

MOPAR > Communications

***Important Notification* Takata Air Bag Inflator Safety Recall Outreach**

By **Mopar** on Tuesday, September 26, 2017



TO: FCA GROUP DEALERSHIPS
ATTN: DEALER PRINCIPAL, SERVICE MANAGER & PARTS MANAGER
SUBJECT: TAKATA AIR BAG INFLATOR SAFETY RECALL OUTREACH

SEPTEMBER 2017

September 25th, 2017

In an effort to provide enhanced support and communication to help you manage and assist our mutual customers, FCA US and Mopar are asking that you read this important reminder regarding campaigns related to the air bag inflator safety recalls.

AIRBAG INFLATOR SAFETY RECALL OUTREACH

Safety recall completion is crucial to our commitment to customer safety and exceeding our customers' expectations. In order to increase vehicle owner awareness of urgent air bag inflator safety recalls, especially those with a 100% completion target of December 31, 2017, FCA US has re-initiated outreach communications to vehicle owners on August 28, 2017.



Our customer outreach program includes multiple communication methods, sent at various frequencies, to encourage owners to have their urgent air bag inflator safety recall(s) completed. FCA US' multi-touch, multi-channel outreach methods may include the following:

- Direct mail notifications (postcards)
- Automated and live outbound phone calls
- Email communications
- SMS text messages
- Inbound phone support, staffed by FCA US Recall Team

The scheduling of repair appointments may include direct contact from the vehicle owner to their preferred dealer, or a live, warm phone transfer from the FCA Recall Team to the vehicle owner's preferred dealer. This will result in additional phone calls to your dealership and increased traffic on your service drives.

FCA US has partnered with Stericycle Expert SOLUTIONS, an experienced service provider, to facilitate the customer outreach and staff the FCA US Recall Team.

Click [HERE](#) to view various customer communications examples. Please ensure this information is shared with the appropriate members of your dealership teams, and that appointment requests are handled in customer-friendly manner.