



MODEL
S-TYPE

DATE
28 Mar 2007

NUMBER
7-50NAS

SERVICE

ADMINISTRATION BULLETIN

Subject: **Customer Care Campaign X176- Safety Recall Fuel Tank Repair**

To support customer satisfaction in conjunction with Recall R176, S-type Fuel Tank Repair, Jaguar Cars is extending a Certificate with a value up to \$125 to vehicle owners in the affected VIN range of N05049 to N52047. The certificate may be redeemed at any authorized Jaguar dealership in the United States and Canada. Certificates will be included with the owner notification letter.

The customer use of this Certificate will also generate service and parts revenue for your dealership; therefore, encourage its use by your customers within the affected VIN range.

Customer Care Initiative:

The Certificate can be applied towards the purchase of Jaguar accessory products, Jaguar Collection merchandise or vehicle maintenance and repairs.

- The Certificate can only be used for affected S-TYPE vehicles within the VIN range N05049 to N52047 that are part of the fuel tank recall
- The Certificate can be redeemed at time of the recall repair, but **not prior to the** performance of the recall action.
- The Certificate can be redeemed after performance of the recall repair at a future date as long as the customer uses the Certificate before the expiration date.
- The Certificate is valued at **up to \$125** if redeemed for vehicle services or an accessory purchase
- The Certificate is valued at a maximum amount of \$50 if used to purchase from the Jaguar Collection only.
- The Certificate can be used to combine a service or accessory purchase and a Jaguar Collection merchandise purchase. The Certificate is valued at \$125 if applied in this fashion.
- The Certificate purchase must be made at an authorized Jaguar dealership.
- The Certificate will not have any residual value and the customer cannot redeem the Certificate for cash or credit in the event that the total purchase is less than \$125.
- The Certificate cannot be used after October 31, 2007

Jaguar dealers may claim reimbursement for the Certificate value redeemed by the customer, up to the maximum \$125 as defined above.

CIRCULATE TO	Dealer Principal	General Mgr	Service Mgr	Warranty	Parts Mgr	Parts Counter
	X	X	X	X	X	X

DDW Claiming Procedures

Follow the DDW procedure below to claim reimbursement for Certificate redemption value:

- Enter Repair Order data
- Use program code "X176" option code "X"
- The open date on the Repair Order must be on or before October 31, 2007 since the Certificate cannot be used by the customer after this date
- Under Miscellaneous Expense Code "Other"- enter the Certificate amount redeemed, not to exceed \$125
- **Only one claim** per eligible vehicle affected by the Recall will be accepted
- Warranty claims should be submitted in accordance with the current Jaguar Warranty Policy and Procedures Manual and its amendments unless stated otherwise in this bulletin
- All claims must be submitted and finalized for payment by November 30, 2007. Claims submitted after November 30, 2007 will not be approved

Required Documentation

To qualify for reimbursement of the Certificate, Jaguar dealers are required to submit the following documentation:

- Create a unique labor code with **Certificate** as the line description.
- For Reynolds DMS, create a Misc. code under the 3631 screen.
- For ADP DMS, create a code under the UOC screen.
- Enter the Certificate amount redeemed by the customer. Remember, the Certificate is valued at only \$50 if redeemed solely for a Jaguar Collection merchandize purchase
- Fax the **Customer Signed Invoice** copy of the repair order listing the affected VIN. Counter tickets will not be accepted as valid documentation. **Fax to 866-500-9861.**

A copy of the customer letter and Certificate is enclosed.

Record Keeping

It is recommended that you keep a file copy of the customer signed invoiced repair order with the Certificate attached.



JAGUAR CARS
555 MACARTHUR BLVD
MAHWAH NJ 07430

Dear Valued Jaguar Customer

At Jaguar Cars we care about our customers and want them to have an enjoyable and trouble free driving experience. We continually monitor the quality of our products and make refinements on a regular basis to enhance their performance, functionality and durability. This process has helped us to determine that the fuel tank in your vehicle requires inspection and repair as detailed in the enclosed letter.

We apologize for any inconvenience this may cause you. As an expression of our appreciation for your understanding and loyalty, please accept this Certificate for \$125 from Jaguar Cars to be redeemed at any authorized Jaguar dealership throughout the United States and Canada.

Use this Certificate towards the purchase of accessory products, shop through our line of Jaguar Collection apparel or apply the Certificate to any vehicle maintenance or repair needs. Our factory trained team of service personnel will be happy to assist you.

Present the Certificate when you arrive at your authorized Jaguar dealership and the value will be deducted from your total purchase cost of goods or services upon completion of your visit.

Sincerely yours,

Benjamin I. Weiner
Customer Satisfaction Manager

This Certificate has a value of \$125 and can be applied at any authorized Jaguar dealership when you service your vehicle, add an accessory or purchase apparel from the Jaguar Collection.

This Certificate is valued at \$50 if only used to purchase merchandise from the Jaguar Collection.

This Certificate will be accepted at any of our authorized Jaguar dealerships in the United States and Canada. The Certificate can be used to combine a service or accessory purchase and a Jaguar Collection merchandise purchase. Certificate cannot be exchanged for cash. Bearer of Certificate is not entitled to any cash value return if total cost of purchase at dealership is less than \$125. This certificate can only be used for affected vehicles within the VIN range of N05049 to N52047 and part of the fuel tank service action. The Certificate cannot be used after October 31, 2007.