

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 Updated– Tail Lamp. Model 204 (C-Class). Model Years 2008 - 2011	DATE: April 11, 2014

IMPORTANT NEW RECALL INFORMATION

On Thursday, April 10, 2014 Mercedes-Benz USA, LLC (MBUSA) notified the National Highway Traffic Safety Administration (NHTSA) that it will conduct a voluntary Recall Campaign on approximately 252,867 Model Year 2008 - 2011 C-Class (204) vehicles with regard to the tail lamps. This notification will be posted on the NHTSA website and may generate some customer questions.

Background

Daimler AG (DAG) has 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 complete loss of tail lamp function. The loss of a rear tail lamp reduces the rearward visibility of subject vehicles, especially with respect to turn signal illumination. This oxidation can reduce the level of illumination below that required for tail lamps by Federal Motor Vehicle Safety Standard (FMVSS) 108 (Lamps, reflective devices and associated equipment).

MBUSA therefore has initiated a voluntary recall of all potentially affected vehicles described above. The recall will be conducted to remedy the issue described by checking and, if necessary, replacing both tail lamp bulb carriers and connectors.

No action is required at this time until this Recall Campaign is launched in August /September, 2014 based on parts availability. This Recall Campaign affects approximately 252,867 vehicles in the U.S.

An Interim owner notification will be sent in early June, 2014 to inform owners of this pending recall. When parts become available owners will receive a second notification asking them to come to the dealer for vehicle repair. The interim owner notification will also explain our commitment to repair vehicles that exhibit the above condition before they receive a second notification. Due to limited availability of replacement parts, it is estimated that the recall will be launched over several months. The second owner notifications will be sent over this longer time period.

Prior to the recall campaign launch, MBUSA will cover the cost of parts and labor to repair a subject vehicle with a replacement part if the vehicle exhibits the condition described above. In this way, we continue our on-going efforts to assure the proper performance of Mercedes-Benz products and to ensure customer satisfaction. A further update with the details of this additional coverage will be provided in the coming weeks.

If customers who have already paid to have this condition repaired provide adequate documentation to support their claim of a non-warranty repair of this item, the second notification will advise them that they may be eligible to receive reimbursement.

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).