



November 21, 2014

Mr. David J. Friedman  
Deputy Administrator  
U.S. Department of Transportation  
1200 New Jersey Avenue, SE  
Washington, DC 20590

Dear Mr. Friedman:

In accordance with Mr. Marchionne's letter, I reinforce Chrysler Group LLC's ("Chrysler") commitment to work with the National Highway Transportation Safety Administration ("NHTSA"). Promoting and ensuring vehicle safety is a responsibility shared by auto makers, government and consumers. To ensure NHTSA has the most up to date information, please be advised of the following:

**Completion Rate Update**

As NHTSA has acknowledged, Chrysler is one of the industry leaders in recall completion rates as a result of our innovative recall Outreach Program. Historical data shows that older vehicles experience a lower recall completion rate. Despite the challenge of recalling vehicles seven to twenty-one years old, Chrysler is committed to utilizing the Outreach Program across the entire affected vehicle population starting December 1, 2014 in an attempt to reach every affected owner.

As of today, of the 852,140 total affected Jeep Liberty vehicles, 112,829 have had the recall completed. This equates to a 13.2% completion rate. As of today, of the 746,588 total affected Jeep Grand Cherokee vehicles, 26,352 have had the recall completed. This equates to a 3.5% completion rate. These completion rates are not satisfactory to Chrysler, and we will be taking the actions outlined below to improve.

**Dealer Communication**

Since this campaign launched on August 1, 2014, Chrysler has regularly communicated with its dealers and has twice requested each of its dealers to stock a minimum of seven parts for servicing Jeep Grand Cherokees, and five for Jeep Liberty models. Replenishment shipments are available on request in 48 hours or



less. Warehouses are strategically located across the U.S. to effectively support on-time parts distribution.

More than 430,000 trailer-hitch assemblies are in the system; 50,000 of these are currently in dealer inventories. As of Monday November 24, 2014, all dealers will have inventory on site meeting or exceeding minimum requested requirements.

The best evidence of the effectiveness of Chrysler's dealer communications and parts distribution network is the relative disappearance of customer inquiries related to parts. Prior to the August 1, 2014 launch, approximately 50% of customer inquiries to Chrysler's contact center related to these campaigns concerned parts availability. Since August 1st, the ratio of these customer inquiries has dropped to 1%.

Also in its communications with dealers, the Company has emphasized clearly the need to make the entire remedy process as convenient as possible for vehicle owners, and we will continue to emphasize this message.

### **Owner Contact Enhancements**

On October 21, 2014, representatives of Chrysler's Vehicle Safety Office detailed for NHTSA the supplementary customer-outreach activities implemented, as well as those that are pending. In addition to the Outreach Program outlined above and already initiated, the pending actions are:

- Owner database enhancement (Dec. 8) will provide insights to identify the best channels, i.e. social media, with which to provide supplemental information;
- Buy sponsored tiles for customer Facebook pages (Jan. 1);
- Distribution of a general public-service message reinforcing with customers the need to have recalls completed (Jan. 5)
- Enhance online presence with chat capability to answer questions and gather relevant feedback (Jan. 5)

### **Corrosion**

Due to the age of the vehicles, Chrysler expected that 3% to 6% of campaign vehicles would not be in a condition to support trailer hitch assembly installation as a result of accident damage, abuse, vehicle modification and/or corrosion. Of the vehicles inspected to date, 0.6% have not received the repair due to accident damage, abuse, vehicle modification and/or corrosion. Chrysler is currently



studying this concern further, and will follow up with your staff on or before December 5, 2014.

In conclusion, Chrysler is committed to working with NHTSA to improve customer understanding of the recall process and the need to have all affected vehicles repaired. Should you have any questions or concerns, please contact me directly.

Sincerely,

A handwritten signature in black ink, appearing to read "S. Kunselman", is written over a light blue horizontal line. The signature is fluid and cursive.

Scott G. Kunselman  
Senior Vice President  
Vehicle Safety and Regulatory Compliance