

|                                             |                                     |
|---------------------------------------------|-------------------------------------|
| <b>Subject:</b><br><br>CX-70 NEW TECHNOLOGY | <b>Service Alert No.:</b> SA-028/24 |
|                                             | <b>Last Issued :</b> 05/01/2024     |

## BULLETIN NOTES

### APPLICABLE MODEL(S)/VINS

2025 CX-70

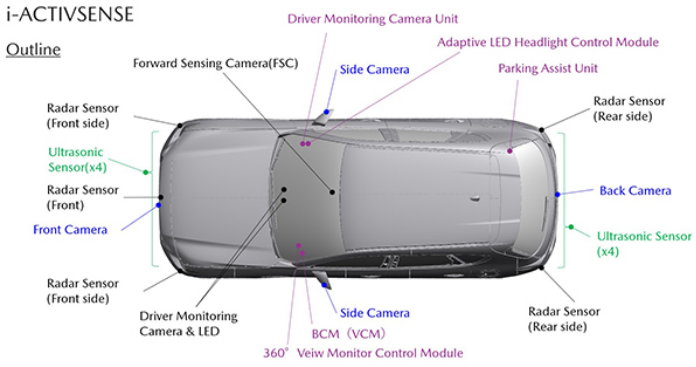

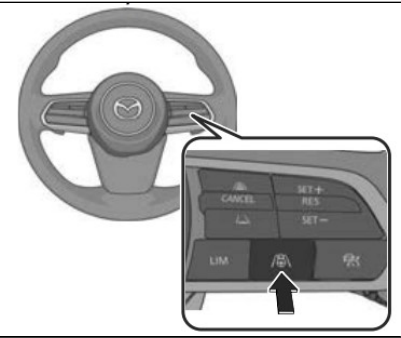
## DESCRIPTION

The CX-70 has new and revised features that are different from previous models and may be difficult to understand. This Service Alert provides valuable information to support potential dealer and customer concerns.

## Index

- [i-ACTIVSENSE](#)
  - [Cruising and Traffic Support- Risk Mitigation Function \(CTS-RMF\)](#)
  - [Private e-call \(Canada Only\)](#)
  - [Trailer Hitch View](#)
- [MAZDA CONNECT](#)
  - [Alexa Built-In](#)
  - [Mazda Online Navigation](#)
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- [Mazda Smart Cards](#)
- [Web-Based Training Courses](#)

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| Item                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Service Information                                                                                                                                                                  |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>i-ACTIVSENSE</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <p>MGSS -&gt; <a href="#">i-ACTIVSENSE</a></p> <p>Owner's Manual -&gt; Driving -&gt; i-ACTIVSENSE</p>                                                                                |
| <p><b>Cruising &amp; Traffic Support - Risk Mitigation Function (CTS-RMF)</b></p> <p>The risk mitigation function is a function that decelerates the vehicle if the driver is not driving the vehicle under the appropriate conditions. If the driver is not driving the vehicle under the appropriate conditions, a screen display and a warning sound urge the driver to drive appropriately. Furthermore, if this situation continues for a certain period of time, the vehicle is decelerated.</p>  <p>Press the CTS switch to turn the system on.</p>  <p><b>Driver Behavior to determine "the risk is imminent"</b></p> <ul style="list-style-type: none"> <li>• Inattention             <ul style="list-style-type: none"> <li>◦ Eyes Closed</li> </ul> </li> </ul> | <p>MGSS -&gt; <a href="#">CRUISING &amp; TRAFFIC SUPPORT (CTS)</a></p> <p>Owner's Manual -&gt; Driving -&gt; Cruising &amp; Traffic Support (CTS) -&gt; Risk mitigation function</p> |

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- Looking aside
- Improper Driving
  - Hands off

**Operation:** System determines risk and responds with:

- Multiple warning messages
- Alerts with sound
- Speed reduction
- Delecerates to a stop
- Turns on Hazard lights
- Keeps vehicle parked by applying EPB

Driver input such as steering wheel operation will cancel CTS-RMF

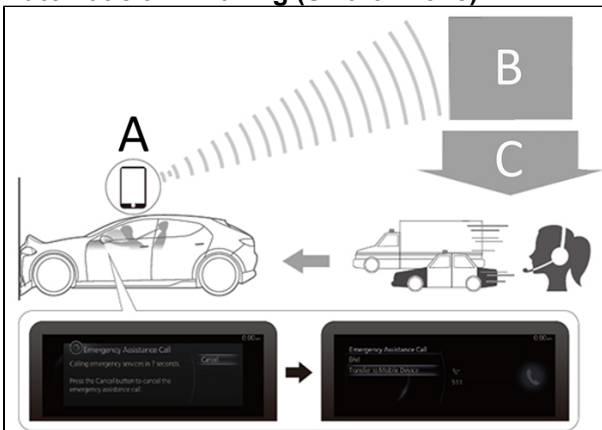
**Private e-call (Canada spec Only)**

If the vehicle is involved in a collision that deploys the airbags or when the SOS button is pressed, an emergency vehicle can be arranged through Private eCall center.

To operate Private eCall, a contract with Connected Service is required.

Automatic 911 Dialling vs Private e-call:

**Automatic 911 Dialling (Smart Phone)**



- A. Smart phone
- B. 911 Emergency Services
- C. Take appropriate measures according to circumstances

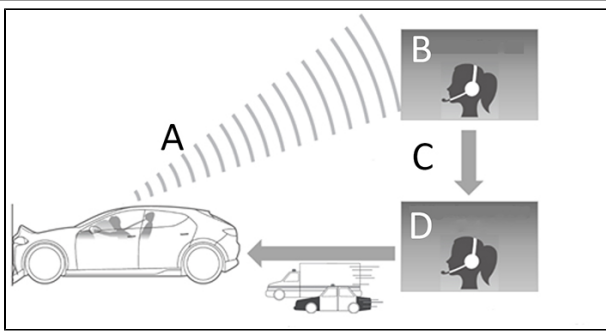
**Private e-call (TCU)**

Owner's Manual -> Other Equipment -> Private eCall

**Requirements:**

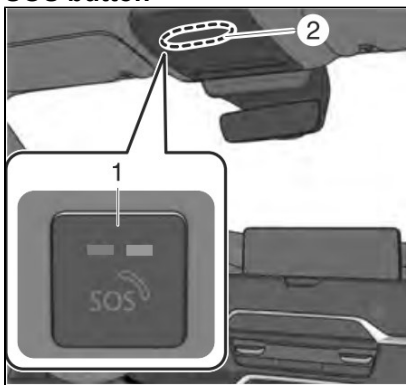
- Connected Vehicle Contract.
- Good Connected Vehicle reception strength

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- A. TCU
- B. Private eCall Center
- C. Arrange emergency service
- D. Public Safety Answering Point

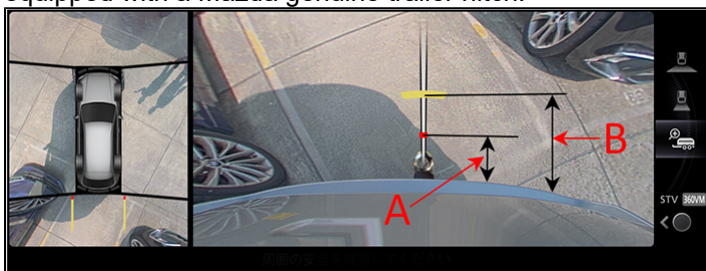
**SOS button**



- 1. Emergency call switch
- 2. Microphone, Speaker

**Trailer Hitch View**

The Trailer Hitch View is a function that combines the image of the vehicle rear with the Trailer Hitch Guideline on the center display to facilitate alignment when hitching a trailer to the vehicle. Trailer Hitch View can be selected if equipped with a Mazda genuine trailer hitch.



- A - About 19in (50cm)
- B - About 39in (1m)

MGSS -> [360°VIEW MONITOR SYSTEM](#) -> Trailer Hitch View

Owner's Manual -> Driving -> 360° View Monitor -> Trailer Hitch View

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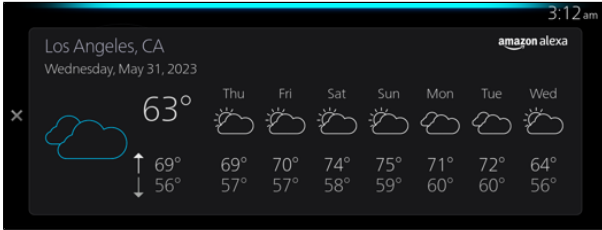
**Alexa Built-In**

Alexa is a hands-free and easy to use, allowing the user to control vehicle functions with verbal commands while maintaining the driving posture.

Alexa voice recognition can operate the navigation, air condition, hands-free telephone, audio functions, and the heated seats among others.

In addition, Alexa's various functions (such as weather information, news functions, shopping and Smart Home).

"Alexa, show me the weather forecast"



See [Alexa Built-in User Guide](#)

See [SA-015/24 - ALEXA BUILT-IN FAQ](#)

**Requirements:**

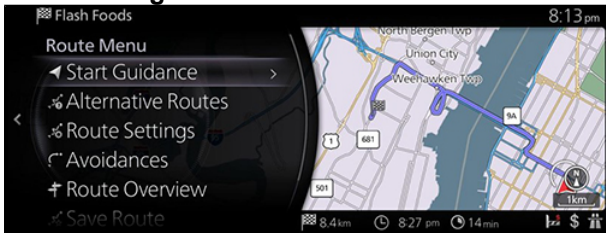
- Connected Vehicle Contract
- Good Connected Vehicle reception strength
- Some functions require Navigation SD Card Map

**Mazda Online Navigation**

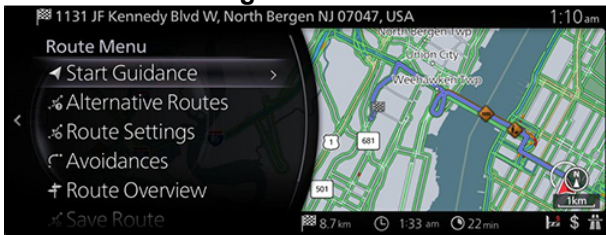
Online Navigation uses online data for Navigation. Users can access wider range of and more up-to-date information.

Mazda Navigation vs Mazda Online Navigation

**Mazda Navigation**



**Mazda Online Navigation**



**Offline**

- Operates same as previous Gen 7 Navi SD Card system

**Online\*\***

MGSS -> [TELEMATICS COMMUNICATION SYSTEM](#) -> Online Navigation

**Requirements:**

- Navigation SD Card Map
- Connected Vehicle Contract
- Good Connected Vehicle reception strength

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|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>• POI             <ul style="list-style-type: none"> <li>◦ Larger geographical area (surrounding states)</li> </ul> </li> <li>• Route             <ul style="list-style-type: none"> <li>◦ Server based live search / traffic</li> <li>◦ Up-to-date map</li> </ul> </li> <li>• Traffic             <ul style="list-style-type: none"> <li>◦ More frequent update and detailed maps</li> </ul> </li> <li>• Map Update             <ul style="list-style-type: none"> <li>◦ On-demand map update (4 times a year)</li> </ul> </li> </ul> <p><b>**Requires:</b></p> <ul style="list-style-type: none"> <li>• Connected Vehicle Contract</li> <li>• Navi SD Card</li> <li>• Initial setup (License Agreement)</li> <li>• Good signal strength</li> </ul> |                                                                                                                                                                 |
| <p><b>In Vehicle Recall Notification</b> (Coming Soon)</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | <p><b>Requirements:</b></p> <ul style="list-style-type: none"> <li>• Connected Vehicle Contract</li> <li>• Good Connected Vehicle reception strength</li> </ul> |

**Mazda Smart Cards**

|                                                         |
|---------------------------------------------------------|
| CX-70 Resource Roadmap                                  |
| 2025 CX-70 Showroom Guides                              |
| Mazda CX-70 FAQs                                        |
| 2025 Mazda CX-70 Packages                               |
| CX-70 Differences vs CX-90                              |
| Key Value Story: Flexible Interior                      |
| Key Value Story: Effortless, Joyful Driving             |
| Key Value Story: Advanced Technology                    |
| Key Value Story: Artful Design & Japanese Craftsmanship |
| Mazda CX-70 Target Customers                            |
| Competitive Comparison                                  |
| MBA On Demand Episode 83: CX-70 Customer DTUs           |
| Mazda Brand Academy Episode 80: Mazda and Alexa         |

**Mazda Brand Academy**

| <b>2025 MAZDA CX-70 WEB-BASED TRAINING</b> |                    |
|--------------------------------------------|--------------------|
| <b>Course</b>                              | <b>Description</b> |
| 30141WBT - 1                               | CX-70 INTRO MODULE |

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|              |                                   |
|--------------|-----------------------------------|
| 30141WBT - 2 | CX-70 VS CX-90 DIFFERENCES        |
| 30141WBT - 3 | CX-70 TARGET CUSTOMERS            |
| 30141WBT - 4 | CX-70 ADVANCED TECHNOLOGY         |
| 30141WBT - 5 | CX-70 ACCESSORIES & KEY TAKEAWAYS |
| 30141WBT     | CX-70 MODULE TEST                 |

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