

Infiniti USA
Electronic Field Communication

INFORMATION

Date: July 2, 2018

To: RAMs, FOMs, & RSOMs

Subject: Takata Completion Objectives for Q2

As shared at our National Field Meeting the week of June 18, 2018, INFINITI is asking its retailers to urgently help increase customer participation in the Takata recalls to help it achieve 100% customer recall participation for the following vehicles:

- 2001 I30
- 2002-04 I35
- 2003-08 FX
- 2002-03 QX4
- 2006-10 M Sedan

INFINITI shared owner contact information for most affected vehicles in February 2018. Refreshed owner data is expected to be available in DBS by the end of July 2018. INFINITI needs all retailers engaged in trying to reach these affected owners to have their vehicle repaired. This is an extremely serious safety issue and INFINITI is taking significant and unprecedented steps to increase customer recall participation but it needs retailer help to achieve its remedy goals. A separate communication will be released later this week informing regional personnel of the requirements for bonus payout. The following is each region's fair share of the assigned VINs to be repaired in Q2 of FY18 in order to achieve a 60% national completion level. Progress will be evaluated at the end of Q2 and used to determine the appropriate objective for Q3.

RGN		Assigned VINs	Q2 Goal
62	ISR	45,744	9,156
72	IER	36,336	7,273
82	INR	19,360	3,875
92	IWR	26,420	5,288
TOTAL:		127,860	25,591

Retailer engagement is critical with this effort. It is a company-wide responsibility to make it a priority to replace these dangerous airbag inflators in affected vehicles. Further, increasing recall participation represents significant gross profit opportunity for our retailers.

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