



**Non-Compliance Recall J041 [NHTSA# 14V-389]:
Incorrect Tire Placard Label - Update**

**SERVICE
BULLETIN**

05-AUG-14

No.: 7-089USA

Section: RECALL

Market: USA

THIS BULLETIN UPDATES 7-086USA

Jaguar Land Rover North America, LLC has informed the National Highway Traffic Safety Administration (NHTSA) of its intent to perform a voluntary Non-Compliance Recall on certain 2013-2015 model year Jaguar XK (XKR and XKR-S variants only) vehicles imported into the United States market. Information relating to the Recall will be posted on the National Highway Traffic Safety Administration website.

United States Federal regulations require that retailers must be advised of this Recall notification within three working days after government notification.

United States Federal law requires retailers to complete any outstanding safety Recall service before a new vehicle is delivered to the buyer or lessee. Violation of this requirement by a retailer could result in a civil penalty of up to \$7,000.00 per vehicle.

This Service Bulletin serves as notification to all Jaguar retailers in the United States and Puerto Rico that any affected new vehicles may not be sold and delivered for customer use until the Recall repair is completed.

AFFECTED VEHICLES

A total of 144 2013-2015 model year Jaguar XK (X150; XKR and XKR-S variants only) vehicles in the USA are affected.

The VIN range of the affected vehicles is SAJWA4FC7DMB50027- SAJXA4FC5FMB56335. Only a limited number of vehicles within this VIN range are affected. See attached list for specific VINs.

DESCRIPTION

A non-compliance concern has been identified where a spare wheel and tire has been installed in certain XKR and XKR-S vehicles as original equipment but the tire placard label incorrectly states 'none' for the inflation pressure of the spare wheel. Vehicles where the label does not have the correct tire pressures stated will not comply with the requirements of Federal Motor Vehicle Safety Standard (FMVSS) 110 - Tire Selection and Rims – Passenger Cars.

EFFECT ON VEHICLE OPERATION

Where the tire placard label does not include tire pressure information regarding the spare wheel, the customer may inflate the tire to an incorrect pressure. Failure to inflate tires to the correct pressure could lead to loss of vehicle stability and increase the risk of a crash.

Jaguar Land Rover is not aware of any reports of accidents or injuries attributed to this condition.

SERVICE PROGRAM / REWORK ACTION

Refer to Technical Bulletin J041NAS, *Non-Compliance Recall: Incorrect Tire Placard Label*, for complete inspection and repair details. .

There will be no charge to owners for this repair.

ACTION TO BE TAKEN

Dealers are required to check DDW to ensure a vehicle is affected by Program Code 'J041' and **HOLD** all affected new vehicles in your control and withhold them from onward distribution pending completion of the rework action detailed in the Technical Bulletin above.

Sold vehicles will be subject to the standard Recall notification and Recall bulletin process detailing the action required for vehicles in the hands of owners. Owner notification is expected to commence on or before 30 August 2014.

Dealers are advised that the use of affected vehicles as Sales Demonstrator or Service Loaner vehicles may be considered a violation of Federal legislation. Jaguar recommends against using affected vehicles for demonstrator or loaner purposes. Please consult your own legal counsel if you have questions in this regard.

PARTS

For sold vehicles, order the necessary replacement tire placard label(s) a minimum of 48 hours prior to the scheduled service appointment to avoid repair delays.

For vehicles in retailer stock, retailers can expect relevant tire placard labels to be mailed directly to them (free-of-charge).

To receive the correct required tire placard label for a sold vehicle, contact the Jaguar Parts Customer Service team with the VIN(s) of the affected vehicle(s) at:

- jagcsrs@jaguarlandrover.com or
- 888-524-3577 > Option '1'

Refer to the attached list of affected vehicles and retailer.

TOOLS

Refer to Workshop Manual / Service Instruction for any required tools

WARRANTY

NOTE: Check DDW to ensure that a vehicle is affected by this program prior to undertaking any rework action. Repair procedures are under constant review, and therefore times / prices are subject to change; those quoted here must be taken as guidance only. Refer to TOPIx to obtain the latest repair time. At the time of confirming a booking for vehicle repair, ensure that all outstanding Service Actions are identified to ensure the correct parts are available and adequate workshop time is allocated for repairs to be completed at one visit.

Warranty claims must be submitted quoting Program Code 'J041' together with the relevant Option Code from the table. The SRO and part information listed have been included for information only. The Option Code(s) that allows for the drive in / drive out allowance may only be claimed if the vehicle is brought into the workshop for this action alone to be undertaken.

PROGRAM CODE	OPTION CODE	DESCRIPTION	SRO	TIME (HOURS)	PARTS / SUNDRY CODE	QTY. / VALUE
J041	A	Check tire placard label and if required spare wheel; no further action	05.10.20	0.20	-	-
J041	K	Check tire placard label and if required spare wheel; no further action Drive in/drive out	05.10.20 10.10.10	0.20 0.10	- -	- -
J041	D	Check tire placard label and spare wheel; install new tire placard label	05.10.30	0.30	-	-
J041	E	Check tire placard label and spare wheel; install new tire placard label Drive in/drive out	05.10.30 10.10.10	0.30 0.10	- -	- -

Normal Warranty policies and procedures apply

Non-Compliance Recall J041: Sample Owner Letter

IMPORTANT SAFETY RECALL

This notice applies to your vehicle SAJXXXXXXXXXXXXXX

Non-Compliance Recall J041 – Incorrect Tire Placard Label

Vehicle Affected: Jaguar XKR and XKR-S

Model Year: 2013-2015

National Highway Traffic Safety Administration Recall Number: 14V-389

Dear Jaguar XKR / XKR-S Owner,

This notice is sent to you in accordance with the requirements of the Federal Traffic and Motor Vehicle Safety Act. Jaguar has decided that 2013-2015 model year Jaguar XK (XKR and XKR-S variant only) vehicles fail to conform to Federal Motor Vehicle Safety Standard (FMVSS) 110 - Tire Selection and Rims – Passenger Cars.

Your vehicle is included in this Recall action.

What is the concern?

A non-compliance concern has been identified where a spare wheel and tire has been installed in certain XKR and XKR-S vehicles as original equipment but the tire placard label incorrectly states 'none' for the inflation pressure of the spare wheel. Vehicles where the label does not have the correct tire pressures stated will not comply with the requirements of FMVSS 110.

Where the tire placard label does not include tire pressure information regarding the spare wheel, the customer may inflate the tire to an incorrect pressure. Failure to inflate tires to the correct pressure could lead to loss of vehicle stability and increase the risk of a crash.

What will Jaguar and your Jaguar Retailer do?

Jaguar is carrying out a recall of the vehicles mentioned above. An authorized Jaguar retailer will inspect and, if necessary, replace an incorrect tire placard label with the correct tire placard label.

There will be no charge for this repair.

What should you do?

Please contact your authorized Jaguar retailer at your earliest convenience to schedule an appointment to have Recall Action J041 completed on your vehicle.

How long will it take?

The work will be carried out as quickly and efficiently as possible in order to minimize inconvenience to customers and is expected to take approximately 30 minutes, although your retailer may need your vehicle for a longer time due to service scheduling requirements.

Attention Leasing Agencies: Federal regulations require that you forward this recall notification to the lessee within TEN days.

Moved or no longer own a Jaguar?

If you are no longer the owner of this vehicle, Jaguar would greatly appreciate the name and address of the new owner, using the Information Change Form enclosed.

What should you do if you have further questions?

Should you have any questions regarding this Recall Action or need assistance in locating your nearest authorized Jaguar retailer, please contact the Jaguar Customer Relationship Centre at 800-4JAGUAR (800-452-4827).

You can also contact Jaguar by e-mail: Visit the web site <http://www.jaguarusa.com> and send an email from the 'Contact Jaguar' section.

If you have the need to contact Jaguar by mail, please use the following address:

Jaguar Land Rover North America, LLC
ATTN: Customer Relationship Centre
555 MacArthur Boulevard
Mahwah, NJ 07430-2327

If you are having difficulty getting your vehicle repaired in a reasonable time or without charge, you may write:

Administrator, National Highway Traffic Safety Administration
1200 New Jersey Avenue, SE
Washington, D.C. 20590

Or you may call the toll-free Vehicle Safety Hotline at 888-327-4236 (TTY: 800-424-9153), or log on to <http://www.safercar.gov> to submit a complaint electronically.

We appreciate your confidence in our product and wish to do everything we can to retain that confidence. Jaguar, in cooperation with your authorized retailer, will strive to minimize any inconvenience to you caused by this campaign.

Sincerely,



Peter Pochapsky
Customer Experience Manager

Non-Compliance Recall JO41: Technical Q & A

Main Message: A concern has been identified with certain 2013-2015MY XK (XKR and XKR-S) vehicles with the Tire Placard Label fitted to these vehicles. Canada Motor Vehicle Safety Standard (CMVSS) 110 and Federal Motor Vehicle Safety Standard (FMVSS) require the tire placard reflect the production fit tire pressures. A number of vehicles have been manufactured with a spare tire but the tire placard label fitted to the vehicle incorrectly states 'NONE' in relation to the tire pressure for the spare.

- Q1** Who do I contact if a member of the press contacts me about this recall?
A Please ensure that any Press enquiries are referred to the Jaguar Land Rover Corporate Affairs office.
- Q2** Why is Jaguar Land Rover Limited recalling certain Jaguar vehicles?
A Jaguar Cars is conducting a non-compliance recall involving a small number of 2013-2015 Model Year XK (XKR and XKR-S) vehicles to replace the tire placard label to reflect the correct tire pressures for the tires fitted to the vehicle in production.
- Q3** Can you tell me more about what is wrong with the vehicles?
A The tire placard label does not show the correct tire inflation pressures for the spare tire fitted to the vehicle in production.
- Q4** How would the customer become aware of potentially having this concern?
A Customers may inadvertently inflate the vehicle tires to an incorrect tire pressure as the pressure is not stated on the tire placard installed.
- Q5** Does this concern affect vehicle safety?
A Running tires at the incorrect tire pressures can have adverse vehicle ride and handling characteristics. The spare tires fitted to the affected vehicles will have been inflated to the correct tire pressures and these will have been confirmed by the selling retailer prior to vehicle sale.
- Q6** Has Jaguar Land Rover Limited received many complaints?
A Jaguar Land Rover has received no complaints for this issue.
- Q7** Have there been any accidents or injuries?
A Jaguar Land Rover is not aware of any accidents or injuries which have been attributed to this issue.
- Q8** How was the condition discovered?
A The condition was identified through internal quality inspections.
- Q9** How long has Jaguar Land Rover known about this problem?
A Jaguar Land Rover became aware of this issue in late June 2014.
- Q10** Is the defect leading you to any concerns regarding the reliability of a system, which is supposed to be designed and engineered for the passengers' safety? What type of measures are you planning to take?
A We have no concerns with the overall reliability of the vehicle. Jaguar Land Rover carefully monitors field data to ensure that any matters relating to safety and compliance are rigorously investigated.
- Q11** What has Jaguar Land Rover done in production?
A Improved production controls and inspection processes have been implemented to ensure correct

installation of tire placard label to vehicles fitted with spare wheels.

Q12 What will Authorized Repairers do to the vehicles?

A An authorized Jaguar retailer will inspect and, if necessary, replace an incorrect tire placard label with the correct tire placard label.

Q13 Which vehicles are affected by this recall?

A A small number of 2013-2015 model year XK (XKR and XKR-S) vehicles manufactured at Jaguar's Castle Bromwich (UK) manufacturing plant within the following VIN range and dates are affected:

- SAJWA4FC7DMB50027- SAJXA4FC5FMB56335
- August 24, 2012-June 10, 2014

Q14 Are other Jaguar Land Rover models affected by these actions?

A No other models are known to be affected by this condition, other than those listed on this document.

Q15 Are parts available to rework vehicles?

A Yes, the necessary parts are available for Jaguar authorized repairers to conduct this repair.

Q16 How much will the recall cost Jaguar Land Rover?

A Cost was not a factor in deciding to recall these vehicles.

Q17 How do I know if my Jaguar vehicle is affected?

A All owners of potentially affected vehicles will shortly receive a letter inviting them to contact a Jaguar Authorized repairer for the work to be carried out.

Q18 How long does it take for the vehicle to be inspected and repaired?

A The work will be carried out as quickly and efficiently as possible in order to minimize inconvenience to customers and is expected to take no longer than 30 minutes. Naturally, due to dealer schedules, vehicles may be required for longer.

Q19 Can I continue to drive my Jaguar vehicle safely until it has been recalled?

A Customers are advised to contact a Jaguar Authorized repairer should they have any concerns regarding their vehicles.

Note: Please ensure that any Press enquiries are referred to the Jaguar Land Rover Corporate Affairs office.

Non-Compliance Recall JO41: Affected VIN / Retailer List

SOLD VEHICLES (AS OF 31 JULY 2014)

VIN	RETAILER No.	RETAILER NAME
B50885	5787	Alvarez Jaguar
B51671	5787	Alvarez Jaguar
B53891	5787	Alvarez Jaguar
B53530	5639	Barrett Jaguar
B54315	0517	British Motor Car Distributors, Ltd.
B51417	5504	Brown's Jaguar
B50126	0349	Byers Imports
B52912	5544	Cherry Hill Classic Cars
B50185	5653	Cole European
B50094	5697	Crown Jaguar
B54446	5703	Galpin Jaguar
B55743	5703	Galpin Jaguar
B53751	5618	Hennessy Jaguar
B50154	5782	Hornburg Jaguar Santa Monica
B50506	5782	Hornburg Jaguar Santa Monica
B54375	3937	Jaguar Allentown
B50915	5390	Jaguar Austin
B50603	5630	Jaguar Bluff City
B51140	5630	Jaguar Bluff City
B54141	5630	Jaguar Bluff City
B53127	5772	Jaguar Chattanooga
B50190	5675	Jaguar Cleveland
B53578	5394	Jaguar Dallas
B53745	5394	Jaguar Dallas
B54484	5796	Jaguar Des Moines
B51488	5798	Jaguar Fox Valley
B54353	5447	Jaguar Houston Central
B50055	5528	Jaguar Houston North
B50160	5664	Jaguar Hunt Valley
B56037	5664	Jaguar Hunt Valley
B50598	5744	Jaguar Huntington
B55410	5525	Jaguar Lakeside
B50895	5752	Jaguar Marin
B51612	5752	Jaguar Marin

B54354	5311	Jaguar Monmouth
B50196	0380	Jaguar Monroeville
B53551	5403	Jaguar Nashville
B53513	5628	Jaguar Newport Beach
B50540	0609	Jaguar of Great Neck/Roslyn
B50544	0609	Jaguar of Great Neck/Roslyn
B54112	0609	Jaguar of Great Neck/Roslyn
B54342	5768	Jaguar of Tampa
B50656	5387	Jaguar Orlando
B52751	5387	Jaguar Orlando
B53164	5387	Jaguar Orlando
B53489	5387	Jaguar Orlando
B53747	5387	Jaguar Orlando
B55408	5387	Jaguar Orlando
B50121	5581	Jaguar Palm Beach
B54194	5748	Jaguar Peoria
B50808	5383	Jaguar Plano
B52741	5383	Jaguar Plano
B53510	5383	Jaguar Plano
B54297	5461	Jaguar Sacramento
B53829	5783	Jaguar Seattle
B50080	5563	Jaguar Southwest Houston
B50085	5563	Jaguar Southwest Houston
B50324	5563	Jaguar Southwest Houston
B50342	5563	Jaguar Southwest Houston
B50454	5563	Jaguar Southwest Houston
B50464	5563	Jaguar Southwest Houston
B50573	5563	Jaguar Southwest Houston
B53074	5563	Jaguar Southwest Houston
B53087	5563	Jaguar Southwest Houston
B51358	5305	Jaguar St. Louis
B52845	5301	Jaguar Sudbury
B52941	5515	Jaguar Treasure Coast
B52824	5490	Jaguar Tysons Corner
B51177	5454	Jaguar Virginia Beach
B51274	5395	Jaguar West Ashley
B52948	5008	Jenkins Imports, Inc.
B50027	5671	Ken Garff Jaguar
B54460	5427	Madison Jaguar
B50057	5416	Monte Shelton Motor Company

B50110	5416	Monte Shelton Motor Company
B54132	5726	Paretti Jaguar of Baton Rouge
B50536	5709	Ray Catena Jaguar of Edison
B51858	5709	Ray Catena Jaguar of Edison
B54339	5709	Ray Catena Jaguar of Edison
B50039	5537	Rusnak / Pasadena
B50102	5537	Rusnak / Pasadena
B50285	5537	Rusnak / Pasadena
B54020	5537	Rusnak / Pasadena
B53316	0518	San Jose British Motors
B54318	5708	THE COLLECTION
B53049	5696	Union Park Jaguar
B50337	5762	White-Allen Jaguar
B50580	5762	White-Allen Jaguar
B52940	5302	Jaguar Paramus
B53748	5703	Galpin Jaguar
B51339	5772	Jaguar Chattanooga
B54458	5583	Jaguar Honolulu
B52063	0617	Jaguar Minneapolis
B50550	5536	Jaguar Naples
B53733	5768	Jaguar of Tampa
B53755	5768	Jaguar of Tampa
B50229	5581	Jaguar Palm Beach
B50236	5581	Jaguar Palm Beach
B53604	5383	Jaguar Plano
B51596	5461	Jaguar Sacramento
B50076	5783	Jaguar Seattle
B53070	5563	Jaguar Southwest Houston
B53225	5563	Jaguar Southwest Houston

VEHICLES IN DEALER STOCK (AS OF 31 JULY 2014)

VIN	RETAILER No.	RETAILER NAME
B55481	5787	Alvarez Jaguar
B54455	0517	British Motor Car Distributors, Ltd.
B54934	0517	British Motor Car Distributors, Ltd.
B55620	5703	Galpin Jaguar
B52840	5797	Jaguar Annapolis
B53687	5317	Jaguar Annapolis
B52832	5630	Jaguar Bluff City

B56049	5379	Jaguar Carlsbad
B53734	5394	Jaguar Dallas
B54709	5445	Jaguar Hartford
B53744	5528	Jaguar Houston North
B54421	5311	Jaguar Monmouth
B55417	0380	Jaguar Monroeville
B52682	0609	Jaguar of Great Neck/Roslyn
B54970	0609	Jaguar of Great Neck/Roslyn
B55749	0609	Jaguar of Great Neck/Roslyn
B56182	5768	Jaguar of Tampa
B53764	5383	Jaguar Plano
B56089	5383	Jaguar Plano
B54477	5319	Jaguar Roanoke
B55843	5319	Jaguar Roanoke
B53186	5577	Jaguar Santa Barbara
B53941	5577	Jaguar Santa Barbara
B53300	5563	Jaguar Southwest Houston
B54743	5563	Jaguar Southwest Houston
B55566	5318	Jaguar Treasure Coast
B54300	5677	Jim Burke Jaguar
B55975	5427	Madison Jaguar
B53553	5709	Ray Catena Jaguar of Edison
B54419	5544	Cherry Hill Classic Cars
B56041	5416	Monte Shelton Motor Company
B56281	5537	Rusnak / Pasadena