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DCSnet Message
Important



Subject: **Recall Completion Rate Marketing Outreach**
Aftersales Business Development & Marketing

Recall Completion Rate Marketing Outreach

BMW Aftersales Business Development & Marketing is excited to announce that effective immediately we will be launching a comprehensive customer outreach marketing campaign for Takata Passenger Side Air Bag customers. Utilizing tools such as social media, email and direct mail campaigns, and a strong web advertising presence, we are planning to significantly increase the current recall completion rate of the Takata Passenger Side Air Bag recall.

Beginning in January 2016 to begin, we will be focusing only on customers who fit the following profile only:

Recall#	Model Year	Recall Population	Open Recalls	Recall
13V-172	2002-2003	43,204	24,106	Passenger Only
14V-428	2000-2002	191,832	103,945	Passenger Only

What you need to do to get started:


Nothing! If you want us to contact the effected customers in your area on your behalf we will. Our goal will be that when we contact customers we will schedule these appointments into your online scheduling tool if we are able. If you do not want us to contact your customers, please email aftersalesbdm@bmwna.com stating that you wish to Opt Out by 1/15/2016.

Please see the attached bulletin for more details.

Thanks,

BMW Group
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 Parts & Service Marketing Manager
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Attachments:

 [RecallMarketingBulletinAttachments\[81640621\].pdf](#)

Recipients: BMW SAV (Light Trucks), All Offerings, All Regions, All Areas, All Departments, All Personnel
 BMW Passenger Cars, CC-All
 BMW Passenger Cars, All Offerings, All Regions, All Areas, All Departments, All Personnel

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