

DAIMLER TRUCK

North America

Daimler Truck North America
Sam Geser
Manager
Compliance and Regulatory Affairs

April 1, 2024

Chief Counsel
National Highway Traffic Safety Administration
1200 New Jersey Avenue S.E.
Washington D.C. 20590
Attention: Recall Management Division

Re: Paragraph 37 Quarterly Supplemental Assessments, Q1 2024

Dear Chief Counsel:

In Q1 2024, DTNA continued outreach activities with the revised initiatives started late in 2020, targeted at maximizing the recall completion rate.

Third Party Customer Calling: Since Q4 2020, DTNA renewed the approach and contracted with American Diversity to achieve a higher recall completion rate. On behalf of DTNA, American Diversity is reaching out to customers to facilitate and schedule Takata air bag repairs. This program was activated on 11/06/2020 and continues to provide measurable results.

So far, we have made 12,207 customer calls, based on this initiative we have completed 175 repairs.

Bounty Program: In Q4 2020, DTNA developed the Sterling “Bounty Program” to incentivize customer participation in the recall. DTNA is offering \$500 per air bag per customer for each completed VIN. To-date, we have completed 174 bounty requests.

Monthly Postcard: Starting in September 2020, DTNA began sending out monthly postcards to customers. Postcards have been sent out for the last 10 quarters starting Q3 2020. So far, 126 customers have contacted us requesting the campaign to be completed.

DTNA has revised website page to incorporate the feedback receive from Spanish speakers. During the month of March 2024, the Spanish page got zero reviews.

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Mobile Repair: DTNA has partnered with Love's Travel Stops for light mechanical warranty repair work, roadside warranty emergency services, and approved field service and recall campaigns for Freightliner trucks. We expect to launch our Takata outreach with Love's in 2024.

Trap Report Initiative: DTNA has also started an initiative to monitor Dealer Network Repair Order Data Base to "Trap" Sterling Bullets during routine maintenance, or service event. With this initiative, DTNA was able to trap 76 Sterling Bullets, so far, 65 repairs have been completed and DTNA is working on getting remaining repaired.

Salvage Yards: DTNA continued collaboration with harbor business associates, currently monitoring 1700 Sterling Bullet VINs for EOL activities related to repossession, salvage yard and impoundment of vehicles. The program was first released in Q1 2021. Currently, closed out 29ea VINs based on HBA's end of life data. No additional VINs were identified during this quarter.

Dealer Incentives: DTNA has also extended significant incentives to dealers to complete the Takata-related recalls. DTNA will continue with the incentives through the life of the recall.

Please don't hesitate to contact me if you have any questions.

Sincerely,

Sam Geser

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Manager
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