



## MAZDA DEALER EMAIL

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**February 19, 2021**

**Attention: Mazda General, Parts and Service Managers**

**Subject: UPDATE - CSP05 - Mazda Mobile Start 3G Sunset – Incentive Claim Processing**

Dear Mazda Dealer Partners,

Mazda has received a number of CSP05 sales submission claims in which the customer selected the \$1,000 voucher, but the matching required MMS removal claim is missing or requires additional information. In order to process this \$1,000 incentive, the sales incentive team sends a report to warranty operations of the new vehicle sale with voucher code.

When customer selects this option (option #3 in the Parts and Warranty information), the following three pieces of information must be submitted together to ensure prompt payment:

1. New Sales Claim
2. Unique Customer Voucher Code (MMS Option #3 unique voucher code found on customer email)
3. MMS Removal Warranty Claim

How it Works:

- Warranty operations then must match the new sale with the unique voucher code, along with the MMS removal warranty claim. The warranty claim, (Claim option #3 in the Parts and Warranty Information), needs to match the sales claim and voucher code.
- Missing information will result in a delay OR non-payment of the \$1,000 incentive. Please thoroughly read all of the requirements of CSP05 especially those related to when customers are utilizing the \$1,000 incentive offer.

There are nearly 25 new vehicle sales that are missing the voucher code and do not have the matching required MMS removal warranty claim. Please thoroughly read all of the requirements of CSP05 especially those related to when customers are utilizing the \$1,000 incentive offer.

## SUBJECT VEHICLES

Model and Model Years	VIN Range	Build Date Range
2016-2019 - CX-5, CX-9, MAZDA6, CX-3 2016-2018 - MAZDA3 2020 - CX-5, CX-9	All**	All**

\*\*Only customers or family member residing in the same household with an active Mazda Mobile Start system installed and CSP05 displaying open in vehicle inquiry are eligible for the benefits under this campaign.

Please make certain the appropriate sales and service personnel in your dealership are aware of these requirements to ensure a smooth closure and payments to the dealer, as well as the resources and details of this campaign on MGSS before responding to customer inquiries. A copy of the incentive process is also included for your review.

We apologize for any inconvenience this campaign may cause you. Your understanding and support in carrying out this campaign is greatly appreciated.

Sincerely,  
Travis Young  
Manager Recalls, Technical Services Division  
Mazda North American Operations