Mazda USA Newsroom

MAZDA MOBILE START TO ENHANCE OVERALL DRIVING OWNERSHIP

IRVINE, Calif. (July 9, 2015) – Mazda North American Operations (MNAO) has announced the launch of Mazda Mobile Start, the only Smartphone Remote Engine Start system engineered and designed specifically for Mazda vehicles. Meeting all of Mazda's exacting factory standards and specifications, Mazda Mobile Start can be purchased and installed at local authorized Mazda dealers.

"Mazda Mobile Start comes with more than just the features and functions of the app; it also comes with peace of mind," said Trisha Quezada, manager, accessories, sales and marketing at MNAO. "Mazda Mobile Start was created with convenience and safety in mind to enhance the overall driving experience that matters so much to our customers."

With Mazda Mobile Start, owners can conveniently control many of their car's settings through their smartphone:

Engine Start

Mazda Mobile Start allows owners to start and stop their engine from virtually anywhere with a smartphone[i]. With the app, owners can start their engine and allow it to idle for up to 30 minutes at a time to preheat or cool the car. The app also features a timer to show how long the car has been running and how much longer it will run. Once the vehicle is started using the app, the settings last used on the climate control system and defroster will activate to help ensure the car will be heated and cooled when ready to go.

Door Lock and Panic Alarm

Mazda Mobile Start allows owners to check the door lock status and remotely lock or unlock doors[ii] leaving owners confident in knowing the car is securely locked. In addition, the panic alarm can be activated for increased security.

Carfinder

Carfinder uses the smartphone camera and GPS technology to help owners find their car with the built in map features. This feature will help locate Mazda Mobile Start equipped vehicles in large open parking areas[iii].

Included with the purchase of Mazda Mobile Start (MSRP $500) is a complimentary one-year subscription to the Mazda Mobile Start app, which is available in the iOS App Store and Google Play. Annual renewal for the service is $65. Mazda Mobile Start is currently compatible with the 2016 Mazda6 and 2016 Mazda CX-5 (automatic transmission only). It is expected that additional models will be added this year. Genuine Mazda Accessories purchased while a vehicle is still covered by the New Vehicle Limited Warranty are covered for the duration of the New Vehicle Limited Warranty or the Parts Warranty, whichever is longer. Visit www.mazdamobilestart.com for more information and for a list of compatible smartphones.

Mazda North American Operations is headquartered in Irvine, Calif., and oversees the sales, marketing, parts and customer service support of Mazda vehicles in the United States and Mexico through nearly 700 dealers. Operations in Mexico are managed by Mazda Motor de Mexico in Mexico City. For more information on Mazda vehicles, including photography and B-roll, please visit the online Mazda media center at www.mazdausamedia.com.

[i] The smartphone and vehicle must be in a location where there is adequate GPS coverage in order to use Mazda Mobile Start.

[ii] Door lock/unlock functions from the Mazda Mobile Start will only operate when the vehicle engine is off.

[iii] Objects and structures surrounding your vehicle and or smartphone, such as tall buildings, can block GPS signals and affect location accuracy. Carfinder will not work in covered or underground parking structures.

Additional assets available online:
PHOTOS (1)

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