

# Service Alert

Mazda North American Operations  
Irvine, CA 92618-2922



<b>Subject:</b>  <b>ALEXA BUILT-IN FAQ</b>	<b>Service Alert No.: SA-015/24</b>
	<b>Last Issued : 09/12/2024</b>

## 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	05/13/24. 05/01/24, 04/18/24 and 03/06/24

## APPLICABLE MODEL(S)/VINS

2024 MX-5	2025 CX-50	2025 Mazda3
2025 CX-70	2025 CX-30	

## DESCRIPTION

Alexa Built-In Frequently Asked Questions (FAQ)

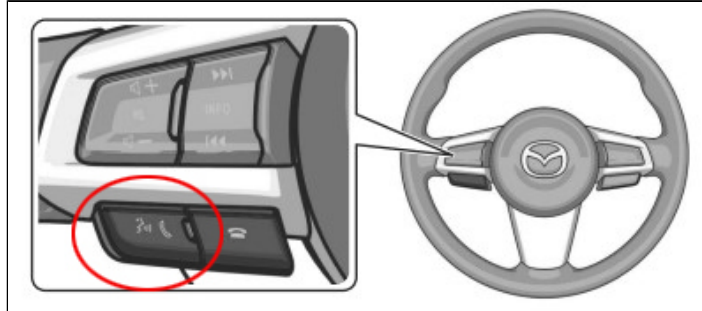
FAQ	Answer
Is there a user guide available for the customer?	Yes, Mazdausa.com -> Owners -> Hot To Use -> Owner's Manual -> <a href="#">Alexa Built-in User Guide</a>
Do I need an Amazon account to use Alexa Built-In?	Yes, communication between the vehicle and Amazon Cloud is required.
How do I set up 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"> <li>1. <a href="#">Installing the MyMazda APP</a></li> <li>2. <a href="#">Registering Your User Information</a></li> <li>3. <a href="#">Registering Vehicle Information</a></li> <li>4. <a href="#">Registering Connected Service</a></li> </ol>
	Set your Mazda Connect "Home Region" using the following procedure. <ol style="list-style-type: none"> <li>1. Select "Settings" from the Mazda Connect home screen.</li> <li>2. Select "System Settings".</li> <li>3. Select "Home Region".</li> <li>4. Select the country and region.</li> </ol> <b>Using Infotainment Settings</b>

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- Sign into your Amazon account using the following procedure.
  1. Select "Settings" from the Mazda Connect home screen.
  2. Select "Alexa Settings".
  3. Select "Sign In".
  4. Follow the Mazda Connect screen to sign in.

#### Using Steering Wheel Control button

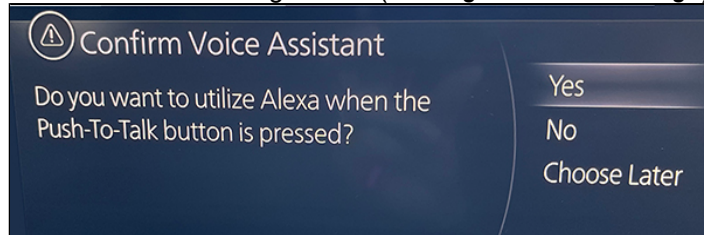
1. Press the Voice Recognition button on the steering wheel.



#### 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*).

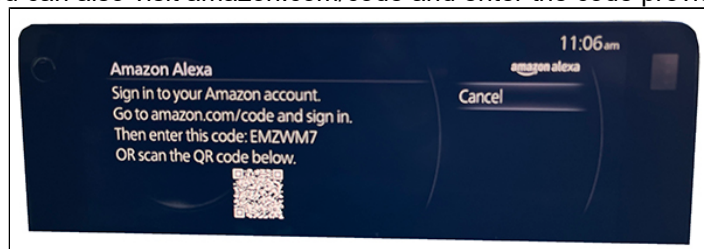


#### 3. SIGN INTO YOUR AMAZON ACCOUNT

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](https://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.

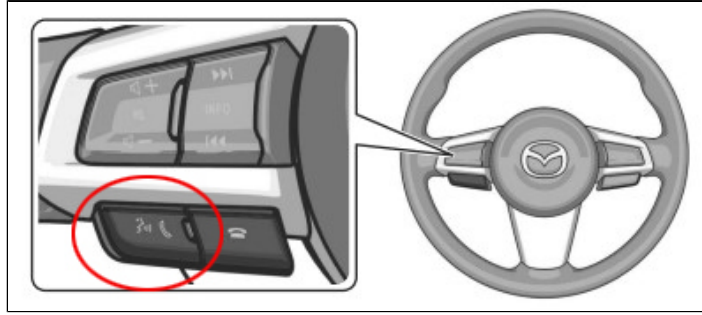
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	<p>Then, follow the prompts on your <b>Mazda Connect™</b> display to complete setup, including location access and push-to-talk preferences.</p>  <p>Once you've completed the initial setup process, you're ready to start using Alexa Built-in for in-car 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><b>NOTE</b></p> <ul style="list-style-type: none"> <li>• Some Alexa commands may not operate immediately after completing your Amazon account sign in. You may need to turn the ignition OFF for 5-10 minutes, then turn the ignition ON (MHEV) / Ready (PHEV) for Alexa commands to work properly.</li> <li>• When Alexa is playing streaming music, noise may occur, or music may be interrupted due to signal reception conditions or other factors.</li> <li>• 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.</li> </ul>
<p>I cannot sign in to my Amazon account</p>	<p>Connected Vehicle Services Enrollment is required</p> <ol style="list-style-type: none"> <li>1. <a href="#">Installing the MyMazda APP</a></li> <li>2. <a href="#">Registering Your User Information</a></li> <li>3. <a href="#">Registering Vehicle Information</a></li> <li>4. <a href="#">Registering Connected Service</a></li> </ol>
<p>How do I use Alexa?</p>	<p>There are two ways to use Alexa.</p> <ul style="list-style-type: none"> <li>• Say, "Alexa". *1</li> <li>• Press the talk/pick-up button. *2</li> </ul> <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"> <li>• Navigation destination setting and canceling.</li> <li>• Hands-free telephone</li> </ul>
<p>Where can I find examples of Alexa features?</p>	<ol style="list-style-type: none"> <li>1. Select "Settings" from the Mazda Connect home screen.</li> <li>2. Select "Alexa Settings".</li> <li>3. Select "Things to Try".</li> </ol>
<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</p>

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Mazda Connect™ (Settings → Alexa Settings → Alexa Hands-Free).

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



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

**NOTE**

- Some Alexa commands may not operate immediately after completing your Amazon account sign in. You may need to turn the ignition OFF for 5-10 minutes, then turn the ignition back ON (MHEV) / Ready (PHEV) for Alexa commands to work properly.
- OPTION 1 - After removing or installing the lead-acid battery, Alexa is unavailable until

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the GPS signal is received. Move the vehicle to a location where the GPS signal can be received.

**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**



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



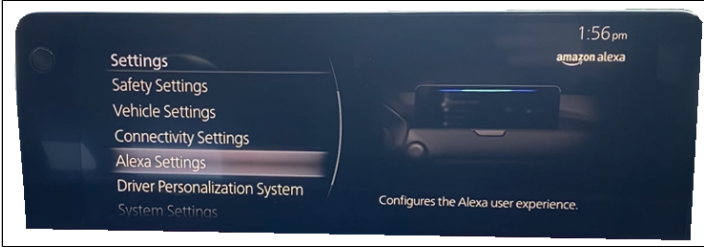
- On your smartphone, **ensure your Wi-Fi hotspot is enabled.**
- On Mazda Connect™, select **Search for Available Wi-Fi Networks**
- **Select your hotspot and enter your password.**
- Select **CONNECT**

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.

**NOTE**

- Some Alexa commands may not operate immediately after completing your Amazon account sign in. You may need to turn the ignition OFF for 5-10 minutes, then turn the ignition back ON (MHEV) / Ready (PHEV) for Alexa commands to work properly.
- OPTION 2 Wi-Fi Network device (tethered device) must remain in vehicle.

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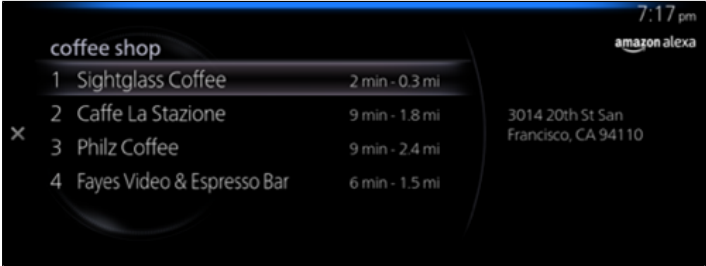
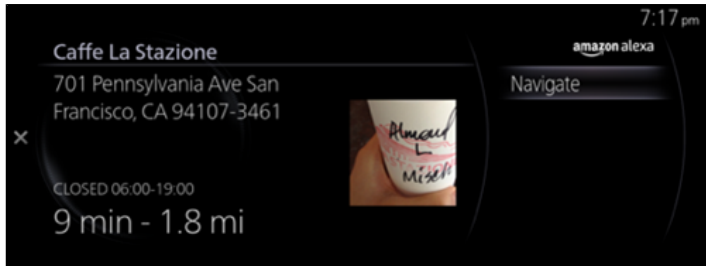
	<ul style="list-style-type: none"> <li>• OPTION 2 streaming music may require Amazon Premium account.</li> <li>• When Alexa is playing streaming music, noise may occur, or music may be interrupted due to signal reception conditions or other factors.</li> </ul>
<p>Can I use Alexa to set a navigation route using Apple Maps, Google Maps, Waze?</p>	<p>No, Alexa will not interface with Apple CarPlay / Android Auto</p>
<p>How do I adjust Alexa Built-In settings?</p>	<p><b>SETTINGS AND PREFERENCES</b>                  The “Alexa Settings” menu in Mazda Connect™ is your central hub for adjusting your Alexa Built-in settings and preferences.</p> <ol style="list-style-type: none"> <li>1. From the main Mazda Connect™ home screen, select Settings.</li> <li>2. Scroll and select Alexa Settings.</li> <li>3. Within the Alexa Settings menu, select Settings.</li> </ol>  <p>In the Settings menu, you can select your preferences from the following:</p> <ul style="list-style-type: none"> <li>• Communication: Pair a device to enable calling contacts with Alexa.</li> <li>• 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.</li> <li>• 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</li> <li>• Do Not Disturb: Disables Alexa notifications.</li> <li>• Location Sharing: Share your vehicle’s current location with Alexa to get smarter response for nearby restaurants, local weather and more.</li> <li>• Start of Request Sound: Plays a sound when Alexa starts listening.</li> <li>• End of Request Sound: Plays a sound when Alexa stops listening.</li> <li>• Alexa’s Language: Select preferred language to use with Alexa.</li> </ul>
<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"> <li>1. From the main Mazda Connect™ home screen, select <b>Settings</b>.</li> <li>2. Scroll and select <b>Alexa Settings</b>.</li> <li>3. Within the Alexa Settings menu, select <b>Sign Out</b>.</li> </ol> <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**

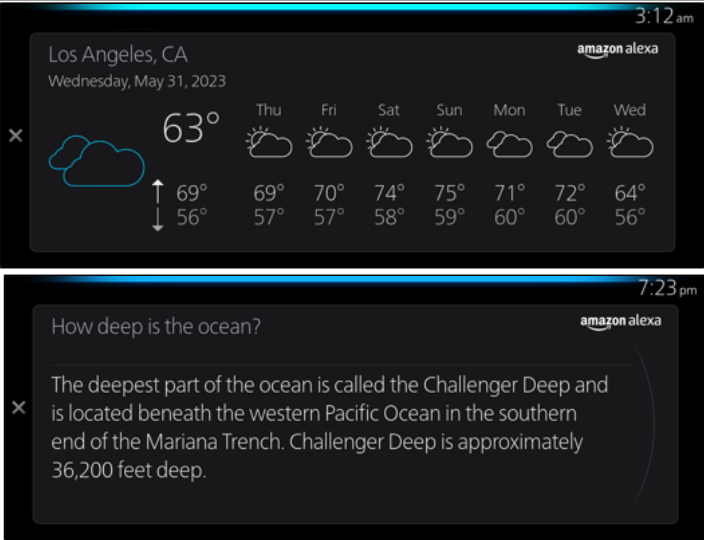
**COMMUNICATION**

Ask Alexa to place calls, send text messages, join meetings and more.

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	<ul style="list-style-type: none"> <li>• “Alexa, call Mike.”</li> <li>• “Alexa, send a text to Frank.”</li> <li>• “Alexa, join my meeting.”</li> </ul> <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><b>NAVIGATION &amp; SEARCH</b></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"> <li>• “Alexa, find a coffee shop nearby.”</li> <li>• “Alexa, how is traffic on the way to work?”</li> <li>• “Alexa, navigate to 123 Mazda Way.”</li> </ul> <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>  
<p><b>NEWS, INFORMATION, CALENDAR &amp; LISTS</b></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"> <li>• “Alexa, will it rain today?”</li> <li>• “Alexa, create a to-do.”</li> <li>• “Alexa, what’s my calendar for today?”</li> <li>• “Alexa, what’s in the news?”</li> <li>• “Alexa, how deep is the ocean?”</li> </ul> <p>To support safe driving, on-screen text-based responses will only be shown when the vehicle is stopped.</p>

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<p><b>MUSIC &amp; ENTERTAINMENT</b></p>	<p>* May require Amazon Premium account Ask Alexa to play music from a playlist of curated songs from your favorite artists, access your personalized podcast list and more.</p> <ul style="list-style-type: none"> <li>• “Alexa, play the top songs this week.”</li> <li>• “Alexa, turn up the volume.”</li> <li>• “Alexa, resume my book on Audible.”</li> </ul> <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><b>SUPPORTED MUSIC SERVICE PROVIDERS</b></p> <ul style="list-style-type: none"> <li>• Amazon Music Unlimited</li> <li>• Prime Music</li> <li>• iHeartRadio</li> <li>• Pandora</li> <li>• Tidal</li> <li>• Deezer</li> <li>• TuneIn</li> <li>• Audible</li> <li>• Amazon Kindle</li> <li>• Sports Update</li> </ul> <p><b>UNSUPPORTED MUSIC SERVICE PROVIDERS</b></p> <ul style="list-style-type: none"> <li>• All Music Service Providers not listed above.</li> <li>• Spotify</li> <li>• Apple Music®</li> </ul>
<p><b>COMMUNICATING</b></p>	<p>Ask Alexa to communicate with and control your compatible home devices while on the road,</p>

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<b>WITH SMART HOME DEVICES</b>	<p>such as smart lights, smart plugs, thermostats and more.</p> <ul style="list-style-type: none"> <li>• “Alexa, drop in on my kitchen Echo.”</li> <li>• “Alexa, turn on the garage lights.”</li> <li>• “Alexa, set the temperature in the living room to 72 degrees.”</li> </ul> <p>For more on how to connect smart home devices to your Amazon account, visit the <a href="#">Amazon Alexa website</a>.</p>
<b>ROAD TRIP GAMES</b>	<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"> <li>• “Alexa, play a Road Trip game.”</li> <li>• “Alexa, tell me a car joke.”</li> </ul> <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"> <li>• Games and trivia</li> <li>• Sing-alongs</li> <li>• Guessing games</li> <li>• And more!</li> </ul> <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 <a href="#">Apple App Store®</a> or <a href="#">Google Play Store™</a>.</p>
<b>ALEXA ROUTINES</b>	<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.</p> <p>For example, create a “<b>Welcome Home</b>” 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, “<b>Alexa, start my commute</b>” 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 <a href="#">Amazon Alexa website</a>. You can customize up to 200 routines on your Amazon account.</p>
<b>EVEN MORE THINGS TO DO</b>	<p>To explore more examples of what Alexa Built-in can do in your Mazda, check out the <b>Things to Do</b> section (<i>Settings</i> → <i>Alexa Settings</i> → <i>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)



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- 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><b>CLIMATE CONTROLS</b></p> <ul style="list-style-type: none"> <li>• Turn on/off the AC</li> <li>• Turn on/off climate control</li> <li>• Turn on/off the front AC</li> <li>• Turn on/off the front climate control</li> <li>• Set the AC mode to Auto</li> <li>• Set the climate control mode to Auto</li> </ul>	<p><b>FAN</b></p> <ul style="list-style-type: none"> <li>• Turn the fan up/down</li> <li>• Turn on/off the fan</li> <li>• Turn on/off the front fan</li> <li>• Turn on/off sync</li> </ul>	<p><b>TEMPERATURE</b></p> <ul style="list-style-type: none"> <li>• Set the AC to [temp]</li> <li>• Set the passenger AC to [temp]</li> <li>• Set the AC to minimum/maximum</li> <li>• Increase/decrease the AC</li> <li>• Increase/decrease the passenger AC</li> <li>• Set climate control to [temp]</li> <li>• Set the driver climate control to [temp]</li> <li>• Turn up the heat</li> </ul>
<p><b>VENT POSITION</b></p> <ul style="list-style-type: none"> <li>• Set vent position to body</li> <li>• Set vent position to mix</li> <li>• Set vent position to floor</li> <li>• Set vent position to windshield</li> <li>• Set vent position to windshield and floor vents</li> <li>• Set vent position to windshield and bottom</li> </ul> <p><i>Tip: Alexa will not recognize “upper” and “lower” as vent positions.</i></p>	<p><b>RECIRCULATION</b></p> <ul style="list-style-type: none"> <li>• Set recirculation to inside/outside</li> <li>• Set recirculation to inside air/outside air</li> <li>• Set recirculation to automatic</li> <li>• Set recirculation to auto</li> <li>• Set front car recirculation to inside/outside/auto</li> <li>• Set front recirculation to inside/outside auto</li> </ul>	<p><b>WINDSHIELD DEFROSTER</b></p> <ul style="list-style-type: none"> <li>• Turn on/off windshield defroster</li> <li>• Turn on/off front windshield defroster</li> <li>• Turn on/off the front defroster</li> <li>• Turn on/off the front windshield defogger</li> <li>• Turn on/off windshield defogger</li> </ul>
<p><b>SEAT HEATER</b></p> <ul style="list-style-type: none"> <li>• Turn on/off the driver seat heater/warmer</li> <li>• Turn on/off the front seat heater/warmer</li> <li>• Turn on/off the passenger seat heater/warmer</li> <li>• Increase/decrease the driver seat heater/warmer</li> <li>• Decrease the driver seat heater/warmer by 2</li> </ul>	<p><b>SEAT VENTILATION</b></p> <ul style="list-style-type: none"> <li>• Turn on/off the seat ventilation</li> <li>• Increase driver seat ventilation</li> <li>• Set driver seat ventilation to 1</li> <li>• Decrease passenger seat ventilation by 2</li> </ul> <p><i>Tip: Alexa will not recognize “cooled seats” or “seat cooler.”</i></p>	<p><b>STEERING WHEEL HEATER</b></p> <ul style="list-style-type: none"> <li>• Turn on/off the steering heater</li> <li>• Turn on/off the driver steering heater</li> </ul> <p><i>Tip: Alexa will not recognize “steering wheel warmer.”</i></p>

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<ul style="list-style-type: none"> <li>• Set the driver seat heater/warmer to minimum/medium/maximum</li> <li>• Set the driver seat heater/warmer to 1</li> </ul> <p><i>Tip: Alexa recognizes both "seat heater" and "seat warmer."</i></p>		
<p><b>Hands-free telephone (Bluetooth)</b></p> <ul style="list-style-type: none"> <li>• Call by phone number</li> <li>• Call by phone list in the Bluetooth phone</li> <li>• Redial</li> <li>• Pick-up a call</li> </ul>	<p><b>Mazda Navigation</b></p> <ul style="list-style-type: none"> <li>• Set destination</li> <li>• Delete destination</li> </ul>	
<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
<p>Streaming music cannot be played using Alexa.</p>	<p>Cannot communicate using the Wi-Fi client function.</p>	<p>* May require Amazon Premium account Check the communication with the Wi-Fi client function using the following procedure:</p> <ol style="list-style-type: none"> <li>1. Select "Settings" from the Mazda Connect home screen.</li> <li>2. Select "Connectivity Settings".</li> <li>3. Select "Wi-Fi Client Settings".</li> </ol>  <p>4. Make sure that "Wi-Fi Client Mode" is enabled</p>  <p>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>
<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"> <li>1. Select "Settings" from the Mazda Connect home screen</li> <li>2. Select "Alexa Settings".</li> </ol>

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		<ul style="list-style-type: none"> <li>• If "Sign in" does not display on the screen, you are signed in.</li> <li>• If "Sign in" is display on the screen, select "Sign in" and follow the instructions on the screen to sign in.</li> </ul> <p>Make sure that "Push-To-Talk" is enabled during the following procedure</p> <ol style="list-style-type: none"> <li>1. Select "Settings" from the Mazda Connect home screen</li> <li>2. Select "Alexa Settings".</li> <li>3. Select "Settings"</li> <li>4. Make sure that "Push-To-Talk" is enabled</li> </ol>
<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"> <li>1. Select "Settings" from the Mazda Connect home screen</li> <li>2. Select "Alexa Settings".</li> </ol> <ul style="list-style-type: none"> <li>• If "Sign in" does not display on the screen, you are signed in.</li> <li>• If "Sign in" is display on the screen, select "Sign in" and follow the instructions on the screen to sign in.</li> </ul> <p>Make sure that "Alexa Hands-Free" is enabled using the following procedure.</p> <ol style="list-style-type: none"> <li>1. Select "Settings" from the Mazda Connect home screen</li> <li>2. Select "Alexa Settings".</li> <li>3. Select "Settings"</li> <li>4. Make sure that "Alexa Hands-Free" is is enabled</li> </ol>
<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"> <li>1. <a href="#">Installing the MyMazda APP</a></li> <li>2. <a href="#">Registering Your User Information</a></li> <li>3. <a href="#">Registering Vehicle Information</a></li> <li>4. <a href="#">Registering Connected Service</a></li> </ol>

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