

GSX-R Front Brake Master Cylinder Safety Recall Compliance Tips for Completing the GSX-R Safety Recall and Other Suzuki Campaigns

Affected Departments: Management, Service, Warranty, Sales, Parts, Accessories

Suzuki Motor of America, Inc., is making a special effort to ensure a high inspection and completion rate for the [GSX-R Front Brake Master Cylinder Safety Recall](#), as well as other campaigns.

There are many reasons that affect customer compliance, such as the riding season coming to an end, and customers moving without updating their warranty contact information.

It is in everyone's best interest to locate and encourage these customers to have any and all campaign work completed as quickly as possible.

As the 2014 street bike riding season winds down, Suzuki is implementing some special plans to reach customers of affected units. We also want to share some ideas you can use to draw customers into your shop.

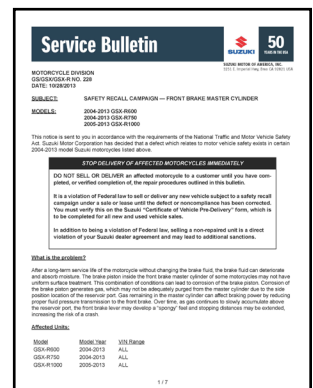
In addition to the income earned from completing the campaign repair, the benefit to you is a larger customer base and increased service profits. The average service up-sell on a unit brought in for a recall or customer satisfaction program is typically **\$50 to \$200.**

SPECIFIC SAFETY RECALLS AND PRODUCT IMPROVEMENT CAMPAIGNS WE ARE TARGETING:

This special outreach is targeted on six specific Safety Recall Campaigns and Product Improvement Campaigns:

- [GS/GSX/GSX-R No. 228, Safety Recall Campaign — Front Brake Master Cylinder](#)
- [General No. 111, Safety Recall Campaign — Rectifier Replacement](#)
- [GS/GSX/GSX-R No. 192C, Voluntary Safety Recall Campaign — Frame Reinforcement Brace / Frame Replacement](#)
- [GS/GSX/GSX-R No. 224, Safety Recall Campaign — Sidestand Switch Bolt](#)
- [GS/GSX/GSX-R No. 172, Safety Recall Campaign — Idle Speed Control Valve Replacement](#)
- [GS/GSX/GSX-R No. 166, Customer Satisfaction Program — Generator Rotor Replacement](#)

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WHAT SUZUKI IS DOING:

For three consecutive months — October, November and December — we will:

- Mail special reminder postcards to customers of units affected by the GSX-R Front Brake Master Cylinder Safety Recall **AND** to customers of units affected by the campaigns listed above.
- Implement automated phone calls to these customers to remind them that their Suzukis have not yet had the campaign work done, and encourage them to contact their Suzuki dealer immediately.
- Have your Technical Service Manager call you to discuss this outreach and answer any questions you may have.

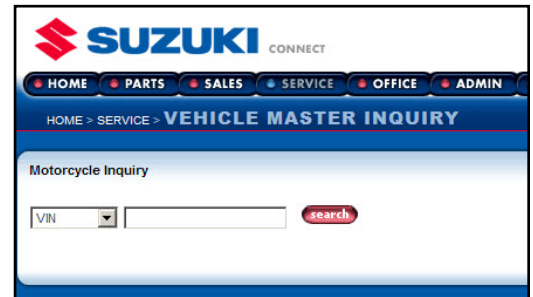
NOTE:

- *As soon as possible, we will also provide you with a list of customers near your dealership who own units affected by Safety Recalls. This list will include customer phone numbers, and you will be able to contact them directly to arrange for the campaign work to be completed.*
- *Please recognize that the information contained in these lists were collected at the time the units were sold, and they may no longer be valid.*
- ***These lists are only to be used to contact customers for campaign repairs and not to solicit for other purposes. There can be significant penalties for misusing this information.***

HOW TO CHECK VINS FOR OUTSTANDING CAMPAIGNS:

To research the service history of a customer unit:

1. Log into Suzuki Connect.
2. Select **Service > Vehicle Master Inquiry**.
3. Type in the unit's VIN and select **Search**.
4. At the bottom of the page is **Claims History** — look at the Description column to see if there are any outstanding Safety Recalls or Product Improvement Campaigns for that unit.
5. If there is an outstanding Recall or Campaign, click on the words **Click icon to view** to review the Technical Service Bulletin, which will provide you with the instructions for the campaign. It will also provide you with a Warranty Campaign Number.



NOTE:

In addition to Suzuki Connect, if your dealership uses another Dealer Management System (DMS), such as Lightspeed, use that DMS to check VINs for outstanding campaigns.

Customers can also check their vehicle for outstanding Safety Recalls at: <http://www.suzukicycles.com/recalls>

COMPLETE THE REPAIRS AND FILE A WARRANTY CLAIM:

- Parts for these campaigns are available for open ordering. There is no hold on these parts, so Suzuki can help you to complete this work as quickly and efficiently as possible.
- Once you have completed campaign work on a unit, **immediately** file a warranty claim using the Suzuki Connect warranty claim system. Do not delay filing warranty claims for Safety Recall work.
- Your Technical Service Manager will soon call you to follow-up on this plan and to answer any questions you may have.

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HOW YOU CAN REACH CUSTOMERS OF AFFECTED UNITS:

In addition to Suzuki's efforts, below are some tips and practices our most successful Suzuki dealers are using. These ideas can be used to generate more service business for any Suzuki motorcycle or ATV, not just units affected by a campaign.

1. Use your Repair Orders to find your customers' latest contact information.
 - ✓ Search your R.O. history and customer database.
 - ✓ Search your database by VIN.
 - ✓ Use text messages to reach customers of affected units, and get their updated e-mail and mailing address information when they come into your shop.
2. Use the list of customers Suzuki provides to you to contact them directly.
 - ✓ Call customers directly to advise them of an outstanding campaign for their unit.
 - ✓ In addition to campaign work, offer your customers a free vehicle inspection. Check their Suzuki for needed oil changes, new tires and brakes, etc.
3. Host a "Bike Night" at your dealership.
 - ✓ Advertise your event and spread the word among your customers.
 - ✓ Have "on-the-spot" drawings, prizes and other giveaways for everyone who attends.
 - ✓ Offer free vehicle inspection and check VINs for safety recalls and other campaigns.
 - ✓ Use the opportunity to upsell customers on needed repairs or maintenance.
4. Use your dealership website for a greater impact.
 - ✓ Promote your ability to complete recalls and customer satisfaction programs — add a special note or header to draw attention to this.
 - ✓ Add an e-mail feature so customers can send you their name, model, VIN and e-mail address to check for outstanding campaigns. Also inform customers they can check their VIN for safety recalls and other campaigns by going to <http://www.suzukicycles.com/Recalls>.
 - ✓ Tell customers you'll search for outstanding campaigns that apply to their Suzuki. This is especially useful for second or third owners who may not have received the campaign notice.
 - ✓ The service manager or other assigned person can check VINs on Suzuki Connect and follow-up with your customers.
5. Assign one or two service technicians to complete a specific campaign.
 - ✓ Having one or two people doing the same job means they may develop time-saving techniques, so the job is finished in less time than flat rate. That means more service profits for your dealership.
6. Offer a pickup and delivery service.
 - ✓ If the weather is bad or a customer doesn't have time to bring in their Suzuki, having your own pick-up and delivery service may be a good solution.

The image shows a screenshot of a Suzuki website's "Check My VIN" form. The form is titled "FREE VIN CHECK" and includes fields for Full Name, Phone Number, Email, Year, Make, Model, and VIN Number. There are "Submit" and "Clear Form" buttons at the bottom. The website header shows "RVA MOTORSPORTS & MARINE" and "POMPADRO BEACH - SUPERSTORE". A sidebar on the left lists "3 LOCATIONS TO SERVE YOU" with a map of Florida and "Join Our Email List". A sidebar on the right features "Public Boat Ramps" and "PROGRESSIVE" insurance.

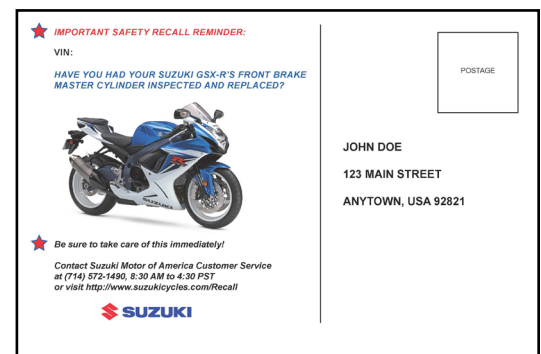
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Here are some additional practices shared by our most successful Suzuki dealers:

NOTE:

These require some extra time and resources to complete, so they may not be for everyone.

1. Offer a free vehicle inspection and a discounted service to motivate customers.
 - ✓ This encourages customers to come in for service.
 - ✓ Tell customers you'll check lights, controls, tires, brakes, etc.
 - ✓ Use the opportunity to show them needed or recommended repairs.
 - ✓ Offer a discounted oil change with the completion of a recall repair or customer satisfaction program — make it available for a limited time to encourage customers to respond quickly.
2. Check resale publications and websites for affected vehicles.
 - ✓ Reach out to those potential customers to explain the importance of the repair.
 - ✓ Search publications and websites such as *Cycle Trader* magazine, CycleTrader.com, Craigslist.org and ebay.com.
3. Post a flyer related to the campaign in highly visible locations, such as:
 - ✓ Your dealership parts counter and service desk
 - ✓ Local aftermarket shops
 - ✓ Used motorcycle dealers
 - ✓ Bike nights, "motorcyclist hang-outs," racing events, bike shows and other motorcycle-related events
 - ✓ Local auto dealers that take motorcycle trade-ins
4. Mail reminder post cards directly to customers.
 - ✓ Ask customers to call for an appointment to have their GSX-R front brake master cylinder recall and any other campaigns completed.
5. Advertise your ability to complete campaign work in publications and on websites, such as:
 - ✓ Your local news website
 - ✓ Craigslist.org
 - ✓ CycleTrader.com



As you can see, there are many ways to increase your participation in Safety Recall Campaigns and Product Improvement Campaigns. These can bring you new opportunities to increase customer satisfaction, win new customers for your Service Department and increase your service profits.

Finally, remember that your Technical Service Manager and Tech-Line are just a phone call away if you need help or have questions.

Tech-Line: (714) 996-7480