



TO: Mazda Dealership Service Managers
DATE: August 2010
SUBJECT: Mazda Service Program – MSP30
2010-2011MY Mazda3, 2010 Mazda6, 2010 CX-7, 2010 CX-9
Bluetooth Hands-Free Inoperative

Mazda Motor Corporation has decided to conduct a Mazda Service Program (MSP) on certain 2010-2011MY Mazda3, 2010 Mazda6, 2010 CX-7 and 2010 CX-9 vehicles, equipped with Bluetooth Hands-Free Phone System, and produced from June 18, 2010 through July 16, 2010.

On certain Mazda3, Mazda6, CX-7 and CX-9 vehicles, it is possible that the “Talk”, “Pick-Up” and “Hang-Up” buttons may not function.

Please perform MSP30 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 Bluetooth Hands-Free module will be inspected and if necessary replaced **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 MSP30 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, MSPs are limited to correcting minor issues that do not substantially affect vehicle durability, reliability, or performance. Like a Recall or SSP, eMDCS will display MSP30 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 MSP30, eMDCS will hyperlink to Service Bulletin **09-038/10** which provides repair procedures and warranty claim submission information. Additionally, you can find this Bulletin on the MS3 Website. We have also enclosed a copy of this Bulletin for your convenience.

Warranty claims for MSP30 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 3 for English speaking Hotline Specialist, option 4 for Spanish speaking Hotline Specialist. For warranty questions, contact the Warranty Hotline 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