

# SAFETY RECALL



## CAMPAIGN BULLETIN

### Takata Front Passenger Airbag Inflator Client Outreach

Reference: R1622, R1701, R1704, R1706, R1713  
Date: June 5, 2018

**Attention: Retailer Principal, Sales, Parts and Service Managers**

**UPDATE June 5, 2018**  
Please discard earlier versions of this bulletin.

The announcement from September 8, 2017 has been revised to include the following:

- INFINITI previously announced a contracted effort with a third party, Stericycle, to reach out to clients via telephone, postcard mailers, and email on September 11, 2017 in an effort to encourage clients to bring their unrepaired Takata (campaign IDs: R1622, R1701, R1704, R1706, and R1713) affected vehicles in for repair.
- In April 2018, INFINITI moved its call center to a different third party and is continuing outreach efforts on behalf of retailers. This new partner is a Special Settlement Administrator (SSA), which is using funds contributed by multiple OEMs because of a class action settlement to contact affected owners. This activity will continue for four years.
- The continued and expanded outreach initiatives are described in this document.

**IMPORTANT: It is a violation of Federal law for retailers to sell or deliver vehicles in their inventory covered by this notification until the campaign action is performed.**

Affected Models/Years:	Remaining Unrepaired Population:	Retailer Inventory:	SERVICE COMM Activation date:	Stop Sale In Effect
2003-2008 FX35/45 (S50)	45,365	NA	January 31, 2017	<b>YES</b>
2006 M35/45 (Y50)	20,403		December 9, 2016	
2002-2003 QX4 (JR50)	6,939		June 16, 2017	
2001-2004 I30/I35 (CA33)	39,761		June 16, 2017	

#### \*\*\*\*\* Campaign Summary \*\*\*\*\*

The purpose of this announcement is to let retailers know that INFINITI has shifted to a multi-point outreach activity using a different third party known as Settlement Special Administrator (SSA) to reach out to clients via telephone, postcard mailers, social media, and email. This SSA outreach activity officially began in April 2018; continuing the inbound call center activities that were previously performed by Stericycle.

The SSA outreach program will expand to include outbound client contact activities beginning May 2018:

- Multi-point outreach using social media and behavioral marketing techniques (targeting 106 touch points per VIN/year) in both English and Spanish languages
  - First-class mail, email, telephone, and Facebook

The Stericycle partnership will change to two (2) specific activities:

- Independent Repair Facility (IRF) engagement to create client awareness of open recalls
- UPS notification to owners in the Dallas and Atlanta markets. The UPS notification indicates that an INFINITI representative may be visiting them soon.

To ensure owner satisfaction, INFINITI advises that retailers keep a stock of parts readily available.

**\*\*\*\*\* What Retailers Should Do \*\*\*\*\***

- If a client is transferred to the retailer from "The INFINITI Recall Team", verify if vehicles are affected by this Voluntary Safety Recall Campaign using Service Comm or DBS National Service History – Open Campaign I.D. R1622, R1701, R1704, R1706, or R1713.
- Retailers should verify parts are readily available.
- If parts are available, schedule an appointment. If no parts are available, obtain the client contact information, order the parts, and schedule an appointment when the parts arrive at the retailer.
- Repair the vehicle using the campaign TSBs referenced in the repair section below.

**Note:** Retailers should direct any issues regarding client transfer or appointment scheduling directly to the Settlement Special Administrator (SSA) at **1-888-387-5947**. Any retailer concerns regarding parts, warranty, or campaign specific questions can be emailed to [campaignannouncements@nissan-usa.com](mailto:campaignannouncements@nissan-usa.com). Client concerns can be directed to INFINITI Consumer Affairs at 1-888-833-3216, Option 7.

INFINITI is committed to a high level of client safety, service, and satisfaction and is working with its retailers to promptly address this issue. For any questions specific to the Takata campaigns, please refer to the retailer announcement for the applicable campaign I.D.

**\*\*\*\*\* Release Schedule \*\*\*\*\***

<b>Parts</b>	<ul style="list-style-type: none"> <li>• The parts, listed below, are not restricted and can be ordered through the normal process:             <ul style="list-style-type: none"> <li>○ <b>Inflators:</b> <ul style="list-style-type: none"> <li>▪ 2003-05 FX: K8561-7999B</li> <li>▪ 2006-10 M, 2001-04 I30/I35: 98561-7999E</li> <li>▪ 2002-03 QX4: 98561-7998E</li> </ul> </li> <li>○ <b>Harnesses:</b> <ul style="list-style-type: none"> <li>▪ 2003-05 FX: B4A67-CG00A</li> <li>▪ 2008-10 M: B4A67-EH50D</li> <li>▪ 2002-03 QX4: B4A67-5W50D</li> </ul> </li> <li>○ <b>Modules:</b> <ul style="list-style-type: none"> <li>▪ 2006-08 FX: K8515-CL71A</li> </ul> </li> <li>○ <b>Module Kit-Sub:</b> <ul style="list-style-type: none"> <li>▪ 2006-07 M: K8515-EH19E</li> <li>▪ 2001-04 I30/I35: K8525-4Y96C</li> </ul> </li> </ul> </li> </ul>
<b>Special Tools</b>	<ul style="list-style-type: none"> <li>• J-52352 USB Bar Code Scanner is required</li> <li>• J-51315 Airbag Module Support</li> <li>• Retailers already received these special tools. Additional tools are available via TechMate @ 1-800-662-2001</li> </ul>

Repair	<ul style="list-style-type: none"> <li>• ITB16-049 - 2008-2010 M - R1622</li> <li>• ITB16-050 - 2006-2008 FX35/FX45 - R1622</li> <li>• ITB17-013 - 2006-2008 FX35/FX45 - R1704</li> <li>• ITB17-014 - 2008-2010 M - R1704</li> <li>• ITB17-021 - 2002-2003 QX4 - R1713</li> <li>• ITB17-022 - 2003-2005 FX35/FX45 - R1622, R1701, R1704, R1706, &amp; R1713</li> <li>• ITB17-023 - 2006-2008 FX35/FX45 - R1701</li> <li>• ITB17-024 - 2006-2007 M - R1622, R1701, R1704, &amp; R1706</li> <li>• ITB17-025 - 2008-2010 M - R1701</li> <li>• ITB17-038 - 2001 I30 /2002-2004 I35 - R1622, R1704, R1706, R1713</li> </ul>
Owner Notification	<ul style="list-style-type: none"> <li>• Stericycle began contacting clients on September 11, 2017.</li> <li>• Settlement Special Administrator (SSA) assumed Stericycle call center activities in April 2018</li> <li>• SSA multi-point outreach, Independent Repair Facility (IRF) engagement, and UPS client notification are planned began in May 2018</li> </ul>

**\*\*\*\*\* Retailer Responsibility \*\*\*\*\***

Retailers should verify owners are affected by a Takata campaign and assist affected owners in scheduling their vehicle for a remedy as quickly as possible.

**\*\*\*\*\* Sample Documents \*\*\*\*\***

Samples of the various outreach communications are included with this announcement after the Frequently Asked Questions.

**Frequently Asked Questions (FAQ):**

- Q:** Who are Settlement Special Administrator (SSA) and Stericycle and what is the purpose of this activity?
- A:** The Settlement Special Administrator (SSA) was assigned to run a Takata outreach fund comprised of funding provided by six (6) different OEMs. The funding was established through a class action settlement and will be used to execute a 4-year extensive client outreach campaign using specialized third-party vendors, such as Stericycle, IHS Markit, etc. These vendors contact clients that have not responded to multiple campaign owner notifications in an effort to encourage them to bring their vehicle into an authorized INFINITI retailer to have this important remedy performed.
- Q:** How will affected owners be contacted?
- A:** Clients will be contacted through various methods including; telephone, postcard mailers, Facebook, UPS, email and engagement of Independent Repair Facilities (IRFs).

**Q: Will clients listed on the National DO NOT CALL registry be contacted?**

A: Yes, this outreach effort is not a sales effort. Settlement Special Administrator (SSA) is calling on behalf of INFINITI to ensure that our clients are aware of the potential safety concern and to assist them with setting up an appointment to have the vehicle remedied at no cost to the client for parts or labor.

**Q: When are these contact activities taking place**

A: Timing is below:

- Stericycle began contacting clients on September 11, 2017
- Settlement Special Administrator (SSA) took over inbound call center activities from Stericycle in April 2018. Outbound call center activities began in May 2018
- Stericycle's Independent Repair Facility (IRF) efforts began in May 2018
- The pilot UPS Client Notification activities in Dallas and Atlanta began at the end of May 2018

**Q: Can clients still contact an INFINITI retailer directly to schedule an appointment?**

A: Yes.

**Q: What if a client no longer owns the vehicle?**

A: If a client indicates he/she is no longer in possession of the subject vehicle, the person will be removed from the contact list.

**Q: What should retailers do if parts are not readily available?**

A: Obtain the client contact information, order the appropriate part(s), and schedule the client's vehicle for repair once parts become available.

**Q: What if the client lives 250 miles from the closest INFINITI retailer. Is INFINITI going to compensate the client for missed work/travel expense/ etc.?**

A: No. Parts are readily available for this safety recall and the retailer will repair the vehicle at no charge to the client.

**Q: How is Stericycle engaging Independent Repair Facilities (IRFs) to send clients to Infiniti retailers for repairs?**

A: Stericycle has been contracted for a six-month program beginning in May 2018 to monitor IRFs for activity related to affected VINs supplied by INFINITI. Stericycle has the capability to monitor approximately 20,000 IRFs nationwide using specialized software. When an affected VIN is detected, Stericycle will alert the client and the repair shop via SMS and email that a recall applies and the client (or the shop on the client's behalf) needs to contact their local retailer to have this remedy performed at no cost for parts and labor.

INFINITI encourages retailers to form a relationship with local independent repair facilities or collision centers to increase awareness of open campaigns and facilitate completions. Retailers may also want to utilize VIN lookup services to shops in their area. Please refer to IPSB17-130 for more information on the Custom VIN Campaign Report tool available in DBS.

**Revision History:**

Date	Announcement	Purpose
September 8, 2017	Original	INFINITI contracted Stericycle to reach out to clients via telephone, postcard mailers, and email and encourage them to have their open Takata recall performed.
June 5, 2018	REVISION 1	INFINITI has shifted to a multi-point outreach activity using a different third party known as Settlement Special Administrator (SSA).