



April 25, 2013

Dealer Hyundai Service Manager,

Hyundai has decided to conduct a voluntary safety recall in the United States to replace the stop lamp switches of certain 2007-2011 model year vehicles. The following vehicles are affected:

	Accent	Elantra	Genesis Coupe	Santa Fe	Sonata	Tucson	Veracruz
Model Year	2007-2009	2007-2010	2010-2011	2007-2011	2011	2007-2009	2008-2009
Production Dates	December 01, 2006 through February 28, 2009	May 01, 2007 through October 31, 2010	December 01, 2008 through August 31, 2010	April 01, 2007 through July 31, 2011	December 01, 2009 through January 31, 2011	May 01, 2007 through February 28, 2009	December 01, 2007 through February 28, 2009

### Highlights:

- Hyundai encourages all dealers to reach a high completion rate of Campaign 110 Stop Lamp Switch in the next few months, before the busy summer months arrive
- Given the high volume of vehicles affected by Campaign 110, Hyundai urges Service Managers to quantify the expected increase in volume, develop a plan to handle a high volume of customers within 90 days, and take steps now to be able to absorb the increased volume of customers that will begin coming to your dealership
- Strengthen your service processes now:
  - Use Car Care Scheduling (Premium level dealers can customize settings) to help even out the service flow, be able to continue servicing your normal business, and ensure that each of your customers gets the attentive interaction with your Service Consultants and staff
  - Proactively monitor upcoming appointments and compare them against your parts availability; there may be occasions where you will need to reschedule customers' appointments and keep them informed
- Map your DMS labor op codes for Campaign 110 to the corresponding service in Car Care Scheduling to ensure that appointments made through Car Care Scheduling will bring these appointments into your DMS successfully. For instructions, refer to the

document “Campaign 110\_Scheduling\_Instructions for Opcode Settings” on HyundaiDealer.com

- Plan to participate in one of the Campaign 110 Webinars this week (available through TACS). These webinars will address important campaign-related information including owner notifications, capacity, recommendations on how to prepare for appointments, and service process. Refer to TACS for dates and times of available webinars. If you are unable to participate in a live Campaign 110 webinar, the information will be available as a web-based training through TACS in the near future.

**Refer to FAQs for additional information. In general, customers should be referred to [www.HyundaiUSA.com/Campaign110](http://www.HyundaiUSA.com/Campaign110) for any questions, or to 855.671.3059.**

## **Tips and Best Practices:**

### **Suggestions for preparing your service department**

- Develop a schedule for extended hours, and hire additional staff if needed. The majority of the vehicles will be repaired prior to the summer rush so this plan will help you handle the normal increase in business during the summer months
- Develop a process for handling campaign customers effectively. This includes a fast write-up and fast repair in order to give quick attention to your Campaign 110-only customers while minimizing any disruption to your service drive. Consider the following possible approaches:
  - Create an ‘express’ Campaign 110 team. Designate an advisor(s) and technician(s) to channel the Campaign 110 customers to.
  - Establish an ‘express’ process for customers with Campaign 110 appointments:
    - Prior to customer arrival, check the WEBDCS Warranty Vehicle Information Screen to determine if there are any other open campaigns for the VIN
    - Pre-write the Repair Order for Campaign 110 appointments to minimize customer’s time on the service drive
- Set-up your appointment scheduling system with additional available hours to ensure that you can absorb the recall volume while still being able to service your normal business
  - If your dealership is enrolled in the Premium-level of Car Care Scheduling, you can use the settings to define which advisor(s) you want to direct the Campaign 110 appointments to and to designate the available extended hours and number of appointments available specifically for this campaign. Contact [Support@xtime.com](mailto:Support@xtime.com) for help changing your settings
  - Take your parts availability into account in pacing your Campaign 110 appointments, and also keep in mind that you may want to allocate some parts for walk-in customers

## Best practices for you to share with your staff

Step	Description	Details
Step 1	Check if VIN qualifies	Check the WEBDCS Warranty Vehicle Information Screen to verify if the vehicle has an open Campaign 110 that needs to be completed.
Step 2	Inform the customer of the open campaign	<p>If the customer is not already aware that this campaign needs to be performed on the vehicle, inform the customer of the campaign and the approximate amount of time it will take for your dealership to complete it.</p> <p>Be sure to use the appropriate op code (refer to TSB 13-01-021) in your RO as well as in your warranty claim.</p>
Step 3	Express appreciation to the customer	<ul style="list-style-type: none"> <li>• Let the customer know that we appreciate the opportunity to make this right for them.</li> <li>• Reinforce to the customer that Hyundai and your dealership value our owners, and that we work hard to be deserving of their trust.</li> </ul>
Step 4	Confirm or update customer contact information	Properly document the customer's email address and phone number on the Repair Order and update any changes on WebDCS – Consumer Information Update Screen.
Step 5	Perform campaign and submit claim	<p>Perform the campaign as specified in TSB 13-01-021 and submit your Campaign 110 claim as quickly as possible.</p> <p>It is very important that the <b>entire</b> TSB is read prior to beginning the work. The TSB contains important information to ensure that the correct part is installed and that the campaign is completed properly. Be sure to pay careful attention to the critical details and follow each step specified in the Service Procedure portion of the TSB.</p> <p>For example, there are procedure details by model:</p> <ul style="list-style-type: none"> <li>• Starting on TSB Page 5: Genesis Coupe and Santa Fe</li> <li>• Starting on TSB Page 8: Accent, Elantra Sedan, Veracruz, and Tucson</li> <li>• Starting on TSB Page 11: Sonata</li> </ul>

## Key Reference Information:

Type	Source	Application
Website	<a href="http://www.HyundaiUSA.com/Campaign110">www.HyundaiUSA.com/Campaign110</a>	<ul style="list-style-type: none"><li>• For customer to check if VIN qualifies</li><li>• For VINs that qualify, customers can then schedule an appointment online (applies to all dealers with online scheduling through Car Care Scheduling)</li></ul>
Phone	1-855-671=3059	<ul style="list-style-type: none"><li>• For customer questions or situations not addressed by the website</li></ul>

## FAQs:

- **How can customers schedule appointments if their vehicle is impacted by Campaign 110?**

Hyundai is encouraging impacted customers to schedule an appointment to have Campaign 110 Stop Lamp Switch completed on their vehicle. The Hyundai recall notification letter to customers provides the following instructions for scheduling an appointment.

- For more information regarding this Recall Campaign, including a link to make a service appointment, please visit:  
[www.HyundaiUSA.com/Campaign110](http://www.HyundaiUSA.com/Campaign110)
- Input your Vehicle Identification Number to verify that your vehicle qualifies for this Recall Campaign. Input your zip code and a list of the three closest dealers will appear. Click on “Schedule Service” for your preferred dealer.
  - If you have a password for online scheduling:
    - Enter your user name and password, click on “Log In”
    - Then click on “Repair” and select “Stop Lamp Switch Recall Campaign”
    - In the “Repair Service” box, type “CAMP110” and click on “OK”
    - Follow additional instructions to complete scheduling your appointment
  - If you do not have a user name and password for online scheduling:
    - Complete the information under “new customer”
      - Model / Year / Trim / Driving Conditions (if applicable)
    - Click on “Repair” and select “Stop Lamp Switch Recall Campaign”
    - In the “Repair Service” box, type “CAMP110” and click on “OK”
    - Follow additional instructions to complete scheduling your appointment

- If your preferred dealer does not have a link to schedule service online or you are unable to make an appointment online, call your Hyundai dealer to schedule an appointment.
- **How long customers should expect the completion of the recall campaign to take?**

Hyundai's recall notification letter to customers states that the actual time required to perform the procedure will take approximately 1 hour, however customers vehicle may be needed longer depending on the dealer's work load; therefore, we recommend scheduling a service appointment to minimize inconvenience.
- **Does this affect the proper operation of the brakes themselves in any way?**

The brakes will continue to operate normally and brake performance is not affected in any way. Only the switch is affected.
- **When will owners be notified?**

Owners will be mailed notification letters beginning in the second quarter of 2013 after sufficient quantities of service parts have become available.
- **I have had the repair previously completed, how do I get reimbursed?**

In most cases replacement of the stop lamp switch for the affected vehicles should have been eligible under warranty coverage. Contact the Hyundai Customer Connect Center at 1-800-633-5151. Be prepared to provide specific details regarding your vehicle and the prior stop lamp switch replacement for which you are seeking reimbursement.
- **What is done during the recall service at the dealer?**

The stop lamp switches will be replaced in affected vehicles at no cost to owners.
- **Can I have the repair performed now? (Prior to receiving notice)**

After sufficient quantities of service parts have become available, owners will be notified by first class mail, beginning in the second quarter of 2013, that they should take their vehicles to their Hyundai dealers to have the stop lamp switch replaced. If you need to have the stop lamp switch replaced before receiving the recall letter, please call your Hyundai dealer to schedule an appointment.
- **What steps can a dealer take to help a customer whose vehicle is impacted by the campaign if the vehicle is inoperable and the dealer does not have the part in stock?**

If the customer's impacted vehicle is inoperable and the dealer does not have the part in stock, the dealer should provide the customer with alternate transportation, notify the DPSM, and pursue obtaining the part by following the expedited parts

order process. If the part is not available for ordering, escalate the customer's situation to your Hyundai DPSM.

### **Parts Information:**

The initial shipment of parts for Campaign 110 will be shipped to your dealership automatically from Hyundai. Please ensure that you expedite receiving of these parts.

The initial shipment will consist of 3 part numbers:

- 93810 3KR0A QQH
- 93810 3KR0B QQH
- 93810 3SR0A QQH

About 2/3 of the campaign vehicles can be serviced using the 3 part numbers that are being shipped in the initial shipment. Please order additional parts on a replenishment basis (as you use the initial shipment parts for campaign vehicles). Be aware that VIN verification may be required for additional orders.

The following 3 parts are not being shipped with the initial shipment:

- 93810 3KRWA QQH
- 93810 26R0B QQH
- 93810 4DR0A QQH

These parts are not available at this time. When these parts become available, HMA will send an initial shipment to all dealers, and will provide corresponding ordering instructions at that time.

Thank you for your continued commitment to taking care of Hyundai customers.

Hyundai Motor America