



U.S. Department
of Transportation
**National Highway
Traffic Safety
Administration**

1200 New Jersey Avenue SE
Washington, DC 20590

August 7, 2009

MR. GARY TEMPLE
PRESIDENT
JAGUAR LAND ROVER NORTH AMERICA, LLC
555 MACARTHUR BOLUEVARD
MAHWAH, NEW JERSEY 07430

NVS-215dgl
09V-316

SUBJECT: REPLACEMENT TIRE PLACARD LABEL/FMVSS 110

DEAR MR. TEMPLE:

This letter serves to acknowledge Jaguar Land Rover North America, LLC's notification to the National Highway Traffic Safety Administration (NHTSA) of a safety defect in the products described below for which a safety recall campaign shall be conducted pursuant to Federal law.

Please review the following information to ensure that it conforms to your records as this information is being made available to the public. If the information does not agree with your records, please contact us immediately to discuss your concerns.

Makes/Models/Model Years:
JAGUAR/XF/2010

NHTSA Campaign Number: 09V-316

Mfg's Report Date: July 29, 2009

Components: EQUIPMENT: OTHER: LABELS

Potential Number of Units Affected: 34

Summary:

JAGUAR IS RECALLING 34 MODEL YEAR 2010 XF VEHICLES FOR FAILING TO CONFORM TO THE REQUIREMENTS OF FEDERAL MOTOR VEHICLE SAFETY STANDARD NO. 110, "TIRE SELECTION AND RIMS." THE RECOMMENDED TIRE PRESSURE ON THE TIRE PLACARD LABEL DOES NOT CORRESPOND WITH THE TIRES FITTED TO THE VEHICLE.

Consequence:

CUSTOMERS MAY INFLATE TIRES TO AN INCORRECT PRESSURE DUE TO THIS TIRE PRESSURE MISLABELING. FAILURE TO INFLATE TIRES TO THE CORRECT PRESSURES CAN LEAD TO LOSS OF VEHICLE STABILITY AND INCREASE THE RISK OF A CRASH.

Remedy:

DEALERS WILL BE INSTRUCTED TO INSPECT THE TIRE PLACARD LABEL. IF THE RECOMMENDED PRESSURE ON THE TIRE PLACARD LABEL DOES NOT CORRESPOND WITH THE TIRES FITTED TO THE VEHICLE, THAT LABEL WILL BE REMOVED AND REPLACED WITH A LABEL STATING THE CORRECT RECOMMENDED TIRE PRESSURE. THIS SERVICE WILL BE PERFORMED FREE OF CHARGE. THE RECALL IS EXPECTED TO BEGIN ON OR BEFORE AUGUST 17, 2009. OWNERS MAY CONTACT JAGUAR AT 1-800-452-4827.

Notes:

CUSTOMERS MAY ALSO CONTACT THE NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION'S VEHICLE SAFETY HOTLINE AT 1-888-327-4236 (TTY 1-800-424-9153), OR GO TO [HTTP://WWW.SAFERCAR.GOV](http://www.safercar.gov).

Under 49 U.S.C. § 30112(a), it is illegal for anyone, including a manufacturer, distributor, dealer, or retailer to sell an item of equipment or vehicle that fails to comply with all applicable Federal motor vehicle safety standards.

The information in your defect report appears to satisfy the requirements of 49 CFR 573.6.

Please provide the following additional information and be reminded of the following requirements:

You are required to submit a draft owner notification letter to this office no less than five days prior to mailing it to the customers. Also, copies of all notices, bulletins, dealer notifications, and other communications that relate to this recall, including a copy of the final owner notification letter and any subsequent owner follow-up notification letter(s), are required to be submitted to this office no later than 5 days after they are originally sent (if they are sent to more than one manufacturer, distributor, dealer, or purchaser/owner).

As stated in Part 573.7, submission of the first of six consecutive quarterly status reports is required within one month after the close of the calendar quarter in which notification to purchasers occurs. Therefore, the first quarterly report will be due on or before 30 days after the close of the calendar quarter.

Your contact for this recall will be Delia Lopez who may be reached by phone at 202-366-9525, or by email at Delia.lopez@dot.gov, or through the office email at RMD.ODI@dot.gov. We look forward to working with you toward a successful completion of this recall campaign.

Sincerely,

A handwritten signature in black ink, appearing to be 'G. Person', with a long horizontal flourish extending to the right.

George H. Person
Chief, Recall Management Division
Office of Defects Investigation
Enforcement