



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

**DATE:** February 2007

**SUBJECT:** 2007 MAZDASPEED3/Genuine Mazda Accessory All-Weather Floor Mat Recall **4407B**

Mazda Motor Corporation has decided to conduct a Recall campaign on certain 2007 MAZDASPEED3 vehicles equipped with Genuine Mazda Accessory all-weather floor mats sold through January 31, 2007.

When the Genuine Mazda Accessory all-weather floor mats are installed into the MAZDASPEED3, there is likelihood that the accelerator pedal may become stuck behind the floor mat which may prevent the vehicle from properly decelerating when the accelerator is released and could lead to an accident.

The purpose of this campaign is to replace the current Genuine Mazda Accessory all-weather floor mats with new, redesigned mats.

**Owners of affected vehicles will be notified by first class mail beginning March 7, 2007. The owner notification indicates that this repair can be completed on a wait basis. Please make an effort to accommodate customers as quickly as possible.**

This package contains important information about recall campaign **4407B**:

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 enclosed report of registered owners in the dealer's area 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.

In California, privacy laws prevent the release of names and addresses on this report.

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 2.

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. Please keep in mind that owners of 2001 and newer models are eligible to receive a rental car at no charge.

Your understanding and support in carrying out this campaign is greatly appreciated.

Sincerely,

Susumu Niinai  
Director, Technical Services  
Mazda North American Operations

**CONDITION OF CONCERN**

On certain 2007 MAZDASPEED3 vehicles equipped with Genuine Mazda Accessory all-weather floor mats, there is a likelihood that the accelerator pedal may become stuck behind the floor mat, which may prevent the vehicle from properly decelerating when the accelerator is released and could lead to an accident.

**SUBJECT VEHICLES**

<b>Model</b>	<b>VIN Range</b>	<b>Build Date Range</b>
2007 MAZDASPEED3 w/ All-weather floor mats	<b>JM1 BK34** 71 603266 - 695052</b>	<b>Job #1 through December 26, 2006</b>

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

**OWNER NOTIFICATION**

Mazda will notify U.S. owners by first class mail beginning **March 7, 2007**.

**PARTS INFORMATION**

<b>Description</b>	<b>Part Number</b>	<b>Quantity</b>	<b>Note</b>
Campaign Label	9999-95-065A-05	1=50 labels	Mstore (no charge)

**PARTS ORDERING**

Campaign labels are available in quantities of 50 per package by ordering through MStore.

**WARRANTY CLAIM PROCESSING INFORMATION**

	Remove existing Genuine Mazda Accessory front all-weather floor mats and return per dealer instructions
Warranty Type Code	R
Symptom Code	99
Damage Code	99
Process Number	J0702A
Part Number Main Cause	5555-07-005A
Part Quantity	0
Labor Operation Number	YY464XRX
Labor Hours	0.2

## RENTAL CAR

A rental car may be provided to the customer if eligible based on the terms and conditions of the Rental Car Reimbursement Program, policy 12.0. Rental car reimbursements are available only on 2001 and newer vehicles within the mileage and time limitations under the New Vehicle Limited Warranty. If the customer was placed in a rental car while the campaign was being completed, submit a separate **claim/problem** using the standard rental claim information.

Warranty Type Code	A
Symptom Code	99
Damage Code	99
Part Number Main Cause	5555-RE-NTAL
Part Quantity	0
Labor Operation Code	MM012XRX
Labor Hours	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/day for the # of days customer had rental car

Rental expenses exceeding the two-day limit will require prior DCSM 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
2007 MAZDASPEED3 w/ All-weather floor mats	<b>JM1 BK34** 71 603266 - 695052</b>	<b>Job #1 through December 26, 2006</b>

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 Modification Label **RECALL 4407B** attached to the vehicle’s bulkhead.

## eMDCS System - Vehicle Status Inquiry Results

If eMDCS displays:	Campaign Label is:	Action to perform:
RECALL <b>4407B</b>	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 <b>4407B</b> CLOSED	Present	Return vehicle to inventory or customer
	Not present	Complete a label and apply to vehicle's hood or bulkhead
RECALL <b>4407B</b> 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.