

newschannel update

TO: Mercedes-Benz Dealer Principals, General Managers, Sales Managers, Service Managers, Parts Managers	FROM: Thomas Brunner, Department Manager, Vehicle Compliance and Analysis, Engineering Services
RE: Recall Campaign 2014050001 – Check Tail Lamp Carrier, Replace as Necessary. Model 204 (C-Class) Model Year 2008 - 2011	DATE: August 29, 2014

IMPORTANT RECALL LAUNCH INFORMATION

This Recall Campaign is being launched today and the 251,467 affected vehicles are flagged in VMI. Subject vehicles previously repaired under the Interim Warranty Repair using SI P-B-82.10/704 work instructions require no further repair and are indicated as “Closed” for this recall. The Interim Warranty Repair no longer appears in VMI.

Parts - An approximate 25% allocation of replacement parts will be sent to each dealer by the launch date. Parts replacement rate is estimated at 85%.

Owner Notification - Due to the volume of affected vehicles, parts availability and dealer service capacity, owner notification will occur in four phases beginning with MY 2008 vehicles approximately 1 week from today, and will continue through several months. In the event a customer's tail lamp carriers were repaired at no charge at an authorized Mercedes-Benz dealer under the Interim Warranty Repair, the customer letter informs that they may disregard this owner notification.

Please assure your customers with subject vehicles who may have inquiries concerning this campaign, but who have not yet received a second customer letter, that they will receive an owner notification shortly. If your dealership is adequately stocked with the replacement part, and your service capacity permits, please schedule a repair for this customer. **If any MY customer vehicle exhibits a tail lamp malfunction prior to receiving a second customer letter please repair as soon as possible under the recall campaign. All affected MY vehicles are flagged in VMI.**

Customer Reimbursement - Customers who previously paid for this repair can request reimbursement with appropriate documentation.

What's the Issue:

Daimler AG (DAG) determined that in certain Model Year 2008 - 2011 C-Class (204) vehicles the tail lamps may fail to conform to the requirements of Federal Motor Vehicle Safety Standard (FMVSS)108, “Lamps, reflective devices and associated equipment.” DAG determined that oxidation on the ground pin connector for the rear tail lamps of subject vehicles can result in a dimming of the tail lights or loss of tail lamp functions. The loss of a rear tail lamp reduces the rearward visibility of subject vehicles, especially with respect to turn signal illumination and may increase the likelihood of a rear end crash.

A copy of the campaign bulletin is attached, and may also be found on StarTekInfo.

When scheduling customers for an appointment please ensure that you are aware of any open campaigns in VMI so that the customer is advised about the time necessary to complete all campaigns. Note: VMI must always be checked before performing campaigns to verify that the campaign is required on a specific vehicle.

Dealers may also identify vehicles subject to a campaign through NetStar by selecting “Campaign” under the Controlling tab. Only vehicles that have been retailed by the respective dealer will be displayed within this program.

While we regret any inconvenience this may cause, MBUSA is determined to maintain a high level of vehicle quality and customer satisfaction.

Please refer all customer inquiries to the Customer Assistance Center at 1-800-FOR_MERcedes (1-800-367-6372).