



To: All SOA, SNE, SDC Retailers
Attn: Retail Executive Management, Fixed Operations Directors, Service Managers
Date: October 1, 2017
From: Subaru Fixed Operations Dept.
Subject: **2017 Subaru NATIONAL SERVICE DRIVE**
Takata Campaign Service Incentive

Have you heard? Many OEMs have this challenge to replace select airbag inflators produced by Takata! Yes, that's right, and Subaru is in a relatively good situation because Subaru products only require passenger side airbags that need replacing.

And unless you are new to this business, the first paragraph is really old news.... But to those Subaru customers affected, we know the airbag campaign is a big concern.

Get ready to reach out and serve these concerned customers! For the next 3 months SOA is rolling out rewards to Subaru Service Managers that take a pro-active approach and complete as many of these Subaru campaigns as possible!

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| <p>What: Campaign IDs WQP51, WQR53, TKA16, TKB16, TKC16, TKA17, TKB17, TKC17 Who: Subaru Service Managers When: October 1st- December 29th EOB WHIFM (what's in it for me): \$10 per each completed and approved service campaigns listed above. No cap on earnings!</p> |
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The real challenge here is not just reaching out to Subaru customers to schedule and complete the Takata campaign, but also maintaining the priorities of your customer pay business!

Now is the time to think differently as the Takata campaign is going to an integral part of the service mix for the next few years. Thought starters to consider:

- Extended Hours
- 2nd shift for Takata only
- Trained specialists dedicated to campaign vehicles, including part time Subaru U students
- Customer Service Representatives reaching out to solicit appointments

So how do I qualify? Find out by reading the fine print!

Fine print:

- Service Manager rewards are \$10 ASCENT for very claim processed and approved from October 1, 2017 through **5PM retailer local time, December 29, 2017** with a repair order date between October 1, 2017 and December 29, 2017.
- Payments via ASCENT rewards card within 30 days of program end (SDC will process payment separately)
- If multiple names are listed as active in DEM under the, "Service Management" title, payment will be split as evenly as possible
- Payments will be based on claims submitted in SOA claims system-No need to gather or copy R.O. data
- Retailer responsible for submitting complete and accurate R.O. data within program timeframe
- Service Manager must be SKILS certified by EOB December 15th, 2017 for payment
- Service Manager must be actively employed by retailer for entire program period
- Service Manager must have a W9 on file by EOB December 29th, 2017
- No substitutions for payee or ASCENT rewards
- There is no retailer cost to participate in the ***2017 Subaru NATIONAL SERVICE DRIVE***

***Drive your service business with the 2017 Subaru
NATIONAL SERVICE DRIVE!***

Please contact your DPSM for inquiries regarding this program.