

From: [Broadcast Messaging System](#)
To: [DL-BMS Message Monitors](#)
Subject: SI B65 11 15: Air Bag Recall 15V-318 Related Car Rentals
Date: Wednesday, July 06, 2016 3:37:59 PM

Publish Date: July 06, 2016
From: Warranty
Expiration Date: July 29, 2016

DCSnet Message
Urgent



Subject: **SI B65 11 15: Air Bag Recall 15V-318 Related Car Rentals**

BMW NA is pleased to announce that the initial supply of “final remedy” replacement parts for Air Bag Recall 15V-318 are now available.

The BMW Parts Logistics department will be placing “VIN-specific” orders on the behalf of your center for those clients who are currently in rental car vehicles as outlined in SI B01 23 14.

- **These air bag recall replacement parts will have purchase orders labeled “VIN-AB.”**

Effective July 8, 2016

The Warranties department will **no longer** reimburse for new rental car requests for those vehicles affected by Air Bag Recall 15V-318.

If your center has a client who is in or requesting a rental car, we kindly ask that you to refer to Recall Service Information bulletin SI B65 11 15 for the current recall repair information.

- It is very important that you immediately complete this recall repair on those client vehicles who are currently making use of a BMW paid rental vehicle.
- For those client vehicles that are currently stored by your center, it is the center's responsibility to perform the this recall repair and to return the vehicle back to the owner as soon as possible.
- For those clients that are self-storing their vehicle, it is important that you schedule an repair appointment as soon as possible.

To assist you in this process, we are providing a script with this DCS message.

- The first item is a recommendation for contacting a customer and informing them that their vehicle's air bag recall repair is now complete and the vehicle is now ready to be picked up.
- The second item is a recommendation for contacting those customers who have been self-storing their vehicles where an appointment needs to be scheduled for them to bring their vehicle to your workshop to have the air bag recall repair performed along with returning the rental car vehicle.

Once your center performs this recall repair, we ask that you email BMW at Takata.airbagrentalcar@bmwna.com to confirm the Air Bag Recall repair completion along with submitting your recall claim through DCSnet for processing as soon as possible.

Important Note: The client will have five (5) days after the Air Bag Recall repair (completion) date to pick up their vehicle. After five days, any additional time in the rental car vehicle will be at the client's expense.

If your center is experiencing any issues with respect to clients returning their rental cars, please contact the BMW NA Customer Relations and Services Department at Pending.CustomerIssues@bmwna.com.

Best regards,

Jim Goldsmith

Department Head, Warranties

Trevor Thangalan

Warranty Optimization Manager

Attachments:



[SI B65 11 15 \(15V-318\) Air Bag Telephone Scripts\[8176828a\].pdf](#)



[SI B65 11 15 \(15V-318\) Air Bag Telephone Scripts\[8176828a\].pdf](#)

Recipients: BMW SAV (Light Trucks), CC-All
BMW Passenger Cars, CC-All
All, 96774, All Departments, All Personnel
All 96733 All Departments All Personnel

TELEPHONE SCRIPT: OUTBOUND CALLS TO CUSTOMERS WHO ARE CURRENTLY IN ALTERNATE TRANSPORTATION

Recall Campaign: 15V-318 Driver's Front Air Bag Module

Hello (customer name). My name is _____ from (NAME OF BMW CENTER). I'm calling you today concerning important news regarding the Takata Driver's Front Air Bag Module recall. Do you have a few moments to speak with me?

AIRBAG HAS BEEN INSTALLED -- Customer has time to speak:

- "Great. Thank you! I'd like to apologize for the time it has taken to secure a replacement airbag to perform the recall on your vehicle and for your inconvenience. We greatly appreciate your patience during this time!
- I can imagine that you have been looking forward to being reunited with your BMW. I'm HAPPY to let you know that we have secured the replacement airbag and have installed it in your BMW.
- I'd like to schedule an appointment for you to pick up your vehicle and return your alternative transportation vehicle.

CUSTOMER HAS STORED THEIR VEHICLE AND MUST NOW BRING VEHICLE SO RECALL CAN BE PERFORMED. MUST ALSO RETURN RENTAL

- Great. Thank you! I'd like to apologize for the time it has taken to secure a replacement airbag to perform the recall on your vehicle and for your inconvenience. We greatly appreciate your patience during this time!
- I can imagine that you have been looking forward to being reunited with your BMW. I'm HAPPY to let you know that we have secured the replacement airbag.
- I'd like to schedule an appointment for you to have the airbag installed, and kindly request that you return your alternative transportation vehicle.

IF CUSTOMER ASKES IF AIRBAG IS MANUFACTURED BY TAKATA:

Rep replies NO. It's is made by TRW.

IF CUSTOMER ASKS IS THIS IS INTERIM AIRBAG:

Caller **politely** informs customer this is the final repair and advises that BMW center will have to cease payments for their alternate transportation within the next 4 business days (allowing customer time to retrieve their vehicle).

Customer does NOT have time to speak:

- "I understand. I do have some important information to share with you regarding the completion of the Takata Driver's Front Air Bag recall and your alternate transportation. I'd like to provide you with my contact information so that you can call me back at your earliest convenience." (Provide contact info.)