

Chrysler Minivan Rear Liftgate Latch Service Campaign¹

Chrysler is conducting a service action for all 1984 through 1994 model minivans to replace the rear liftgate latch assemblies. This includes approximately 3.9 million Chrysler, Dodge, and Plymouth model minivans sold in the U.S. The 1995 model minivans are already equipped with the stronger latch assembly which will be the basis for the replacement latch.

All owners will be notified within the next two weeks of the rear liftgate latch replacement program. Replacement parts are in production and will be made available as soon as possible. Chrysler will renotify each owner as parts become available. The latch will be replaced free of charge.

For more information regarding the minivan liftgate latches and anticipated parts availability, owners are advised to call Chrysler toll free at 1-800-MINIVAN (646-4826).

NHTSA will closely monitor the performance of Chrysler's minivan service campaign. Consumers will be offered the replacement latch, without charge and within a reasonable time once parts are available. Any problems with attaining the latch should be reported to Chrysler and NHTSA.

DESCRIPTION OF THE ALLEGED DEFECT: THIS IS NOT A SAFETY RECALL. THERE HAS BEEN NO DETERMINATION THAT A SAFETY DEFECT EXISTS WITH THE MINIVAN LATCHES. Chrysler is conducting a service campaign to replace the liftgate latch assembly of the affected minivans. In a collision, the rear liftgate latch assembly could open.

CONSEQUENCE OF THE ALLEGED DEFECT: If the liftgate latch opens, occupants can be ejected resulting in significantly increased risk of injury or death.

CORRECTIVE ACTION: Chrysler dealers will replace the liftgate latch with a new stronger latch assembly without charge. Chrysler will notify owners within the next 14 days of the replacement latch program. The replacement latch assemblies are currently being produced for this service campaign. Chrysler will renotify owners when parts are available.

NOTE: THIS IS NOT A SAFETY RECALL. THERE HAS BEEN NO DETERMINATION THAT A SAFETY DEFECT EXISTS WITH THE MINIVAN LATCHES. However, Chrysler has decided to provide a stronger latch without charge. The 1995 model minivans are already equipped with the stronger latch assembly which will be the basis for the replacement latch.

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¹Revised March 28, 1995

Monday, March 27, 1995

**Contact: Tom Kowaleski / Rick Deneau / Terri Houtman
(810) 576-8099 / 576-9000 / 576-8097**

**CHRYSLER TO REPLACE LIFTGATE LATCHES
ON 1984 THROUGH 1994 MODEL YEAR MINIVANS**

AUBURN HILLS, Mich. -- Chrysler Corporation today announced it will conduct an unprecedented owner service action to replace rear liftgate latches on all 1984 - 1994 Dodge Caravan, Plymouth Voyager and Chrysler Town & Country minivans.

This action is expected to bring a satisfactory conclusion to an 18-month investigation into alleged openings of rear liftgate latches by the National Highway Traffic Safety Administration. NHTSA has not concluded there is a defect and implementation of Chrysler's actions should resolve any concerns NHTSA has about these minivan latches. NHTSA is expected to formally close the investigation following a period of monitoring the implementation of this action.

"Because the growing awareness surrounding this issue is causing concern among our owners, we are doing what is right, and that is taking an action that we believe will give them peace of mind and will continue to maintain the trust and confidence in our products that we have worked so long to provide," said Arthur C. Liebler, Vice President - Marketing and Communications.

In a statement from NHTSA, Administrator Dr. Ricardo Martinez said, "This action will improve the safety of these vehicles at no cost to owners, and alleviate the concerns that have been raised regarding the performance of the latches in crashes.

"Your willingness to take this action demonstrates safety leadership and a recognition of the importance of safety to your customers," he said.

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(more)

In a briefing making the announcement, Chrysler also provided its analysis of government data which has been part of the NHTSA investigation citing the risk of death in different types of vehicles, and minivans in particular; liftgate and hatch openings; and fatal ejections in crashes.

The government's data clearly showed minivans, as a category, are among the safest vehicles on the road today, and Chrysler minivans are among the safest of all minivans. This analysis also showed Chrysler minivans performed among the best in the areas of liftgate openings and fatal ejections.

The government's data also revealed that ejection rates could be reduced dramatically by ensuring that occupants are in seats and properly belted.

"Despite all this supporting data, consumer concerns have been elevated by coverage of some very tragic accidents over the past five months," said Liebler at the briefing. "It does no good for our owners for us to complain about unfairness, questionable sources, accuracy or data. The simple fact of the matter is when our owners raise concerns about the well-being of their families, we have an obligation to act."

By the end of the week, Chrysler will begin contacting owners with a notice offering to replace liftgate latches on their minivans at no charge. This action covers all 1984 through 1994 Dodge Caravan, Plymouth Voyager and Chrysler Town & Country minivans. The 1995 Chrysler minivans are not included in this action because they have a different latch mechanism.

It will take several months to produce a sufficient quantity of latches and provide them to dealerships. Owners of 1990 through 1994 Chrysler minivans will receive the same type of latch as used on 1995 minivans. A newly-designed latch system is required for 1984 through 1989 minivans. Further, any minivan that is serviced at a Chrysler, Plymouth or Dodge dealership for any reason over the next few years will also receive a new latch if the vehicle does not already have one.

(more)

Owners will be sent a second notice as soon as new latches arrive in the dealerships. Chrysler cannot be specific as to the time period, but estimates the action will take several months.

"We are heartened by NHTSA's support, because Chrysler, perhaps more than any other company, has established a clear image of minivan safety leadership," said Ronald R. Boltz, Vice President - Product Strategy and Regulatory Affairs. "We were the first to provide standard driver and passenger air bags, integrated child safety seats, dynamic side impact protection, and to meet all 1998 passenger car safety standards."

Owners should feel confident during the latch production period about continuing to drive their Chrysler minivans until, and beyond, the time replacement latches arrive in dealerships. Both NHTSA and Chrysler emphasize owners can best protect themselves and their passengers in any vehicle by being properly seated and using seat belts at all times.

ATTACHMENT

Vehicles Involved

**All Chrysler, Plymouth and Dodge minivans
Model years 1984 through 1994**

Vehicle Volume

3,872,000 Total Production for U.S. Sale

Description of Service Action

Within 14 days of the announcement, all owners of 1984-1994 Chrysler minivans will be sent a 1st class letter notifying them that Chrysler will replace the liftgate latch in their minivan free of charge. Owners will receive another notice when the parts are available for installation in their vehicle.

In addition to notices to owners, Chrysler will utilize TV and print media to communicate this action.

Chrysler will monitor the rate of response of minivan owners and will take necessary steps to ensure an appropriate rate.

Within [TBD] days of the announcement, all owners of 1990-1994 minivans will begin receiving a notice that parts are available, and that owners should contact their dealer to schedule an appointment to have the latch replaced.

Within [TBD] days of the announcement, all owners of 1984-1989 minivans will begin receiving a notice that the parts are available and to contact their dealer to schedule an appointment to have the latch replaced.

Within [TBD] days of the announcement, all Chrysler, Plymouth and Dodge dealers will be provided with information as to how to implement this service action. They will also be advised to check to see if the latch has been replaced. If it has not been, a latch replacement must be offered to every minivan owner whenever a 1984-1994 minivan is brought to the dealership for servicing or repairs.

A replacement latch of 1995 minivan model design will be installed in all 1990-1994 minivans.

A newly designed latch that will include strengthening elements of the 1985 latch will be installed in the 1984-1989 minivans. In addition, a striker comparable to that used in the 1989-1994 minivans will replace the striker in the 1984-1988 minivans.

Service Action Tracking

Chrysler will report results of the Service Action to NHTSA on a quarterly basis beginning with the first quarter after launch of the action and continuing for six (6) quarters.

**MINIVAN
LIFTGATE
LATCH
SERVICE
ACTION
UPDATE**

M E E T I N G L E A D E R ' S G U I D E

MINIVAN LIFTGATE LATCH SERVICE ACTION UPDATE MEETING LEADER'S GUIDE

PROGRAM GOALS & MATERIALS

GOALS:

THIS PROGRAM WAS DEVELOPED TO:

1. PROVIDE EMPLOYEES WITH A BRIEF HISTORICAL OVERVIEW AND AN ANALYSIS OF THE CURRENT SITUATION
2. COMMUNICATE THE MAGNITUDE AND COMPLEXITY OF THE TASK; UNDERSCORE ITS IMPORTANCE IN TERMS OF CUSTOMER SATISFACTION
3. ENCOURAGE DEALERSHIP EMPLOYEES TO DEVELOP A LATCH REPLACEMENT BUSINESS PLAN
4. PROVIDE EMPLOYEES WITH PRACTICAL ADVICE AND TIPS FOR ENHANCING THE CUSTOMER'S EXPERIENCE DURING THE LATCH REPLACEMENT ACTIVITY

MATERIALS:

- CD-I PLAYER AND MONITOR
- MINIVAN LIFTGATE LATCH SERVICE ACTION UPDATE CD-I PROGRAM
- "STAFF GUIDELINES" READY FOR DISTRIBUTION (PHOTOCOPY AS NECESSARY):
 - RECEPTIONIST/GREETING STAFF
 - SERVICE/PARTS STAFF
 - CASHIER STAFF
 - SALES STAFF
- A CHALKBOARD OR FLIP CHART IS RECOMMENDED TO ALLOW GROUP PARTICIPATION IN DEVELOPING YOUR DEALERSHIP'S LATCH REPLACEMENT PLAN
- SAMPLE LETTERS AND A SAMPLE INVITATION TO HELP ORGANIZE CUSTOMER CONTACTS OR A DEALERSHIP "EVENT DAY"

MINIVAN LIFTGATE LATCH SERVICE ACTION UPDATE MEETING LEADER'S GUIDE

NOTES:

"CUSTOMER SATISFACTION COORDINATOR STATES" AND "CUSTOMER SATISFACTION COORDINATOR ASKS" PASSAGES ARE INCLUDED AS EXAMPLES. YOU MAY CHOOSE TO USE THE PROVIDED NARRATIVES OR TAILOR THESE EXAMPLES TO FIT YOUR OWN PERSONALIZED PRESENTATION.

THE MINIVAN LIFTGATE LATCH SERVICE ACTION UPDATE CD-I PROGRAM IS DIVIDED INTO FOUR SEGMENTS:

- **EXECUTIVE MESSAGE**
- **THE FACTS**
- **CUSTOMER SATISFACTION GUIDELINES**
- **CLOSING**

IT'S DESIGNED TO AUTOMATICALLY PAUSE AT THE CONCLUSION OF EACH SEGMENT TO ALLOW YOU TO LEAD A DISCUSSION SESSION. A DISCUSSION POINT WILL APPEAR, FOLLOWED BY THOUGHT STARTERS. USE THIS TIME DURING THE MEETING TO ENCOURAGE GROUP INVOLVEMENT. BE SURE TO UTILIZE A FLIP CHART OR CHALKBOARD TO WRITE DOWN KEY IDEAS FROM YOUR DISCUSSIONS. THIS WILL HELP YOU IN THE DEVELOPMENT OF YOUR DEALERSHIP'S LATCH REPLACEMENT PLAN OF ACTION.

ALSO INCLUDED ON THE MINIVAN LIFTGATE LATCH SERVICE ACTION UPDATE CD-I PROGRAM IS THE SERVICE ACTION 640 VIDEO. THIS VIDEO IS AVAILABLE SPECIFICALLY FOR THE SERVICE TECHNICIANS AND DEMONSTRATES LATCH REPLACEMENT PROCEDURES.

PLEASE BE SURE TO PREVIEW THE MINIVAN LIFTGATE LATCH SERVICE ACTION UPDATE CD-I PROGRAM SO YOU'LL KNOW PRECISELY WHERE EACH SEGMENT ENDS. THIS WILL ALLOW YOU TO ANTICIPATE THE "PAUSE" POINTS FOR A SMOOTHER-RUNNING MEETING. A CD-I ICON APPEARS THROUGHOUT THIS MEETING LEADER'S GUIDE TO INDICATE WHEN YOU SHOULD PLAY A CD-I SEGMENT.



MINIVAN LIFTGATE LATCH SERVICE ACTION UPDATE MEETING LEADER'S GUIDE

INTRODUCTION

CUSTOMER SATISFACTION COORDINATOR STATES:

GOOD MORNING EVERYONE, AND WELCOME TO THIS SPECIAL STAFF MEETING. WE'RE HERE TODAY FOR A VERY IMPORTANT REASON. EVERYONE'S ALREADY HEARD ABOUT CHRYSLER'S UNPRECEDENTED DECISION TO VOLUNTARILY OFFER FREE-OF-CHARGE LIFTGATE LATCH REPLACEMENTS ON ALL OUR 1984 THROUGH 1995 MINIVANS.

WHAT YOU MAY NOT BE AWARE OF, HOWEVER, IS THAT IN THE COMING MONTHS WE'LL START SEEING THESE CUSTOMERS IN GREATER AND GREATER VOLUME. AND THAT'S WHY WE'RE HAVING THIS MEETING.

OUR GOAL TODAY IS TO DEVELOP AND BEGIN IMPLEMENTING A LATCH REPLACEMENT PLAN TO ENSURE WE PROVIDE THESE CUSTOMERS WITH THE MOST TIMELY, CONVENIENT AND POSITIVE SERVICE EXPERIENCE POSSIBLE.

I THINK WE ALL RECOGNIZE HOW FUNDAMENTAL MINIVANS AND MINIVAN CUSTOMERS ARE TO OUR BUSINESS. THESE ARE THE CROWN JEWELS OF OUR BUSINESS AND THEIR OWNERS ARE OUR MOST LOYAL CUSTOMERS.

THAT'S WHY IT'S SO IMPORTANT TO TREAT THE LATCH REPLACEMENT ACTIVITY AS SOMETHING MORE THAN JUST A SIMPLE SERVICE ACTION TO BE COMPLETED. EACH AND EVERY LATCH REPLACEMENT SERVICE APPOINTMENT IS A POTENTIAL "SHINING STAR MOMENT" — AN OPPORTUNITY TO DELIGHT CUSTOMERS.

THE VIDEO PROGRAM WE'RE ABOUT TO WATCH FEATURES AN EXECUTIVE MESSAGE FROM CHRYSLER CORPORATION AND IS DIVIDED INTO FOUR SEGMENTS. YOU'LL SEE AN OVERVIEW OF THE SITUATION, AND SOME CUSTOMER SATISFACTION GUIDELINES DESIGNED TO ENHANCE OUR CUSTOMERS' EXPERIENCE. WE'LL BE STOPPING FOR DISCUSSION AFTER THE SEGMENTS, SO BE SURE TO WATCH AND LISTEN CLOSELY.

LET'S GET TO WORK CREATING OUR PLAN RIGHT NOW.



**PLAY FIRST AND SECOND SEGMENTS—
"EXECUTIVE MESSAGE AND THE FACTS"**

MINIVAN LIFTGATE LATCH SERVICE ACTION UPDATE MEETING LEADER'S GUIDE

"THE FACTS" SEGMENT REVIEW

CUSTOMER SATISFACTION COORDINATOR STATES:

CHRYSLER'S COMMITMENT TO VOLUNTARILY REPLACE THE LIFTGATE LATCH ON NEARLY FOUR MILLION 1984 THROUGH 1995 MINIVANS IS UNPRECEDENTED. CHRYSLER IS A RECOGNIZED LEADER AND INNOVATOR IN SAFETY ENGINEERING, WHICH MAKES IT ALL THE MORE IMPORTANT TO USE THIS SERVICE ACTION TO REAFFIRM MINIVAN CUSTOMERS' FAITH IN OUR PRODUCTS.

NOW, LET'S MOVE ON TO OUR NEXT SEGMENT AND TAKE A LOOK AT SOME CUSTOMER SATISFACTION GUIDELINES WE CAN USE AS THOUGHT-STARTERS TO HELP CREATE OUR LATCH REPLACEMENT PLAN.



PLAY THIRD SEGMENT—"CUSTOMER SATISFACTION GUIDELINES"

CUSTOMER SATISFACTION GUIDELINES SEGMENT REVIEW

CUSTOMER SATISFACTION COORDINATOR STATES:

THIS SEGMENT SHOWED WHAT AN IMPORTANT ROLE EACH OF US WILL PLAY THROUGHOUT THIS SERVICE ACTIVITY. AS THE PEOPLE WHO WORK WITH CUSTOMERS EVERY DAY, IT'S ESSENTIAL THAT WE HAVE A WORKING PLAN THAT WILL HELP GUARANTEE A POSITIVE EXPERIENCE FOR OUR CUSTOMERS.

I'LL BE GIVING YOU EACH YOUR OWN CUSTOMER SATISFACTION GUIDELINES IN A FEW MINUTES. BUT FIRST, LET'S REVIEW THIS SEGMENT.

CUSTOMER SATISFACTION COORDINATOR ASKS:

DISCUSSION POINT: HANDLING CUSTOMER VOLUME

WHAT CAN YOUR DEALERSHIP DO TO ENSURE THAT THE SCHEDULING OF LATCH REPLACEMENTS RUNS SMOOTHLY AND WITH THE LEAST INCONVENIENCE FOR YOUR CUSTOMERS?

- CREATE AN ASSEMBLY-LINE TYPE ORGANIZATION IN YOUR DEALERSHIP TO PROMOTE PROMPT AND EFFICIENT LATCH REPLACEMENT

MINIVAN LIFTGATE LATCH SERVICE ACTION UPDATE MEETING LEADER'S GUIDE

- DEDICATE A PHONE NUMBER OR "LATCH REPLACEMENT HOTLINE" IN-DEALERSHIP FOR A LATCH APPOINTMENT CLERK
- PROVIDE PRE-PRINTED SHOP TICKETS FOR LATCH REPLACEMENTS
- CONSIDER HAVING A DESIGNATED AREA OF YOUR SERVICE DEPARTMENT DEDICATED EXCLUSIVELY TO LATCH REPLACEMENTS
- DEDICATE ONE OR MORE TECHNICIANS TO PERFORM ONLY LATCH REPLACEMENTS
- EMPLOY TECHNICAL OR VOCATIONAL SCHOOL STUDENTS ON A PART-TIME BASIS TO REPLACE LATCHES
- BE PROACTIVE...CONTACT YOUR CUSTOMERS WITH A PERSONALIZED DEALERSHIP LETTER TO SET UP APPOINTMENTS

DISCUSSION POINT: DELIGHTING CUSTOMERS

WHAT ARE SOME ALTERNATIVES TO NORMAL DEALERSHIP WORK THAT COULD BE USED TO DELIGHT YOUR CUSTOMERS?

EVENTS OUTSIDE THE DEALERSHIP

- CREATE A "TRAVELLING TECHNICIAN PROGRAM" THAT PROVIDES CUSTOMERS WITH LATCH REPLACEMENT AT THEIR HOME OR OFFICE
- HOLD A "LATCH SERVICE CLINIC"—A SPECIAL EVENT (HELD AT A SHOPPING MALL PARKING LOT) THAT WOULD ALLOW CUSTOMERS TO SHOP WHILE THEIR VEHICLE'S LATCH IS BEING REPLACED
- USE SUBLET FACILITIES TO INSTALL/REPLACE LATCHES

EVENTS INSIDE THE DEALERSHIP

- ESTABLISH EVENING/WEEKEND HOURS FOR LATCH REPLACEMENTS
- PERFORM A SAFETY INSPECTION OF EVERY MINIVAN DURING LATCH REPLACEMENT VISIT
- OFFER SPECIAL CONSIDERATIONS, SUCH AS DISCOUNTS OR AT-COST REPAIRS FOR OTHER LIFTGATE-RELATED COMPONENTS THAT MAY REQUIRE ATTENTION (I.E., PROP RODS, COURTESY LAMPS, HANDLES, ETC.)
- PERFORM A "QUICK CHECK" INSPECTION, AND NOTIFY CUSTOMERS IF ANY FILTERS OR FLUIDS NEED REPLACEMENT
- WHEN PERFORMING ANY SERVICE WORK ON A MINIVAN, REPLACE THE LIFTGATE LATCH AT THE SAME TIME

MINIVAN LIFTGATE LATCH SERVICE ACTION UPDATE MEETING LEADER'S GUIDE

DISCUSSION POINT: DELIGHTING CUSTOMERS

WHAT PERKS CAN YOU OFFER YOUR LATCH REPLACEMENT CUSTOMERS TO ENSURE THEY REMEMBER THE SERVICE AS A POSITIVE, PLEASANT EXPERIENCE?

- **CONSIDER WASHING EVERY AFFECTED MINIVAN OR GIVE A COUPON FOR USE AT A LOCAL CAR WASH**
- **GIVE THE CUSTOMERS SOMETHING FOR THEIR TROUBLE (I.E., COFFEE MUGS, MOPAR CAR CARE KIT, TOUCH-UP PAINT, ETC.)**
- **PLACE THE DEALER'S BUSINESS CARDS IN EACH MINIVAN SERVICED WITH A BRIEF HANDWRITTEN NOTE THANKING CUSTOMERS FOR THEIR COOPERATION**
- **BASED ON THE SERVICE ACTION OWNER LIST SUPPLIED, CREATE AN EVENT DAY(S) AND INVITE THE OWNERS IN FOR LATCH REPLACEMENT SERVICE. SEND INVITATIONS WITH RSVPs OR CALL CUSTOMERS**
- **EVENT DAY ACTIVITIES COULD INCLUDE:**
 - 1) **BARBECUE-STYLE FOOD**
 - 2) **GOURMET COFFEES (PERHAPS SPONSORED BY A LOCAL COFFEE HOUSE)**
 - 3) **POPCORN MACHINE**
 - 4) **FREE BALLOONS**
 - 5) **MAGICIANS, CLOWNS, COMEDIANS, ETC.**
 - 6) **MUSIC FROM A LIVE BAND**
- **CREATE A "LIFTGATE LATCH LOTTERY" THAT AWARDS RANDOMLY-DRAWN MINIVAN OWNERS WITH PRIZES (I.E., LOCAL SPORTING EVENT TICKETS, COUPONS FOR LOCAL RESTAURANTS, ETC.)**
- **INVITE LOCAL RADIO/TELEVISION PERSONALITIES TO BROADCAST FROM THE SHOWROOM**
- **SPONSOR A CHARITY EVENT, AND DONATE A SPECIFIED AMOUNT TO A CHARITABLE ORGANIZATION**

DISCUSSION POINT: OPPORTUNITIES FOR DEALERSHIP

HOW DOES THIS SERVICE ACTION CREATE POTENTIAL OPPORTUNITIES FOR YOUR DEALERSHIP?

- **A HIGHER VOLUME OF CUSTOMERS WILL BE CALLED TO YOUR DEALERSHIP**
- **BY PRESENTING A CLEAN, ORGANIZED SERVICE AREA AND ACCOMPLISHING THE LATCH REPLACEMENT QUICKLY AND EFFECTIVELY, YOU AND YOUR DEALERSHIP CAN MAKE A POSITIVE IMPRESSION ON POTENTIAL CUSTOMERS**

MINIVAN LIFTGATE LATCH SERVICE ACTION UPDATE MEETING LEADER'S GUIDE

- YOU CAN MARKET YOUR DEALERSHIP FOR FUTURE SERVICE OPPORTUNITIES (I.E., OIL CHANGES, TIRE ROTATION, ETC.)
- PASS OUT SERVICE MANAGER BUSINESS CARDS, AND BE SURE THAT THE SERVICE MANAGER GREETES AS MANY CUSTOMERS AS POSSIBLE DURING LATCH REPLACEMENT



PLAY FOURTH SEGMENT—"CLOSING"

CLOSING-REVIEW REVIEW

CUSTOMER SATISFACTION COORDINATOR STATES:

THAT DOES IT FOR THE VIDEO, BUT BEFORE WE CONTINUE DEVELOPING OUR LATCH REPLACEMENT PLAN, LET'S REVIEW SOME OF THE MAIN POINTS WE SHOULD KEEP IN MIND:

1. CHRYSLER'S DECISION TO PROVIDE NEARLY FOUR MILLION MINIVAN OWNERS WITH A LIFTGATE LATCH REPLACEMENT IS UNPRECEDENTED. THIS VOLUNTARY ACTION REPRESENTS AN EFFORT TO ENHANCE OUR CUSTOMERS' PEACE OF MIND.
2. THIS SERVICE ACTION WILL BE IMPLEMENTED IN EIGHT SEPARATE PHASES AND WILL INVOLVE WELL OVER TWO MILLION HOURS OF LABOR DURING THE NEXT YEAR. WE'VE GOT OUR WORK CUT OUT FOR US.
3. WE NEED TO CONSTANTLY REMIND OURSELVES THAT EVERY LATCH REPLACEMENT SERVICE APPOINTMENT IS A POTENTIAL "SHINING STAR MOMENT," A CHANCE TO SURPRISE AND DELIGHT OUR CUSTOMERS.
4. CUSTOMERS WITH UNRESOLVED QUESTIONS OR COMPLAINTS SHOULD BE REFERRED TO THE 1-800-MINIVAN HOTLINE.
5. IT'S ESSENTIAL THAT WE ALL PARTICIPATE IN CREATING AND IMPLEMENTING A PLAN THAT PROVIDES THESE CUSTOMERS WITH THE MOST POSITIVE EXPERIENCE POSSIBLE. DON'T BE SHY -- LET'S HEAR YOUR OPINIONS AND IDEAS.

MINIVAN LIFTGATE LATCH SERVICE ACTION UPDATE MEETING LEADER'S GUIDE

QUESTION-AND-ANSWER SESSION

NOW, IF THERE ARE ANY QUESTIONS, I'LL DO MY BEST TO ANSWER THEM.

CUSTOMER SATISFACTION COORDINATOR STATES:

NOW, LET'S GET DOWN TO WORK AND START OUTLINING SOME OF THE ELEMENTS OF OUR PLAN. WE'LL START BY REVIEWING THESE CUSTOMER SATISFACTION GUIDELINES.

CUSTOMER SATISFACTION COORDINATOR NOTE:

DISTRIBUTE CUSTOMER SATISFACTION GUIDELINES TO THE APPROPRIATE EMPLOYEES AT THIS TIME. THE GUIDELINES MAY BE PHOTOCOPIED AS NECESSARY. USE THE GUIDELINES TO SPARK GROUP DISCUSSION AND "BRAINSTORMING."



Dale E Dawkins
Director
Vehicle Compliance & Safety Affairs

July 15, 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. The documents contained herein were recently sent for the beginning of Phases 7 and 8 of Service Action #640.

Sincerely,

A handwritten signature in cursive script that reads "Dale E. Dawkins".

for Dale E. Dawkins

Enclosure: Service Action #640 Supplement

Dale E Dawkins
Director
Vehicle Compliance & Safety Affairs

February 2, 1996

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

Re: Chrysler Liftgate Latch Service Action

Dear Ms. DeMeter:

Per your request, enclosed are copies of the overhead projector slides we used during our presentation at NHTSA on Thursday, January 25, 1996.

1. **Minivan Liftgate Latch - Cumulative Owner Service Action Summary**

This slide indicates that, at the end of December 1995, Chrysler had mailed 697,000 owner notifications in the U.S., and that 72,800 vehicles had been returned to dealers for latch replacement.

2. **Liftgate Latch Service Action Quarterly Report**

This slide shows the description of the first four phases, notification dates, the volume of registered vehicles involved, the number of vehicles - by phase - returned to dealers for latch replacement and the % completion rates by phase. As we indicated, we believe the field action has been launched successfully.

3. **Minivan Replacement Latch Program**

This slide compares the original replacement latch production plan and owner notification plan for phases 5 through 8 with the "compressed" plan. The compressed plan for production and owner notification optimizes the earliest beginning mailing notification dates for the remaining phases, and allows the earliest possible follow-up notifications. It was pointed out that follow-up notification for any particular phase cannot begin until the entire initial phase notification is complete.

It is important to note that the production plan and notification plan shown on this slide represent our current best intentions. We anticipate this plan will continue to be refined as it is executed. We remain committed to notifying owners as soon as possible to have their liftgate latches replaced.

4. **1-800-MINIVAN Call Mix Survey**

This slide represents a "snapshot" of calls into our minivan call center on January 5, 1996. As indicated, the vast majority of telephone calls involve questions about the availability of replacement latches and issues with getting latches replaced at dealers.

5. **Priority/Manual Latch Process**

This slide provides a graphic of the process in use at our minivan call center to help the few concerned owners who call about their latches and want action. As we indicated, almost all of the callers are satisfied when we tell them we will notify them when replacement latches are available for their particular vehicle, and/or offer to have a manual latch installed until their particular power latch is available.

6. **St. Louis Service Center Weekly Breakdown of Minivan Latch Calls**

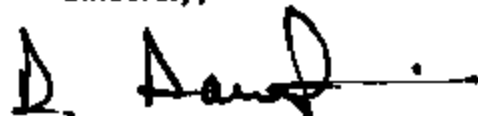
This graph shows the number of calls received at our call center from the week beginning 7/31/95 through the week beginning 1/15/96. As we indicated earlier, the vast majority of calls involve requests for information about getting latches replaced.

7. **Minivan Latch Calls by Month**

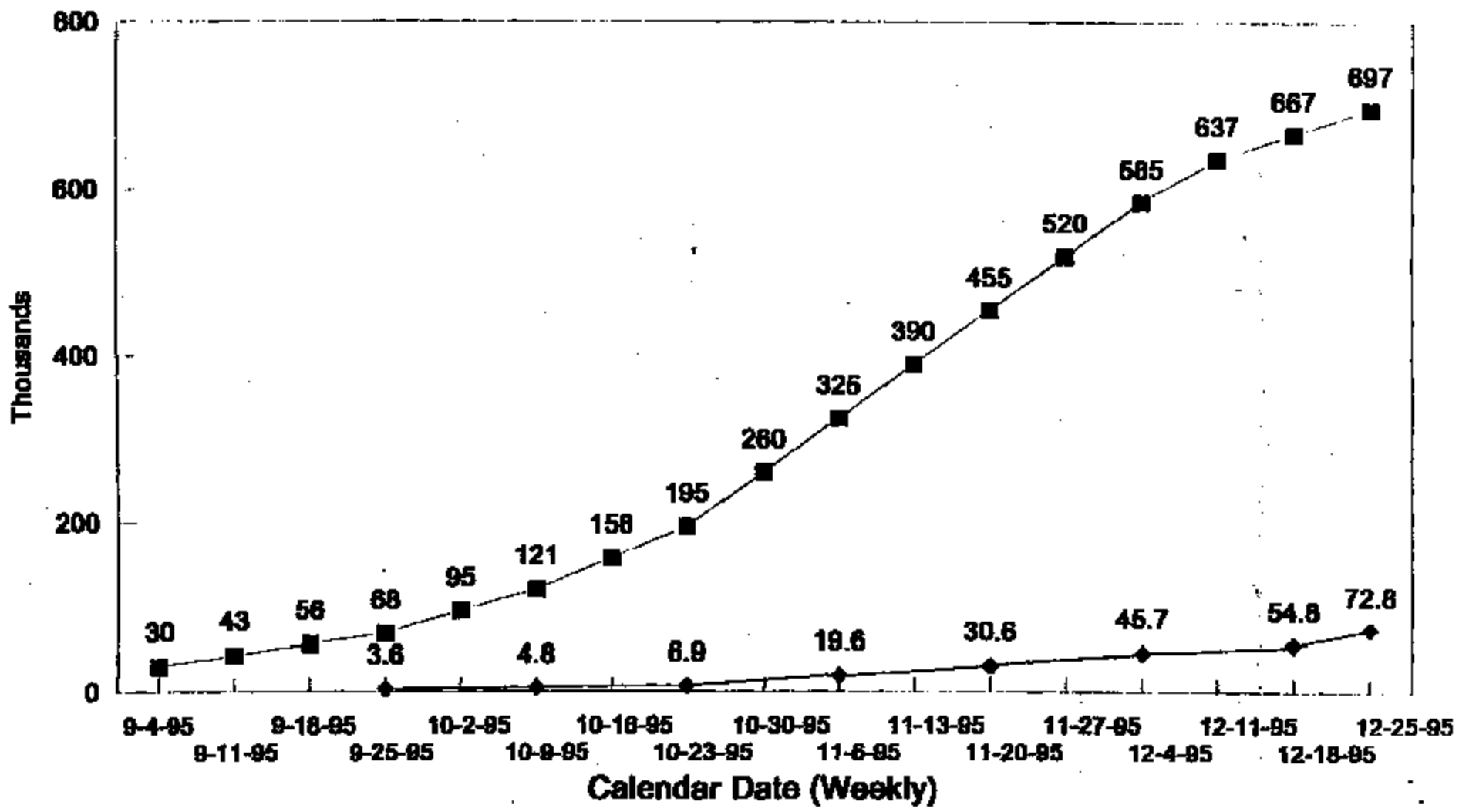
This graphic illustrates the calls received at the minivan call center by month for the period March 1995 through January 1996.

We appreciated your taking the time to allow us to review the status of our minivan liftgate latch replacement program. We will keep you informed as the program proceeds.

Sincerely,

A handwritten signature in black ink, appearing to read "D. Sand", followed by a horizontal line extending to the right.

Minivan Liftgate Latch Cumulative Owner Service Action Summary



Volume - Owner Mailings
 Latches Installed



Liftgate Latch Service Action Quarterly Report
NHTSA 95I-001 (640)
Quarter Ending Date: 12/31/95

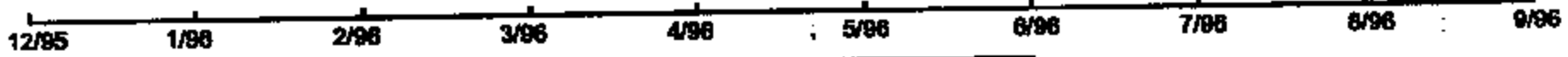
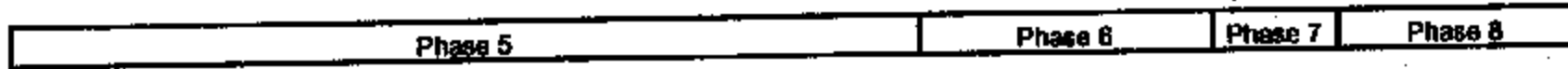
Quarterly Report Number	Phase	Model Year/ Latch Type	Date of Notification		Number of Registered Vehicles	Number of Vehicles Completed	
			Began	Completed		Total U.S. Repaired	% U.S. Complete
1	1	93-95 Manual Latch	9/8/95	9/29/95	66,407	17,484	26.3%
1	2	91-92 Manual Latch	10/6/95	10/13/95	52,719	12,282	23.3%
1	3	90 Manual Latch	10/17/95	10/27/95	72,845	13,956	19.2%
1	4	84-89 Manual Latch	11/3/95	12/15/95	411,678	29,102	7.1%

MINIVAN REPLACEMENT LATCH PROGRAM

COMPRESSED

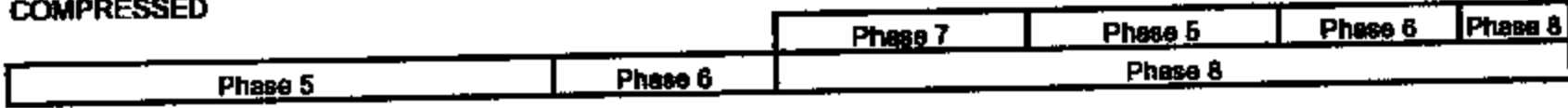


ORIGINAL

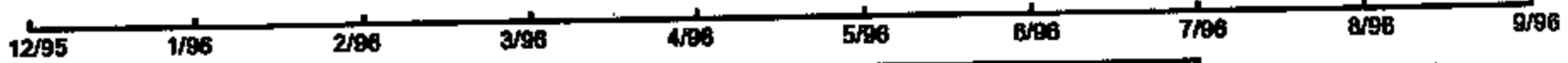
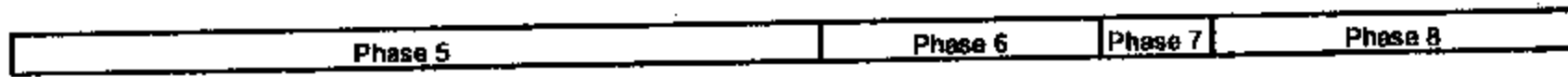


OWNER MAIL SCHEDULE

COMPRESSED



ORIGINAL



POWER LATCH PRODUCTION SCHEDULE

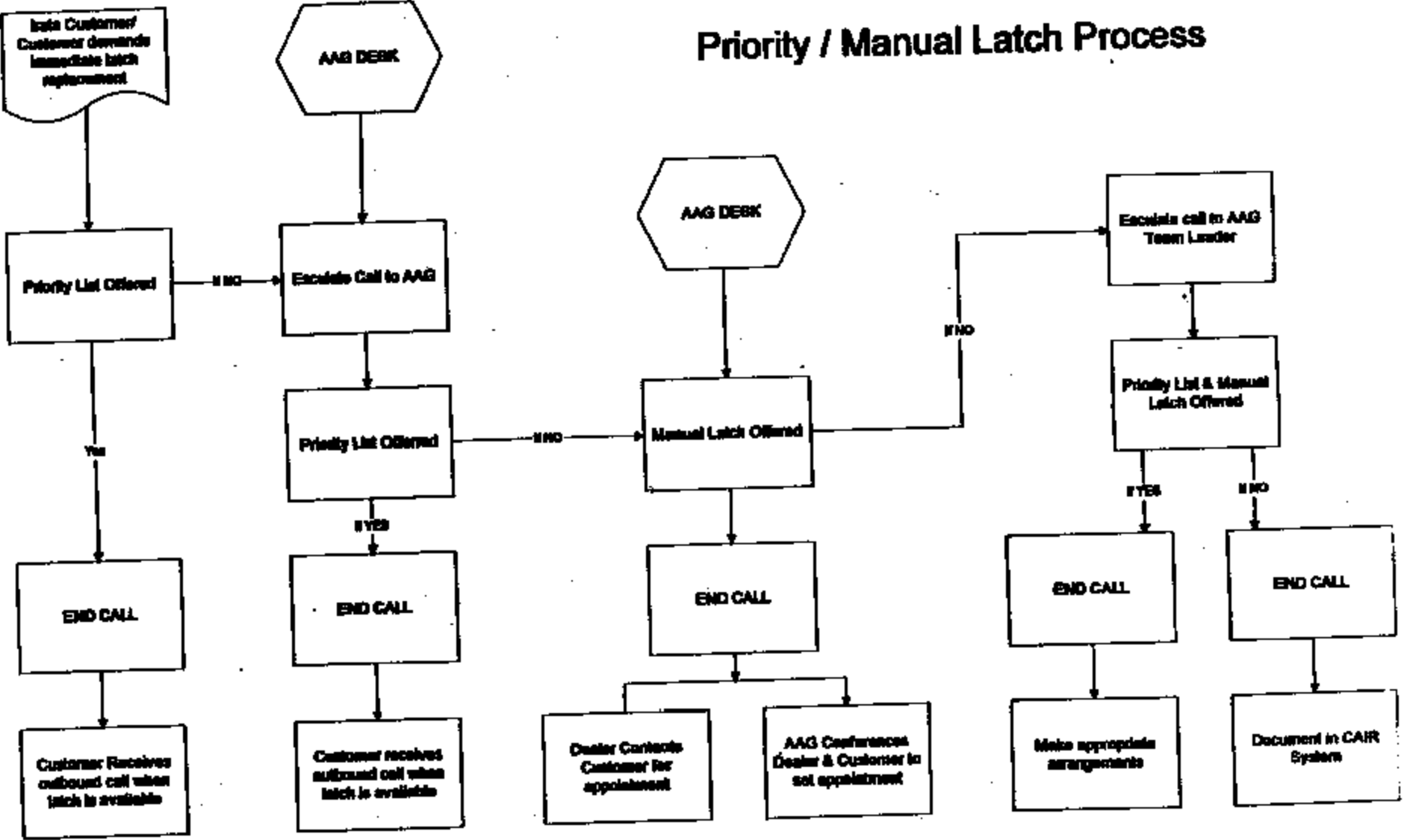
**1-800-MINIVAN
CALL MIX SURVEY**

January 5, 1996

	TOTAL CALLS	% OF TOTAL
1. Found a letter about the Minivan latch, what is this about?	49	9.3%
2. When will I get my latch?	293	55.5%
3. I've contacted my dealer and they do not have the part.	58	11.0%
4. My latch is not working properly.	13	2.5%
5. I've contacted my dealer and they will not install my latch until I get my postcard.	20	3.8%
6. Transfer to Zones because the owner only knew the 1-800-Minivan number.	14	2.7%
7. Wrong number/disconnect.	18	3.4%
TOTAL CALLS SURVEYED	528	

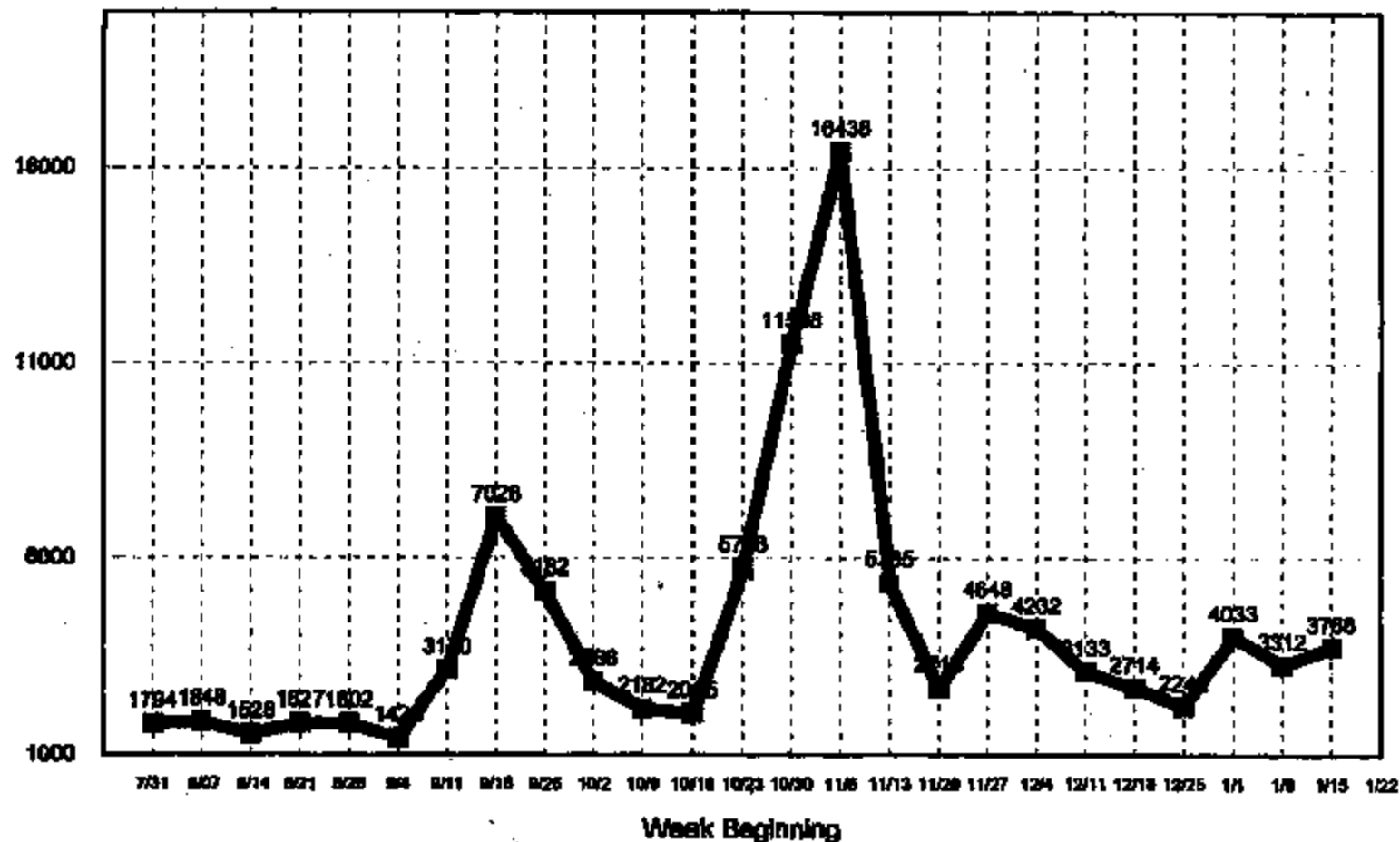
764 total

Priority / Manual Latch Process



St. Louis Service Center

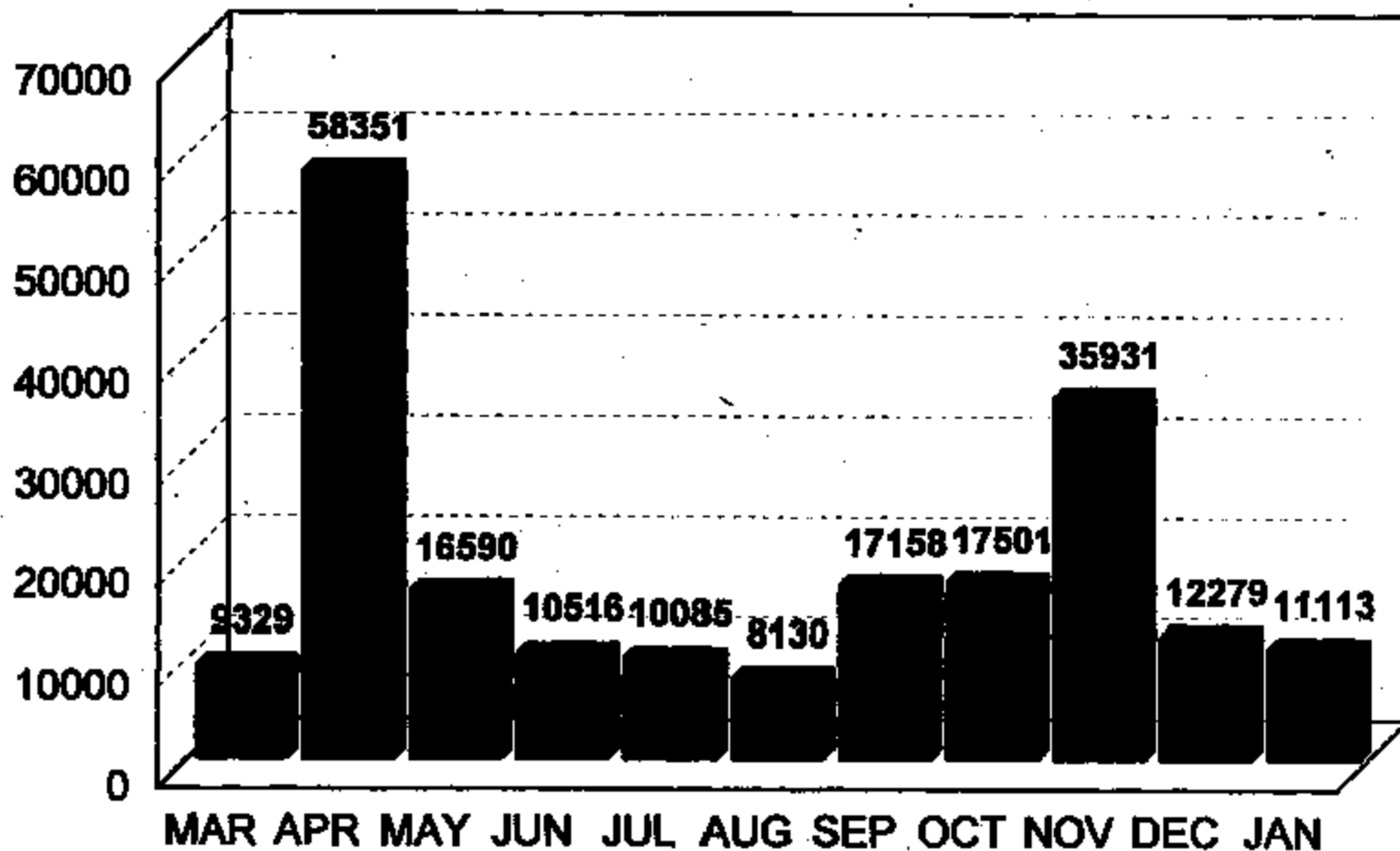
Weekly Breakdown of Minivan Latch Calls



During the wk. of 10/23-480, 10/23-4038, 11/6-8930, 11/13- 611, 11/27-507, 12/4-730, 12/11-233, 12/18-200, 12/25-135, 1/1-153, 1/8-31, 1/15-201 calls rec'd via VRU included in wtdy #'s above

Minivan Latch Calls

by Month



Started 3/13/95 - 01/19/98

October 25, 1995

**Contacts: Rick Daneau/Terri Houtman
(810) 576-9000/(810) 576-8097**

CHRYSLER STATEMENT RE: CLOSING OF NHTSA INVESTIGATION

The two-year investigation into 1984 through 1985 Chrysler minivan liftgate latches was satisfactorily closed today by the National Highway Traffic Safety Administration. This represents a determination by NHTSA that Chrysler's service action to replace current latches with stronger latches -- which is well underway -- resolves any concerns raised by the investigation.

Chrysler's all-new 1996 minivans, which went on sale earlier this year, are not included in this action.

Chrysler has cooperated with NHTSA throughout the very intense investigation. The issues have been hotly debated. And while we haven't always agreed on all the details during the investigation, we are in agreement on how to proceed with our service action to encourage more than four-million owners to have their current latches replaced when they receive notification. It's a service action NHTSA fully endorses.

Currently, we're producing 40,000 replacement latches a week. By the end of the year, we will have doubled that to 80,000 per week. But even at this extremely high rate, it will take us a year to produce enough replacement latches for all of the minivans we built over a 12-year period. To put that in perspective, the latch replacements at dealerships will require about two-million hours of service technician labor.

This is an enormous challenge. But we're committed to it, and most importantly, we're committed to our owners.

We're doing everything possible to bring in as many owners as we can, as quickly as possible. We're doing this day by day, city by city, minivan by minivan. We want to strongly encourage our owners to contact their dealer to get their latch replaced as soon as they receive their notification letter.

As mentioned, the service action is well underway and has been since early September. Right now we're urging owners of 1990 through 1995 minivans, without remote liftgate releases, to contact their dealers to arrange for latch replacement. In the coming months we'll contact the rest of our owners.

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-more-

We believe this is the first time any manufacturer has gone to the lengths we have, to keep owners informed and to ensure they bring their vehicles in. Since announcing the service action:

- ▲ we've placed national ads reaching more than 400-million people;
- ▲ we've set up a 1-800 owner call center, which is open 24-hours a day, seven days a week;
- ▲ we've sent several owner letters communicating our plans and timing;
- ▲ we've re-tooled and begun producing replacement latches at a rate of 40,000 per week;
- ▲ we will increase replacement latch production to 80,000 per week by the end of this year; and
- ▲ we've created a process to produce in one year the amount of latches it took us 12 years to make.

Meanwhile, we want to reiterate that minivans as a category are the safest vehicles on the road today, and Chrysler minivans are among the safest of all minivans. We continue to stand behind the safety of these vehicles.

Again, there are three things we want to make clear:

- 1) NHTSA endorses our action and has closed the investigation;
- 2) Chrysler's unprecedented service action is underway, and we want to encourage as many of our owners as possible to take advantage of the service action; and
- 3) Chrysler minivans are among the safest vehicles on the road. Maximum safety can be assured by making certain everyone is in seats and properly belted.

As always, if owners have any questions any time of the day, we urge them to contact our call center at 1-800-MINIVAN.



UPDATE

MINIVAN SERVICE INCENTIVE

Volume I, Issue III

I I I

July 1996

Dealer Spotlight Advantage Dodge



cont.

minivan owners living within a 30-mile radius. In addition, the dealership has been running a weekly ad in the Sunday paper, trade publications and TV journals to make customers aware of the situation.

Advantage Dodge also set up a "Latch Express" program whereby minivan owners could come in without an appointment and get their latches replaced. A special reminder was included in the dealership's monthly service reminder letters, notifying customers of the latch situation and encouraging them to take action.

According to Advantage Dodge Parts and Service Director, the dealership is typically replacing about 150-180 latches a week. But by approaching the nearby regional headquarters for State Farm Insurance, they were able to arrange to service the insurer's whole fleet in one clean sweep. Talk about efficiency. With a service advisor, two technicians, and roughly 300 vans at one site, you would be hard pressed to find a better setup than that!

Parts and Service
Director

Accent on Advantage

Amid a field of dealers who are all going the extra mile in their latch replacement efforts, Advantage Dodge, a 5-Star Dealer in Murfreesboro, Tennessee, set itself apart by taking a very aggressive attitude toward the minivan latch program from the start. The effort began with a 10,000-piece mailing to eligible

What's next for Advantage Dodge? Pitts says the dealership will be hosting a minivan latch day in June, when they'll devote an entire Saturday to replacing minivan latches. With that added to their service repertoire, they're bound for a record-breaking summer.

		\$4.30
	\$2.00	\$5.00
	\$2.50	\$5.50
	\$3.00	\$6.00

PHASE IV, VII, VIII
 (1984-89 manual) latches that need to be replaced. These Phase IV bonuses reflect Chrysler's serious commitment to seek, find, and replace them all. We thank you for your extraordinary efforts thus far and encourage you to continue with the same enthusiasm. And remember, focus on IV!

GENERAL NOTE:

There are still over 350,000 Phase IV (1984-89 manual) latches that need to be replaced. These Phase IV bonuses reflect Chrysler's serious commitment to seek, find, and replace them all. We thank you for your extraordinary efforts thus far and encourage you to continue with the same enthusiasm. And remember, focus on IV!