

Mazda North American Operations



November 2004

2004 RX-8 Product Update - Mazda Service Program MSP 04

Dear Mazda Owner:

Mazda Motor Corporation has decided to conduct a service program on 2004 RX-8 vehicles produced before March 12, 2004. If you received this notice, your vehicle is included in this program. Affected vehicles may fail to start in cold ambient temperatures, or may be hard to start after short distance driving when the engine does not reach normal operating temperature.

Your Mazda dealer will recalibrate your RX-8's Powertrain Control Module (PCM) **free of charge**, bringing your vehicle to the most updated mass production specifications. This may take approximately 30 minutes to complete depending on the service workload at your Mazda dealership. While this is not a recall, Mazda recommends making an appointment with your Mazda dealer to have your vehicle updated as soon as possible. It is important that you have this update completed to minimize your chance of encountering a problem as cold weather approaches.

The design of the engine ports and a sequential dynamic air intake system help the award-winning Mazda RENESIS Rotary Engine in your RX-8 provide exceptional performance dynamics and reduce exhaust emissions. **Because of its unique design, it is important to warm up the engine before shutting it off. Ideally, the engine coolant temperature gauge needle should reach the middle of the normal operating range before shutting off the engine.**

Not bringing the engine to normal operating temperature may cause flooding. To start a flooded engine:

1. Depress and hold the accelerator pedal to the floor and crank the engine for 7-8 seconds. This will clear any unburned fuel from the combustion chamber.
2. Release the ignition switch.
3. Release the accelerator pedal and start the engine. If the engine starts while performing Step 1, the engine will rev up. Immediately release the ignition key and remove your foot from the accelerator pedal.
 - Do not keep holding the ignition switch in the Start position over 10 seconds if the engine does not start. This may result in a weakened or dead battery.
 - Avoid racing the engine or driving the vehicle right after starting the engine.
 - If the engine still fails to start, have your vehicle inspected by your Mazda Dealer.

This procedure has changed since the *RX-8 Owner's Manual* was printed. If page 7-20 in your Owner's Manual has not been updated with a correction label, your dealer will apply one with the revised starting procedure at no charge at the same time the vehicle's PCM is updated.

To locate your nearest Mazda dealer, visit our web site and try our "Locate a Dealer" feature at www.MazdaUSA.com or consult your local yellow pages.

If you have moved or no longer own your Mazda vehicle, please complete the enclosed prepaid *Information Change Card* as soon as possible. This enables us to update our records and notify the current owner.

In the near future, you will receive a video program detailing the unique characteristics of the rotary engine, including warming the engine to normal operating temperature, and starting a flooded engine. We also invite you to learn more about what makes the rotary engine unique at www.MazdaUSA.com by clicking RX-8, then RENESIS Rotary Engine.

Your satisfaction is a priority for Mazda. We actively work to improve our products and search for solutions to improve your ownership experience. Please accept our apologies for any inconvenience this program may have caused you.

Sincerely,

Mazda North American Operations