



MAZDA DEALER EMAIL

July 9, 2019

Attention: Mazda General, Parts and Service Managers

Subject: 2019 Mazda3 Head Restraint Concern - Safety Recall 3819F

Mazda Motor Corporation has decided to conduct a Safety Recall Campaign on certain Mexico produced 2019 Mazda3 vehicles within the VIN range below, affecting 9,430 U.S. and U.S. Territory vehicles.

Model	Subject VIN range	Subject production date range
2019 Mazda3	3MZBP****KM100048-113335	From January 15, 2019 through May 22, 2019

Action Required:

Currently there are 6,629 unsold affected vehicles that are in dealer inventory or arriving to your dealership. This list will post on MGSS by July 9, 2019. These vehicles must not be delivered to customers until the recall repair has been completed.

As a reminder, all vehicles under this recall will show as "Not Launched" status in eMDCS, but can be repaired. Please remember that the vehicle can be delivered once the recall repair has been completed. Even though the RDR recall warning will still display, the warranty claim to close the recall is not required to be entered into eMDCS to RDR the vehicle and can be submitted once Parts and Warranty information is available.

Concern Outline:

Due to improper installation of the seat cover material of the front driver and passenger seatbacks, the material may interfere with the head restraint lock release button, causing the button to be stuck in the release position. In this condition, the head restraint can be moved freely, without the ability to lock the vertical height adjustment at a desired position.

If a crash were to occur, the head restraint could become loose and injure occupants in the vehicle.

Owner Notification:

Mazda will notify owners of affected vehicles by first class mail no later than September 3, 2019. Owners will be asked to bring their vehicle to the nearest Mazda dealership for repairs.

Important Safety Notice:

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. Affected unsold VIN list will post on MGSS by July 9, 2019. Parts and Warranty information, Repair procedures will post on MGSS (Mazda Global Service Support) websites via MXConnect on July 9, 2019.
2. For warranty questions, contact the Warranty Hotline at (877) 727-6626, Option 3.
3. Vehicles will display in eMDCS as "Not Launched" on July 9, 2019. Once Parts and Repair procedures are posted, claims can be input into eMDCS however, repairs MUST be completed on in-stock units and can be completed on customer vehicles that exhibit the condition or that cannot wait.

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.

Protect What is Important to You

Mazda North American Operations

Sincerely,

Hideo Takashima
Director, Technical Services Division
Mazda North American Operations

