

Adler, Morin

From: FNA - EWR
Sent: Tuesday, February 20, 2018 5:47 AM
To: URGENT: Takata Customer Phone Calls
FNA_Takata_Dealer_Script.pdf

Cc:

Subject:
Attachments:

Importance: High

Dear Service Manager,

Ferrari is required by NHTSA to send monthly communications to all remaining customers of affected vehicles of the Takata recalls. This month, Ferrari is having each dealer call these customers by phone.

Shortly following this email, your ABM will email you a list of vehicles where your dealer shows as the last dealer to have contact with the vehicle according to the Ferrari CRM database. For your convenience, this list will include an listing of the phone contact data for each customer, as taken CRM. In addition, attached is an instructional document & an optional script to aid you in making these calls.

Next week (February 26 – March 2), you are instructed to contact each customer in the list provided to you, in order to have RC60 or RC61 performed on their vehicle. Please respond to this email, or contact your ABM if you have any questions or concerns.

*Technical Department
Ferrari North America, Inc.*



AIRBAGRECALL.COM



Takata Passenger Airbag

Recall Campaigns: RC60, RC61

Dealer Phone Calls – February 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. For this month, Ferrari is having each dealer reach their customers, based on the Latest Servicing Dealer.

WHAT DO I DO?

- VIN List Spreadsheet: If you have customers that are not in the list provided, or customer data you know to be more correct, please use yours instead – afterwards, please update the spreadsheet.
- Use the optional script below to call all of the clients on the list of VINs provided to you.
- Explain the urgency of getting the client's passenger-side front airbag replaced.
- Please update all fields in the spreadsheet that are blank or incorrect. Return the updated and completed spreadsheet to your ABM.
- 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?