

July 2, 2014

Ms. Jennifer Timian, Chief  
Recall Management Division (NVS-215)  
National Highway Traffic Safety Administration  
1200 New Jersey Avenue SE  
Washington, D.C. 20590

Subject: 12V306 – Incorrect Owner Letter Mailing

Dear Ms. Timian,

This is to confirm your recent conversation with Isuzu regarding the owner notification letters for Recall No. 12V306. That recall involved 1998-2002MY Isuzu Amigo and Isuzu Rodeo Sport vehicles. Isuzu submitted its Part 573 letter to NHTSA on June 29, 2012, and mailed customer notifications to affected consumers on August 1, 2012.

Because the campaign involved vehicles both under and over 10 years old, Isuzu made two distinct offers to affected consumers. Consumers with vehicles with an original retail sales date after June 29, 2002 received a letter stating that the vehicle would be remedied free of charge at an Isuzu service facility. Consumers with vehicles with an original retail sales date prior to June 29, 2002 received a letter stating that the vehicle would be remedied free of charge at an Isuzu service facility if the vehicle was presented to the service facility by June 29, 2013. Beyond that date, owners of those vehicles would be responsible for the cost of the repair.

In preparing to send additional notifications with regard to this recall, Isuzu discovered that 877 owners in the “10 years old or less” group inadvertently were mailed the “more than 10 years old” vehicle letter. This was due to a programming error in which the original production date was used in lieu of the original purchase date. The information provided to the service facilities, however, was correct and 120 owners who received the incorrect letter were provided with a free repair when they presented their vehicles to the service facility. The remaining 757 vehicles in this category have not yet been brought to a service facility to have the recall remedy completed.

We informed the agency on June 26, 2014 of the error in a telephone conversation with you, and sent you a draft re-notification letter specifically geared towards the owners who received the incorrect original notification letter and have not yet presented their vehicle for the remedy. We appreciate your quick review and approval of that letter that same day. Isuzu will also send reminder letters to the remaining owners of vehicles involved in this recall which have not yet had the remedy conducted. (Of course, we will send drafts of those reminder letters to you for approval prior to mailing them to the owners.) Per your request, Isuzu will submit two additional quarterly response rate reports with regard to Recall No. 12V306.

If you have any questions or require additional information, please contact me at 734-582-9262 or Scott Crafard of my staff at 734-582-9250.

Sincerely,

A handwritten signature in black ink, appearing to read "Jeffery A. Marsee". The signature is fluid and cursive, with a large initial "J" and "M".

Jeffery A. Marsee  
Chief Representative  
Emissions and Safety  
Isuzu Manufacturing Services of America, Inc.

Enclosures

CC: Y. Tsuchiya ISZJ C1B