



From:

Sent: Friday, October 25, 2019 7:32 AM

Subject: Targeted SC 430 Unremedied Guest Outreach on Behalf of Dealers

Lexus is committed to guest safety and security. In support of this commitment, Lexus has developed a program to target owners of unremedied SC 430 vehicles (Priority Groups 1-3, Safety Recalls DSC and ELG) to advise them of the importance of this remedy and to ask them to contact their Lexus dealer to have the remedy made as soon as possible. Lexus is targeting the owners of these vehicles as they are more at risk for possible airbag inflator explosion due to their age. Recognizing that we have attempted to contact these guests multiple times with no response to date, Lexus is enhancing the message by providing an offer to these guests on behalf of the dealer.

One of the key learnings from focus group research with Takata-affected guests is the role of the dealer in communicating the importance of the remedy repair, which is enhanced by knowledge of the Safety Recall and the ability to schedule the remedy quickly. Lexus asks that you make sure that all service department and business development center associates are aware of the specific details of this targeted guest outreach so they are equipped to answer guests questions and to schedule the remedy as soon as possible.

PG1-3 SC 430 Guest Offer

Following are specific elements of this targeted guest communication and outreach.

- Communication and offer fulfillment are being made at no cost to the dealer
- Communication will be sent to your guests with PG1-3 SC 430 vehicles in SSR
- Affinitiv will customize (dealer contact information) the post card and e-mail communication
- New collateral (see attached) will be used for this communication
- After Takata remedy (as measured by a paid warranty claim) your guests will receive instructions

on how to redeem the offer (in the same manner in which they received the communication with the offer, i.e., an e-mail to those guests who received the offer via e-mail and a postcard to those guests who received the offer via postcard)

- Offer is valid only for items in the Lexus Collection
- Offer code is valid only for one time use
- Only one offer code will be provided per PG1-3 SC 430 remedied
- \$150 offer applied at guest check out in Lexus Collection and will be applied to goods, tax and shipping (guest is responsible for any expense above \$150)
- Offer is valid only for owners of PG1-3 SC 430 unremedied vehicles as of October 25, 2019
- Offer valid through March 31, 2020

Tools to Assist Getting Vehicles Into Your Dealership for Remedy

Your dealership has all the tools you need to overcome an obstacle to remedy that a guest may throw your way. As a reminder, the following tools are available:

- Lexus Touch Amenities: Loan/rental vehicle (up to three days at \$45/day), fuel tank fill, and car wash
- Towing - up to \$250, beyond \$250 as required and with DSPM authorization
- Vehicle Pick Up and Redelivery - if local (10 miles or less from dealer), 0.7 hours x dealer warranty labor rate, if further from dealer, as required, at actual cost (document time and mileage on repair order)
- Uber/Lyft/driver services - up to \$45 per vehicle, beyond \$45 as required and with DSPM authorization
- Readily available parts for SC 430 remedy with no order restrictions

There is nothing for you to do other than inform your staff, schedule appointments in a timely manner when contacted by guests, perform the Takata remedy, file the associated warranty claim quickly so that the follow-up gift offer can be sent, and take care of the guests in your usual "Experience Amazing" way.

Thank you for your support of our goal to remedy all Takata affected vehicles.

