



# INTRODUCTION TO MAZDA

# WE ARE VERY HAPPY TO WELCOME YOU TO THE MAZDA FAMILY!

This presentation covers:

- Our goals
- Training curriculum and performance support
- Accessing and using Mazda Technician resources
- Our Training Certification levels
- Technical Training Directory
- The Future of Mazda



# OUR GOAL

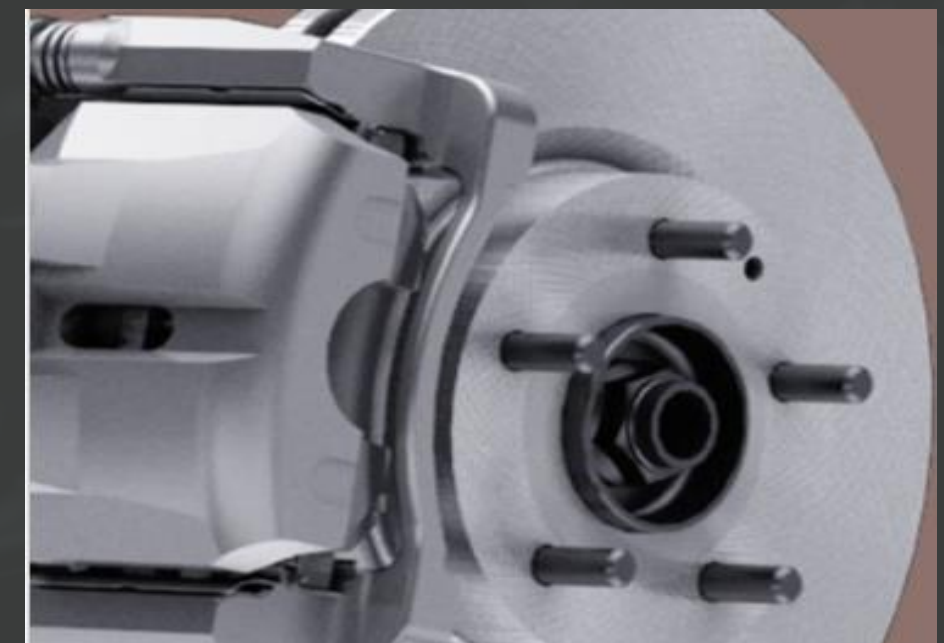
To provide exceptional, readily-available technical training and resources to ensure unrivaled repair success at the dealership, through Mazda Technician empowerment.

Our goal is your success – through empowerment. You are in charge of your career as a Mazda Technician.

Today's cars are complex. You could spend most of your time training and it might not be enough.

Because of the huge volume of information and the speed at which it changes, our training and support materials are designed to help you access information as quickly and accurately as possible.

We don't expect you to remember everything or be able to keep up with every change. Instead, we do our best to provide you with direct access to all the information you need to professionally service our vehicles, as well as provide you with continued education.



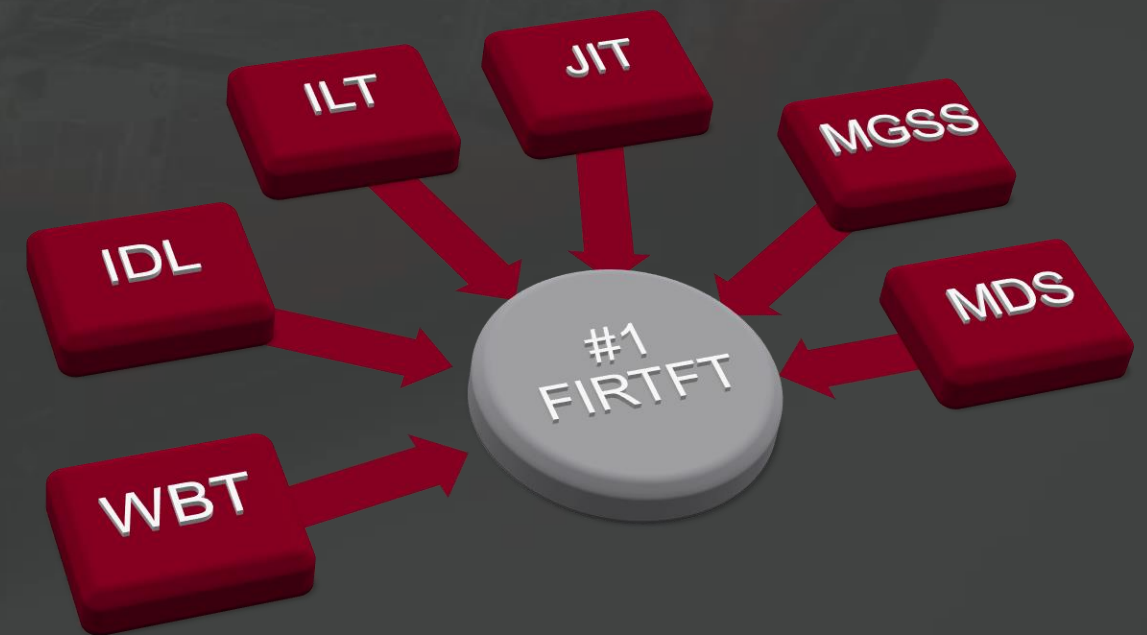
# ACCESS TO TRAINING AND PERFORMANCE SUPPORT

Like today's vehicles, our training and performance support solutions are continually evolving. We've streamlined our approach to training to provide content that is directly aligned with the work you will be performing and can be quickly accessed and used as an on-the-job aid at any time.

- Our search engines are getting easier to use.
- We provide alternative ways to find information.
- We update our content frequently.

Our Learning Management System (LMS) - the **Mazda Brand Academy** is Mazda's resource website for all your training and certification needs.

The **Mazda Brand Academy** is available from any computer, whether at work, from home or anywhere you have internet connectivity.



# OUR TRAINING

## Web-based Training (WBT)

- Knowledge – “how stuff works”
- Prepares you for ILT
- A bridge to practical application
- Open navigation for quick reference

## Interactive Distance Learning (IDL)

- Online virtual training
- Share screens, audio, and video with your instructor
- Delivers information conveniently, and affordably without travel

## Just in Time Learning (JIT)

- You can't remember everything, look it up
- Quick access to video content on the job (MGSS) or to support training
- Procedures, tips, job aids, videos, documents

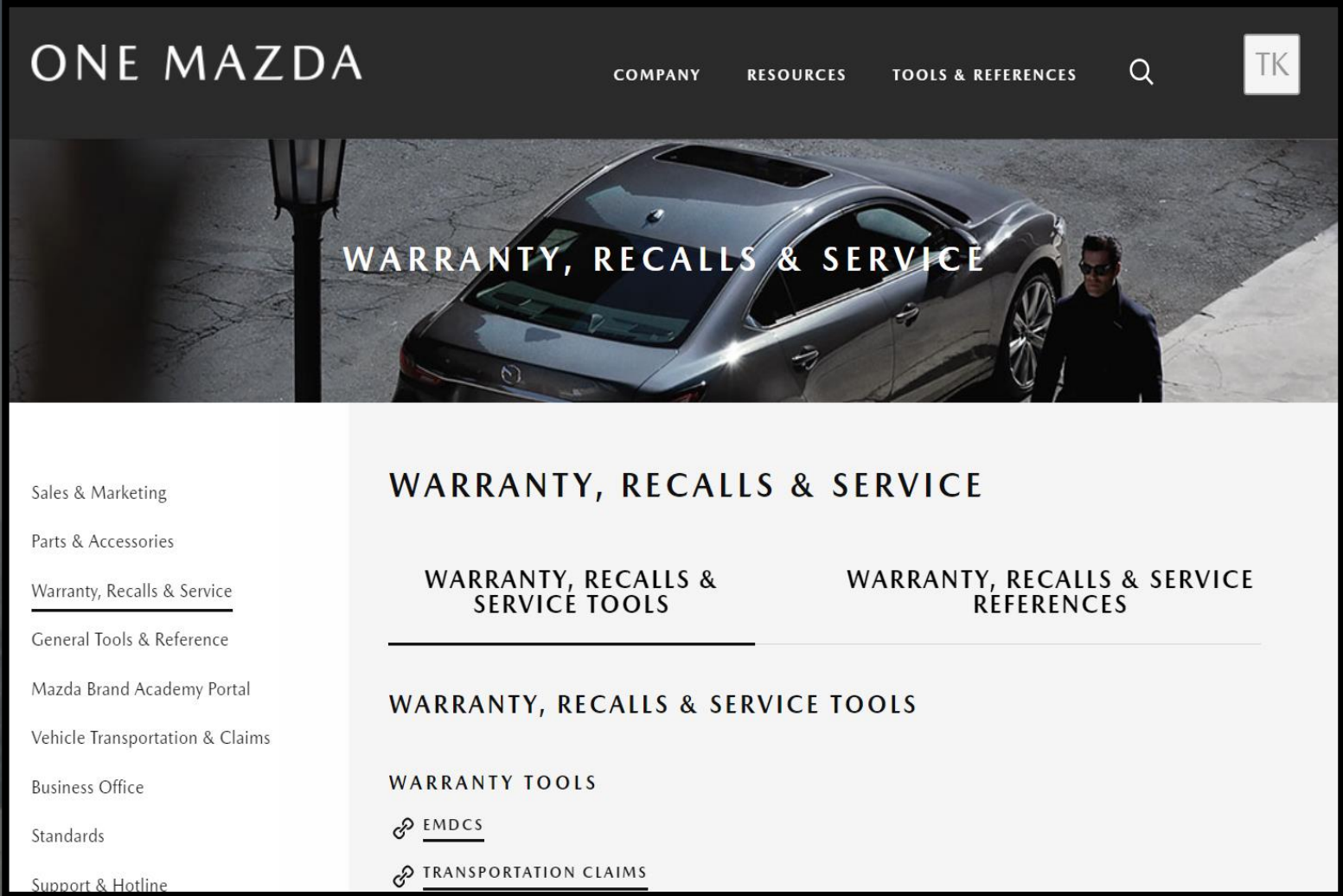
## Instructor-led Training (ILT)

- Focuses on skills and diagnostics
- Real world, practical applications
- Hands-on activities
- On vehicle training

# PUBLICATIONS/TECHNICIAN SUPPORT

## ONE MAZDA WEBSITE

- Your technician portal
- Links to resources including Mazda Brand Academy, MGSS, PURSUIT, CX360, and other resources you will use throughout your career.
- You can access One Mazda at: [ONEMAZDAUSA.COM](https://onemazdausa.com)
- This URL takes you directly to Mazda's security log in page where you will enter your user ID and Password.



Excessive invalid attempts will disable your account for 60 minutes.

Information displayed on this website is proprietary, confidential and is intended for the use of Mazda employees, dealers and vendors only.

For assistance, call Mazda System Help Center (800) 421-6507.  
For Mazda Canada Dealer users, call (866) 544-0414.

# ACCESSING BUSINESS RESOURCES

We'll discuss the following:

- Mazda Global Service Support (MGSS)
- Warranty Vehicle Inquiry
- CX360
- PURSUIT
- Mazda Brand Academy

Mazda Financial Services & Mazda  
Protection Plan  
Parts & Accessories

Sales & Marketing +

Vehicle Transportation & Claims

Warranty & Recall +

Service

## SERVICE

This Mazda Service Page is designed to provide a one stop shop of the necessary tools and resources to Fix It Right The First Time (FIRTFT). The goal is to promote customer satisfaction, owner retention and Mazda owner loyalty.

### Let's start with MGSS...

Customers bring their vehicles in for service and expect high quality care for their vehicle. FIRTFT contributes to increasing service, parts and accessory sales. Over time, increased customer satisfaction should also have a positive impact on future car sales, as regular customers and new referral business tend to visit local Mazda dealers when buying a new automobile.

SERVICE TOOLS

SERVICE REFERENCES

# ACCESSING MGSS

COMPANY RESOURCES TOOLS & REFERENCES



MGSS



ONE MAZDA

COMPANY

RESOURCES

TOOLS & REFERENCES



TK

MGSS



Find any page, tool, or document.

Filter by:

- Internal Pages
- Events
- Mazda News
- Newswire
- Documents
- External Links

APPLY

MAZDA CX-90 UNBOXED – DESIGN



The fastest way to access MGSS is to use the Search function on the homepage. You can also search for the Mazda Brand Academy, PURSUIT, CX360, etc.



# MGSS

MGSS is an acronym that's short for Mazda Global Support System. MGSS is where you'll spend most of your time as a Mazda technician.

It contains vehicle & service information along with service bulletins, service highlights, recall information and other resources you'll be using as a Mazda technician to Fix-It-Right-The-First-Time (FIRTFT).

The screenshot displays the MGSS web application interface. At the top, the Mazda logo and 'MGSS Mazda Global Service Support' are visible. A navigation menu includes links for Home, Forms, Other Application, As Built Data, MyMazda, IDS, Infotainment, Training, Special Service Tools, Print, Help, Change Locale, and a user profile icon. Below the navigation, there are three main search tabs: 'Keyword Search' (highlighted with a red underline), 'Search by Customer Concern', and 'View Content'. The 'Keyword Search' tab contains a 'VIN' input field, a 'Select Model' button, and a 'Search' button. To the right, there is a 'TSB' (Technical Service Bulletin) search area with a 'Go' button and a 'Reset' button. Below the search area, there are two main sections: 'TECHNICAL HOTLINE' and 'CUSTOMER FEEDBACK'. The 'TECHNICAL HOTLINE' section shows a profile icon with an 'Edit Profile' link, and a table with the following data:

TECHNICAL HOTLINE	
HCN	0
All Hotline	0
Open Hotline	0

The 'CUSTOMER FEEDBACK' section shows 'FIRTFT: N/A' and 'OSAT: N/A' next to the 'CX360' logo. To the right of these sections is a red-bordered box with the text 'U.S. DEALERS ONLY TAKATA AIR BAG RECALL AFFECTED VEHICLES & FAQs' and a logo of a person sitting in a car. Below these sections is a list of navigation items, each with a plus sign and a red notification bubble:

- + My Group Messages 4
- + My Service Alerts
- + SM Documents Added
- + SI Documents Added / Updated
- + My Bookmarks
- + My History
- + My Recent Posts
- + My Recommendations

# MGSS TRAINING

Consistent with our training and performance support philosophy, how you learn is up to you. We are here to provide you with training and resources to help you succeed, but most of the time you are the one that drives the experience.

To learn about how to use MGSS, you should visit the MGSS "Help" tab.

You'll be required to demonstrate your ability to use MGSS to get Certified, so be sure to spend some time getting familiar with it.

The screenshot shows the MGSS (Mazda Global Service Support) website. The top navigation bar includes links for Home, Forms, Other Application, As Built Data, MyMazda, M-MDS, Infotainment/TCU, Special Service Tools, Print, **Help** (circled in red), and Change Locale. Below the navigation bar, there are search fields for Keyword Search, Search by Customer Concern, and View Content. A red arrow points from the 'Help' tab to the 'MGSS Help Topics' section. The 'MGSS Help Topics' section is highlighted with a red box and contains a list of topics: MGSS Search and Navigation Tips, Managing Your Service Alerts, MGSS Toolbar Links, User Profile, Determining if Intersecting Lines are Connected, Reading Wiring Diagrams, Printing Wiring Diagrams, When to call Technical Hotline, Contacting Technical Hotline, Technical Hotline Hours of Operation, MASH Instructions, Attaching files to Hotline Cases, Updating and Closing Hotline Cases, and Product Quality Monitoring Quick Start Guide. Below this, 'MGSS Videos On Demand' is highlighted with a red box and an arrow. The right sidebar shows a Mazda logo, Messages & Alerts (Service Alerts: 0 Not Read, 0; Group Msgs: 5 HCN, 1; All Hotline: 0; Open Hotline: 0/15), Customer Feedback (FIRFT: N/A, OSAT: N/A), and User Profile Summary (Name: [redacted], My Recommendations, Recent Posts, Edit Profile). A red box highlights a message: 'Your *Fastest Track* to Hotline assistance is a search with a VIN.'

# MGSS – JUST IN TIME TRAINING

Common or complex diagnostic & repair procedures may require additional training. This type of training is integrated into MGSS and known as Just in Time or JIT training.

When locating information on MGSS, you may notice a “RELATED CONTENT” section on the right side of the page.

Select each JIT item for related information designed to help you perform your work correctly and more efficiently.

The screenshot displays the MGSS interface. At the top, there's a navigation bar with the Mazda logo and 'MGSS Mazda Global Service Support'. Below it are various menu items like 'Home', 'Forms', 'Other Application', 'As Built Data', 'MyMazda', 'M-MDS', 'Infotainment/TCU', 'Special Service Tools...', 'Print', 'Help', 'Change Locale', and a user profile icon. A search bar is present with 'oil consumption' entered. The main content area shows search results for a TSB: '01-011/22 - CHECK ENGINE LIGHT ON WITH DTC P250F:00 DUE TO LOW ENGINE OIL LEVEL'. It includes fields for 'SI123075', 'Recommend Change', 'TSB NUMBER: 01-011/22', and 'TSB ISSUE DATE: 11/07/2022'. A 'BULLETIN NOTES' section states: 'This bulletin supersedes the previously issued bulletin(s) listed below. The changes are noted below in Red.' Below this is a table:

Previous TSBs:	Date(s) Issued:
01-11/22	10/03/22
01-012/21	11/24/21 and 10/04/21

The 'APPLICABLE MODLE(S)/VINS' section lists several vehicle models and VIN ranges. On the right side, a 'RELATED CONTENT' section is highlighted with a red border. It contains five video thumbnails with titles: 'Rocker Arm Inspection', 'Cylinder Head Reassembly', 'Cylinder Head Inspection', 'Cylinder Head Removal Tips', and 'Cylinder Head Gasket Replacement'. A 'Next >>' button is at the bottom of this section. A central text label 'JUST IN TIME TRAINING VIDEOS' has five red arrows pointing to each of the video thumbnails in the 'RELATED CONTENT' section.

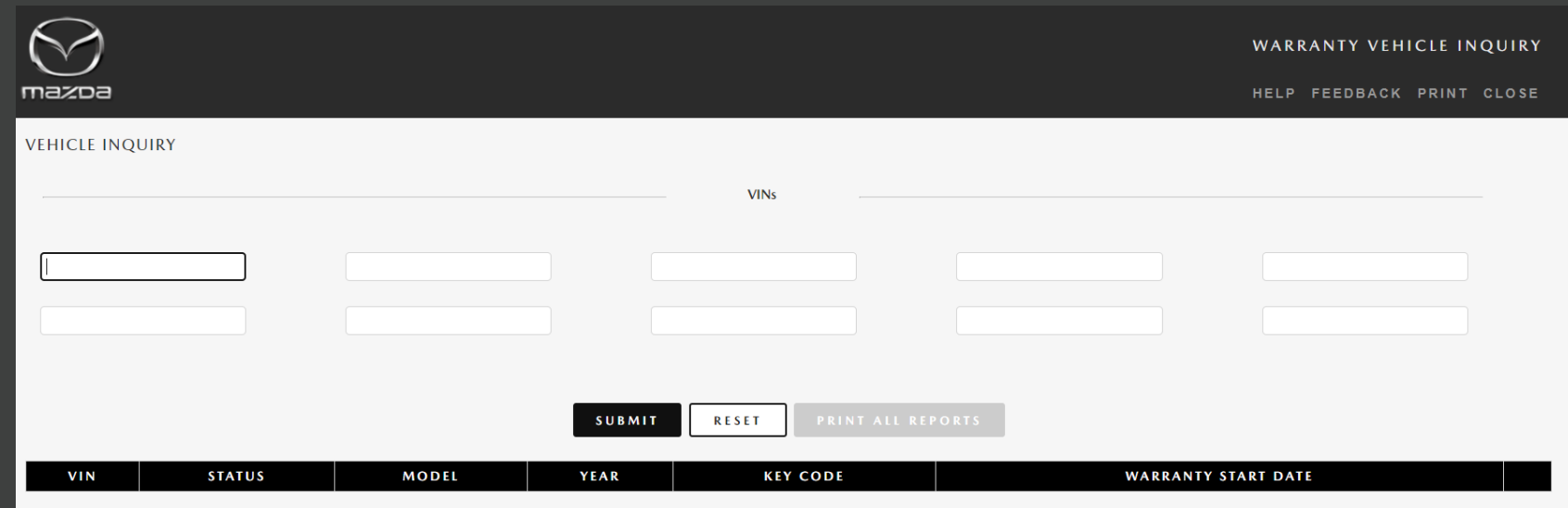
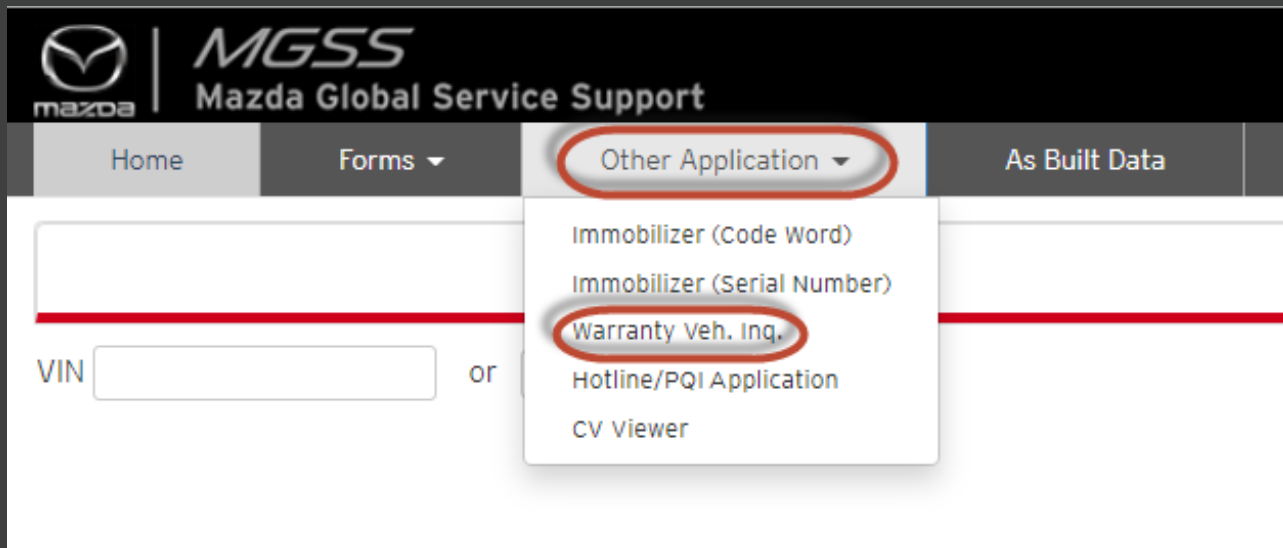
# WARRANTY VEHICLE INQUIRY

Warranty Vehicle Inquiry, accessed from the “Other Applications” tab of MGSS, provides vehicle specific information.

Enter the VIN number and a tremendous amount of information about the vehicle is displayed:

- How the vehicle was equipped when it was built
- Accessories installed at the factory or dealer
- Info on the Factory Warranty & optional customer purchased Warranties

It is VERY important to pay attention to the information about WHEN specific warranties expire. Warranties expire when either the TIME or the MILEAGE exceeds the limits.



# WARRANTY VEHICLE INQUIRY

Warranty Vehicle Inquiry also indicates if a vehicle has any open recalls or campaigns, which are critical to perform to ensure customer & vehicle safety.

It also includes the vehicle's service history, as long as the vehicle was serviced at a Mazda dealer.

It's important to remember, you **MUST** have customer approval before completing any vehicle service, including recalls or campaigns.

**WARRANTY VEHICLE INQUIRY**

HELP FEEDBACK PRINT LOG OUT

**VEHICLE DETAILS**

VIN: JM3KFB  
Model / Year: C5D GT  
Exterior Color: 41W - J  
Interior Color: KD6 - B  
Engine No: SH 309  
Motor Serial No:  
Transmission: T1 - 6-S  
POE: NC - PO  
Accessories: AE1 - A  
RBG - R  
TTH - TR

Customer Name: MAZDA NORTH AMERICA  
Address: 9902 S MEMORIAL DR  
TULSA, OK 74133  
Home Phone:

**Important Safety Message:** There is an open campaign that must be completed before delivery on this vehicle. Check for the open campaign by pulling a Vehicle Warranty Inquiry. If the vehicle has a Recall, failure to remedy the recall before delivery can result in extensive fines and penalties from the Federal Government. In some cases a Recall may be a stop sale notification and therefore the vehicle must be repaired before RDR, therefore it is imperative to review all of the documents for each open campaign.

[If the campaign is a SSP, MSP, CSP or DRW those campaigns must be completed prior to delivery as well per Mazda Warranty Policy. A CSP or SSP may have a customer benefit that does not require any action, please read the specific instructions for the campaign.](#)  
[Reminder: Not completing a campaign\(s\) will result in the denial and/or debit of your New Car Ready claim.](#)

VIN: JM3KFB29J0476285    VIN Status: 5 - RDR-VIN    Model: C5D GT XA    Year: 2018

CAMPAIGN	DESCRIPTION	START DATE	END DATE	STATUS	STATUS DATE
MSP58	DOSING CONTROL UNIT PROGRAM	06-24-2021		Open	

OK

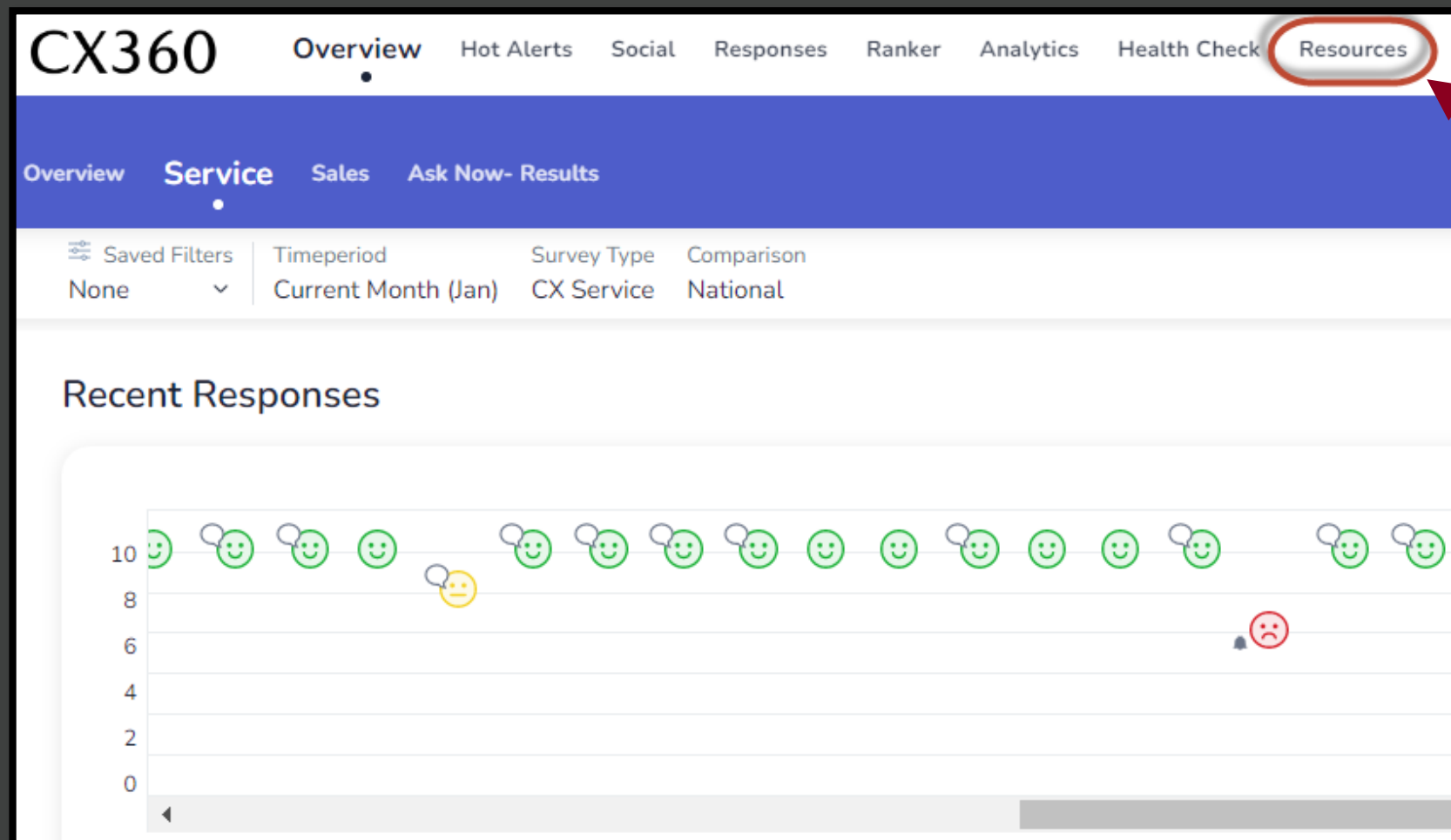
Next

# CX360

CX360 is Mazda's customer management system. You'll use CX360 to gain valuable feedback from your customers.

Each customer will receive an email survey asking them to provide feedback about their service experience, including technician performance. You should review your surveys to ensure you are providing high quality service to all customers.

A very important item for you is the Fix is Right the First Time score. Whenever a customer has to return to a dealer because their vehicle was not repaired correctly, it may result in decreased survey scores, poor customer feedback, and can result in customers not returning to your dealership.



Be sure to visit the RESOURCES tab for detailed information on how to use CX360.

# PURSUIT

PURSUIT is the program that provides incentives and rewards for achieving certifications. You can earn and redeem PURSUIT points through the new and improved Mazda Collection, featuring more than 3,500 items from over 400 popular brands.

Technicians may also be eligible to receive a lease vehicle at a reduced rate through the PURSUIT DRIVE program. Ask your Sales Manager for more details.

*For detailed information on this program visit "PURSUIT Questions"*

MXConnect / CX360 / Mazda Development Studio / My Profile **PURSUIT Questions** / 866-292-4501 / Log Out

# PURSUIT

Search for a VIN

HOME PROGRAMS ▼ AWARDS REPORTS ▼ TOOLKIT ▼

**MBA**  
ON DEMAND

EPISODE 12:  
THE POWER OF THE UNEXPECTED  
WATCH IT NOW

WELCOME

MY PROGRAMS

# TRAINING - MAZDA BRAND ACADEMY

All Technician Certification & Training is available at the Mazda Brand Academy.

You can access MBA via [MazdaBrandAcademy.com](https://MazdaBrandAcademy.com) or you can locate the link to MBA on [OneMazdaUSA.com](https://OneMazdaUSA.com)

MAZDA BRAND ACADEMY

MY CUSTOMER FEEDBACK

MY LEARNING

PURSUIT

MY COMMUNITY

MY RESOURCES

MY POINTS 50

SEARCH

MY MESSAGES

MAZDA NEWS

9:37PM | June 6th

Watch the latest MBA On Demand Episode Now!

4:41PM | November 21st

You have a chance to spin the wheel

VIEW ALL

CUSTOMER FEEDBACK

VIEW CX360

FEEDBACK

VIEW ALL

SOCIAL CHANNEL FEEDBACK

VIEW ALL

LIKELIHOOD TO RECOMMEND

9/10

2023-01-25

FEEDBACK

SOCIAL RATING

5/5

2023-01-25

NICOLE JORDAN-GANT

We always have a great experience at Longwood Mazda. This is our 3rd Mazda purchase. Connor and the rest of the team was

job! He was most helpful; the use of the courtesy car was greatly appreciated. Thanks



# OUR BRAND

To understand why Mazda exists as an automotive company, it's necessary to learn about Mazda's journey.

Each video provides a detailed look into Mazda's unique history, vehicle achievements and future direction.

These videos highlight the passion and challenger spirit Mazda applies to everything we create. It is our hope that our Technicians will carry that passion and spirit and represent the Mazda brand by delivering the Ultimate Mazda Experience to all customers.



EPISODE 1: HISTORY & HERITAGE  
10001



EPISODE 2: JAPANESE MASTERY  
10002



EPISODE 3: ARTFUL DESIGN  
10003



EPISODE 4: HUMAN CENTRICITY  
10004



EPISODE 5: SKYACTIV PHILOSOPHY  
10005



EPISODE 6: EFFORTLESS, JOYFUL DRIVING  
10006



EPISODE 7: INGENUOUS SOLUTIONS  
10007



EPISODE 8: THE MAZDA CUSTOMER  
10008



EPISODE 9: BREAKTHROUGH TO PREMIUM  
10009



EPISODE 10: MAZDA MOTORSPORTS  
10010

## DIGITAL SERVICE

*Digital Service Video Inspections (WBT 20011)* provide customers with a detailed view of the technician's recommendations.

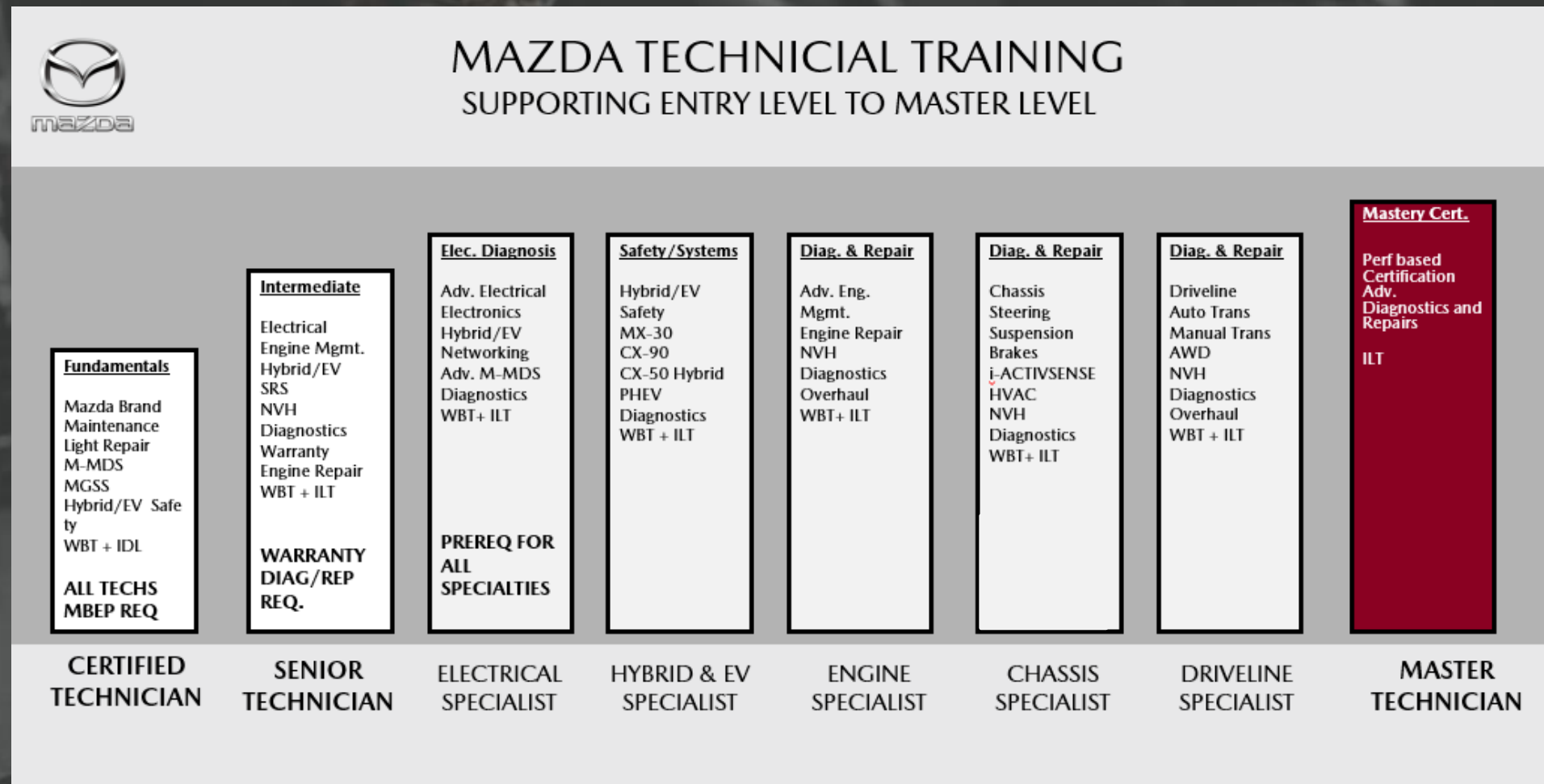
Technicians can show and explain why they are recommending a specific service or repair.

Consistent use of video inspections can result in an increased average dollars per repair order, increased customer loyalty, more referrals, and a smoother service process.



# CERTIFICATION CURRICULUM

Mazda's modernized approach to Technician Training and Certification is broken down into 3 Certification Levels: Certified, Senior & Master. Within the Master Level, there are 5 Specialty areas that place focus on specific vehicle systems.



Each level is designed to align with the work you will be performing as you progress through your technical career.

# TECHNICIAN CERTIFICATION

The Certified Level training material is designed to familiarize you with the vehicles, systems and work you will encounter as a new Mazda technician.

The Certified Level contains mandatory and optional training. Each training area is concluded with a test. All the information needed to pass each test can be found in the optional WBTs. You can locate these WBTs by searching for their name or number in the Mazda Brand Academy.

At the conclusion of the Certified Level you will enroll in the 40008 Technician Certification IDL. In this virtual course, you will be trained on how to navigate MGSS, how to find specific service information, and how to use MDARS. At the conclusion of this course you will be required to pass a post-test, so please spend time familiarizing yourself with MGSS before attending this course.

Certification Test #1	TEST	40001TST
Mazda Battery, Starting and Charging	WBT	40011
Mazda Tire Fundamentals	WBT	40012
Mazda Tire Service	WBT	40013
TPMS	WBT	40014
Certification Test #2	TEST	40002TST
Precision Measuring Tools	WBT	40015
Mazda Brakes Fundamentals	WBT	1401
Oil Change Maintenance Process	WBT	1443
Certification Test #3	TEST	40003TST
Takata Air Bag Recall Training	WBT	1676
Gasoline Engine Fundamentals	WBT	212
Automatic Transmission Fundamentals	WBT	241
Manual Transmission Fundamentals	WBT	247
Steering and Suspension Fundamentals	WBT	248
HVAC Fundamentals	WBT	249
Certification Test #4	TEST	40004TST
Introduction to IDS	WBT	1423
Mazda Passive Anti-Theft Systems	WBT	1498
MDARS Training Video	Video	40025
Certification Test #5	TEST	40005TST
Hybrid and EV Safety Essentials	WBT	40067
Certification Test 6	TEST	40068TST
Digital Service: Video Inspections	WBT	20011
Technician Certification IDL	IDL	40008

# SENIOR CERTIFICATION

Once Certified, you will be ready to start the Senior Curriculum, which is focused on Electrical and Engine Management theory, tools, and diagnostics.

Just like the Certified Level, some of the Senior Level WBTs are optional and the content is covered on the test. Please search the Mazda Brand Academy for those courses.

You will have to pass a “readiness” test to demonstrate mastery of Electrical and Engine Management content before you can schedule the Electrical 1 and Engine Management 1 Instructor Led Training (ILT) courses.

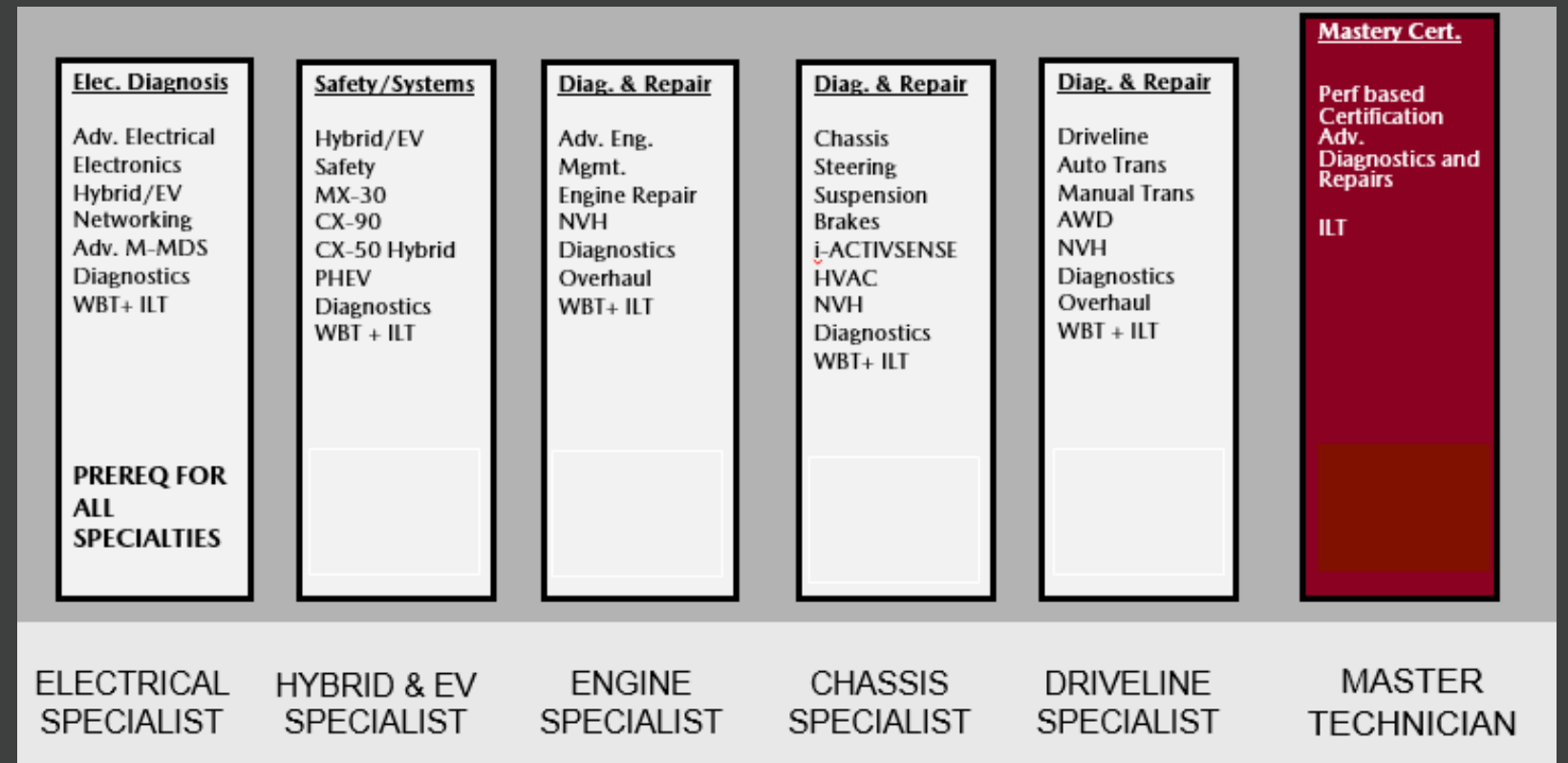
**NOTE:** You will need Senior Certification to perform all Warranty Diagnostic work.

<b>Electrical Fundamentals</b>	WBT	911
<b>Lemon Law Prevention (required)</b>	WBT	20024
<b>Digital Multimeter</b>	WBT	1503
<b>SKYACTIV Wiring Terminal Test Kit</b>	WBT	1649
<b>Electrical 1</b>	WBT	1119
<b>Warranty for Service Technicians (required)</b>	WBT	50004
<b>Mazda Warranty – Federal and California Emissions (required)</b>	WBT	50018
<b>Engine Management Fundamentals</b>	WBT	240
<b>Elec/Eng Management Readiness Test (required)</b>	TST	40006TST
<b>Electrical 1 ILT (required)</b>	ILT	209
<b>Engine Management 1 ILT (required)</b>	ILT	210

# MASTER CERTIFICATION

Once you've achieved Senior Certification, you will transition to system specific "Specialist" training on your path to Master Technician.

- Electrical Specialty
- Hybrid & EV Specialty
- Engine Specialty
- Chassis Specialty
- Driveline Specialty



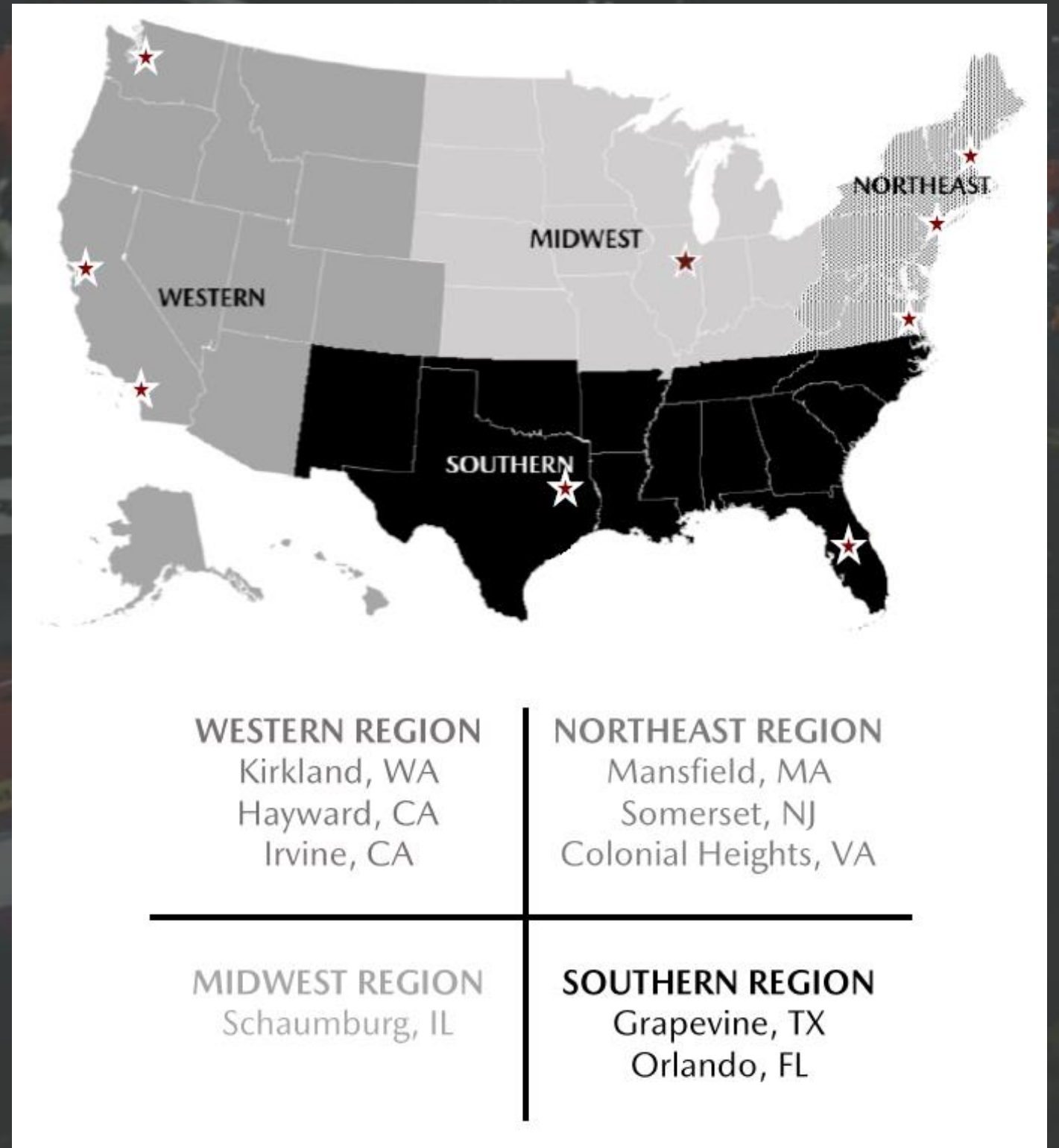
The Electrical Specialty including the ILT, must be completed before you can complete any other Specialty. The 4 other Specialties can be completed in any order.

Once you have completed the 5 specialties and have worked for a Mazda Dealer for at least 2 years, you can sign up to take the Master Technician ILT.

Achieving Master Certification means you are the best of the best!

# TECHNICAL TRAINING DIRECTORY

For additional information on Mazda's Technical Training Centers, our Technical Training Instructors, and hotels offering a Mazda discount for Technicians attending training, please search the Mazda Brand Academy for the 40021 Technical Training Directory.



# THE FUTURE

Mazda's technology and vehicles continue to improve and evolve on our path towards premium.

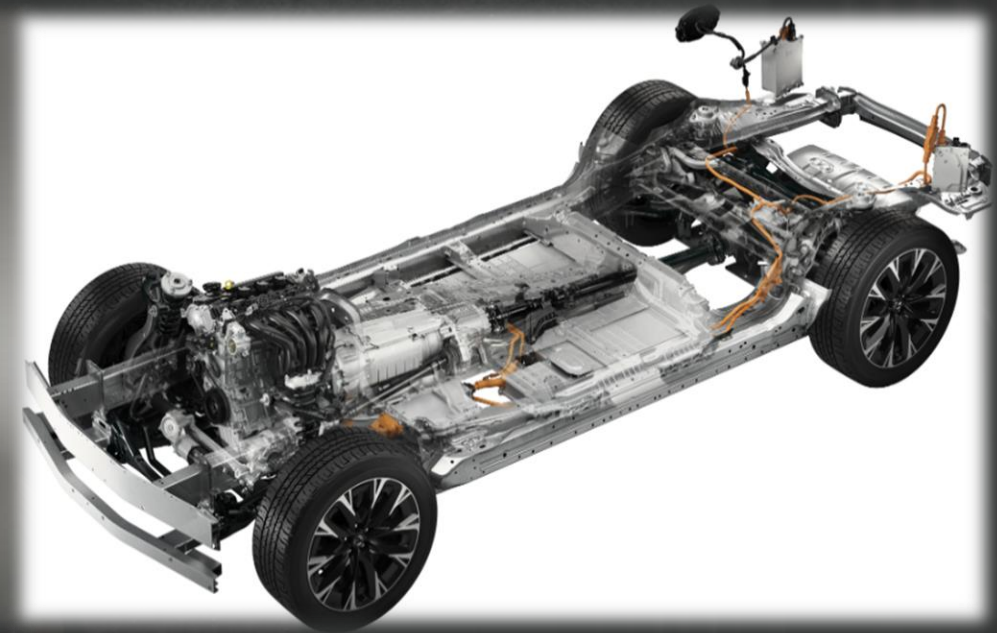
Our training and performance support also continually evolves to keep you trained and up-to-date on the newest products and technology.



7th Gen Architecture



Electrification



Next Gen Powertrains





THANK YOU

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MAZDA NORTH AMERICAN OPERATIONS