

## Mazda North American Operations

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**TO:** Mazda Dealership Service Managers

**DATE:** April 2009

**SUBJECT:** Mazda Service Program - MSP23  
2010 Mazda3 Malfunction Indicator Light Illumination (DTC P2183, P0111)

Mazda Motor Corporation has decided to conduct a Mazda Service Program (MSP) on certain 2010 Mazda3 vehicles produced from October 7, 2008 through April 23, 2009.

On some 2010 Mazda3 vehicles, when the engine is started after parking the vehicle under intense sunlight, the malfunction indicator light (MIL) may illuminate with DTC P2183 (ECT sensor No.2 circuit range/performance problem) and/or P0111 (IAT sensor circuit range/performance problem) stored in PCM memory. This is caused by an excessive temperature difference between the ECT #2, and the IAT due to the sudden rise of engine compartment temperature from sunlight warming the vehicle's hood. A revised PCM calibration is now available to repair this concern.

Please perform MSP23 on all applicable vehicles in dealer inventory and when owners bring their vehicles in for regularly scheduled maintenance or other service work. Please explain to the customer that the PCM will be reprogrammed **free of charge**.

**IMPORTANT NOTE:** Please remind your Service Consultants to run a Warranty Vehicle Inquiry using eMDCS for every vehicle that comes through your service drive. This report will indicate if the vehicle is applicable to MSP23 as well as any other open Service Campaign or Recall.

A Mazda Service Program (MSP) is similar to a Special Service Program (SSP) and is designed to improve customer satisfaction and reduce customer inconvenience; however, an MSP is limited to correcting minor issues that do not substantially affect vehicle durability, reliability, or performance. Like a Recall or SSP, eMDCS will display MSP23 when performing an eMDCS Warranty Vehicle Inquiry on an applicable vehicle. The eMDCS system will also display "OPEN" if the repair has not been performed, or "CLOSED" if it has been performed. By clicking on the blue MSP23, eMDCS will hyperlink to Service Bulletin **01-014/09** which provides repair procedures and warranty claim submission information. Additionally, you can find this Bulletin on the MS3 Website and on Mstore under Bulletins, Forms & E-Documents. We have also enclosed copies of this Bulletin for your convenience.

Warranty Claims for MSP23 will be accepted during the affected vehicle's New Vehicle Limited Warranty (NVLW) term of 36 month and 36,000 miles. Afterwards a DSM authorization is required.

For technical assistance, call the Technical Assistance Hotline at (888) 832-8477, Option 1. For warranty questions, contact the Corporate Dealer Assistance Group at (877) 727-6626, Option 3. Your support in carrying out this program is greatly appreciated.

Sincerely,

Kiyoshi Yagi  
Director, Technical Services  
Mazda North American Operations