

Lindow Shelly (FCA)

Subject: FW: HZOT - R06 ORC Module Recall - See note on what you can do to help your customers - OnDemand Recall Mailers

From: Eisenbraun Dan (FCA)

Sent: Friday, May 27, 2016 10:20 AM

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Cc: Owens Jr Charles (FCA); Caruana Alexander (FCA); Mccafferty Daniel (FCA)

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Attn: Service Manager

Do you want to help protect your customers?

Then send out OnDemand Recall mailers for the R06 ORC Module recall. You can also do this for other recalls.

Here's why:

- The last 2 days we have had 2 identical situations occur. (On a '02 and a '03 Grand Cherokee)
- The Recall (R06) was sent out Feb 2015 – over a year ago.
- Both vehicles were bought used a number of years ago – and their address is current in our database.
- That means they have been sent the recall, yet never came in for the Recall to be performed.
- Both vehicles had their air bags deploy while in vehicle. No injuries.
- Now they have to have close to \$3500 in repairs required to replace air bags, dash panel, etc.
- Here's the kicker: The dash pad is NS1 – no longer produced, none in stock and no dealers in the nation have it.
- The value of their vehicle is max of \$1750, so repairs are twice as much as the value of vehicle and there isn't even a part available.
- Case turned over to Special Investigations for handling. Due to situation, it is likely they will just buy customer out of vehicle. I don't know how much they will give them, but value of vehicle stated above is less than \$2000.

But if you send out OnDemand Recall Mailers, you will get customer in for completion of recall – and they can keep driving their vehicle.

Dan



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