



TO: All Mazda Dealership General Managers, Service Managers, and Parts Managers

DATE: May 2009 (Original April 2009)

SUBJECT: 2010 Mazda3 Emission Harness Voluntary Safety Recall 5409D
Revised Parts Information

Mazda Motor Corporation has decided that a defect which relates to motor vehicle safety exists in certain 2010 Mazda3 vehicles equipped with LF or L5 engine and produced from October 7, 2008 through April 10, 2009.

On certain 2010 Mazda3 vehicles, the clearance between the emission harness and the housing of the starter motor may be insufficient. Due to this, the covering of the harness may be damaged from vibration during operation, resulting in a short-circuit between the harness wires and the starter housing. This condition could cause an engine control malfunction and/or poor shift quality. In the worst case, the main fuse may blow out, causing the engine to stall and an inability to restart, increasing the risk of a crash.

Owners of affected vehicles will be notified by first class mail beginning May 6, 2009.

This package contains important information about Voluntary Safety Recall 5409D:

Attachment I	Dealer Service and Parts information
Attachment II	Repair procedures
Attachment III	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.

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

1. Service and Parts recall instructions follow (Attachment I), were e-mailed to your Service Department, and are also available on eMDCS and the MS3 (Mazda Service Support System) websites.
2. Inspection and repair procedures follow (Attachment II), and are also available on the MS3 (Mazda Service Support System) and eMDCS websites.
3. We recommend using the Recall Reminder Report available in Web Reporting to encourage customers to come in for the recall (with recall reminder postcards). Dealers may use such owner information for the sole purpose of conducting and performing this recall, and for no other purpose. **Using it for marketing activities is strictly prohibited and could subject your dealership to serious fines.** The information in this report is protected by state privacy and other applicable laws regarding disclosure of personal and/or confidential, restricted or blocked information. It is the dealer's responsibility to protect the confidentiality of owner records and prevent the release of information to other parties.
4. For technical assistance, call the Technical Assistance Hotline at (888) 832-8477.
5. For warranty questions, contact the Corporate Dealer Assistance Group 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
Mazda North American Operations

CONDITION OF CONCERN

On certain 2010 Mazda3 vehicles, the clearance between the emission harness and the housing of the starter motor may be insufficient. Due to this, the covering of the harness may be damaged from vibration during operation, resulting in a short-circuit between the harness wires and the starter housing. This condition could cause an engine control malfunction and/or poor shift quality. In the worst case, the main fuse may blow out, causing the engine to stall and an inability to restart, increasing the risk of a crash.

SUBJECT VEHICLES

Model	VIN Range	Build Date Range
2010 Mazda3 LF, L5 Engine	JM1 BL**** A1 100120 – 148098	From October 7, 2008 through April 10, 2009

Note: The asterisk symbol “*” can be any letter or number.

PLEASE NOTE: Many of these vehicles have already been repaired at the factory and at the ports as well.

OWNER NOTIFICATION

Mazda will notify U.S. owners by first class mail beginning **May 6, 2009**.

PARTS INFORMATION

Description	Part Number	Quantity	Notes
Automatic Transmission Parts Set	0000-99-HRK -AT	1 set/vehicle	Includes: -25mm protector clip (1 pc) - Spacer (1 pc)
Manual Transmission Parts Set	0000-99-HRK -MT	1 set/vehicle	Includes: - 22mm protector clip (1 pc) - Rubber pad (1 pc)
Butyl Tape	0000-99-TAPE	1 pc/vehicle as needed	3/4in x 1.5in x 0.04in
Campaign Label	9999-95-065A-05	1=50 labels	Obtain in MStore (no charge)

Please note the space after the “K” in both the A/T and M/T part numbers.

PARTS ORDERING

Parts ordering restrictions have been eliminated for this campaign. Parts may be ordered through the eMDCS Parts Ordering System.

WARRANTY CLAIM PROCESSING INFORMATION

	Inspection & Clip Installation	Inspection, Clip Installation & Harness Taping
Warranty Type Code	R	R
Symptom Code	99	99
Damage Code	99	99
Process Number	A0909B	A0909B
Part Number Main Cause / Qty	7777-SP-E14 / 0	7777-SP-E14 / 0
Related Part Number / Qty	A/T vehicles: 0000-99-HRK -AT / 1	A/T vehicles: 0000-99-HRK -AT / 1 0000-99-TAPE / 1
	M/T vehicles: 0000-99-HRK -MT / 1	M/T vehicles: 0000-99-HRK -MT / 1 0000-99-TAPE / 1
Labor Operation Code	XXE1MARX	XXE1MBRX
Labor Hours	0.3 hrs	0.4 hrs

RENTAL CAR

As a reminder, owners may request information about their eligibility for a rental car. Rental car reimbursements are available only on vehicles within the mileage and time limitations under the Mazda New Vehicle Limited Warranty as stated in the Rental Car Reimbursement Program (Policy No. 12.0).

	Rental Agency Vehicle	Dealer Loaner Car Fleet Vehicle
Warranty Type Code	A	A
Symptom Code	99	99
Damage Code	99	99
Part Number Main Cause	5555-RE-NTAL	5555-LO-ANER
Part Quantity	0	Number of days loaner car was used Mazda pays \$35.00/day
Labor Operation Code	MM012XRX	MM012XRX
Labor Hours	0.0	0.0
Sublet – Rental Car		
Sublet Invoice Number	Number from Rental Invoice or Dealer Purchase Order	
Sublet Type Code	Enter "L"	
Sublet Amount	Up to \$30.00 per day for the number of days customer had rental car	

Rental expenses exceeding the two-day limit will require prior DSM Authorization, as outlined in the Rental Car Reimbursement Program policy.

VERIFY THE VEHICLE NEEDS THE RECALL

1. Verify the vehicle is within the following ranges:

Model	VIN Range	Build Date Range
2010 Mazda3 LF, L5 Engine	JM1 BL**** A1 100120 – 148098	From October 7, 2008 through April 10, 2009

If the vehicle is within the above range, go to step 2.

If vehicle is not within the above range, return it to inventory or the customer.

2. Perform a Warranty Vehicle Inquiry using your eMDCS System and inspect vehicle for an Authorized Campaign Label RECALL **5409D** attached to the vehicle's bulkhead.

eMDCS System - Vehicle Status Inquiry Results

If eMDCS displays:	Campaign Label is:	Action to perform:
RECALL 5409D	Present	Contact the Mazda Corporate Dealer Assistance Group at (877) 727-6626, option 2, to update vehicle history
	Not present	Proceed to "REPAIR PROCEDURE"
RECALL 5409D CLOSED	Present	Return vehicle to inventory or customer
	Not present	Complete a label and apply to vehicle's bulkhead
RECALL 5409D is not displayed	Does not apply	Recall does not apply to this vehicle. Return vehicle to inventory or customer

Note: Verify the recall number as the vehicle may have multiple labels.

REPAIR PROCEDURES

Please refer to Attachment II.