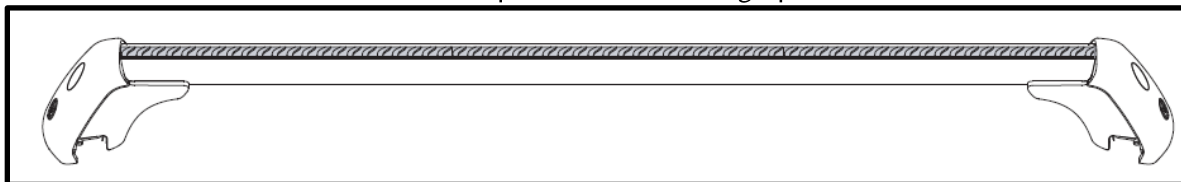
- A. Using a pencil or marker ①, mark the interference point where the third piece interferes with the tower cover.
- B. Using Scissors ②, cut the third infill piece at the mark you made in A.
- C. Reinstall the trimmed infill flush to the second infill piece.



7. Ensure all aero-infill pieces are completely seated in the crossbars



Completed installation graphic



8. Repeat STEPS 1-7 for the other (second) crossbar.

END OF REPAIR PROCEDURE