



AIRBAGRECALL.COM



Takata Passenger Airbag

Recall Campaigns: RC60, RC61, RC63

Dealer Phone Calls – March 2018

BACKGROUND: Ferrari is required by NHTSA to send monthly communications to all remaining customers of affected vehicles of the Takata recalls. FNA has already sent out a reminder postcard, then an additional email to customers that have not yet had the FINAL repair done. Last month, we provided you with a list of your currently affected clients, based on “Last Servicing Dealer”. Based on your feedback, we learned that this may have been a constraint. So for this month, Ferrari is having each dealer call their customers, based on “Selling Dealer” (as assigned in Modis).

WHAT DO I DO? Please reference each VIN in the provided list against your own customer database, to determine the best phone number to reach the owner of that vehicle.

- Please complete the ‘Date Contacted’ & ‘Result of Contact’ columns in the spreadsheet. Return the updated spreadsheet to your ABM when finished.
- CRM **must** be updated for all claims submitted.
- If you have customers not on the list, please add them.
- Use legible handwriting if you wish to print out the list & complete by hand.
- Do NOT start a new type of list (e.g., a. Word document).
- Use the optional script below to call **all of the clients** on the provided VIN list.
- Explain the urgency of getting the client’s passenger-side front airbag replaced.
- If you have any questions, contact your ABM.

SCRIPT: Below is a short example that may be used to call customers.

Hello Mr./Ms. XXX,

This is (name) from (Ferrari dealer) and I’m calling to remind you about an urgent Safety Recall campaign on your vehicle. This recall involves the passenger-side front airbag in your vehicle produced by Takata, which may potentially explode in the event of a crash. In this urgent matter, we are taking extra steps to ensure that every single customer has the recall performed. May I assist you now in making an appointment to have the free repair performed on your vehicle?

From: [Adler, Morin](#)
To: [Bote, Marco](#); [Piccari, Anthony](#); [Juron, Andrew](#); [Giacometti, Federica](#)
Cc: [Wertheim, David](#); [Francesconi, Enzo](#)
Subject: Takata Dealer phone calls (2) - Modis data to distribute next week
Date: Friday, March 23, 2018 6:25:39 PM
Attachments: [Takata Modis Dealer VINs Andrew.zip](#)
[Takata Modis Dealer VINs Anthony.zip](#)
[Takata Modis Dealer VINs Federica.zip](#)
[Takata Modis Dealer VINs Marco.zip](#)
[Dealer Script 2018-03-23 Final.pdf](#)
Importance: High

Ciao everyone,

Attached are the new VIN lists to send to each of your dealers for this second round of "Takata Dealer Phone Calls" - please make sure they receive them by **Monday 3/26**. An updated script is also attached for them. Please also make sure the dealers read the instructions carefully about collecting their data, since they've been updated based on last month's feedback. This time the lists are based on the Campaigns in MODIS (i.e. Selling dealer, and only ones that are currently open/active in the campaigns), with the completed ones removed. Timing:

- **Monday 3/26** through **Friday 3/30**, the dealers are to make all the calls.
- **Monday 4/2** I'm going to start asking for the completed VIN lists back.

Please let me know if you have any questions or concerns.

Regards,
Morin

Ms. Morin Adler

Certification & Compliance Engineer

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