



TO: All Mazda Dealership General Managers, Service Managers, and Parts Managers
DATE: September 2010
SUBJECT: 2007-2009 Mazda3 and Mazda5 Power Steering Voluntary Safety Recall 6010H

Mazda Motor Corporation has decided that a defect which relates to motor vehicle safety exists in certain 2007-2009 Mazda3 and Mazda5 vehicles, produced from April 2, 2007 through November 30, 2008.

Certain 2007-2009 Mazda3 and Mazda5 vehicles may have a condition in which a sudden loss of power steering assist could occur at any time while driving the vehicle. If power steering assist is lost, steering is still possible but will require more physical effort, particularly while driving at lower speeds. Unless the driver compensates for the additional effort, the risk of a crash is increased.

The purpose of this campaign is to repair the power steering system by replacing the power steering pump and lines.

All owners of affected vehicles will receive a preliminary notification (1st phase) by first class mail beginning September 15, 2010.

The subsequent notification (2nd phase), instructing owners to bring their vehicle in for the recall repair, will begin in September 2010 and will complete in February 2011.

Customer Appointments:

Customer appointments are critical to overall success and customer satisfaction of this campaign. Mazda requests dealers proactively make appointments for customers and capture the VIN number during the appointment process. This will minimize customer inconvenience due to appointment overflow or parts availability issues.

This package contains important information about Voluntary Safety Recall 6010H:

Attachment I	Dealer Service Information
Attachment II	Parts Information
Attachment III	Warranty Information
Attachment IV	Repair procedure
Attachment V	Owner notification letter



The National Traffic and Motor Vehicle Safety Act prohibits the delivery of any subject vehicle without performing the necessary repair for defects or failures. Failure to perform applicable recalls before delivery can result in extensive dealer fines and penalties from the Federal Government. Therefore, you must complete this recall for all affected vehicles in your inventory prior to delivery.

Because parts availability will be at a minimum in the initial launch phase, we request that you give customer vehicles priority over unsold vehicles in your used car inventory.

To help you effectively perform this recall, Mazda has developed the following resources:

1. The following important documents are attached, were e-mailed to your Service Department, and are also available on eMDCS and the MS3 (Mazda Service Support System) websites:
 - I. Dealer Service Information (Attachment I)
 - II. Parts Information (Attachment II)
 - III. Warranty Information (Attachment III)
 - IV. Repair Procedure (Attachment IV)
2. Please note that the Recall Reminder Report will not be available until all customers are notified (after February 2011).
3. or technical assistance, call the Technical Assistance Hotline at (888) 832-8477, Option 3 for English speaking Hotline Specialist, option 4 for Spanish speaking Hotline Specialist. F
4. For parts or core return questions, contact the Corporate Dealer Assistance Group at (877) 727-6626 Option 2.
5. For warranty questions, contact the Warranty Hotline at (877) 727-6626 Option 3.

Please make certain the appropriate personnel in your dealership are aware of these resources and are familiar with the details of this recall before responding to customer inquiries.

We apologize for any inconvenience this recall may cause you and your customers. Your understanding and support in carrying out this campaign is greatly appreciated.

Sincerely,

Kiyoshi Yagi
Director, Technical Services Division
Mazda North American Operations