

Technical Service Bulletin

Mazda North American Operations
Irvine, CA 92618-2922



Subject: SEAT WARMER DOES NOT OPERATE WHEN TURNING IGNITION ON WHILE CABIN TEMPERATURE AND/OR SEAT IS WARM	Bulletin No.: 09-016/26
	Last Issued : 05/06/2026

BULLETIN NOTES

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

Previous TSBs:	Date(s) Issued:
09-005/25	01/21/25
09-012/23	07/10/23, 03/22/23 and 02/09/23
09-044/22	11/15/22

APPLICABLE MODEL(S)/VINS:

2019-2023 Mazda3 (Japan built) vehicles with VINs lower than JMI BP**** ** 604379 (Produced before Oct. 1, 2022)
2019-2022 Mazda3 (Mexico built) vehicles with VINs lower than 3MZ BP**** ** 317705 (Produced before Oct. 4, 2022)
2020-2023 CX-30 vehicles with VINs lower than 3MV DM**** ** 500022 (Produced before Oct. 4, 2022)

NOTE: This service information applies to vehicles equipped with seat warmers.

DESCRIPTION

Some customers may complain that the seat warmer does not operate when turning the ignition on while the seat is warm but when turning the ignition off then on again, the seat warmer begins to operate appropriately. DTCs "B1030:13" and/or "B1032:13" are stored. This is caused by the seat warmers fail-safe mode which prevents it from working during the initial drive cycle. To correct this issue, the seat warmer has been modified to optimize the temperature control.

- B1030:13 Seat warmer unit (LH) circuit malfunction (Heater side)
- B1032:13 Seat warmer unit (RH) circuit malfunction (Heater side)

Customers having this concern should have their vehicle repaired using the following repair procedure.

REPAIR PROCEDURE

1. Verify the customer concern.
2. Remove the front seat cushion trim and the front seat back trim for both the driver and passenger seats according to the instructions in MGSS.

- Mazda3
 - [FRONT SEAT BACK TRIM REMOVAL/INSTALLATION](#)
 - [FRONT SEAT CUSHION TRIM REMOVAL/INSTALLATION](#)
- CX-30
 - [FRONT SEAT BACK TRIM REMOVAL/INSTALLATION](#)

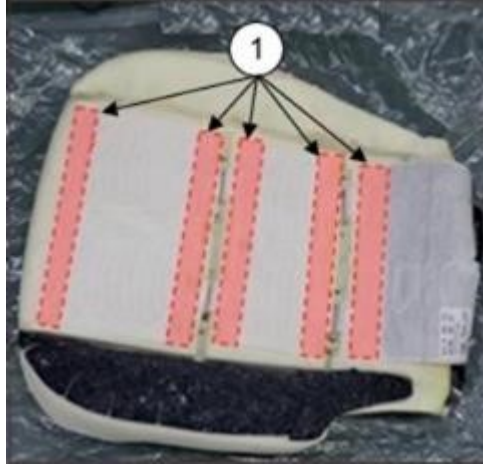
CONSUMER NOTICE: The information and instructions in this bulletin are intended for use by skilled technicians. Mazda technicians utilize the proper tools/ equipment and take training to correctly and safely maintain Mazda vehicles. These instructions should not be performed by "do-it-yourselfers." Customers should not assume this bulletin applies to their vehicle or that their vehicle will develop the described concern. To determine if the information applies, customers should contact their nearest authorized Mazda dealership. Mazda North American Operations reserves the right to alter the specifications and contents of this bulletin without obligation or advance notice. All rights reserved. No part of this bulletin may be reproduced in any form or by any means, electronic or mechanical--including photocopying and recording and the use of any kind of information storage and retrieval system ---without permission in writing.

◦ FRONT SEAT CUSHION TRIM REMOVAL/INSTALLATION

CONSUMER NOTICE: The information and instructions in this bulletin are intended for use by skilled technicians. Mazda technicians utilize the proper tools/ equipment and take training to correctly and safely maintain Mazda vehicles. These instructions should not be performed by "do-it-yourselfers." Customers should not assume this bulletin applies to their vehicle or that their vehicle will develop the described concern. To determine if the information applies, customers should contact their nearest authorized Mazda dealership. Mazda North American Operations reserves the right to alter the specifications and contents of this bulletin without obligation or advance notice. All rights reserved. No part of this bulletin may be reproduced in any form or by any means, electronic or mechanical---including photocopying and recording and the use of any kind of information storage and retrieval system ---without permission in writing.

3. Replace the seat warmer unit of the seat cushion side for both the driver and passenger seats according to the following steps.

a. Remove the heater mat gently while using a hair dryer or an iron to warm up the adhesive parts (1).



NOTE: If the adhesive surface is not warmed up sufficiently, the urethane pad may be damaged (example image below).

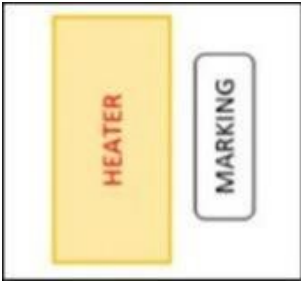


CONSUMER NOTICE: The information and instructions in this bulletin are intended for use by skilled technicians. Mazda technicians utilize the proper tools/ equipment and take training to correctly and safely maintain Mazda vehicles. These instructions should not be performed by "do-it-yourselfers." Customers should not assume this bulletin applies to their vehicle or that their vehicle will develop the described concern. To determine if the information applies, customers should contact their nearest authorized Mazda dealership. Mazda North American Operations reserves the right to alter the specifications and contents of this bulletin without obligation or advance notice. All rights reserved. No part of this bulletin may be reproduced in any form or by any means, electronic or mechanical---including photocopying and recording and the use of any kind of information storage and retrieval system ---without permission in writing.

b. Remove the 5 release papers on the seat warmer unit, then apply it to the the urethane pad along the markings on the pad (Refer to the procedure below).

NOTE: Align with the seat warmer and the markings on the urethane pad.

Marking A: DO NOT cover the marking with the adhesive tape on the seat warmer unit.



Good

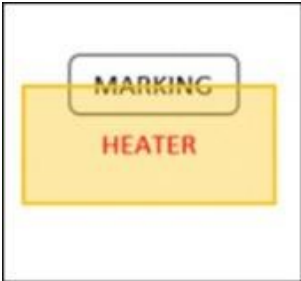


No Good



No Good

Marking B: Apply the edge the adhesive tape of the set warmer unit on the marking.



Good

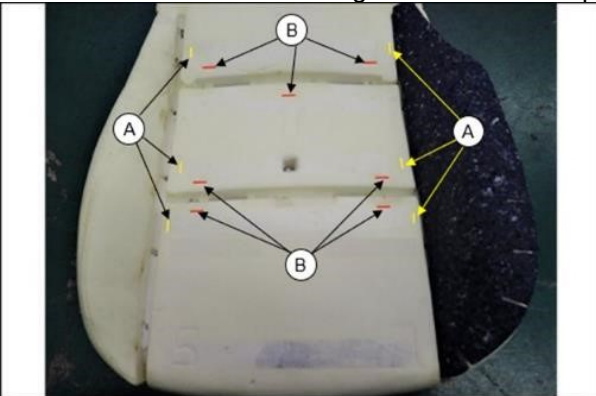


No Good



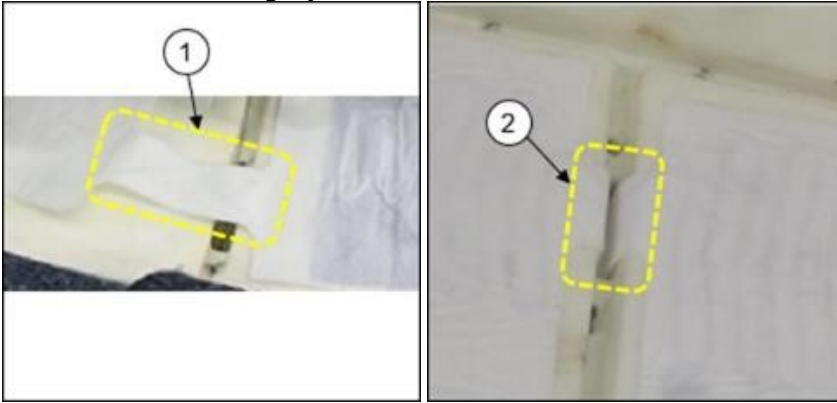
No Good

NOTE: Location of the markings on the urethane pad



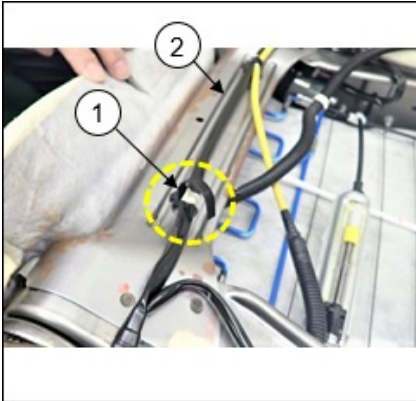
CONSUMER NOTICE: The information and instructions in this bulletin are intended for use by skilled technicians. Mazda technicians utilize the proper tools/ equipment and take training to correctly and safely maintain Mazda vehicles. These instructions should not be performed by "do-it-yourselfers." Customers should not assume this bulletin applies to their vehicle or that their vehicle will develop the described concern. To determine if the information applies, customers should contact their nearest authorized Mazda dealership. Mazda North American Operations reserves the right to alter the specifications and contents of this bulletin without obligation or advance notice. All rights reserved. No part of this bulletin may be reproduced in any form or by any means, electronic or mechanical---including photocopying and recording and the use of any kind of information storage and retrieval system ---without permission in writing.

NOTE: Pulling-over portions (1) of the seat warmer unit must be in the through hole of the cushion pad (2). DO NOT pull the seat warmer unit tightly so that the unit is not stretched.

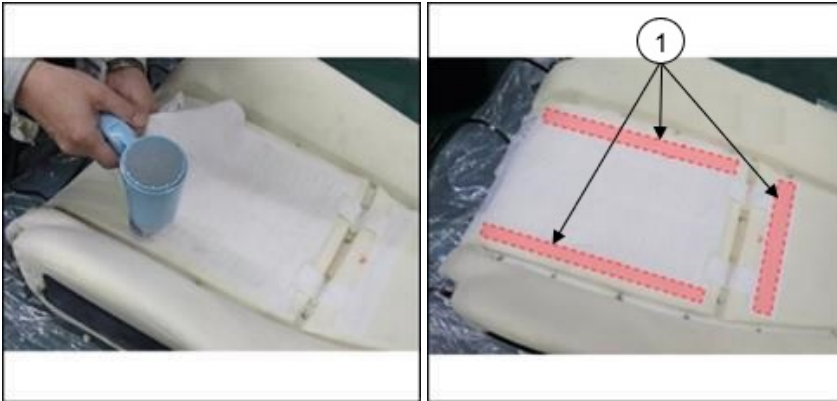


4. Replace the seat warmer unit of the seat back side for both the driver and passenger seats according to the following steps.

a. Cut the band (1) fixed with the wire (2) of the seat warmer unit.



b. Remove the heater mat gently while using a hair dryer or an iron to warm up the adhesive parts (1).



NOTE: If the adhesive surface is not warmed up sufficiently, the urethane pad may be damaged.

CONSUMER NOTICE: The information and instructions in this bulletin are intended for use by skilled technicians. Mazda technicians utilize the proper tools/ equipment and take training to correctly and safely maintain Mazda vehicles. These instructions should not be performed by "do-it-yourselfers." Customers should not assume this bulletin applies to their vehicle or that their vehicle will develop the described concern. To determine if the information applies, customers should contact their nearest authorized Mazda dealership. Mazda North American Operations reserves the right to alter the specifications and contents of this bulletin without obligation or advance notice. All rights reserved. No part of this bulletin may be reproduced in any form or by any means, electronic or mechanical--including photocopying and recording and the use of any kind of information storage and retrieval system ---without permission in writing.

c. Remove the three release papers on the seat warmer unit, and then apply it to the the urethane pad according to the markings on the pad (Refer to the procedure below).

NOTE: Align with the seat warmer and the markings on the urethane pad.

Marking A: DO NOT cover the marking with the adhesive tape on the seat warmer unit.



Good



No Good



No Good

Marking B: Apply the edge the adhesive tape of the set warmer unit on the marking.



Good

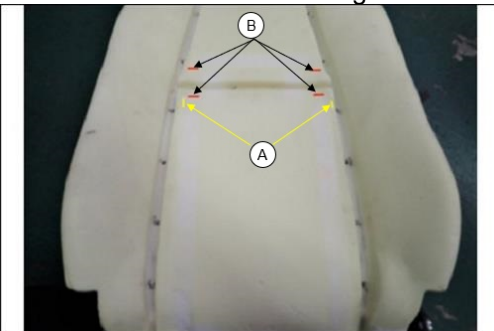


No Good



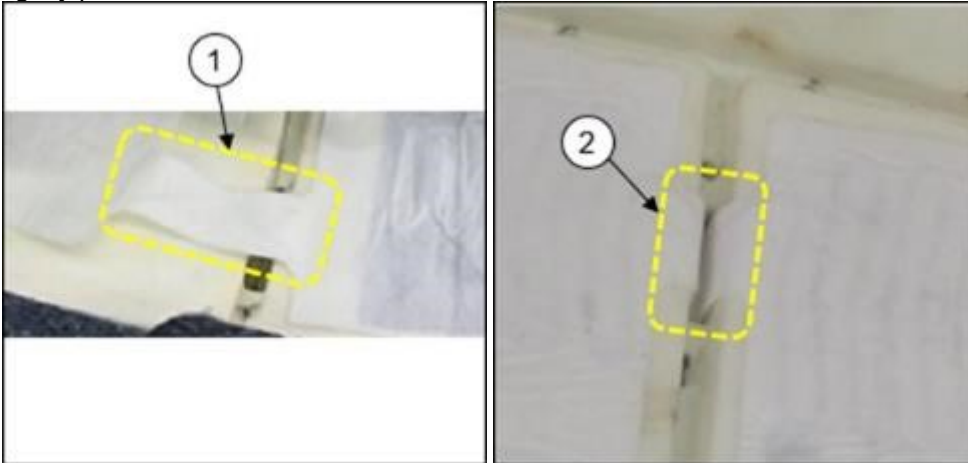
No Good

NOTE: Location of the markings of the urethane pad



CONSUMER NOTICE: The information and instructions in this bulletin are intended for use by skilled technicians. Mazda technicians utilize the proper tools/ equipment and take training to correctly and safely maintain Mazda vehicles. These instructions should not be performed by "do-it-yourselfers." Customers should not assume this bulletin applies to their vehicle or that their vehicle will develop the described concern. To determine if the information applies, customers should contact their nearest authorized Mazda dealership. Mazda North American Operations reserves the right to alter the specifications and contents of this bulletin without obligation or advance notice. All rights reserved. No part of this bulletin may be reproduced in any form or by any means, electronic or mechanical---including photocopying and recording and the use of any kind of information storage and retrieval system ---without permission in writing.

NOTE: Pulling-over portions (1) of the seat warmer unit must be in the through hole of the cushion pad (2). DO NOT tightly pull the seat warmer unit so it's not stretched.



5. Install the front seat cushion trim and the front seat back trim for both the driver and passenger side seats in the reverse order of removal.
6. Verify the repair.

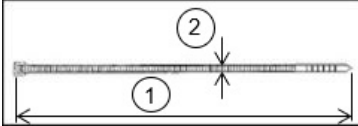
CONSUMER NOTICE: The information and instructions in this bulletin are intended for use by skilled technicians. Mazda technicians utilize the proper tools/ equipment and take training to correctly and safely maintain Mazda vehicles. These instructions should not be performed by "do-it-yourselfers." Customers should not assume this bulletin applies to their vehicle or that their vehicle will develop the described concern. To determine if the information applies, customers should contact their nearest authorized Mazda dealership. Mazda North American Operations reserves the right to alter the specifications and contents of this bulletin without obligation or advance notice. All rights reserved. No part of this bulletin may be reproduced in any form or by any means, electronic or mechanical---including photocopying and recording and the use of any kind of information storage and retrieval system ---without permission in writing.

PARTS INFORMATION

NOTE: Parts apply to vehicles equipped with either manual seat adjuster or power seat adjuster.

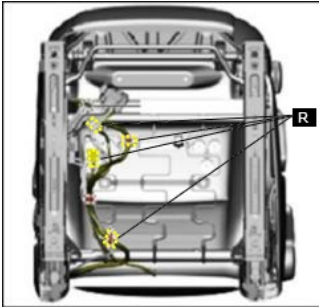
Model	Part Number	Description	Qty.	Notes
Mazda3	BDGJ-88-121A	HEATER-ST	1	For Passenger Seat Bottom
	BDEM-88-121	HEATER-ST	1	For Driver Seat Bottom
	BDGG-88-122A	HEATER-ST	2	For Driver & Passenger Seat Back
CX-30	D41V-88-121	HEATER-ST	1	For Passenger Seat Bottom
	BDEM-88-121	HEATER-ST	1	For Driver Seat Bottom
	DFS6-88-122	HEATER-ST	2	For Driver & Passenger Seat Back

NOTE: B25H-88-244 can be substituted with multi-purpose zip-ties at the following specifications:



Length = 120 - 150 mm {4.7 - 5.9 inch} Width = 2.5 - 3.5 mm {0.1 - 0.13 inch} Material: Nylon 66 (Polyamide 66).

Replacement parts location:



CONSUMER NOTICE: The information and instructions in this bulletin are intended for use by skilled technicians. Mazda technicians utilize the proper tools/ equipment and take training to correctly and safely maintain Mazda vehicles. These instructions should not be performed by "do-it-yourselfers." Customers should not assume this bulletin applies to their vehicle or that their vehicle will develop the described concern. To determine if the information applies, customers should contact their nearest authorized Mazda dealership. Mazda North American Operations reserves the right to alter the specifications and contents of this bulletin without obligation or advance notice. All rights reserved. No part of this bulletin may be reproduced in any form or by any means, electronic or mechanical---including photocopying and recording and the use of any kind of information storage and retrieval system ---without permission in writing.

WARRANTY INFORMATION**NOTE:**

- This warranty information applies only to verified customer complaints on vehicles eligible for warranty repair.
- This repair will be covered under Mazda's New Vehicle Limited Warranty term.
- Additional diagnostic time cannot be claimed for this repair.

Warranty Type	A
Symptom Code	61
Damage Code	9W
Part Number Main Cause	****-88-121*
Quantity	1
Operation Number / Labor Hours:	With Power Seat - XXW7XBRX / 2.5 Hrs. Without Power Seat - XXW7XDRX / 2.6 Hrs.

NOTE:

- Enter C-rings in Related Parts, if replacing.
- If using multi-purpose zip-ties, claim them as a sublet expense with sublet code "H9".

CONSUMER NOTICE: The information and instructions in this bulletin are intended for use by skilled technicians. Mazda technicians utilize the proper tools/ equipment and take training to correctly and safely maintain Mazda vehicles. These instructions should not be performed by "do-it-yourselfers." Customers should not assume this bulletin applies to their vehicle or that their vehicle will develop the described concern. To determine if the information applies, customers should contact their nearest authorized Mazda dealership. Mazda North American Operations reserves the right to alter the specifications and contents of this bulletin without obligation or advance notice. All rights reserved. No part of this bulletin may be reproduced in any form or by any means, electronic or mechanical---including photocopying and recording and the use of any kind of information storage and retrieval system ---without permission in writing.