



## MAZDA DEALER EMAIL

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August 9, 2023

Attention: Mazda General, Parts and Service Managers

Subject: **Announcement of Safety Recall 6123H – 2024MY CX-90 – Pedestrian Alert System Warning Sound Error & Suspension of Delivery**

Dear Mazda Dealer Partners,

Mazda Motor Corporation has decided to conduct a Safety Recall on certain 2024MY CX-90 vehicles. Please see the description, model, year, and VIN range below for the vehicles in this campaign.

### **Subject Vehicles:**

Model	Subject VIN range	Subject production date range
2024 CX-90	JM3 KK *****100045 – 120588	From December 27, 2022 through July 5, 2023

\*Only the vehicles in this range and with a “Not Launched or Open” status in eMDCS are affected. All vehicles produced after July 5, 2023, are not affected.

**Concern Outline:** The pedestrian alert system has a warning sound for driving in reverse but may be activated in any gear other than “reverse”, due to missing software in the “AVAS ISB” amplifier. This concern may occur when the vehicle gear selector lever is moved through the various gears relatively quickly. The AVAS alerts pedestrians in the vicinity of the vehicle of its presence by generating an approaching vehicle alert sound while the vehicle is driven at a low speed. An improper AVAS warning can affect perception of vehicle directional movement and may increase the risk of an accident or injury.

### **Suspension of Delivery - Mazda Dealer Action Requested:**

There are approximately 8,800 CX-90 vehicles in dealer inventory or in transit to dealers currently. All Mazda dealers must quarantine any affected new, used, or CPO in-stock vehicles until the repair is completed. The affected dealer inventory list is available on Mazda Global Service Support (MGSS) and was provided to your District Service Manager. The current inventory list will be updated weekly or bi-weekly on MGSS as needed.

**Repair Outline:** Dealers will reprogram software of the AVAS ISB amplifier using M-MDS. The repair will be available before Owner Letters are mailed out. **Once repair procedures are available on MGSS, all vehicles can be repaired and claimed.** The recall will be in the Missed Recall Report no later than October 1, 2023.

**NOTE:** As a reminder, failure to properly perform any recall repair is a direct violation of Paragraph 14(F) of the Dealer Agreement and can cause one or more of the following: Mechanical breakdown or failure, crash or injury, Dealership penalties/fines by Mazda and NHTSA, increased liability risk for the dealership, Missed Recall penalties, loss of customer trust, and a poor Customer Experience. Additionally, vehicles sold by Mazda Canada, Inc. and U.S. Territories are also affected by this recall and should be repaired if presented to your dealership.

**Parts:** There are no parts replaced in this campaign.

**Mazda Employee Lease/Corporate Vehicles:** If you are a Mazda employee responsible or driving a 2024 CX-90, the Mazda Recall Team will contact the person assigned to the vehicle directly by email when the repair is available. Instructions will be provided on where you can take the vehicle (a Mazda Dealer or Mazda Service Facility). There is no immediate alarm with this announcement, but as normal, if you are having any concerns with your 2024 CX-90, please visit a Mazda dealer or contact your corporate/regional vehicle coordinator.

**Owner Notification:** All vehicles will show as “Not Launched” on August 9, 2023, by the end of the business day. The “Not Launched” status is required prior to mailing Owner Letters to customers but this status does not mean do not repair. Please read this entire email and check MGSS under this recall for updated instructions. Mazda will directly contact affected owners by U.S. Mail no later than October 1, 2023.

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

1. Parts and Warranty Information, Repair Procedure, and the affected VIN list are expected to be posted to MGSS on or before August 11, 2023, but may be delayed. When posted, searching by VIN is available immediately, but Keyword Searching may not be available until the next business day.
2. For Warranty questions, please contact the Warranty Hotline at [warrantydept@mazdausa.com](mailto:warrantydept@mazdausa.com)
3. For parts questions, contact the Corporate Dealer Assistance Group at (877) 727-6626 Option 2.
4. For recall related questions, please fill out the Dealer Recall Help Form located on [OneMazda](#).

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 are greatly appreciated.

Sincerely,

**Mazda North American Operations**

Travis Young

Manager, Recalls

Technical Services Division