



May 2012

Dear Rolls-Royce Owner:

You may have received a May 2012 letter from us referencing Recall Campaign No. 2011-376 pertaining to an issue with your vehicle's Electric Auxiliary Water Pump.

Please note that the correct recall campaign number is 12V-166.

A corrected letter is attached.

We apologize for any confusion this may have caused.

Yours sincerely,

Randy Clements
National Aftersales Manager
Rolls-Royce Motor Cars NA, LLC

Rolls-Royce Motor Cars

Rolls-Royce Motor Cars NA, LLC
P.O. Box 1227, Westwood, NJ 07675-1227
Telephone (877) 877-3735 Fax (201) 594-3495
www.rolls-roycemotorcars.com
A BMW Group Company

May 2012



Recall Campaign No. 12V-166: Electric Auxiliary Water Pump

Dear Rolls-Royce Owner:

This notice is sent to you in accordance with the requirements of the National Traffic and Motor Vehicle Safety Act.

Rolls-Royce Motor Cars Ltd. has decided that a defect, which relates to motor vehicle safety, exists in certain Model Year 2011 Ghost models produced between April 2011 and June 2011. Our records indicate that you are the owner of a potentially affected vehicle.

We sincerely apologize for any inconvenience this may cause you.

DESCRIPTION OF PROBLEM

The issue involves the electric auxiliary water pump on your vehicle. The pump helps cool the engine by conducting heat away from the engine's turbocharger. The pump can overheat or fail. This could lead to a smoldering of the pump. An engine compartment or vehicle fire could occur. Please note that this could happen even in cases in which the ignition is off.

Do not leave this potential problem unattended. Please take note of and observe the following precautions.

PRECAUTIONS FOR YOUR SAFETY

1. CONTACT YOUR AUTHORIZED ROLLS-ROYCE DEALER IMMEDIATELY TO HAVE THE NECESSARY REPAIR PERFORMED AS SOON AS POSSIBLE.
2. If the water pump fails, or if there is a reduction in engine cooling, a warning message will, in most cases, appear in the instrument cluster's "message center" during driving and when stopping the vehicle.
3. In some cases, a plastic burning smell, or burning and/or smoke from the front of the vehicle may be noticed. Should any of these warnings occur, pull off the road to a safe location away from traffic, and switch off the engine. If you notice a plastic burning smell, or burning and/or smoke from the front of the vehicle, do not open the hood. All occupants should carefully exit the vehicle and move to a location away from traffic. Do not continue to drive your vehicle. Contact Rolls-Royce Roadside Assistance at 1-877-671-3039 immediately to have your vehicle brought to the nearest Authorized Rolls-Royce dealer.
4. Rolls-Royce recommends parking your vehicle outdoors until repairs have been performed.
5. Rolls-Royce recommends that you always wear your safety belt, and that all passengers are properly seated and restrained at all times.

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6. If you are not the only driver of this vehicle, please advise all other drivers and passengers of this important information.

DESCRIPTION OF REPAIR

The electric auxiliary water pump on your vehicle will be replaced.

The actual repair will require approximately one hour and a half; however additional time may be required depending upon the Rolls-Royce dealer's scheduling and processing. This work will be performed free of charge by your Authorized Rolls-Royce dealer.

OTHER INFORMATION

Should you need Rolls-Royce Assistance, they can be contacted at 1-877-671-3039.

If you are no longer the owner of this vehicle and have knowledge of the name and address of the new owner, we would appreciate you furnishing us with the name and address of the new owner. Please contact Rolls-Royce Customer Relations and Services at 1-877-877-3735 or via email at customer.relations@rolls-roycemotorcarsna.com.

If you are a lessor of this vehicle, Federal Regulations require you to forward this notice to your lessee within ten days.

If you have already had this repair performed at your own expense, please see the attached regarding possible eligibility for reimbursement.

Should you have any questions about this campaign, please contact your Authorized Rolls-Royce dealer.

Again, we sincerely apologize for any inconvenience this may cause you.

We appreciate your confidence in our product, and we wish to do everything we can to retain your confidence. Should you need additional assistance, please contact Rolls-Royce Customer Relations and Services at 1-877-877-3735, or via email at customer.relations@rolls-roycemotorcarsna.com.

If the Rolls-Royce dealer is unable to remedy the defect without charge or within a reasonable period of time, you may notify the Administrator, National Highway Traffic Safety Administration, 1200 New Jersey Ave., S.E., Washington, DC 20590, call the toll-free Vehicle Safety Hotline at 1-888-327-4236 (TTY: 1-800-424-9153), or go to <http://www.safercar.gov>.

Yours sincerely,



Randy Clements
National Aftersales Manager
Rolls-Royce Motor Cars NA, LLC

TREAD ACT CUSTOMER REIMBURSEMENT PLAN
(Rolls-Royce North America, LLC)

If you have paid for the repair described in the attached letter, and you would like to be considered for reimbursement, please contact your authorized Rolls-Royce dealer. Expenses from repair facilities outside of the Rolls-Royce network will be considered; however, the procedure must meet Rolls-Royce standards.

Your authorized Rolls-Royce dealer will request a copy of your owner notification letter, as well as, a copy of your previously paid invoice, and then inspect the vehicle (if it is still in your possession) prior to submitting a claim on your behalf to Rolls-Royce North America, LLC for reimbursement.

Please note the following:

- Only a repair that is the subject of this safety recall is reimbursable. Consequential expenses such as towing, rental, accommodations, damage repairs, etc will not be reimbursed.
- The Manufacturer's Suggested Retail Price (MSRP) for Rolls-Royce Genuine Parts will be considered as the guideline for reasonable charges.
- Expenses for repairs performed more than 10 days after the date of the last owner notification letter sent by Rolls-Royce are not eligible for reimbursement.
- Taxes and hazardous waste disposal, where previously paid, are eligible for reimbursement.

We anticipate that your authorized Rolls-Royce dealer will be able to answer any questions that you may have regarding your qualifications for reimbursement of a previous repair. If you qualify for such a reimbursement, they will also be able to advise you of the manner in which you could receive reimbursement.

We recommend that your authorized Rolls-Royce dealer be your primary contact on this issue; however, our Customer Relations and Services Department may be contacted at 1-877-877-3735 for any special assistance that you may require.

Alternatively, you may submit your request for reimbursement to the following address:

Customer Relations and Services Department
Rolls-Royce Motor Cars North America, LLC
P.O. Box 1227
Westwood, NJ 07675-1227