



**Theodor R. Cunningham**  
Executive Vice President - Sales and Marketing  
General Manager - Minivan Operations

April 3, 1995

**TO: All Chrysler Corporation Dealers**

We are all aware of the recent controversy regarding an alleged defect in the liftgate latches used on 1984-1994 Chrysler Corporation minivans.

Last week you received a package containing copies of letters being sent to minivan owners explaining that these latches will be replaced free of charge. Also enclosed was a video of the press conference that CDN aired on March 27.

At that time we also mentioned a pocket brochure being developed for salesperson's use. This brochure is now available and we have enclosed copies for your staff.

As you look through this brochure titled "The Chrysler Corporation Minivan NHTSA Response," you will find a variety of facts and figures attesting to the safety of our minivans that can be shared with your customers.

This brochure also contains a sampling of commonly asked questions and their answers, as well as a brief history of Chrysler Corporation minivan safety innovations.

It is of the utmost importance that we continue to reassure our customers regarding the safety of Chrysler Corporation minivans. In addition, please inform owners who request latch replacement that we are fabricating stronger replacement latches as soon as possible, and will be contacting them as soon as latches are available.

Should owners have additional questions in regard to the minivan latch issue, please instruct them to call 1-800-MINIVAN.

Thank you for your continuing support regarding this critical issue.

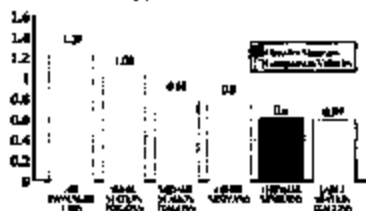
Sincerely,

**T. R. Cunningham**

**We've always been a leader  
in safety as these charts show.**

**Chrysler Minivans and Comparison Vehicles,  
Model Years 1984-1992**

Vehicles with Fatality per 100 Million Vehicle Miles (FAIM)



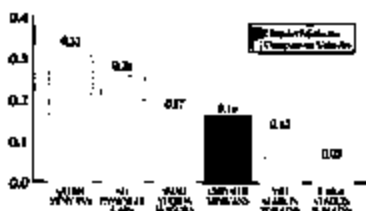
**Model Years 1984-1992**

Latch Openings per 100 Crash Vehicle/  
Rollaway Accidents (LORAR)



**Vehicles with Fatal Ejected Occupant**

Per 100 Million Vehicle Miles (FEOM) 1984-92 (MY)



**Assure your customers with  
confidence.**

Remember, Chrysler Corporation has government-complied data to support the argument that our minivans are among the safest products on the road. So tell your customers that they can continue to have confidence in their vehicles and emphasize to them the importance of proper in-vehicle safety procedures, including the use of safety belts — even on short trips.

It should also be made clear to owners that if they desire latch replacements there may be some delay based on the volume of requests. (These are over four million Chrysler Corporation minivans on the road.) Moreover, please request a degree of patience from owners throughout this process.

**Then tell them to call  
1-800-MINIVAN for:**

- Answers to questions they may have about the minivan latch issue.



The plug is for use by Chrysler Corporation dealership personnel only.

An explanation  
and information  
you can tell your  
customers.



**"We're determined to keep our customers satisfied with their Chrysler Corporation minivans... even if it means bringing them back."**

**Robert Eaton**  
Chairman of the Board and  
Chief Executive Officer

### The true facts.

According to NHTSA, over the last decade there have been 51 accidents involving Chrysler Corporation minivans where the liftgate opened and occupants were harmed.

What the government and most media accounts fail to point out is that in most of these cases, these people were not wearing safety belts, and some were riding in the cargo compartment — an area designed for things like packages, not people.

What is more, 51 accidents out of over four million vehicles over an 11-year period where the performance of our latches have been called into question is an extremely small percentage — 51/4,000,000 = 0.00128 percent. Even so, it's important to emphasize to your customers the need to use safety belts.

Despite the facts, the reputation of Chrysler Corporation has been challenged. Which is why we have instituted a toll-free 800 number to answer owner questions regarding this matter.

Please realize that if there's anything more important to us than the confidence of our owners, it's their safety and that of their families.

### Commonly asked questions and answers.

- Q.** Is there a safety-related problem with the minivan rear liftgate latch?
- A.** After careful review and extensive cooperation with NHTSA, it is clear to us that there is no problem with the minivan latch and no safety defect. The latch opening situations being investigated have been caused by

extreme loading of the latch and body damage as a result of severe crash circumstances. Using real-world government data, belted occupants are almost never thrown out in vehicle crashes. That same data clearly proves that minivans as a category are among the safest vehicles on the road today and Chrysler minivans are among the safest of all minivans.

- Q.** Why are you recalling your 1984-94 minivans?
- A.** We are not recalling them. We are announcing a service action to replace the rear liftgate latches on all Chrysler minivans for the model years 1984 through 1994. Because being a leader — and Chrysler is the minivan safety leader — means not only providing safe vehicles, but also taking care of the peace of mind of our customers and prospective customers. Chrysler is intent on continuing its reputation as a company that does the right thing for its customers.
- Q.** By taking this action, are you agreeing that there is a defect in the rear latch?
- A.** Absolutely not. And it should be very clear that NHTSA has made no such finding. Furthermore, we expect NHTSA to formally close the investigation following a period of monitoring the implementation of this action.
- Q.** Specifically what model years are associated with the minivan latch concerns of NHTSA...and what is the availability of latch replacement parts?

- A.** NHTSA's concern pertains to all 1984-94 Chrysler Corporation minivans. It does not apply to 1995 models. Replacement latches have been engineered for 1990-94 minivans, although supplies are limited at this time. Because it is difficult to predict demand for latch replacement, we ask that owners be patient until field inventories can be increased. Regarding 1984-89 minivans, liftgate latch replacement parts are being developed. Owners of all 1984-94 minivans requesting latch replacements on these vehicles will be notified when parts are available and invited to schedule an appointment with their local dealer.

### Our history of safety innovations.

Chrysler Corporation minivans have been among the most tested vehicles in the world, and the company has spent hundreds of millions of dollars to be the leader in minivan safety. Consider this list of Chrysler Corporation minivan safety advancements and enhancements:

- The first minivans with a standard driver-side air bag\*
- Leadership in minivans with standard driver-side and passenger-side air bags\*
- The first integrated child safety seats — now an industry standard
- Leadership in minivans to provide height-adjustable seat belts
- Leadership in minivans to provide dynamic side-impact protection
- Leadership in minivans to meet all 1998 passenger car safety standards before required by law

\*Always wear your seat belts.  
†Excludes minivans plus and Caravan CV models.

April 27, 1995 --

**TO: All Chrysler Corporation Dealers**

As noted in the following Public Relations Release, the Corporation has decided to modify the solenoid component on our minivan latch, to resolve the inertial release issue.

#### **STATEMENT REGARDING CHRYSLER MINIVAN SOLENOID ISSUE**

We have informed the National Highway Traffic Safety Administration (NHTSA) that, as part of the customer service campaign announced on March 27, Chrysler will modify the solenoid component of our minivan latch, effectively resolving the Inertia release issue. Further, we are expanding this service action to include our 1995 models as well.

It is important to state that neither NHTSA nor Chrysler has seen any field evidence of liftgate openings due to inertial release. We both know this to be true in an environment where over four million Chrysler minivans have been sold; where they have been on the road for over 11 years; and where everyday, these vehicles are driven over 100 million miles. Quite simply, these numbers represent evidence that cannot be refuted.

In any event, we will take this step to continue to ensure the peace-of-mind of our owners, and expanding the service action to include our 1995 models further demonstrates our commitment to this principle.

We made this commitment when we announced the service campaign with NHTSA's endorsement, and remain firmly committed to it.

Chrysler minivan owners can call the 1-800-MINIVAN phone line, which operates 24 hours a day, with any questions they may have.

This decision will affect all minivans with a solenoid component, including 1995 model year vehicles. This is yet another step taken by the Corporation to ensure peace-of-mind among those owners who may be concerned about latch replacement. Subsequent communications, including a copy of the letter sent to 1995 model year owners, will be forwarded to you in the near future.

We again ask for your continuing support in reassuring our minivan owners of Chrysler's commitment to safety. Should your owners seek additional information, please instruct them to call 1-800-MINIVAN.

Thanks again for your time and effort on resolving this important issue.

Sincerely,

T. R. Cunningham



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**Theodor R. Cunningham**  
Executive Vice President - Sales and Marketing  
General Manager - Minivan Operations

**May 12, 1995**

**TO: All Chrysler Corporation Dealers**

**In late March, a letter was sent to the owners of 1995 Chrysler Corporation minivans indicating that their vehicles were not included in the service campaign to replace minivan liftgate latches.**

**However, since that time, we have changed our position and have decided to upgrade the latches on 1995 minivans with a modification to the solenoid release component. We are doing this to reinforce owner confidence and ensure peace of mind.**

**Attached is a copy of the letter that was recently sent to the owners of 1995 Chrysler, Plymouth and Dodge minivans, notifying them that their vehicles will be included in our service campaign.**

**Sincerely,**

A handwritten signature in black ink, appearing to read "T. R. Cunningham", written in a cursive style.

**Theodor R. Cunningham**  
Executive Vice President - Sales and Marketing  
General Manager - Minivan Operations

June 20, 1995

**To: All Chrysler Corporation Dealers**

**Subject: MINIVAN LIFTGATE LATCH UPDATE**

Recently, we notified the owners of 1984 to 1995 minivans of Chrysler's intentions to replace the liftgate latches on their vehicles with a stronger latch. The timing for the owner notification of this service is dependent upon our ability to produce replacement latches in the quantities necessary for this action.

We currently estimate that we will not begin notification to our customers until the Fall of this year. Your service department will not see any minivan customers in volume until the first quarter of 1996.

Remember, our minivan customers are our most loyal customers and we should do everything possible to minimize their inconvenience and insure their complete satisfaction.

If you have any customer inquiries, please reassure our customers that there is no defect with the current latch and Chrysler will notify them as soon as replacement latches are available later this year or next. If they have any further concerns, direct them to us at 1-800-MINIVAN (646-4826).

Sincerely,



# Service Action

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**840**  
**September, 1995**  
**SUPPLEMENT**

**To:** All Dodge and Chrysler/Plymouth Dealers  
Zone Managers

**Subject:** Service Action #840 -- Liftgate Latch  
**SUPPLEMENT: Videotape of Service Procedure**

**Models:** 1984 Through 1995 Model Year Dodge Caravan, Grand Caravan and  
Caravan C/V; Plymouth Voyager and Grand Voyager; and Chrysler Town  
& Country

As an additional service aid, the enclosed videotape demonstrates the liftgate latch replacement service procedure for 1984 through 1995 minivans.

Dealers should refer to the Service Procedure section of the September, 1995 dealer notification letter for detailed service instructions.

Customer Services Field Operations  
Chrysler Corporation  
840



# Service Action

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**640  
September, 1995  
SUPPLEMENT**

**To: All Dodge and Chrysler/Plymouth Dealers  
Zone Managers**

**Subject: Service Action #640 – Liftgate Latch  
SUPPLEMENT: PHASE 2 OWNER MAILING**

**Models: 1991 and 1992 Model Year Dodge Caravan, Grand Caravan and Caravan  
C/V; and Plymouth Voyager and Grand Voyager Minivans Without a  
Remote Liftgate Release**

Notification to owners of the above model vehicles involved in Phase 2 of this service action will begin in a few days. A copy of the Phase 2 owner notification letter is attached.

Each dealer to whom involved Phase 2 vehicles were invoiced (or the current dealer at the same street address) will receive a list of those vehicles with this letter.

Each involved dealer will receive, and be billed for, enough phase two (2) latch packages, PN CFFR6402, to service about 15% of those vehicles. Additional parts may be ordered as necessary to support scheduled repairs.

Use the Service Procedure section of the September, 1995 dealer notification for service of vehicles involved in this phase of the service action.

**Customer Services Field Operations  
Chrysler Corporation  
640-2**

## ***SERVICE ACTION TO REPLACE YOUR MINIVAN'S LIFTGATE LATCH***

Dear Minivan Owner:

As we stated in our previous letter, peace of mind among our minivan owners is very important to Chrysler. We also said that we would notify you when a stronger liftgate latch was available for your minivan. We are now requesting owners of 1991 and 1992 Dodge Caravan and Plymouth Voyager minivans equipped with a manually (key only) operated liftgate latch to return their vehicle to their dealer for replacement of the liftgate latch. All 1994 through 1995 model vehicle owners will ultimately be contacted as the appropriate replacement parts become available for their vehicles.

***The issue is...***

The liftgate latch on your minivan (identified on the enclosed form), may be forced open in certain crash situations. The new latch is stronger than the current latch in your minivan, and will reduce the chance of the liftgate opening in these situations. It is essential that you have the stronger latch installed in your vehicle in order to lessen the possibility of an unbelted passenger being ejected in the event of a crash.

***What Chrysler and your dealer will do...***

Chrysler will replace the liftgate latch assembly on your minivan with a stronger latch. This service will be provided free of charge (parts and labor). The work will take about one hour to complete. However, additional time may be necessary depending on how dealer appointments are scheduled and processed.

***What you must do...***

- We urge you to contact your Dodge or Chrysler/Plymouth dealer to schedule a service appointment. Ask the dealer to hold parts for your vehicle or to order them before your appointment.
- Bring the enclosed Owner Notification Form with you to your dealer. It explains the required service to your dealer.

***If you need help...***

If you have any trouble getting your vehicle repaired, please call us, toll free, at 1-800-MINIVAN (846-4828). A representative will assist you in getting your latch replaced. Also, if you have any concerns regarding this service action, you may call the National Highway Traffic Safety Administration (NHTSA) Toll Free Auto Safety Hotline at 1-800-424-9393. (Washington, D.C. area residents may call 365-0123).

We believe, and NHTSA agrees, that the single most important safety action you can take is to ensure that all occupants are wearing seat belts properly at all times. And, of course, never allow anyone to occupy the cargo area. Also, please ensure that any removable seat has been securely reattached before the vehicle is driven.

Chrysler Corporation is proud of its safety leadership position and stands firmly behind the quality and safety of its minivans. We're sorry for any inconvenience, but we believe this action will help ensure your continued satisfaction. Thanks for your attention to this important matter.

Customer Services Field Operations  
Chrysler Corporation  
840-2

***Buckle up  
for Safety*** 

# Service Action

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No. 640  
October, 1995  
**SUPPLEMENT**

**To:** All Dodge and Chrysler/Plymouth Dealers  
Zone Managers

**Subject:** Service Action #640 – Liftgate Latch  
**SUPPLEMENT: PHASE 3 OWNER MAILING**

**Models:** 1990 Model Year Dodge Caravan, Grand Caravan and Caravan C/V; and  
Plymouth Voyager and Grand Voyager Minivans Without a Remote  
Liftgate Release

Notification to owners of the above model vehicles involved in Phase 3 of this service action will begin in a few days. A copy of the Phase 3 owner notification letter is attached.

Each dealer to whom involved Phase 3 vehicles were invoiced (or the current dealer at the same street address) will receive a list of those vehicles with this letter.

Each involved dealer will receive, and be billed for, enough Phase 3 latch packages, PN CFH66403, to service about 15% of those vehicles. Additional parts may be ordered as necessary to support scheduled repairs.

Use the Service Procedure section of the September, 1995 dealer notification for service of vehicles involved in this phase of the service action.

Customer Services Field Operations  
Chrysler Corporation  
640-3

## ***SERVICE ACTION TO REPLACE YOUR MINIVAN'S LIFTGATE LATCH***

Dear Minivan Owner:

As we stated in our previous letter, peace of mind among our minivan owners is very important to Chrysler. We also said that we would notify you when a stronger liftgate latch was available for your minivan. We are now requesting owners of 1990 Dodge Caravan and Plymouth Voyager minivans equipped with a manually (key only) operated liftgate latch to return their vehicle to their dealer for replacement of the liftgate latch. All 1994 through 1995 model vehicle owners will ultimately be contacted as the appropriate replacement parts become available for their vehicles.

***The issue is...***

The liftgate latch on your minivan (identified on the enclosed form), may be forced open in certain crash situations. The new latch is stronger than the current latch in your minivan, and will reduce the chance of the liftgate opening in these situations. It is essential that you have the stronger latch installed in your vehicle in order to lessen the possibility of an unbelted passenger being ejected in the event of a crash.

***What Chrysler and your dealer will do...***

Chrysler will replace the liftgate latch assembly on your minivan with a stronger latch. This service will be provided free of charge (parts and labor). The work will take about one hour to complete. However, additional time may be necessary depending on how dealer appointments are scheduled and processed.

***What you must do...***

- We urge you to contact your Dodge or Chrysler/Plymouth dealer to schedule a service appointment. Ask the dealer to hold parts for your vehicle or to order them before your appointment.
- Bring the enclosed Owner Notification Form with you to your dealer. It explains the required service to your dealer.

***If you need help...***

If you have any trouble getting your vehicle repaired, please call us, toll free, at 1-800-MINIVAN (648-4828). A representative will assist you in getting your latch replaced. Also, if you have any concerns regarding this service action, you may call the National Highway Traffic Safety Administration (NHTSA) Toll Free Auto Safety Hotline at 1-800-424-9393. (Washington, D.C. area residents may call 366-0123).

We believe, and NHTSA agrees, that the single most important safety action you can take is to ensure that all occupants are wearing seat belts properly at all times. And, of course, never allow anyone to occupy the cargo area. Also, please ensure that any removable seat has been securely reattached before the vehicle is driven.

Chrysler Corporation is proud of its safety leadership position and stands firmly behind the quality and safety of its minivans. We're sorry for any inconvenience, but we believe this action will help ensure your continued satisfaction. Thanks for your attention to this important matter.

Customer Services Field Operations  
Chrysler Corporation  
840-3

***Buckle up  
for Safety*** 

**DMAIL TO: All Chrysler Corporation Dealers**

**October 25, 1995**

**Subject: Status of Minivan Latch Service Action**

**We are pleased that today, the two year investigation into Chrysler Corporation minivan rear liftgate latches has been closed by the National Highway Traffic Safety Administration (NHTSA). As you know, we have launched an unprecedented service action to replace the latches on 1984-1995 Plymouth, Chrysler and Dodge minivans. This action has been endorsed by NHTSA.**

**We have already notified approximately 200,000 owners of 1990 through 1995 Minivans with manual liftgate latches to make arrangements with their dealerships to have their latches replaced. Notification to owners of 1984 to 1989 Minivans with manual liftgate latches will begin later this month, and notification to owners of Minivans with power latches will begin in December of this year.**

**Currently, we're producing 40,000 replacement latches a week and by the end of the year, we will have doubled that to 80,000 per week. Even at this extremely high rate, it will take us a year to supply replacement latches for over four million vehicles made over 12 years. In the meantime, or at any time, the best way to assure the occupants in any vehicle are as safe as possible is for them to wear seat belts.**

**We stand behind our Chrysler minivans as among the safest vehicles on the road today. We ask you to stand behind this service action and do everything you possibly can to bring in as many minivan owners as quickly as possible and replace their minivan latch. We further ask that as you implement this action, you delight these minivan owners, our most loyal customers.**

**In early November, we will provide to all dealers a minivan liftgate latch Meeting-In-A-Box. We ask that you review all the elements with key personnel and create a plan to implement this latch replacement activity in your dealership. We also ask you to appoint a minivan liftgate latch customer satisfaction coordinator to organize and administer all latch replacement-related activities over the coming months.**

**As NHTSA closes this investigation, it is making available to the public all the material they have studied over the past two years. Some of this material has been heatedly debated, and we anticipate that it may cause some of your customers to ask questions of your dealership personnel. If your customer has any questions or concerns, please advise them to call us at 1-800-MINIVAN (800-846-4826). In the event that you are contacted by the media concerning the latch issue and replacement status, do not attempt to reply and refer the media to Chrysler's Public Relations contacts at (810) 576-9000 or (810) 576-8097. (See attached Chrysler Statement Re: Closing of NHTSA Investigation.)**

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All Chrysler vehicles are built in full compliance with all Federal Safety Standards, and the Minivan is no exception. In fact, Chrysler Minivans met many safety standards years before they were required. Chrysler Minivans were the first to have driver-side air bags and among the first to have dual air bags. The government's new safety standard for liftgate latches will become effective for the 1998 model year, and Chrysler will be in full compliance.

With your assistance in this extensive latch replacement effort, we will continue our safety leadership position and ensure the peace of mind of our Minivan customers.

Sincerely,

**T. R. Cunningham**  
**Vice President - Sales & Marketing**  
**General Manager - Minivan Operations**

# Service Action

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No. 640  
November, 1995  
**SUPPLEMENT**

**To: All Dodge and Chrysler/Plymouth Dealers  
Zone Managers**

**Subject: Service Action #640 -- Liftgate Latch  
SUPPLEMENT: PHASE 4 OWNER MAILING**

**Models: 1984 Through 1989 Model Year Dodge Caravan, Grand Caravan and  
Caravan C/V; and Plymouth Voyager and Grand Voyager Minivans  
Without a Remote Liftgate Release**

Notification to owners of the above model vehicles involved in Phase 4 of this service action will begin in a few days. A copy of the Phase 4 owner notification letter is attached.

Each dealer to whom involved Phase 4 vehicles were invoiced (or the current dealer at the same street address) will receive a list of those vehicles with this letter.

Each involved dealer will receive, and be billed for, ten (10) Phase 4 latch packages, PN CFWT6404. Additional parts may be ordered as necessary to support scheduled repairs.

Use the Service Procedure section of the September, 1995 dealer notification for service of vehicles involved in this phase of the service action.

Customer Services Field Operations  
Chrysler Corporation  
640-4

## ***SERVICE ACTION TO REPLACE YOUR MINIVAN'S LIFTGATE LATCH***

Dear Minivan Owner:

As we stated in our previous letter, peace of mind among our minivan owners is very important to Chrysler. We also said that we would notify you when a stronger liftgate latch was available for your minivan. We are now requesting owners of 1984 through 1988 Dodge Caravan and Plymouth Voyager minivans equipped with a manually (key only) operated liftgate latch to return their vehicle to their dealer for replacement of the liftgate latch. All 1984 through 1988 model vehicle owners will ultimately be contacted as the appropriate replacement parts become available for their vehicles.

***The issue is...***

The liftgate latch on your minivan (identified on the enclosed form), may be forced open in certain crash situations. The new latch is stronger than the current latch in your minivan, and will reduce the chance of the liftgate opening in these situations. It is essential that you have the stronger latch installed in your vehicle in order to lessen the possibility of an unbelted passenger being ejected in the event of a crash.

***What Chrysler and your dealer will do...***

Chrysler will replace the liftgate latch assembly on your minivan with a stronger latch. This service will be provided free of charge (parts and labor). The work will take about one hour to complete. However, additional time may be necessary depending on how dealer appointments are scheduled and processed.

***What you must do...***

- We urge you to contact your Dodge or Chrysler/Plymouth dealer to schedule a service appointment. Ask the dealer to hold parts for your vehicle or to order them before your appointment.
- Bring the enclosed Owner Notification Form with you to your dealer. It explains the required service to your dealer.

***If you need help...***

If you have any trouble getting your vehicle repaired, please call us, toll free, at 1-800-MINIVAN (646-4826). A representative will assist you in getting your latch replaced. Also, if you have any concerns regarding this service action, you may call the National Highway Traffic Safety Administration (NHTSA) Toll Free Auto Safety Hotline at 1-800-424-9393. (Washington, D.C. area residents may call 366-0123).

We believe, and NHTSA agrees, that the single most important safety action you can take is to ensure that all occupants are wearing seat belts properly at all times. And, of course, never allow anyone to occupy the cargo area. Also, please ensure that any removable seat has been securely reattached before the vehicle is driven.

Chrysler Corporation is proud of its safety leadership position and stands firmly behind the quality and safety of its minivans. We're sorry for any inconvenience, but we believe this action will help ensure your continued satisfaction. Thanks for your attention to this important matter.

Customer Services Field Operations  
Chrysler Corporation  
840-4

***Buckle up  
for Safety*** 





95 NOV 13 PM 2:22

Dale E Dawkins  
Director  
Vehicle Compliance & Safety Affairs

November 9, 1995

Mr. Michael B. Brownlee  
Associate Administrator for Safety Assurance  
National Highway Traffic Safety Administration  
400 Seventh Avenue, S.W.  
Washington, D.C. 20590

Re: 1-800-MINIVAN Call Center - Liftgate Latch "Questions and Answers"

Dear Mr. Brownlee:

Enclosed is the latest set of liftgate latch "Questions and Answers" we have prepared for our 1-800-MINIVAN call center. You will note that they include answers to potential questions that might result from NHTSA's closing of the liftgate latch investigation and recent media coverage. It is important to understand that this list of Q's and A's includes a large quantity of questions that are rarely, if ever, asked. The intent is to make sure our phone associates are prepared to answer whatever question might be posed by an owner. Importantly, we continue to stress the importance of owners contacting their dealers to make arrangements for latch replacement when they receive their notification from Chrysler.

If you have any questions or comments, please contact me.

Sincerely,

**CHRYSLER MINIVAN LIFTGATE LATCH  
"QUESTIONS AND ANSWERS"**

LATCHQ 8A.OCT

November 9, 1995

Confidential - Internal Use Only

**SERVICE ACTION AND REPLACING LATCHES**

**Q1. When will I get my latch?**

**A1. It depends upon the model year of your minivan and whether you have a manual latch or a latch with a remote release. We are replacing manual latches first because the replacement latches will be available first. All owners of minivans with manual latches will be notified yet this year. If your minivan is equipped with a remote release feature, you will get your notification in the first six months of next year. We are still developing the detailed schedule, so I can't be more specific. In the meantime, or any time, the best way to assure the occupants in your minivan are as safe as possible is for them to be wearing seat belts.**

**Q2. Why will it take so long to install the replacement latches?**

**A2. We have to provide replacement latches for over 4 million minivans built over a 12 year period. Our supplier is now producing replacement latches at a rate of 40,000 latches per week (one latch every 4 seconds). Late this year, the supplier will be able to increase the rate to 80,000 per week (one latch every 2 seconds). Even at this extremely high rate, it will take several months to get all of the latches replaced. In the meantime, or at any time, the best way to assure the occupants in any vehicle are as safe as possible is for them to wear seat belts.**

**Q3. Do all dealers now have replacement latches?**

**A3. Most dealers have replacement latches on hand because latches were automatically sent to dealers who sold vehicles matching the owner notification letters. However, all dealers can order latches from local parts warehouses very quickly.**

**Q4. What do you tell owners who want to know what they should do while they wait for their notification letters to make sure the occupants in their minivans are safe?**

**A4. The best way owners can make sure the occupants of their vehicles are safe is to make sure they are wearing seat belts. This is true for Chrysler minivans and for all vehicles.**

**Q5. How long will it take to notify all owners involved?**

**A5. We expect to have all owners notified by the middle of next summer.**

**SERVICE ACTION AND REPLACING LATCHES** (continued) 11/9

**Q6. Is my minivan involved in a safety recall?**

**A6. Technically, no. But, Chrysler has voluntarily launched an Owner Service Action to replace liftgate latches on 1984 -1995 minivans. Over the next several months, owners will receive notification letters requesting they contact their dealer to have their minivan liftgate latch replaced.**

**Q7. Is the government satisfied with the action Chrysler is taking?**

**A7. Yes. NHTSA has endorsed Chrysler's action and has closed the investigation.**

**Q8. Does the service action include anything beyond replacing the liftgate latch?**

**A8. No, except that on earlier model minivans (1984 through 1988), the latch striker will also be replaced with the striker used on later model vehicles.**

**Q9. Does the replacement latch meet government standards?**

**A9. There are no current standards, and the new standards just published are not required until the 1996 model year. The replacement latches do not fully meet these future standards because they do not have a secondary latch position. (The secondary latch position does not add to the strength of the latch.)**

**NHTSA INVESTIGATION INFORMATION**

**Q1. The information released by NHTSA (NHTSA press release, etc.) indicates there is a safety problem with current minivan liftgate latches. Is this true?**

**A1. Chrysler cooperated with NHTSA in their investigation which covered several months. Chrysler continues to believe there is no safety problem with our minivan liftgate latches. However, because of growing owner concerns, in March of this year we announced that we would be conducting a service action to replace current latches with stronger latches. This action is underway, but will take several months. It is important that owners get their latches changed when they get their notification letters.**

**Q2. The NHTSA tests show that, in a crash, the liftgate in a Chrysler minivan comes open and people are ejected. Isn't this a safety problem?**

**A2. The liftgates in any minivan or hatchback vehicle can be forced open in a severe crash and NHTSA's own data verify that. In all of NHTSA's tests, the dummies that were ejected were unbelted. This video demonstrates that unbelted occupants of a vehicle can be ejected in a severe crash. Occupants wearing seat belts are rarely ejected, even in a severe crash.**

**NHTSA INVESTIGATION INFORMATION** (continued) 11/9

- Q3. But, the NHTSA tests show this does not happen in some other vehicles?**
- A3. Maybe not in this specific test instance. However, we know that the liftgates in any vehicle can be forced open in a severe crash. The best protection for occupants in any vehicle is to wear seat belts.**
- Q4. From the NHTSA analysis of government accident data, it seems that occupants are ejected and killed more often in Chrysler minivans than in competitive minivans. Is this true?**
- A4. Chrysler conducted an extensive analysis of government accident data, and concluded that Chrysler minivans are very safe vehicles. In fact, the data show that occupants are not ejected out the rear more frequently in Chrysler minivans, and a substantial number of vehicles have hatch openings more frequently in crashes than do Chrysler minivans. These analyses were provided to NHTSA in December of last year and are included in the materials released by NHTSA.**
- Q5. NHTSA says there have been 37 people killed (and 99 people injured) in crashes where the liftgates in Chrysler minivans came open. Doesn't this indicate a problem?**
- A5. Every death and serious injury is a tragedy. But, some could have been prevented if the occupants were properly seated and wearing seat belts. It is important to note that these unfortunate deaths in crashes have occurred in a population of over 4 million minivans in the last 12 years.**
- Q6. There is a letter signed by a Chrysler engineer saying you could fix this latch and make it safer for just \$0.25. Why didn't you?**
- A6. If we thought for one minute that changing the latch would have made it safer, we would. The letter in question was addressing the issue of what might theoretically have to be done to modify the latch to meet potential liftgate latch requirements. Until a rule was issued by the government in September of this year, there have not been any federal strength requirements for liftgate latches. We have spent hundreds of millions of dollars adding dual air bags, integrated child safety seats and side door beams. At Chrysler, we are very concerned with safety.**
- Q7. You made the latch on the 1995 Chrysler minivan stronger. Why?**
- A7. We strengthened the 1995 latch as part of ongoing vehicle improvements. The strength of the latch had been challenged, and it was prudent to make a change.**

**NHTSA INVESTIGATION INFORMATION** (continued) 11/9

- Q8.** There were videos of 5 Chrysler tests showing the liftgates opening in routine tests. Doesn't this mean Chrysler was aware of a latch problem?
- A8.** These tests had nothing to do with liftgate strength and were run to test other systems. In all cases, there were explainable reasons the liftgates opened: For example, in two of the cases there were no latches installed.
- Q9.** The data in the NHTSA file of static latch tests shows Chrysler to be the weakest. Is this true?
- A9.** Latches are designed for specific purposes, and are only part of the total liftgate system. In a static bench test, the Chrysler latches are stronger than some and not as strong as others.
- Q10.** The NHTSA file contains Chrysler tests of competitive vehicles showing that sometimes the liftgates opened, and sometimes they stayed shut when impacted. What does this prove?
- A10.** The liftgate on any vehicle can be forced open depending upon how the vehicle is impacted.
- Q11.** The NHTSA tests clearly show that the liftgate latches can be opened just by inertia - Just like inside Edition said. Does this indicate a problem?
- A11.** We have never seen any real world evidence that a liftgate was forced open in a crash by the inertia release of the latch. However, the replacement latches have been designed to completely eliminate this remote possibility.
- Q12.** You say the replacement latches are stronger. Does that mean they are safer?
- A12.** We can only say they are stronger. We don't have any analyses or information that relates latch strength to overall liftgate safety or overall vehicle safety.
- Q13.** Is my minivan liftgate latch safe?
- A13.** Chrysler firmly stands behind the safety of our minivans, including the liftgate latches. However, it is important that when you receive your notification letter you contact your dealer to have the stronger replacement latch installed on your minivan.

**NHTSA INVESTIGATION INFORMATION** (continued) 11/9

**Q14. Is my minivan safe?**

**A14. Yes. Based on government accident statistics, minivans as a group are very safe, and Chrysler minivans are among the safest. But, the best way to assure the occupants in your minivan are as safe as possible is for them to wear seatbelts.**

**Q15. Did Chrysler make a "deal" with NHTSA so they would close their investigation?**

**A15. Chrysler offered to conduct an owner service action to replace 1984 - 1995 model minivan liftgate latches with a stronger latch. NHTSA endorsed this action.**

**Q16. Was the threat of the NHTSA video tape what caused Chrysler to launch the owner service action to replace latches?**

**A16. No. We launched the owner service action because we wanted to take care of our owners.**

**Q17. Is the government satisfied with the action Chrysler is taking?**

**A17. Yes, NHTSA fully endorses the Chrysler owner service action.**

**1996 MINIVAN LATCH**

**Q1. Is the new 1996 minivan involved in this service action?**

**A1. No. The new minivan has an entirely different liftgate latch system and is not related to this issue.**

**Q2. Does the latch on the new 1996 minivan meet the government safety standards?**

**A2. Currently there are no government safety standards. We are checking now to see if the 1996 minivan latch meets 1998 model requirements.**

## **CLASS ACTION LAWSUITS 11/9**

**Q1. What is this class action lawsuit all about?**

**A1. A lawsuit was filed in federal court that sought to require Chrysler to replace the rear liftgate latches on Chrysler minivans. Class members received notice of the proposed settlement of the case, in which Chrysler contractually agreed to replace all minivan liftgate latches (except CV vans) and to spend up to \$14 million to encourage owners to have replacement latches installed. You will receive a notification letter from Chrysler advising you to contact your dealer to make arrangements to have your latch replaced.**

**Q2. Does this mean I am getting sued because I drive a minivan?**

**A2. No. Rather, a group of attorneys have filed a lawsuit against Chrysler on your behalf.**

**Q3. Does this mean I'm part of the lawsuit?**

**A3. Minivan owners had until October 20, 1995 to opt-out (not participate) in the lawsuit. If you have not followed the procedure to opt-out, you are a class member in the lawsuit. As a class member, you are not required to take any action. Chrysler contractually agreed to replace all minivan liftgate latches (except CV vans) and to spend up to \$14 million to encourage owners to have replacement latches installed.**

**Q4. Is it true that as part of the settlement of the class action lawsuit against Chrysler the lawyers received \$5 million while the owners just get a latch?**

**A4. Legal fees are frequently a part of lawsuit settlements. (Reference A1 for remainder of answer.)**

## **MISCELLANEOUS 11/9**

**Q1. I saw a news story about a Chrysler minivan that was in a crash and the rear seat came out after the liftgate opened and the little boy strapped in the seat came out with it and was killed. Is there a problem with the seat?**

**A1. In this instance, the minivan was impacted by another vehicle traveling at a high rate of speed, and the rearmost seat was torn from its attachments by the impact. In general, a removable seat can be separated from a minivan in a crash only if the crash is so severe that the seat attachments are torn away, or because the seat had been removed some time prior to the crash and was not fully latched when it was reinstalled.**

**Q2. Are the seatbelts of the rear seats bolted to the seat? Why not bolted to the frame of the vehicle?**

**A2. Because the seats are removable for owner convenience, it is better to have the seat belts removed with the seat. If the seat is properly reinstalled after it has been removed, the seat belt system functions correctly and is safe.**

**Q3. A test by the Insurance Institute for Highway Safety (IIHS) shows that a liftgate latch on a Chrysler minivan failed when the vehicle was backed into a post at just 5 mph. Does this mean the latch is weak?**

**A3. No. This was a bumper test. In this particular case, the vehicle was backed into a steel pole which just happened to impact the key lock cylinder unlatching the latch. The latch worked fine after the test, but the liftgate could not be closed because of surrounding sheet metal damage.**

**Q4. Is your liftgate latch the only latch without a secondary latching position? Does this added feature make latches safer?**

**A4. A secondary latch position does not make the latch stronger. Chrysler used a combination of warning lamp and chimes to warn the driver that the liftgate may not be fully closed and latched, rather than a secondary position on the latch.**

**Q5. Do the replacement latches meet the new government liftgate latch requirements?**

**A5. There are no government standards for current liftgate latches. The stronger replacement latches do not meet the 1998 government requirements because they do not have a secondary latch position. However, a secondary latch position does not add to the strength of the latch.**



MINIVAN  
LIFTGATE  
LATCH  
SERVICE ACTION  
UPDATE

**URGENT**  
REVIEW AT ONCE

D E A L E R   G U I D E



November 8, 1988

To: All Chrysler Corporation Dealers

Subject: MINIVAN LIFTGATE LATCH SERVICE ACTION UPDATE

As you know, earlier this year we notified the owners of 1984 to 1988 minivans of Chrysler's intentions to replace the liftgate latches on their vehicles with a stronger latch. The initial phases of this service action — involving close to 500,000 vehicles — are already underway. In the months ahead, the volume will continue to increase, ultimately affecting nearly four million minivan owners.

It's no secret that minivans — and the customers who own them — are at the heart of our business. That's why it's paramount to treat the minivan liftgate latch service action not simply as a task to be completed, but instead as a fundamental *Customer One* opportunity.

It's essential that your dealership is prepared to provide these customers with a positive service experience. The materials enclosed in this mailing were developed to help you and your staff accomplish this objective.

This step-by-step guide will assist you in creating an effective minivan liftgate latch replacement plan for your dealership. After you read this brochure, be sure to pass it on to your appointed Customer Satisfaction Coordinator.

Clearly, all your employees will play a critical role throughout this service action. Service Advisors, Cashiers, Phone Operators and Sales Personnel should be involved in the development of your dealership's plan. The accompanying CD-1 program and Meeting Leader's Guide will assist you in holding a staff meeting where employees can participate in defining what your plan should be.

I urge you to start *immediately* by appointing a Customer Satisfaction Coordinator and calling your staff together for a meeting and "brainstorming" session. Listen to what your employees have to say. Encourage personal involvement, creative thinking and sharing of ideas. Then use your employees' input to customize a plan that will work best for your dealership, your employees and your customers over the next year.

Sincerely,

## Step 1:

### SELECT A MINIVAN LIFTGATE LATCH CUSTOMER SATISFACTION COORDINATOR

THE CUSTOMER SATISFACTION COORDINATOR DUTIES INCLUDE:

- ORGANIZING AND REVIEWING CUSTOMER NOTIFICATIONS AND VEHICLE LISTS FOR EACH OF THE EIGHT OWNER NOTIFICATION PHASES THROUGHOUT THE COURSE OF THIS ACTION
- CONDUCTING A MEETING AND BRAINSTORMING SESSION WITH THE DEALERSHIP STAFF USING THE ENCLOSED MATERIALS
- DEVELOPING A DEALERSHIP PLAN USING EMPLOYEE INPUT AND COMMUNICATING THE PLAN TO ALL DEALERSHIP EMPLOYEES
- FORECASTING NECESSARY REPLACEMENT PART INVENTORIES FOR EACH PHASE, BASED ON VEHICLE LISTS AND CONFIRMED CUSTOMER APPOINTMENTS
- ENSURING THAT AS MANY OWNERS AS POSSIBLE HAVE THEIR MINIVAN LIFTGATE LATCHES REPLACED
- ENSURING THAT DEALERSHIP PROVIDES TIMELY CLAIM SUBMISSION VIA DIAL

## Step 2:

### CUSTOMER SATISFACTION COORDINATOR CONDUCTS STAFF MEETING AND BRAINSTORMING SESSION

DIRECT YOUR CUSTOMER SATISFACTION COORDINATOR TO USE THE MEETING

AGENDA TO CONDUCT THE MEETING. THE MEETING SHOULD BE HELD WITH ALL DEALERSHIP EMPLOYEES AND SHOULD BE CONDUCTED IN A POSITIVE AND SUPPORTIVE MANNER.

#### • MEETING AGENDA (SEE AGENDA)

##### MEETING OBJECTIVES:

##### • MEETING OBJECTIVES:

##### • MEETING OBJECTIVES:

THE MEETING SHOULD BE HELD IN A POSITIVE AND SUPPORTIVE MANNER. THE MEETING SHOULD BE HELD WITH ALL DEALERSHIP EMPLOYEES AND SHOULD BE CONDUCTED IN A POSITIVE AND SUPPORTIVE MANNER. THE MEETING SHOULD BE HELD WITH ALL DEALERSHIP EMPLOYEES AND SHOULD BE CONDUCTED IN A POSITIVE AND SUPPORTIVE MANNER.

### DEALERSHIP PLAN FOR THE LIFTGATE LATCH REPLACEMENT ACTION

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• **REPLACE THE LATCHES** ON ALL 1995-1996 CHRYSLER PT CRUISERS AND 1995-1996 CHRYSLER PT CRUISER VANS.

• **REPLACE THE LATCHES** ON ALL 1995-1996 CHRYSLER PT CRUISERS AND 1995-1996 CHRYSLER PT CRUISER VANS WITH THE LATCHES REPLACEMENT PACKAGE. THIS PACKAGE IS AVAILABLE TO ALL DEALERS THROUGH THE PARTS DEPARTMENT. THE PACKAGE INCLUDES THE LATCHES, THE LATCHES REPLACEMENT KIT AND THE LATCHES REPLACEMENT INSTRUCTIONS.

#### **ACTIVATING THE SERVICE ACTION THROUGH THE DIAL SYSTEM**

THE DIAL SYSTEM IS THE BEST WAY TO ACTIVATE THE LATCHES REPLACEMENT SERVICE ACTION. TO ACTIVATE THE SERVICE ACTION, LOG ON TO THE DIAL SYSTEM AND GO TO THE CLAIM INPUT SCREEN. THE CLAIM INPUT SCREEN WILL PROMPT YOU TO ENTER THE VIN, SERVICE ACTION NUMBER AND CLAIM NUMBER. THE CLAIM INPUT SCREEN WILL ALSO PROMPT YOU TO ENTER THE PART NUMBER, LABOR OP NUMBER AND THE TIME ALLOWED. THE CLAIM INPUT SCREEN WILL ALSO PROMPT YOU TO ENTER THE DEALER'S PHONE NUMBER AND THE DEALER'S NAME. THE CLAIM INPUT SCREEN WILL ALSO PROMPT YOU TO ENTER THE DEALER'S ADDRESS AND THE DEALER'S CITY AND STATE. THE CLAIM INPUT SCREEN WILL ALSO PROMPT YOU TO ENTER THE DEALER'S ZIP CODE. THE CLAIM INPUT SCREEN WILL ALSO PROMPT YOU TO ENTER THE DEALER'S FAX NUMBER. THE CLAIM INPUT SCREEN WILL ALSO PROMPT YOU TO ENTER THE DEALER'S E-MAIL ADDRESS. THE CLAIM INPUT SCREEN WILL ALSO PROMPT YOU TO ENTER THE DEALER'S WEBSITE ADDRESS. THE CLAIM INPUT SCREEN WILL ALSO PROMPT YOU TO ENTER THE DEALER'S COUNTRY AND THE DEALER'S LANGUAGE. THE CLAIM INPUT SCREEN WILL ALSO PROMPT YOU TO ENTER THE DEALER'S CURRENCY. THE CLAIM INPUT SCREEN WILL ALSO PROMPT YOU TO ENTER THE DEALER'S TAX ID NUMBER. THE CLAIM INPUT SCREEN WILL ALSO PROMPT YOU TO ENTER THE DEALER'S BUSINESS TYPE. THE CLAIM INPUT SCREEN WILL ALSO PROMPT YOU TO ENTER THE DEALER'S BUSINESS CATEGORY. THE CLAIM INPUT SCREEN WILL ALSO PROMPT YOU TO ENTER THE DEALER'S BUSINESS SUBCATEGORY. THE CLAIM INPUT SCREEN WILL ALSO PROMPT YOU TO ENTER THE DEALER'S BUSINESS ADDRESS. THE CLAIM INPUT SCREEN WILL ALSO PROMPT YOU TO ENTER THE DEALER'S BUSINESS CITY AND STATE. THE CLAIM INPUT SCREEN WILL ALSO PROMPT YOU TO ENTER THE DEALER'S BUSINESS ZIP CODE. THE CLAIM INPUT SCREEN WILL ALSO PROMPT YOU TO ENTER THE DEALER'S BUSINESS FAX NUMBER. THE CLAIM INPUT SCREEN WILL ALSO PROMPT YOU TO ENTER THE DEALER'S BUSINESS E-MAIL ADDRESS. THE CLAIM INPUT SCREEN WILL ALSO PROMPT YOU TO ENTER THE DEALER'S BUSINESS WEBSITE ADDRESS. THE CLAIM INPUT SCREEN WILL ALSO PROMPT YOU TO ENTER THE DEALER'S BUSINESS COUNTRY AND THE DEALER'S BUSINESS LANGUAGE. THE CLAIM INPUT SCREEN WILL ALSO PROMPT YOU TO ENTER THE DEALER'S BUSINESS CURRENCY. THE CLAIM INPUT SCREEN WILL ALSO PROMPT YOU TO ENTER THE DEALER'S BUSINESS TAX ID NUMBER. THE CLAIM INPUT SCREEN WILL ALSO PROMPT YOU TO ENTER THE DEALER'S BUSINESS BUSINESS TYPE. THE CLAIM INPUT SCREEN WILL ALSO PROMPT YOU TO ENTER THE DEALER'S BUSINESS BUSINESS CATEGORY. THE CLAIM INPUT SCREEN WILL ALSO PROMPT YOU TO ENTER THE DEALER'S BUSINESS BUSINESS SUBCATEGORY. THE CLAIM INPUT SCREEN WILL ALSO PROMPT YOU TO ENTER THE DEALER'S BUSINESS BUSINESS ADDRESS. THE CLAIM INPUT SCREEN WILL ALSO PROMPT YOU TO ENTER THE DEALER'S BUSINESS BUSINESS CITY AND STATE. THE CLAIM INPUT SCREEN WILL ALSO PROMPT YOU TO ENTER THE DEALER'S BUSINESS BUSINESS ZIP CODE. THE CLAIM INPUT SCREEN WILL ALSO PROMPT YOU TO ENTER THE DEALER'S BUSINESS BUSINESS FAX NUMBER. THE CLAIM INPUT SCREEN WILL ALSO PROMPT YOU TO ENTER THE DEALER'S BUSINESS BUSINESS E-MAIL ADDRESS. THE CLAIM INPUT SCREEN WILL ALSO PROMPT YOU TO ENTER THE DEALER'S BUSINESS BUSINESS WEBSITE ADDRESS. THE CLAIM INPUT SCREEN WILL ALSO PROMPT YOU TO ENTER THE DEALER'S BUSINESS BUSINESS COUNTRY AND THE DEALER'S BUSINESS BUSINESS LANGUAGE. THE CLAIM INPUT SCREEN WILL ALSO PROMPT YOU TO ENTER THE DEALER'S BUSINESS BUSINESS CURRENCY. THE CLAIM INPUT SCREEN WILL ALSO PROMPT YOU TO ENTER THE DEALER'S BUSINESS BUSINESS TAX ID NUMBER.

FOR MORE INFORMATION, VISIT OUR WEBSITE AT [WWW.CHRYSLER.COM](http://www.chrysler.com) OR CALL 1-800-4-A-CHRYSLER.

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**PACKAGES, AND WITH YOUR SERVICE TECHNICIANS AND CUSTOMER-CONTACT STAFF FULLY INVOLVED, IT'S TIME TO BEGIN SCHEDULING LATCH REPLACEMENT APPOINTMENTS.**

**SOME CUSTOMERS MAY CALL TO HAVE THEIR LATCHES REPLACED BEFORE THE SCHEDULED PHASE. KEEP A LIST OF THESE CUSTOMERS AND CONTACT THEM AS SOON AS REPLACEMENT PARTS BECOME AVAILABLE FOR THEIR MINIVANS.**

## **Step 6:**

### **COMPLETION REPORTING AND REIMBURSEMENT**

**CLAIMS FOR VEHICLES THAT HAVE UNDERGONE LIFTGATE LATCH REPLACEMENT SERVICE MUST BE SUBMITTED ON THE DIAL SYSTEM. NO PARTS RETURN IS REQUIRED FOR THIS SERVICE ACTION.**

**IMPROVED DIAL SYSTEM FUNCTIONS NOW MAKE IT EASIER TO SUBMIT ERROR-FREE CLAIMS USING THE FOLLOWING ENHANCEMENTS TO THE CLAIM INPUT SCREEN:**

- **A LISTING OF OUTSTANDING SERVICE ACTIONS ON THE VEHICLE, INCLUDING THE LATCH REPLACEMENT SERVICE ACTION**
- **A LISTING OF AVAILABLE VINs ON THE DEALER'S PC, ELIMINATING THE NEED TO RE-INPUT VIN ON THE CLAIM INPUT SCREEN**
- **ONCE THE VIN, SERVICE ACTION NUMBER AND CLAIM NUMBER HAVE BEEN INDICATED, THE SCREEN WILL AUTOMATICALLY INCLUDE PART NUMBER, LABOR OP NUMBER AND THE TIME ALLOWED**

## PRACTICAL TIPS FOR CUSTOMER SATISFACTION

THE FOLLOWING "DO'S AND DON'TS" PROVIDE SOME BASIC GUIDELINES FOR IMPLEMENTING YOUR DEALERSHIP'S LIFTGATE LATCH REPLACEMENT PLAN:

**Do** VERIFY THAT THE APPROPRIATE PARTS ARE IN STOCK BEFORE SCHEDULING LATCH REPLACEMENT SERVICE APPOINTMENTS

**Do** BE PROACTIVE AND CONTACT OWNERS ALREADY NOTIFIED BY CHRYSLER ON YOUR OWN—MANY CUSTOMERS WILL NOT SCHEDULE AN APPOINTMENT UNLESS YOU CONTACT THEM FIRST (SAMPLE CUSTOMER LETTERS ARE INCLUDED IN THE CUSTOMER SATISFACTION COORDINATOR'S MATERIALS)

**Do** MAKE SURE THAT ALL CUSTOMER-CONTACT EMPLOYEES KNOW THEY SHOULD REFER CUSTOMERS WITH UNRESOLVED QUESTIONS, CONCERNS OR COMPLAINTS TO THE 1-800-MINIVAN HOTLINE (1-800-646-4826)

**Don't** OVERBOOK OR SCHEDULE MORE APPOINTMENTS THAN YOUR ABILITY TO SERVICE

**Don't** CHARGE CUSTOMERS FOR LATCH REPLACEMENT — THE SERVICE IS PROVIDED FREE-OF-CHARGE FOR BOTH PARTS AND LABOR

**Don't** OVERCHARGE CUSTOMER FOR ADDITIONAL WORK

• **Verify that the appropriate parts are in stock before scheduling latch replacement service appointments.** Make sure you have enough parts in stock to meet the demand for the liftgate latch replacement service.

• **Be proactive and contact owners already notified by Chrysler on your own—many customers will not schedule an appointment unless you contact them first.** Many customers will not schedule an appointment unless you contact them first. Sample customer letters are included in the Customer Satisfaction Coordinator's materials.

• **Make sure that all customer-contact employees know they should refer customers with unresolved questions, concerns or complaints to the 1-800-Minivan Hotline (1-800-646-4826).** Make sure that all customer-contact employees know they should refer customers with unresolved questions, concerns or complaints to the 1-800-Minivan Hotline (1-800-646-4826).

• **Do not overbook or schedule more appointments than your ability to service.** Do not overbook or schedule more appointments than your ability to service.

• **Do not charge customers for latch replacement — the service is provided free-of-charge for both parts and labor.** Do not charge customers for latch replacement — the service is provided free-of-charge for both parts and labor.

• **Do not overcharge customer for additional work.** Do not overcharge customer for additional work. Make sure you are not charging customers for additional work that is not covered by the liftgate latch replacement service. Make sure you are not charging customers for additional work that is not covered by the liftgate latch replacement service.

**TO: SALES STAFF**

**RE: MINIVAN LIFTGATE LATCH  
REPLACEMENT SERVICE ACTION**

AS YOU KNOW, EARLIER THIS YEAR WE NOTIFIED THE OWNERS OF 1984 TO 1995 MINIVANS OF CHRYSLER'S INTENTIONS TO REPLACE THE LIFTGATE LATCHES ON THEIR VEHICLES WITH A STRONGER LATCH.

NOW, AS THE LIFTGATE LATCH REPLACEMENTS STEADILY INCREASE, IT IS ESSENTIAL THAT ALL DEALERSHIP PERSONNEL ARE FULLY PREPARED TO PROVIDE THESE CUSTOMERS WITH THE MOST TIMELY, CONVENIENT AND POSITIVE SERVICE EXPERIENCE POSSIBLE.

IT'S NO SECRET THAT MINIVANS — AND THE CUSTOMERS WHO OWN THEM — ARE AT THE HEART OF OUR BUSINESS. THAT'S WHY IT'S SO IMPORTANT TO TREAT THE MINIVAN LIFTGATE LATCH REPLACEMENT ACTIVITY NOT SIMPLY AS A TASK TO BE COMPLETED, BUT AS A FUNDAMENTAL CUSTOMER ONE OPPORTUNITY. EACH AND EVERY LATCH REPLACEMENT SERVICE APPOINTMENT REPRESENTS A POTENTIAL "SHINING STAR MOMENT" — A CHANCE TO SURPRISE AND DELIGHT OUR MOST LOYAL AND VALUED CUSTOMERS.

CHRYSLER'S DECISION TO PROVIDE LIFTGATE LATCH REPLACEMENTS TO NEARLY FOUR MILLION MINIVAN OWNERS IS A VOLUNTARY ACTION. THIS UNPRECEDENTED EFFORT IS BEING IMPLEMENTED TO ENHANCE OUR CUSTOMERS' PEACE OF MIND AND TO DEMONSTRATE OUR COMMITMENT TO CUSTOMER SATISFACTION.

DEALERSHIP EMPLOYEES LIKE YOU WILL PLAY A VITAL ROLE THROUGHOUT THIS SERVICE ACTION. YOU WORK WITH OUR CUSTOMERS EVERY DAY. YOU ANSWER THEIR QUESTIONS AND RESPOND TO THEIR CONCERNS. YOU MAKE CUSTOMER SATISFACTION HAPPEN.

## **SALES STAFF CUSTOMER SATISFACTION GUIDELINES**

THESE CUSTOMER SATISFACTION GUIDELINES ARE DESIGNED TO HELP YOU MAKE THE BEST OF THIS CUSTOMER ONE OPPORTUNITY. PLEASE REVIEW THESE GUIDELINES CAREFULLY AND INTEGRATE THEM INTO YOUR DAY-TO-DAY DEALINGS WITH OUR CUSTOMERS. CONSIDER POSTING THEM NEAR YOUR WORK STATION TO SERVE AS A REMINDER AND CONVENIENT REFERENCE. SHOULD YOU HAVE ANY QUESTIONS, PLEASE CONSULT YOUR DEALERSHIP'S CUSTOMER SATISFACTION COORDINATOR.

- ALWAYS WORK TO CREATE A FRIENDLY, POSITIVE ATMOSPHERE WHEN DEALING WITH MINIVAN LATCH REPLACEMENT CUSTOMERS.
- BE PROACTIVE — TRY TO ANTICIPATE CUSTOMER NEEDS AND PREFERENCES. PROVIDE THESE CUSTOMERS WITH VIP TREATMENT AT ALL TIMES.
- IF YOU'RE ASKED ABOUT THE 1996 NEW MINIVAN MODEL'S LATCH MECHANISM, REASSURE THE CUSTOMER THAT THE CURRENT MODEL USES A NEW LATCHING SYSTEM THAT MEETS CURRENT GOVERNMENT SAFETY REQUIREMENTS.
- CONTACT YOUR DEALERSHIP'S SERVICE DEPARTMENT TO LET THEM KNOW WHEN TAKING A 1984-1995 MINIVAN IN TRADE, OR WHEN PURCHASING OUTRIGHT. INSURE THAT THIS VEHICLE RECEIVES THE NEW LATCH.
- BE SURE THAT ALL MINIVANS CURRENTLY IN USED CAR INVENTORY RECEIVE THE NEW LIFEGATE LATCH PRIOR TO SALE.
- WHEN TALKING WITH CUSTOMERS, REMEMBER THAT CUSTOMERS ARE BEING OFFERED THE STRONGER LIFEGATE LATCH REPLACEMENT FOR TWO BASIC REASONS:
  - 1) TO ENHANCE THEIR PEACE OF MIND
  - 2) TO SHOW THAT CHRYSLER IS COMMITTED TO SATISFYING CUSTOMERS
- IN RESPONDING TO CUSTOMERS WHO ARE CONCERNED THAT THEY HAVEN'T YET BEEN CONTACTED BY CHRYSLER TO SCHEDULE AN APPOINTMENT, EXPLAIN THAT THE SERVICE ACTION INVOLVES AS MANY AS FOUR MILLION VEHICLES AND IS BEING CONDUCTED IN PHASES THAT WILL CONTINUE THROUGH FALL 1996. LET THE CUSTOMER KNOW WE'RE DOING THE BEST WE CAN AND ASK FOR HIS OR HER PATIENCE. THE BEST WAY TO ASSURE THE SAFETY OF PASSENGERS IS FOR THEM TO BE WEARING SEATBELTS.
- REFER ALL CUSTOMERS WITH UNRESOLVED QUESTIONS AND CONCERNS TO THE TOLL-FREE 1-800-MINIVAN HOTLINE (1-800-646-4826).

CASHIER STAFF

**TO: CASHIER STAFF**

**RE: MINIVAN LIFTGATE LATCH  
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- BE PROACTIVE — TRY TO ANTICIPATE CUSTOMER NEEDS AND PREFERENCES. PROVIDE THESE CUSTOMERS WITH VIP TREATMENT AT ALL TIMES.
- WHEN LATCH REPLACEMENT SERVICE IS CONDUCTED ALONG WITH OTHER SERVICE OR MAINTENANCE, CONSIDER USING A "HIGHLIGHTER" PEN OR SIMPLY UNDERLINING THE APPROPRIATE INVOICE ENTRY TO DRAW ATTENTION TO THAT FACT THAT THIS SERVICE WAS CONDUCTED.
- IN RESPONDING TO CUSTOMERS WHO ARE CONCERNED THAT THEY HAVEN'T YET BEEN CONTACTED BY CHRYSLER TO SCHEDULE AN APPOINTMENT, EXPLAIN THAT THE SERVICE ACTION INVOLVES AS MANY AS FOUR MILLION VEHICLES AND IS BEING CONDUCTED IN PHASES THAT WILL CONTINUE THROUGH FALL 1996. LET THE CUSTOMER KNOW WE'RE DOING THE BEST WE CAN AND ASK FOR HIS OR HER PATIENCE.

**SERVICE/PARTS STAFF**

**TO: SERVICE/PARTS STAFF**

**RE: LIFTGATE RELATED  
COMPONENT/REPAIRS**

**BECAUSE MANY OF YOUR LIFTGATE LATCH CUSTOMERS WILL OWN OLDER MINIVANS THAT MAY NEED ADDITIONAL SERVICE, BE SURE TO HAVE PLENTY OF STOCK FOR THE PARTS AND/OR COMPONENTS LISTED BELOW.**

- 1. PROP RODS**
- 2. LIFTGATE ALIGNMENT WEDGES/STOP BUMPERS (REALIGNMENT)**
- 3. HINGES**
- 4. LIFTGATE TRIM PANEL AND CLIPS**
- 5. LIFTGATE OPENING BILL TRIM PANEL**
- 6. LIFTGATE OPENING WEATHERSTRIP**
- 7. LIFTGATE HANDLE**
- 8. LIFTGATE LOCK MECHANISM**
- 9. LIFTGATE SHEET METAL (RUST REPAIRS)**
- 10. BACKLIGHT/MOULDING/GLASS INSTALLATION PACKAGE (HEATED AND NON-HEATED)**
- 11. HEATED BACKLIGHT GRID REPAIR PACKAGES**
- 12. LIFTGATE RELEASE SOLENOID**
- 13. LIFTGATE WIRING/HARNESS CONNECTOR REPAIR PACKAGES**
- 14. LIFTGATE COURTESY LAMPS/BULBS**
- 15. LIFTGATE SPEAKERS/SPEAKER WIRING**
- 16. LIFTGATE WIPER MOTORS/WIPER ARMS/WIPER BLADES**
- 17. LIFTGATE WASHER NOZZLE/NOSE/PUMP/RESERVOIR**
- 18. REMOTE RELEASE SWITCH (ON I.P.)**
- 19. LIFTGATE "AJAR" WARNING BULB/P.C. BOARD**
- 20. REAR FASCIA/BUMPER/END CAPS**

SERVICE/PARTS STAFF

TO: SERVICE/PARTS STAFF

RE: MINIVAN LIFTGATE LATCH  
REPLACEMENT SERVICE ACTION

AS YOU KNOW, EARLIER THIS YEAR WE NOTIFIED THE OWNERS OF 1984 TO 1995 MINIVANS OF CHRYSLER'S INTENTIONS TO REPLACE THE LIFTGATE LATCHES ON THEIR VEHICLES WITH A STRONGER LATCH.

NOW, AS THE LIFTGATE LATCH REPLACEMENTS STEADILY INCREASE, IT IS ESSENTIAL THAT ALL DEALERSHIP PERSONNEL ARE FULLY PREPARED TO PROVIDE THESE CUSTOMERS WITH THE MOST TIMELY, CONVENIENT AND POSITIVE SERVICE EXPERIENCE POSSIBLE.

IT'S NO SECRET THAT MINIVANS — AND THE CUSTOMERS WHO OWN THEM — ARE AT THE HEART OF OUR BUSINESS. THAT'S WHY IT'S SO IMPORTANT TO TREAT THE MINIVAN LIFTGATE LATCH REPLACEMENT ACTIVITY NOT SIMPLY AS A TASK TO BE COMPLETED, BUT AS A FUNDAMENTAL CUSTOMER ONE OPPORTUNITY. EACH AND EVERY LATCH REPLACEMENT SERVICE APPOINTMENT REPRESENTS A POTENTIAL "SHINING STAR MOMENT" — A CHANCE TO SURPRISE AND DELIGHT OUR MOST LOYAL AND VALUED CUSTOMERS.

CHRYSLER'S DECISION TO PROVIDE LIFTGATE LATCH REPLACEMENTS TO NEARLY FOUR MILLION MINIVAN OWNERS IS A VOLUNTARY ACTION. THIS UNPRECEDENTED EFFORT IS BEING IMPLEMENTED TO ENHANCE OUR CUSTOMERS' PEACE OF MIND AND TO DEMONSTRATE OUR COMMITMENT TO CUSTOMER SATISFACTION.

DEALERSHIP EMPLOYEES LIKE YOU WILL PLAY A VITAL ROLE THROUGHOUT THIS SERVICE ACTION. YOU WORK WITH OUR CUSTOMERS EVERY DAY. YOU ANSWER THEIR QUESTIONS AND RESPOND TO THEIR CONCERNS. YOU MAKE CUSTOMER SATISFACTION HAPPEN.

## **SERVICE/PARTS STAFF CUSTOMER SATISFACTION GUIDELINES**

THESE CUSTOMER SATISFACTION GUIDELINES ARE DESIGNED TO HELP YOU MAKE THE BEST OF THIS CUSTOMER ONE OPPORTUNITY. PLEASE REVIEW THESE GUIDELINES CAREFULLY AND INTEGRATE THEM INTO YOUR DAY-TO-DAY DEALINGS WITH OUR CUSTOMERS. CONSIDER POSTING THEM NEAR YOUR WORK STATION TO SERVE AS A REMINDER AND CONVENIENT REFERENCE. SHOULD YOU HAVE ANY QUESTIONS, PLEASE CONSULT YOUR DEALERSHIP'S CUSTOMER SATISFACTION COORDINATOR.

- BE PROACTIVE — TRY TO ANTICIPATE CUSTOMER NEEDS AND PREFERENCES. PROVIDE THESE CUSTOMERS WITH VIP TREATMENT AT ALL TIMES.
- REVIEW THE MINIVAN LATCH REPLACEMENT SERVICE ACTION 640 TECHNICAL REPAIR PROCEDURE VIDEO TO PROVIDE CUSTOMERS WITH A TOP-QUALITY, FLAWLESS SERVICE EXPERIENCE. (THE TECHNICAL REPAIR PROCEDURE FOR SERVICE ACTION 640 IS INCLUDED ON THE CD-1 PROGRAM.)
- USE DIAL SYSTEM FUNCTION 70 TO VERIFY THE APPROPRIATE PARTS. CHECK THE STOCK LEVEL BEFORE SCHEDULING LATCH REPLACEMENT SERVICE APPOINTMENTS.
- BE CAREFUL NOT TO "OVERBOOK" OR SCHEDULE MORE APPOINTMENTS THAN YOU CAN HANDLE.
- WHEN PERFORMING ANY SERVICE WORK ON A MINIVAN, REPLACE THE LIFTGATE LATCH AT THE SAME TIME. MAKE SURE YOU INFORM THE CUSTOMER.
- CAREFULLY MONITOR REPLACEMENT PART PACKAGE INVENTORIES. DON'T EXHAUST REPLACEMENT PARTS ON STOCK UNITS (TRADE-INS, USED CAR PURCHASES) WHEN CUSTOMERS WITH IN-SERVICE VEHICLES ARE SCHEDULED.
- IN ADDITION TO MONITORING PART PACKAGE INVENTORIES, CONSIDER STOCKING RELATED LIFTGATE COMPONENTS (SEE ATTACHED LIFTGATE RELATED COMPONENTS/REPAIRS LIST).
- IF A MINIVAN OWNER REQUIRES SERVICE FOR A DAMAGED POWER LATCH (FOR EXAMPLE, AS THE RESULT OF A COLLISION, WIRING FAILURE, ETC.) AND A NEW POWER LATCH IS UNAVAILABLE (POWER LATCH REPLACEMENT PACKAGES ARE SCHEDULED FOR PHASES 5-8 OF THIS ACTION) ONLY A MANUAL LATCH CAN BE INSTALLED. THE CUSTOMER SHOULD BE INFORMED THAT THIS IS A TEMPORARY MEASURE, AND THAT AN APPOINTMENT TO INSTALL A POWER LATCH MAY BE SCHEDULED AS SOON AS THE APPROPRIATE PART PACKAGE IS AVAILABLE.
- IF AN OWNER OF A MINIVAN EQUIPPED WITH A REMOTE LIFTGATE RELEASE (PHASES 5-8) INSISTS ON HAVING A NEW LATCH INSTALLED IMMEDIATELY, OFFER TO INSTALL THE APPROPRIATE MANUAL LATCH UNTIL A POWER LATCH REPLACEMENT BECOMES AVAILABLE.
- BE CAREFUL NOT TO DAMAGE TRIM PANELS WHEN INSTALLING REPLACEMENT LATCHES.

**RECEPTIONIST/GREETING STAFF**

**TO: RECEPTIONIST/GREETING STAFF**  
**RE: MINIVAN LIFTGATE LATCH**  
**REPLACEMENT SERVICE ACTION**

AS YOU KNOW, EARLIER THIS YEAR WE NOTIFIED THE OWNERS OF 1984 TO 1995 MINIVANS OF CHRYSLER'S INTENTIONS TO REPLACE THE LIFTGATE LATCHES ON THEIR VEHICLES WITH A STRONGER LATCH.

NOW, AS THE LIFTGATE LATCH REPLACEMENTS STEADILY INCREASE, IT IS ESSENTIAL THAT ALL DEALERSHIP PERSONNEL ARE FULLY PREPARED TO PROVIDE THESE CUSTOMERS WITH THE MOST TIMELY, CONVENIENT AND POSITIVE SERVICE EXPERIENCE POSSIBLE.

IT'S NO SECRET THAT MINIVANS — AND THE CUSTOMERS WHO OWN THEM — ARE AT THE HEART OF OUR BUSINESS. THAT'S WHY IT'S SO IMPORTANT TO TREAT THE MINIVAN LIFTGATE LATCH REPLACEMENT ACTIVITY NOT SIMPLY AS A TASK TO BE COMPLETED, BUT AS A FUNDAMENTAL CUSTOMER ONE OPPORTUNITY. EACH AND EVERY LATCH REPLACEMENT SERVICE APPOINTMENT REPRESENTS A POTENTIAL "SHINING STAR MOMENT" — A CHANCE TO SURPRISE AND DELIGHT OUR MOST LOYAL AND VALUED CUSTOMERS.

CHRYSLER'S DECISION TO PROVIDE LIFTGATE LATCH REPLACEMENTS TO NEARLY FOUR MILLION MINIVAN OWNERS IS A VOLUNTARY ACTION. THIS UNPRECEDENTED EFFORT IS BEING IMPLEMENTED TO ENHANCE OUR CUSTOMERS' PEACE OF MIND AND TO DEMONSTRATE OUR COMMITMENT TO CUSTOMER SATISFACTION.

DEALERSHIP EMPLOYEES LIKE YOU WILL PLAY A VITAL ROLE THROUGHOUT THIS SERVICE ACTION. YOU WORK WITH OUR CUSTOMERS EVERY DAY. YOU ANSWER THEIR QUESTIONS AND RESPOND TO THEIR CONCERNS. YOU MAKE CUSTOMER SATISFACTION HAPPEN.

**RECEPTIONIST/GREETING STAFF CUSTOMER  
SATISFACTION GUIDELINES**

THESE CUSTOMER SATISFACTION GUIDELINES ARE DESIGNED TO HELP YOU MAKE THE BEST OF THIS CUSTOMER ONE OPPORTUNITY. PLEASE REVIEW THESE GUIDELINES CAREFULLY AND INTEGRATE THEM INTO YOUR DAY-TO-DAY DEALINGS WITH YOUR CUSTOMERS. CONSIDER POSTING THEM NEAR YOUR WORK STATION TO SERVE AS A REMINDER AND CONVENIENT REFERENCE. SHOULD YOU HAVE ANY QUESTIONS, PLEASE CONSULT YOUR DEALERSHIP'S CUSTOMER SATISFACTION COORDINATOR.

- ALWAYS WORK TO CREATE A FRIENDLY, POSITIVE ATMOSPHERE WHEN DEALING WITH MINIVAN LATCH REPLACEMENT CUSTOMERS.
- BE PROACTIVE — TRY TO ANTICIPATE CUSTOMER NEEDS AND PREFERENCES. PROVIDE THESE CUSTOMERS WITH VIP TREATMENT AT ALL TIMES.
- WHEN TALKING WITH CUSTOMERS, REMEMBER THAT CUSTOMERS ARE BEING OFFERED THE LIFTGATE LATCH REPLACEMENT FREE-OF-CHARGE FOR TWO BASIC REASONS:
  - 1) TO ENHANCE THEIR PEACE OF MIND
  - 2) TO SHOW THAT CHRYSLER IS COMMITTED TO SATISFYING CUSTOMERS
- IN RESPONDING TO CUSTOMERS WHO ARE CONCERNED THAT THEY HAVEN'T YET BEEN CONTACTED BY CHRYSLER TO SCHEDULE AN APPOINTMENT, EXPLAIN THAT THE SERVICE ACTION INVOLVES AS MANY AS FOUR MILLION VEHICLES AND IS BEING CONDUCTED IN PHASES THAT WILL CONTINUE THROUGH 1996. LET THE CUSTOMER KNOW WE'RE DOING THE BEST WE CAN AND ASK FOR HIS OR HER PATIENCE.
- REFER ALL CUSTOMERS WITH UNRESOLVED QUESTIONS AND CONCERNS TO THE TOLL-FREE 1-800-MINIVAN HOTLINE (1-800-646-4826). IF POSSIBLE, CONSIDER PROGRAMMING YOUR TELEPHONE SYSTEM TO "SPEED DIAL" AND TRANSFER CUSTOMERS TO THE 1-800-MINIVAN NUMBER.

TO: All Chrysler / Plymouth and Dodge Dealers  
All Principals / Service Managers / Parts Managers / Body Shop Managers  
All Chrysler Corporation Field Offices

*John ... J.J.*

From: Mopar Parts Division

Subject: CLARIFICATION ON MINIVAN LATCH REPLACEMENT PARTS

DEALERS AND FIELD OFFICES HAVE REPORTED CONFUSION REGARDING WHICH MINIVAN LATCH PART NUMBERS TO USE IN SERVICE ACTION # 640 VERSUS "NORMAL" SERVICE REQUIREMENTS.

\*\*\*\*\*"SERVICE ACTION # 640" PART NUMBERS\*\*\*\*\*

THE FOLLOWING PART NUMBERS ARE TO BE USED FOR "SERVICE ACTION # 640" CURRENTLY IN PROGRESS FOR "MANUAL" LATCH REPLACEMENTS. (NOTE: "POWER" LATCHES FOR SERVICE ACTION # 640 ARE NOT YET AVAILABLE.)

APPLICATION	SERVICE ACTION # 640 MANUAL LATCHES
1993 - 1995	CFGG6401
1991 - 1992	CFFR6402
1990	CFH66403
1984 - 1989	CFWT6404 (AVAILABLE 11/1/95)

\*\*\*\*\*NON-SERVICE ACTION PART NUMBERS\*\*\*\*\*

THE FOLLOWING PART NUMBERS ARE TO BE USED FOR NON-SERVICE ACTION REPAIRS ONLY (BODY WORK / MECHANICAL REPAIRS). THESE PARTS ARE NOT TO BE USED IN SERVICE ACTION # 640.

APPLICATION	NON-SERVICE ACTION P/N MANUAL LATCHES
1993 - 1995	04874460
1991 - 1992	04874461
1990	04874462
1984 - 1989	04874463

THESE NON-SERVICE ACTION LATCHES ARE "MANUAL" AND MUST BE USED FOR BOTH "MANUAL" AND "POWER" LATCH REPAIRS UNTIL POWER LATCHES BECOME AVAILABLE. FOR EXAMPLE: IF A 1990 MINIVAN SUSTAINS DAMAGE TO ITS POWER LATCH ON 10/27/95, THE PART TO USE FOR REPAIR IS 04874462. SOMETIME IN EARLY 1996, THE OWNER OF THIS 1990 MINIVAN WILL BE CONTACTED FOR SERVICE ACTION # 640 WHEREIN A POWER LATCH WILL THEN BE INSTALLED.

THANK YOU AND WE APOLOGIZE FOR ANY INCONVENIENCE.

From: T7209BD --CLIC	Date and time	11/03/95 16:56:54
To: DMAIL --CLIC	T1382CE --CLIC	
T1518CJ --CLIC	T8855TC --CLIC	
T9341DF --CLIC	T7177RM --CLIC	
F9329SB --CLIC	T9883EH --CLIC	
T3148WD --CLIC	T8993PG --CLIC	
T0760JW --CLIC	T0339DS --CLIC	
T8326ET --CLIC	T8828LB --CLIC	
T8020NC --CLIC	T0547RR --CLIC	
T3100JW --CLIC	T6958CY --CLIC	
T4873CC --CLIC	T7784DM --CLIC	
T8438RA --CLIC	T3522EB --CLIC	
T7428JM --CLIC	T4428PG --CLIC	
T2639GD --CLIC	T7435GD --CLIC	
T9739RH --CLIC	T7726SG --CLIC	
cc: T8432SR --CLIC	Rhoads, Sallie L	T9451MJ --CLIC
T7201EM --CLIC	Mahon, Eugene F	Jacobs, Mykle C

From: OFFICE OF THE GENERAL MANAGERS

Subject: OWNERS CALLING 1-800-MINIVAN  
 \*TO:DLRCPALLS,DLRDGEALLS,ALLSRVDM\$,ALLSLSDM\$

Chrysler/Plymouth/Dodge Dealers

A Dealer Principals, Parts and Service Managers

Some owners calling 1-800-MINIVAN have expressed concern regarding the recent tabloid television show "20/20" where it was reported that the rear seat (third seat) came out of a minivan after the liftgate was forced open in a crash.

In this particular instance, the minivan was impacted by another vehicle traveling at a high rate of speed, and the rearmost seat was torn from its attachments by the impact. In general, a removable seat can be separated from a minivan in a crash only if the crash is so severe that the seat

attachments are torn away, or because the seat had been removed some time prior to the crash and was not fully latched when it was reinstalled.

When removable seats are properly installed, they meet all safety requirements.

We are informing owners at 1-800-MINIVAN to check their owner's manual and follow the directions for seat installation, or to check with their dealers to insure their seats are properly installed.



If asked by a minivan owner about the integrity of the removable seats in their vehicle, please take the time to check the seat installation and spend a few minutes with these owners explaining how to remove and securely reinstall minivan seat and check its installation.

Thank you for helping us eliminate any concerns of our minivan owners.

OFFICE OF THE GENERAL MANAGERS  
J.H. CASOLA AND M.C. JACOBS

Thanks,  
Barbara

E N D O F N O T E



# Service Action

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No. 640  
June, 1996  
SUPPLEMENT

**To:** All Dodge and Chrysler/Plymouth Dealers  
Zone Managers

**Subject:** Service Action #640 – Liftgate Latch  
**SUPPLEMENT: PHASE 7 AND 8 OWNER MAILINGS**

**Models:** PHASE 7 – 1990 Model Year Dodge Caravan, Grand Caravan and Caravan C/V; Plymouth Voyager and Grand Voyager; and Chrysler Town & Country Minivans With a Remote Liftgate Release

PHASE 8 – 1984 Through 1989 Model Year Dodge Caravan, Grand Caravan and Caravan C/V; and Plymouth Voyager and Grand Voyager Minivans With a Remote Liftgate Release

Notification to owners of the above model vehicles involved in Phase 7 of this service action will begin in a few days. Notification to owners of vehicles involved in Phase 8 of this service action will begin approximately one week later. Copies of the Phase 7 and 8 owner notification letters are attached.

Each dealer to whom involved Phase 7 and 8 vehicles were invoiced (or the current dealer at the same street address) will receive a list of those vehicles with this letter.

Each involved and uninvolved dealer will receive, and be billed for, ten (10) Phase 7 latch packages, PN CFW66407, and ten (10) Phase 8 latch packages, PN CFXT6408. Your patience is requested on additional parts orders as we are procuring, packaging and shipping parts on a daily basis.

Use the Service Procedure section of the September, 1995 dealer notification for service of vehicles involved in this phase of the service action.

Customer Services Field Operations  
Chrysler Corporation  
640-7/8

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## ***SERVICE ACTION TO REPLACE YOUR MINIVAN'S LIFTGATE LATCH***

Dear Minivan Owner:

We stated in our previous letter that we would notify you when a stronger liftgate latch was available for your minivan. We are now requesting owners of 1990 Dodge Caravan, Plymouth Voyager and Chrysler Town & Country minivans equipped with a power (push button) operated liftgate latch to return their vehicle to their dealer for replacement of the liftgate latch. All 1994 through 1995 model vehicle owners will ultimately be contacted as the appropriate replacement parts become available for their vehicles.

***The issue is...***

The liftgate latch on your minivan (identified on the enclosed form), may be forced open in certain crash situations. The new latch is stronger than the current latch in your minivan, and will reduce the chance of the liftgate opening in these situations. It is essential that you have the stronger latch installed in your vehicle in order to lessen the possibility of an unbelted passenger being ejected in the event of a crash.

***What Chrysler and your dealer will do...***

Chrysler will replace the liftgate latch assembly on your minivan with a stronger latch and will reposition the remote release solenoid. This service will be provided free of charge (parts and labor). The work will take about one hour to complete. However, additional time may be necessary depending on how dealer appointments are scheduled and processed.

***What you must do...***

- We urge you to contact your Dodge or Chrysler/Plymouth dealer to schedule a service appointment. Ask the dealer to hold parts for your vehicle or to order them before your appointment.
- Bring the enclosed Owner Notification Form with you to your dealer. It explains the required service to your dealer.

***If you need help...***

If you have any trouble getting your vehicle repaired, please call us, toll free, at 1-800-MINIVAN (646-4826). A representative will assist you in getting your latch replaced. Also, if you have any concerns regarding this service action, you may call the National Highway Traffic Safety Administration (NHTSA) Toll Free Auto Safety Hotline at 1-800-424-9393. (Washington, D.C. area residents may call 306-0123).

We would like to remind you to ensure that all occupants are wearing seat belts properly at all times. And, of course, never allow anyone to occupy the cargo area. Also, please ensure that any removable seat has been securely reattached before the vehicle is driven.

We're sorry for any inconvenience, but we believe this action will help ensure your continued satisfaction. Thanks for your attention to this important matter.

Customer Services Field Operations  
Chrysler Corporation  
640-7

***Buckle up  
for Safety*** 

## ***SERVICE ACTION TO REPLACE YOUR MINIVAN'S LIFTGATE LATCH***

Dear Minivan Owner:

We stated in our previous letter that we would notify you when a stronger liftgate latch was available for your minivan. We are now requesting owners of 1984 through 1989 Dodge Caravan and Plymouth Voyager minivans equipped with a power (push button) operated liftgate latch to return their vehicle to their dealer for replacement of the liftgate latch. All 1984 through 1989 model vehicle owners will ultimately be contacted as the appropriate replacement parts become available for their vehicles.

***The Issue Is...***

The liftgate latch on your minivan (identified on the enclosed form), may be forced open in certain crash situations. The new latch is stronger than the current latch in your minivan, and will reduce the chance of the liftgate opening in these situations. It is essential that you have the stronger latch installed in your vehicle in order to lessen the possibility of an unbelted passenger being ejected in the event of a crash.

***What Chrysler and your dealer will do...***

Chrysler will replace the liftgate latch assembly on your minivan with a stronger latch and will reposition the remote release solenoid. This service will be provided free of charge (parts and labor). The work will take about one hour to complete. However, additional time may be necessary depending on how dealer appointments are scheduled and processed.

***What you must do...***

- We urge you to contact your Dodge or Chrysler/Plymouth dealer to schedule a service appointment. Ask the dealer to hold parts for your vehicle or to order them before your appointment.
- Bring the enclosed Owner Notification Form with you to your dealer. It explains the required service to your dealer.

***If you need help...***

If you have any trouble getting your vehicle repaired, please call us, toll free, at 1-800-MINIVAN (648-4828). A representative will assist you in getting your latch replaced. Also, if you have any concerns regarding this service action, you may call the National Highway Traffic Safety Administration (NHTSA) Toll Free Auto Safety Hotline at 1-800-424-9393. (Washington, D.C. area residents may call 366-0123).

We would like to remind you to ensure that all occupants are wearing seat belts properly at all times. And, of course, never allow anyone to occupy the cargo area. Also, please ensure that any removable seat has been securely reattached before the vehicle is driven.

We're sorry for any inconvenience, but we believe this action will help ensure your continued satisfaction. Thanks for your attention to this important matter.

Customer Services Field Operations  
Chrysler Corporation  
840-8

***Buckle up  
for Safety*** 



**Dale E Dawkins**  
Director  
Vehicle Compliance & Safety Affairs

January 11, 1996

**Ms. Kathleen C. DeMeter, Director**  
**Office of Defects Investigation, Enforcement**  
**National Highway Traffic Safety Administration**  
**400 Seventh Street, S.W.**  
**Washington, D.C. 20590**

**Dear Ms. DeMeter:**

**Reference: NHTSA Identification Number 95I-001**

**Enclosed are representative copies of additional communications relating to the referenced service action pursuant to my December 8, 1995 letter to you. The documents contained herein were recently sent for the beginning of Phase 5 of Service Action #640.**

**Sincerely,**

**Dale E. Dawkins**

**Enclosure: Service Action #640 Supplement**

# Service Action

No. 640  
December, 1995  
SUPPLEMENT

**To:** All Dodge and Chrysler/Plymouth Dealers  
Zone Managers

**Subject:** Service Action #640 -- Liftgate Latch  
SUPPLEMENT: PHASE 5 OWNER MAILING

**Models:** 1993 Through 1995 Model Year Dodge Caravan, Grand Caravan and  
Caravan C/V; Plymouth Voyager and Grand Voyager; and Chrysler Town  
& Country Minivans With a Remote Liftgate Release

Notification to a small number of owners of the above model vehicles involved in Phase 5 of this service action will begin in a few days. A copy of the Phase 5 owner notification letter is attached.

Each dealer to whom involved Phase 5 vehicles were invoiced (or the current dealer at the same street address) will receive a list of those vehicles with this letter.

Each involved and uninvolved dealer will receive, and be billed for, ten (10) Phase 5 latch packages, PN CFXG6405. Your patience is requested on additional parts orders as we are procuring, packaging and shipping parts on a daily basis.

Use the Service Procedure section of the September, 1995 dealer notification for service of vehicles involved in this phase of the service action.

Customer Services Field Operations  
Chrysler Corporation  
640-5

## ***SERVICE ACTION TO REPLACE YOUR MINIVAN'S LIFTGATE LATCH***

**Dear Minivan Owner:**

As we stated in our previous letter, peace of mind among our minivan owners is very important to Chrysler. We also said that we would notify you when a stronger liftgate latch was available for your minivan. We are now requesting owners of 1993 through 1995 Dodge Caravan, Plymouth Voyager and Chrysler Town & Country minivans equipped with a power (push button) operated liftgate latch to return their vehicle to their dealer for replacement of the liftgate latch. All 1994 through 1995 model vehicle owners will ultimately be contacted as the appropriate replacement parts become available for their vehicles.

***The issue is...***

The liftgate latch on your minivan (identified on the enclosed form), may be forced open in certain crash situations. The new latch is stronger than the current latch in your minivan, and will reduce the chance of the liftgate opening in these situations. It is essential that you have the stronger latch installed in your vehicle in order to lessen the possibility of an unbelted passenger being ejected in the event of a crash.

***What Chrysler and your dealer will do...***

Chrysler will replace the liftgate latch assembly on your minivan with a stronger latch and will reposition the remote release solenoid. This service will be provided free of charge (parts and labor). The work will take about one hour to complete. However, additional time may be necessary depending on how dealer appointments are scheduled and processed.

***What you must do...***

- We urge you to contact your Dodge or Chrysler/Plymouth dealer to schedule a service appointment. Ask the dealer to hold parts for your vehicle or to order them before your appointment.
- Bring the enclosed Owner Notification Form with you to your dealer. It explains the required service to your dealer.

***If you need help...***

If you have any trouble getting your vehicle repaired, please call us, toll free, at 1-800-MINIVAN (646-4826). A representative will assist you in getting your latch replaced. Also, if you have any concerns regarding this service action, you may call the National Highway Traffic Safety Administration (NHTSA) Toll Free Auto Safety Hotline at 1-800-424-9393. (Washington, D.C. area residents may call 306-0123).

We believe, and NHTSA agrees, that the single most important safety action you can take is to ensure that all occupants are wearing seat belts properly at all times. And, of course, never allow anyone to occupy the cargo area. Also, please ensure that any removable seat has been securely reattached before the vehicle is driven.

Chrysler Corporation is proud of its safety leadership position and stands firmly behind the quality and safety of its minivans. We're sorry for any inconvenience, but we believe this action will help ensure your continued satisfaction. Thanks for your attention to this important matter.

***Buckle up  
for Safety*** 

Customer Services Field Operations  
Chrysler Corporation  
640-5