



MAZDA DEALER EMAIL

zoom-zoom

zoom-zoom

SB-10056189-7781

July 14, 2014

Attention: Mazda Service and Parts Managers

Subject: Launch of Special Service Programs SSP94 and SSP95

Mazda Motor Corporation has decided to conduct the following Special Service Programs (SSPs) on certain 2009-2011 Tribute vehicles. Some vehicles are subject to both campaigns.

Special Service Program SSP94:

On certain 2009-2011 Tribute vehicles produced from April 14, 2008 through May 30, 2011 (3.0L) and June 1, 2009 through November 30, 2010 (2.5L), contamination on the internal motor contacts of the throttle body may result in intermittent electrical connectivity. If this condition is present, the Malfunction Indicator Lamp or Wrench Lamp will illuminate, and the vehicle may enter fail-safe mode. In this mode, the engine power and vehicle speed is reduced, while maintaining full functionality of the power steering, power braking, lighting, and climate control systems.

To improve vehicle performance should the above problem occur, dealers must reprogram the Powertrain Control Module (PCM). This SSP will be in effect until July 31, 2015 regardless of mileage.

Special Service Program SSP95:

Mazda Motor Corporation is extending the warranty coverage for throttle body replacement on certain 2009-2011 Tribute vehicles produced from April 14, 2008 through May 30, 2011. The warranty for throttle body replacement will be extended to 10 years (120 months) from the original warranty start date or 150,000 miles, whichever comes first. If a vehicle has already exceeded the time or mileage limits, this coverage will last through January 31, 2015.

Affected vehicles may develop contamination on the internal motor contacts of the throttle body, resulting in intermittent electrical connectivity. If this condition is present, the Malfunction Indicator Lamp (MIL) or Wrench light will illuminate and the vehicle may enter a fail-safe mode. In this mode, engine power and vehicle speed are reduced, while full functionality of the power steering, power braking, lighting, and climate control systems are maintained. If diagnosis identifies the throttle body as the causal component, dealers are authorized to replace the throttle body under this warranty extension program. This service must be performed at no charge to the vehicle owner.

Owners of subject vehicles for the above SSPs will be notified by first class mail the week of July 14, 2014.

Program information, including production date ranges, VIN ranges, part numbers, warranty claim processing information and repair procedures, are available on the Mazda Service Support System (MS3) website and on eMDCS via MXConnect.

For technical assistance, contact the Technical Assistance Hotline at (888) 832-8477, Option 3 for an English speaking Hotline Specialist, option 4 for a Spanish-speaking Hotline Specialist. For warranty questions, contact the Warranty Hotline at (877) 727-6626 Option 3.

Please make certain that the appropriate personnel in your dealership are aware of these resources and are familiar with the details of these programs before responding to customer inquiries.

We apologize for any inconvenience this may cause you and your customers.

Your understanding and support in carrying out these programs are greatly appreciated.

Mazda Technical Services