

Subject: OPERATION OF DRIVER PERSONALIZATION SYSTEM	Service Alert No.: SA-053/25
	Last Issued : 11/19/2025

BULLETIN NOTES

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

Previous SAs:	Date(s) Issued:
SA-034/24	07/22/24 and 05/29/24
SA-061/23	12/05/23 and 10/16/23

APPLICABLE MODEL(S)/VINS

2024-2026 CX-90 equipped with Driver Personalization System

2025-2026 CX-70 equipped with Driver Personalization System

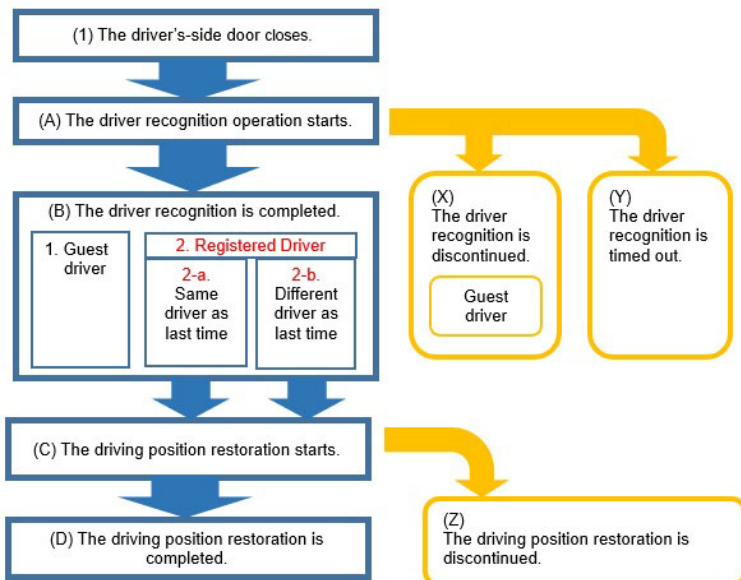
NOTE: For 2024 CX-90 with VINS lower than JM3KK*****150359 (produced before November 14, 2023), go to SSPD6 if Driver recognition result is not displayed.

DESCRIPTION

This Service Alert provides additional guidance about operation and procedure of the Driver Personalization System from the start of driver recognition to the end of the driving position restoration.




OUTLINE OF PROCEDURE TIMING

Timing (start/completion/discontinuing) of driver recognition and a driving position restoration:



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DETAILS OF PROCEDURE TIMING

(1)	The driver's-side door closes.
(A)	The driver recognition operation starts.
	When closing the driver's door, the driver recognition starts to detect the driver's face. NOTE: The status of the driver recognition cannot be displayed on the center display.
(B)	The driver recognition is completed (a registered driver/a guest driver).
	<p>Once the system identifies whether the driver is a registered one or not, the driver recognition is completed. When the driver recognition is completed, the recognition result is displayed on the center display.</p> <p>1. If the driver is a guest driver, the recognition result is displayed on the center display as in the following image.</p>  <p>2. Registered Driver</p> <p>2-a. If the driver is the same person as last time, the recognition result is displayed at the bottom of the center display.</p>  <p>2-b. If the driver is NOT the same person as last time, the recognition result is displayed on the center display as in the following image.</p> 
(C)	The driving position restoration starts

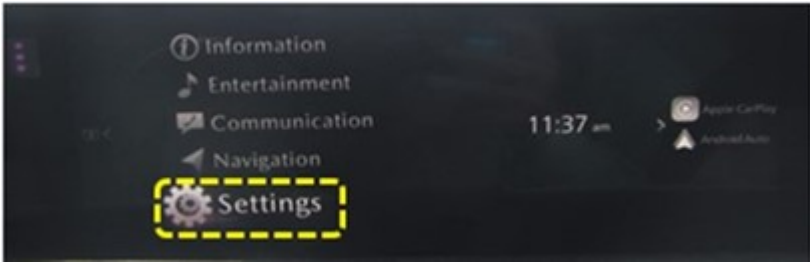
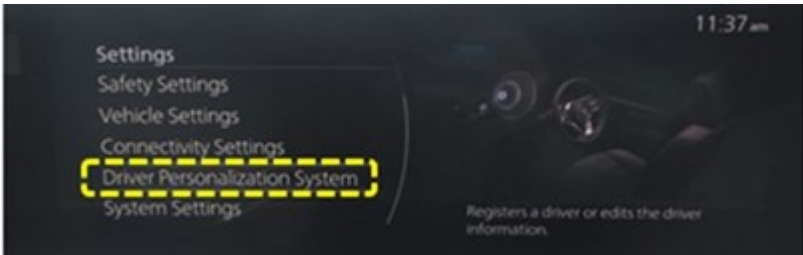
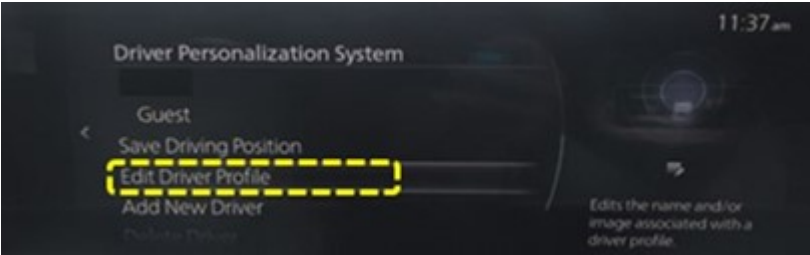
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	<p>When the system identifies the driver as the registered one, the driving position can be restored.</p> <ul style="list-style-type: none"> • If the driver is identified as the same one as last time, the driving position is restored when the recognition is completed. • If the driver is NOT identified as the same one as last time, "Welcome, *** " is displayed on the center display. The driving position is restored, after selecting "OK" in the center display with the commander knob. • If the driver is identified as a guest, the driving position is not changed. <p>NOTE:</p> <ul style="list-style-type: none"> • When the driver switches with another, the shift amount of the driving position (especially the seat and the steering wheel) may be large. • For the driver's safety, the driving position will be restored only when the driver selects "OK" in the center display.
(D)	The driving position restoration is completed
	When the driving position restoration is completed, the notification sound is activated (pop sound).
(X)	The driver recognition is discontinued
	<p>Driver recognition is discontinued when turning the ignition ON or shifting into other than P-range during driver recognition.</p> <p>NOTE: If driver recognition is discontinued, the driver is always identified as a guest and the system operates for a guest driver. The center display shows that the driver is recognized as a guest driver.</p>
(Y)	The driver recognition is timed out
	<ol style="list-style-type: none"> 1. If no face is detected because the driver's face is NOT looking forward, the system will continue the face detect operation for 10 seconds. 2. If still no face is detected, the driver recognition will be timed out. 3. After the driver's face is detected and if the driver recognition cannot be completed within 30 seconds, it will be timed out. <p>NOTE: When driver recognition is timed out, the recognition result is not displayed, and the driver switching operation is not activated and the driving position does not change.</p>
(Z)	The driving position restoration is discontinued
	<p>If performing the following action during the driving position restoration, the restoration operation is discontinued and the refusal sound is activated (beep sound).</p> <ul style="list-style-type: none"> • Shifting into any position other than Park. • Operating any switches related to driving positions. <ul style="list-style-type: none"> ◦ Seat position memory switch ◦ Door lock/unlock with the advanced keyless entry function ◦ Steering wheel electric adjustment switch ◦ Power seat adjustment manual switches ◦ Outside mirror adjustment switches ◦ Performing active driving display setting with Mazda Connect <p>NOTE: If performing cranking during the driving position restoration, the restoration operation is suspended for a</p>

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while and then resumed.

Frequently Asked Question (FAQs):

1	<p>Why is the driver recognized as a guest every time?</p> <p>The driver recognition may be interrupted. Avoid any operations (including cranking/IG-ON etc.) until the driver recognition is completed. Due to accessories and/or angle of the face, the driver's face may not be recognized. The following measures may improve the driver recognition.</p> <ul style="list-style-type: none"> • Try the same appearance and the face angle as when setting up the driver recognition. • Redo the driver recognition setting with Mazda Connect (Settings > Driver Personalization System > Edit Driver Profile > Redo Driver Recognition)  <p style="text-align: center;">↓</p>  <p style="text-align: center;">↓</p>  <p style="text-align: center;">↓</p>
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- Two appearances per a driver can be registered. Add/Redo alternative appearance recognition with Mazda Connect (Settings > Driver Personalization System > Edit Driver Profile > Add Alternate Appearance /Redo Alternate Appearance).

NOTE: When doing/redoing the appearance recognition, show natural appearance (opening the eyes, closing the mouth etc.).

2 Why is the Driving Position NOT restored?

- If the driver is recognized as a guest, the driving position restoration is NOT activated.
- **If a registered driver idifferent from the one who was recognized by face recognition last time is recognized,** the driving position restoration is NOT activated immediately. In this case, the welcome message is shown when the driver recognition is completed and the driving position restoration will start after selecting "OK" on the center display with the commander knob.



- If there are obstacles on the movement line of the seat or misalignment of the memory seat motor, the driving position may NOT be restored properly. Refer to [SA-043/23 - AUTOMATIC SEAT POSITION ADJUSTMENT IS INTERRUPTED](#).
- **After unlocking the door using the remote transmitter with the registered driving position, if you enter the vehicle while the driving position registered in the remote transmitter is being recalled, the recall of the driving position will stop once face recognition is successful. Additionally, during the recall of the driving position, any operations related to seat movement, such as operating the position memory switch, will also stop the recall of the driving position.**
- **NOTE:** If the person entering the vehicle is not registered in the driver personalization system or if face recognition fails and the person is identified as a guest, the driving position registered in the remote transmitter will be recalled.

3 Why does it take time to display the result of the driver recognition?

When the vehicle system wakes up from sleep mode by unlocking the door or other actions,

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	it takes a few seconds for the system to fully start up. This may delay the start of face recognition and the display of results.
4	When starting up the vehicle system, why is the View Monitor displayed on the instrument cluster before the result of the driver recognition?
	If "Display Priority View at Start Up" is set "Enable", View Monitor is displayed preferentially when the vehicle is started. Pressing "360° View Monitor switch" closes the View Monitor, and displays the result of the driver recognition.
5	Why is the driver recognition result of Driver Personalization System is not displayed in the center display after VCM reprogramming? Usually, the driver recognition starts when the driver closes the driver's door, and the recognition result is displayed in the center display after the recognition is completed. However, after reprogramming to update the VCM, the driver recognition may not start, and the result may not be displayed after unlocking the doors with IG-OFF or opening the liftgate, and the driver taking more than 15 seconds to open the driver's door, take the driving position, and close the driver's door.
	If the concern has occurred since the VCM was reprogrammed, make one or some suggestion(s) to the customer, depending on the customer's usage. <ul style="list-style-type: none"> • After starting the engine, select a registered driver of the driver personalization system by operating MAZDA CONNECT manually (Refer to the owner's manual "How to Use the Driving Position Memory") and restore the driving position. • After starting the engine (ACC setting or IG-ON are also possible), open the driver's door and then close it again to start the driver recognition. • It should take less than 15 seconds from when the driver unlocks the doors to when the driver takes the driving position and closes the driver's door. • Restore the driving position by using Position Position Memory function. The Position Memory Button and Smart Key also have driving position memory function (Refer to the owner's manual). However, setting restoration of MAZDA CONNECT or Entry/Exit Assist are not available with them.

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