

Service Alert

Mazda North American Operations
Irvine, CA 92618-2922



Subject: ALEXA BUILT-IN FAQ	Service Alert No.: SA-015/24
	Last Issued : 04/18/2024

BULLETIN NOTES

This bulletin supersedes the previously issued bulletin(s) listed below. The changes are noted in Red.

Previous SAs:	Date(s) Issued:
SA-015/24	03/06/24

APPLICABLE MODEL(S)/VINS

2025 CX-70 (KJ)

2024 MX-5 (ND)

DESCRIPTION

Alexa Built-In Frequently Asked Questions (FAQ)

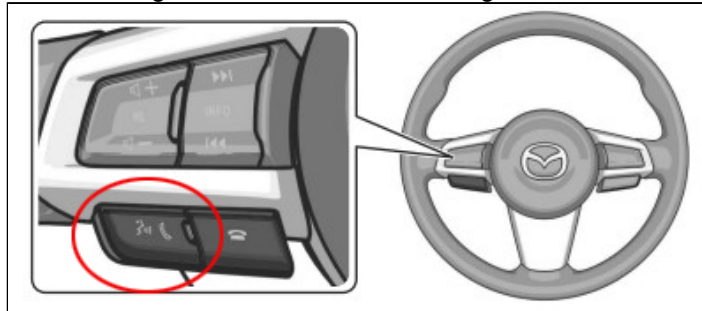
FAQ	Answer
Do I need an Amazon account to use Alexa Built-In?	Yes, communication between the vehicle and Amazon Cloud is required.
How do I set up Amazon Cloud?	For Alexa to work in your Mazda vehicle, you must first enroll in Mazda Connected Services Connected Vehicle Online Enrollment Information <ol style="list-style-type: none">1. Installing the MyMazda APP2. Registering Your User Information3. Registering Vehicle Information4. Registering Connected Service
	Set your Mazda Connect "Home Region" using the following procedure. <ol style="list-style-type: none">1. Select "Settings" from the Mazda Connect home screen.2. Select "System Settings".3. Select "Home Region".4. Select the country and region. Using Infotainment Settings <ul style="list-style-type: none">• Sign into your Amazon account using the following procedure.<ol style="list-style-type: none">1. Select "Settings" from the Mazda Connect home screen.2. Select "Alexa Settings".3. Select "Sign In".

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4. Follow the Mazda Connect screen to sign in.

Using Steering Wheel Control button

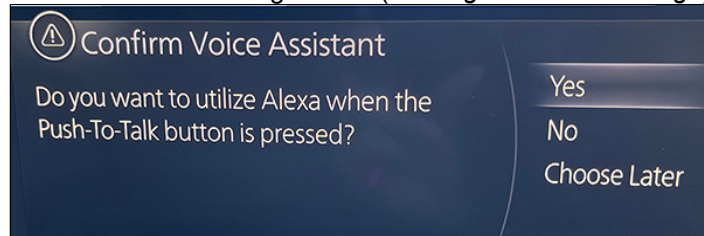
1. Press the Voice Recognition button on the steering wheel.



2. CONFIRM VOICE ASSISTANT

Select **YES** to confirm that you'd like to use Alexa as your default voice assistant.

If you'd prefer to decide later, select **CHOOSE LATER**. When ready, you can initiate the setup process via the Alexa Settings menu (*Settings -> Alexa Settings*).



3. SIGN INTO YOUR AMAZON ACCOUNT

An Amazon account is required to use Alexa Built-In.

On the Mazda Connect™ display, select **SIGN IN** to link your Amazon account to Alexa in your Mazda.

The easiest way to sign in is to **scan the onscreen QR code** with your smartphone camera. You can also visit amazon.com/code and enter the code provided.




4. FOLLOW THE PROMPTS

Follow the prompts on your smartphone to log into (or create) an Amazon account and enable Alexa Built-in.

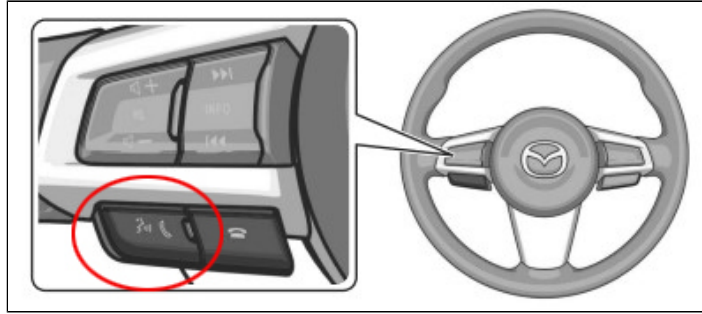
Then, follow the prompts on your **Mazda Connect™** display to complete setup, including location access and push-to-talk preferences.

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	 <p>Once you've completed the initial setup process, you're ready to start using Alexa Built-in for in-car controls, navigation and communication. Continue to the next page for more details on connecting to the Alexa cloud for music, internet searches and more.</p> <p>NOTE</p> <ul style="list-style-type: none"> • When Alexa is playing streaming music, noise may occur, or music may be interrupted due to signal reception conditions or other factors. • After removing or installing the lead-acid battery, Alexa is unavailable until the GPS signal is received. Move the vehicle to a location where the GPS signal can be received.
<p>I cannot sign in to my Amazon account</p>	<p>Connected Vehicle Services Enrollment is required</p> <ol style="list-style-type: none"> 1. Installing the MyMazda APP 2. Registering Your User Information 3. Registering Vehicle Information 4. Registering Connected Service
<p>How do I use Alexa?</p>	<p>There are two ways to use Alexa.</p> <ul style="list-style-type: none"> • Say, "Alexa". *1 • Press the talk/pick-up button. *2 <p>*1 Can be used when Alexa Hands-Free is enabled on "Alexa Settings" in Mazda Connect. *2 Can be used when Push-to-talk is enabled on "Alexa Settings" in Mazda Connect.</p> <p>The main functions that can be controlled by Alexa are as follows. Examples of these and other functions can also be confirmed on Mazda Connect.</p> <ul style="list-style-type: none"> • Navigation destination setting and canceling. • Hands-free telephone
<p>Where can I find examples of Alexa features?</p>	<ol style="list-style-type: none"> 1. Select "Settings" from the Mazda Connect home screen. 2. Select "Alexa Settings". 3. Select "Things to Try".
<p>How do I use Alexa by voice?</p>	<p>If Alexa Hands-Free is enabled, you can simply say "Alexa, ..." to wake Alexa. You can enable Alexa Hands-Free in the Alexa Settings menu by selecting the checkbox in Mazda Connect™ (<i>Settings</i> → <i>Alexa Settings</i> → <i>Alexa Hands-Free</i>).</p>

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How do I operate the voice recognition function using Steering Wheel Control button?



<ul style="list-style-type: none"> Without Amazon sign in Without CarPlay / Android Auto 	Quick Press	Mazda Voice Recognition
<ul style="list-style-type: none"> Without Amazon sign in With CarPlay / Android Auto 	Quick Press	Siri / Google Assistant
<ul style="list-style-type: none"> With Amazon sign in With CarPlay / Android Auto 	Quick Press	Alexa
	Press and hold	Siri / Google Assistant

How do I connect to the Amazon cloud?

CONNECTING TO THE ALEXA CLOUD
 To stream music and media* and to ask Alexa to search the internet, an activated Connected Services account OR a tethered connection to a mobile Wi-Fi hotspot is required.
 * May require Amazon Premium account

OPTION 1 (Link to the car (TCU))
UTILIZE MAZDA CONNECTED SERVICES

- Download the MyMazda app via the [Apple App Store®](#) or [Google Play Store™](#)
- Register for a MyMazda account.
- Add your Mazda vehicle to your MyMazda account
- Activate Mazda Connected Services. [Click here](#) for more details.

When connected via Mazda Connected Services, music streaming via Alexa is unavailable.

Alexa Built-in cloud services are available for the duration of your Mazda Connected Services 3-year free trial; you can choose to subscribe to Connected Services after the trial period concludes.

OPTION 2 (Link to the smart phone (Tethering))
TETHER TO A MOBILE WI-FI HOTSPOT

- Navigate to the **Settings** menu in Mazda Connect™
- Select **Connectivity Settings**
- Select **Wi-Fi Client Settings**

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- Enable **Wi-Fi Client Mode** by selecting the checkbox.



- On your smartphone, **ensure your Wi-Fi hotspot is enabled.**
- On Mazda Connect™, select **Search for Available Wi-Fi Networks**
- **Select your hotspot and enter your password.**
- Select **CONNECT**

When tethered to a mobile Wi-Fi hotspot, all other Mazda Connect™ features that use Wi-Fi are unavailable. This includes wireless Apple CarPlay® and Android Auto™ and the vehicle's Wi-Fi hotspot. Additionally, when tethered to a smartphone Wi-Fi hotspot, all Alexa Built-in services will use the smartphone's data plan.

Can I use Alexa to set a navigation route using Apple Maps, Google Maps, Waze?

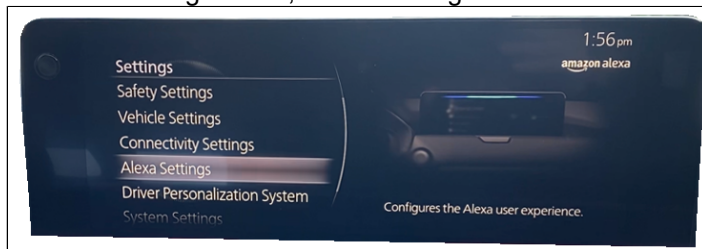
No, Alexa will not interface with Apple CarPlay / Android Auto

How do I adjust Alexa Built-In settings?

SETTINGS AND PREFERENCES

The "Alexa Settings" menu in Mazda Connect™ is your central hub for adjusting your Alexa Built-in settings and preferences.

1. From the main Mazda Connect™ home screen, select Settings.
2. Scroll and select Alexa Settings.
3. Within the Alexa Settings menu, select Settings.



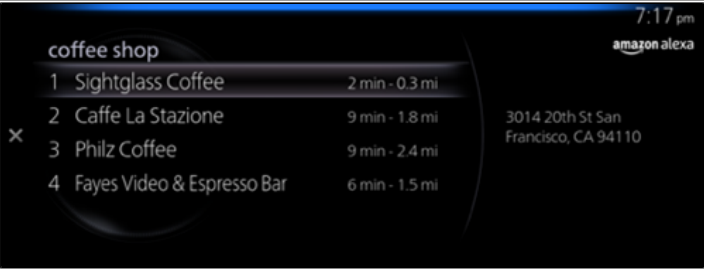
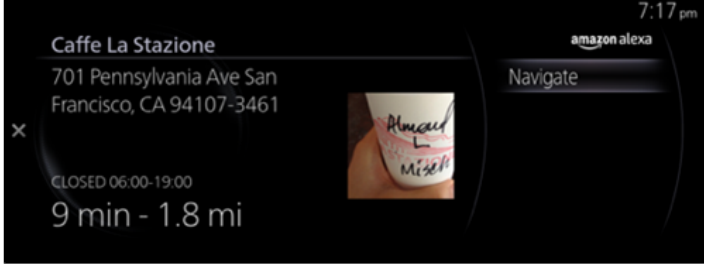
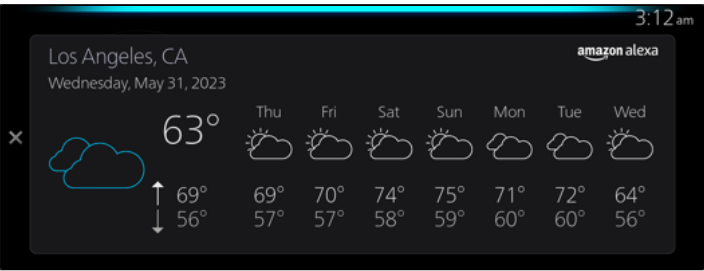
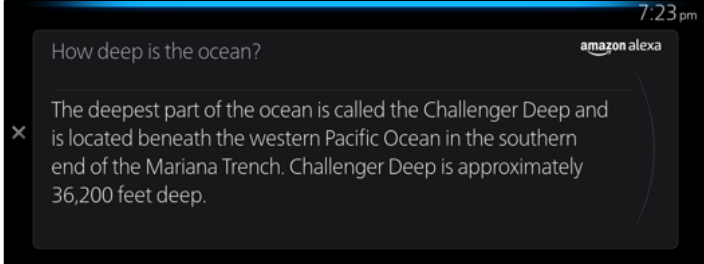
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	<p>In the Settings menu, you can select your preferences from the following:</p> <ul style="list-style-type: none"> • Communication: Pair a device to enable calling contacts with Alexa. • Alexa Hands-Free: Alexa responds any time you say “Alexa.” If Alexa Hands-Free is OFF, Push-to-Talk must be ON to use Alexa. • Push-to-Talk: Assign Alexa to the voice button on your steering wheel. If Push-to-Talk is OFF, Alexa Hands-Free must be ON to use Alexa • Do Not Disturb: Disables Alexa notifications. • Location Sharing: Share your vehicle’s current location with Alexa to get smarter response for nearby restaurants, local weather and more. • Start of Request Sound: Plays a sound when Alexa starts listening. • End of Request Sound: Plays a sound when Alexa stops listening. • Alexa’s Language: Select preferred language to use with Alexa.
<p>How do I sign out of my Amazon account?</p>	<p>If you need to unlink your Amazon account from Alexa Built-in, it is quick and easy to do so through the “Alexa Settings” menu.</p> <ol style="list-style-type: none"> 1. From the main Mazda Connect™ home screen, select Settings. 2. Scroll and select Alexa Settings. 3. Within the Alexa Settings menu, select Sign Out. <p>To sign back into an Amazon account, simply visit the “Alexa Settings” menu again and the option to sign in will be available.</p>

CONVENIENT ALEXA COMMANDS

<p>COMMUNICATION</p>	<p>Ask Alexa to place calls, send text messages, join meetings and more.</p> <ul style="list-style-type: none"> • “Alexa, call Mike.” • “Alexa, send a text to Frank.” • “Alexa, join my meeting.” <p>To get started with hands-free calling via Alexa, ensure your smartphone is paired with your vehicle via Bluetooth® and allow Alexa to access the contact list on your paired smartphone.</p>
<p>NAVIGATION & SEARCH</p>	<p>Have Alexa search for and navigate to nearby destinations, share the current traffic conditions, navigate to an address and more.</p> <ul style="list-style-type: none"> • “Alexa, find a coffee shop nearby.” • “Alexa, how is traffic on the way to work?” • “Alexa, navigate to 123 Mazda Way.” <p>Enable Location Sharing in the Alexa Settings menu (<i>Settings</i> → <i>Alexa Settings</i>) to share your vehicle’s current location with Alexa.</p>

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<p>NEWS, INFORMATION, CALENDAR & LISTS</p>	<p>Talk with Alexa to learn more about the weather, review your calendar, explore topics on your mind and more.</p> <ul style="list-style-type: none"> • “Alexa, will it rain today?” • “Alexa, create a to-do.” • “Alexa, what’s my calendar for today?” • “Alexa, what’s in the news?” • “Alexa, how deep is the ocean?” <p>To support safe driving, on-screen text-based responses will only be shown when the vehicle is stopped.</p>  
<p>MUSIC & ENTERTAINMENT</p>	<p>Ask Alexa to play music from a playlist of curated songs from your favorite artists, access your personalized podcast list and more.</p>

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	<ul style="list-style-type: none"> • “Alexa, play the top songs this week.” • “Alexa, turn up the volume.” • “Alexa, resume my book on Audible.” <p>Listening to any of the supported Music Service Providers via Alexa requires the Mazda Connect™ system to be tethered to a smartphone Wi-Fi hotspot. Music streaming via Alexa is unavailable when connected via Mazda Connected Services.</p> <p>SUPPORTED MUSIC SERVICE PROVIDERS</p> <ul style="list-style-type: none"> • Amazon Music Unlimited • Prime Music • iHeartRadio • Pandora • Tidal • Deezer • TuneIn • Audible • Amazon Kindle • Sports Update <p>UNSUPPORTED MUSIC SERVICE PROVIDERS</p> <ul style="list-style-type: none"> • All Music Service Providers not listed above. • Spotify • Apple Music®
<p>COMMUNICATING WITH SMART HOME DEVICES</p>	<p>Ask Alexa to communicate with and control your compatible home devices while on the road, such as smart lights, smart plugs, thermostats and more.</p> <ul style="list-style-type: none"> • “Alexa, drop in on my kitchen Echo.” • “Alexa, turn on the garage lights.” • “Alexa, set the temperature in the living room to 72 degrees.” <p>For more on how to connect smart home devices to your Amazon account, visit the Amazon Alexa website.</p>
<p>ROAD TRIP GAMES</p>	<p>Ask Alexa to launch voice-activated games for fun and entertainment during daily commutes or on longer road trips.</p> <ul style="list-style-type: none"> • “Alexa, play a Road Trip game.” • “Alexa, tell me a car joke.” <p>You can download even more voice-activated games and entertainment via the Alexa app. These added capabilities are called “Alexa Skills.” Car-friendly Alexa skills are available in a variety of categories like:</p> <ul style="list-style-type: none"> • Games and trivia • Sing-alongs • Guessing games

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	<ul style="list-style-type: none"> • And more! <p>Say “Alexa, what automotive skills do you have?” to find more by voice, or search for new skills by downloading the Alexa app on the Apple App Store® or Google Play Store™.</p>
<p>ALEXA ROUTINES</p>	<p>Group together a series of actions so you don’t have to ask for each one individually — just a single command is needed to trigger a routine. Every Alexa Routine can be fully customized to you and your preferences, making your daily life easier and more convenient. For example, create a “ Welcome Home” routine in which Alexa turns on your porch light and activates your living room heater when you open your garage door. Or, create a routine for your daily commute. Say, “ Alexa, start my commute” to hear the weather, get a traffic update and start your favorite podcast or audiobook. Setting up Alexa Routines requires using the Alexa app. For a detailed step-by-step tutorial, visit the Amazon Alexa website. You can customize up to 200 routines on your Amazon account.</p>
<p>EVEN MORE THINGS TO DO</p>	<p>To explore more examples of what Alexa Built-in can do in your Mazda, check out the Things to Do section (<i>Settings → Alexa Settings → Things to Do</i>).</p>

Alexa Built-In Commands

NOTE: Alexa In-Car Commands vary by model

- 2024
 - MX-5
 - Mazda Navigation and Bluetooth Calling (no HVAC)
- 2025
 - Mazda3, CX-30 2.5S
 - Mazda Navigation and Bluetooth Calling (no HVAC)
 - Mazda3, CX-30 Except 2.5S
 - Mazda Navigation, Mazda HVAC Controls, Bluetooth Calling
 - CX-50, CX-70
 - Mazda Navigation, Mazda HVAC Controls, Bluetooth Calling
 - CX-5, CX-90
 - Not equipped with Alexa

<p>CLIMATE CONTROLS</p> <ul style="list-style-type: none"> • Turn on/off the AC • Turn on/off climate control • Turn on/off the front AC • Turn on/off the front climate control • Set the AC mode to Auto • Set the climate control mode to Auto 	<p>FAN</p> <ul style="list-style-type: none"> • Turn the fan up/down • Turn on/off the fan • Turn on/off the front fan • Turn on/off sync 	<p>TEMPERATURE</p> <ul style="list-style-type: none"> • Set the AC to [temp] • Set the passenger AC to [temp] • Set the AC to minimum/maximum • Increase/decrease the AC • Increase/decrease the passenger AC • Set climate control to [temp] • Set the driver climate control
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		to [temp] • Turn up the heat
VENT POSITION <ul style="list-style-type: none"> • Set vent position to body • Set vent position to mix • Set vent position to floor • Set vent position to windshield • Set vent position to windshield and floor vents • Set vent position to windshield and bottom <p><i>Tip: Alexa will not recognize “upper” and “lower” as vent positions.</i></p>	RECIRCULATION <ul style="list-style-type: none"> • Set recirculation to inside/ outside • Set recirculation to inside air/ outside air • Set recirculation to automatic • Set recirculation to auto • Set front car recirculation to inside/outside/auto • Set front recirculation to inside/ outside auto 	WINDSHIELD DEFROSTER <ul style="list-style-type: none"> • Turn on/off windshield defroster • Turn on/off front windshield defroster • Turn on/off the front defroster • Turn on/off the front windshield defogger • Turn on/off windshield defogger
SEAT HEATER <ul style="list-style-type: none"> • Turn on/off the driver seat heater/ warmer • Turn on/off the front seat heater/ warmer • Turn on/off the passenger seat heater/warmer • Increase/decrease the driver seat heater/warmer • Decrease the driver seat heater/ warmer by 2 • Set the driver seat heater/warmer to minimum/medium/maximum • Set the driver seat heater/warmer to 1 <p><i>Tip: Alexa recognizes both “seat heater” and “seat warmer.”</i></p>	SEAT VENTILATION <ul style="list-style-type: none"> • Turn on/off the seat ventilation • Increase driver seat ventilation • Set driver seat ventilation to 1 • Decrease passenger seat ventilation by 2 <p><i>Tip: Alexa will not recognize “cooled seats” or “seat cooler.”</i></p>	STEERING WHEEL HEATER <ul style="list-style-type: none"> • Turn on/off the steering heater • Turn on/off the driver steering heater <p><i>Tip: Alexa will not recognize “steering wheel warmer.”</i></p>
Hands-free telephone (Bluetooth) <ul style="list-style-type: none"> • Call by phone number • Call by phone list in the Bluetooth phone • Redial • Pick-up a call 		Mazda Navigation <ul style="list-style-type: none"> • Set destination • Delete destination
<p>*Audio control (Volume control, Play, Resume, Pause, Next, Skip, Back) is not possible via Alexa</p>		

Alexa Built-In Symptom Troubleshooting

Symptom	Cause	Solution
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<p>Streaming music cannot be played using Alexa.</p>	<p>Cannot communicate using the Wi-Fi client function.</p>	<p>Check the communication with the Wi-Fi client function using the following procedure:</p> <ol style="list-style-type: none"> 1. Select "Settings" from the Mazda Connect home screen. 2. Select "Connectivity Settings". 3. Select "Wi-Fi Client Settings".  <ol style="list-style-type: none"> 4. Make sure that "Wi-Fi Client Mode" is enabled  <ol style="list-style-type: none"> 5. A Wi-Fi connection can be made with the device to be used from "Search for Available Wi-Fi Networks" or "Wi-Fi Protected Set-up (WPS)".
<p>Alexa does not respond when the talk/pick-up button is pressed.</p>	<p>You are not signed in to your Amazon account or "Push-To-Talk" is disabled.</p>	<p>Check whether you are signed in to your Amazon account using the following procedure.</p> <ol style="list-style-type: none"> 1. Select "Settings" from the Mazda Connect home screen 2. Select "Alexa Settings". <ul style="list-style-type: none"> • If "Sign in" does not display on the screen, you are signed in. • If "Sign in" is display on the screen, select "Sign in" and follow the instructions on the screen to sign in. <p>Make sure that "Push-To-Talk" is enabled during the following procedure</p> <ol style="list-style-type: none"> 1. Select "Settings" from the Mazda Connect home screen 2. Select "Alexa Settings". 3. Select "Settings" 4. Make sure that "Push-To-Talk" is enabled
<p>Alexa does not respond when I say "Alexa".</p>	<p>You are not signed in to your Amazon account or "Alexa Hands-Free" is disabled.</p>	<p>Check whether you are signed in to your Amazon account using the following procedure:</p> <ol style="list-style-type: none"> 1. Select "Settings" from the Mazda Connect home screen 2. Select "Alexa Settings". <ul style="list-style-type: none"> • If "Sign in" does not display on the screen, you are signed in. • If "Sign in" is display on the screen, select "Sign in" and

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		<p>follow the instructions on the screen to sign in.</p> <p>Make sure that "Alexa Hands-Free" is enabled using the following procedure.</p> <ol style="list-style-type: none"> 1. Select "Settings" from the Mazda Connect home screen 2. Select "Alexa Settings". 3. Select "Settings" 4. Make sure that "Alexa Hands-Free" is is enabled
<p>Navigation live Traffic does not seem to be working.</p>	<p>No Connected Vehicle enrollment.</p>	<p>Enroll into Connected Vehicle Services</p> <ol style="list-style-type: none"> 1. Installing the MyMazda APP 2. Registering Your User Information 3. Registering Vehicle Information 4. Registering Connected Service

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