





# Branded\_Parts

## 4x6 Post Card\_Front

 <b>INFINITI.</b> P.O. Box 2925 Milwaukee, WI, 53201	 U.S. Department of Transportation	 <b>NHTSA</b> <small>www.safercar.gov</small>		<p>Presorted First Class Mail U.S. Postage <b>PAID</b> Permit No. 1106 Royal Oak, MI</p>
<b>OFFICIAL VEHICLE RECALL INFORMATION - FIRST CLASS MAIL</b>				
TO:				



INFINITI.

**YOUR 2003 INFINITI QX4 IS ON AN  
URGENT TAKATA AIRBAG RECALL LIST  
YOUR REPLACEMENT  
PARTS ARE  
AVAILABLE NOW.**

DON'T WAIT. Call and schedule an appointment to get your defective Takata airbag repaired immediately. The airbag inflator could explode if it deploys in a crash, shooting metal fragments at you and your passengers, which could cause **SERIOUS INJURY** or **DEATH**. The repair is **FREE**. Loaner vehicles may be available for owners who need them.

**CALL OR TEXT "FIX" TO: 1-800-224-7322**

# Branded\_Parts\_Dual Language 4x6 Post Card\_Front



P.O. Box 2925  
Milwaukee, WI, 53201



Presorted  
First Class Mail  
U.S. Postage

**PAID**

Permit No. 1106  
Royal Oak, MI

**IMPORTANT SAFETY RECALL INFORMATION - FIRST CLASS MAIL**  
**INFORMACIÓN IMPORTANTE DE LLAMADO A REVISIÓN DE SEGURIDAD - CORREO DE PRIMERA CLASE**

TO:  
PARA:

**Branded\_Parts\_Dual Language**  
**4x6 Post Card\_Back**



INFINITI.

**YOUR [YEAR] INFINITI [MODEL] IS  
ON AN URGENT TAKATA AIRBAG RECALL LIST**  
**ESTÁ EN UNA LISTA DE LLAMADO A REVISIÓN DE AIRBAG  
TAKATA URGENTE**

**YOUR REPLACEMENT PARTS ARE  
AVAILABLE NOW.**

**LAS PARTES DE REFACCIÓN YA ESTÁN DISPONIBLES.**

DON'T WAIT. Call and schedule an appointment to get your defective Takata airbag repaired immediately. The airbag inflator could explode if it deploys in a crash shooting metal fragments at you and your passengers, which could cause **SERIOUS INJURY** or **DEATH**. The repair is **FREE**. Loaner vehicles may be available for owners who need them.

NO ESPERE MÁS. Llame y programe una cita para reparar su airbag Takata defectuoso inmediatamente. La reparación es **GRATUITA**.

**CALL OR TEXT "FIX" NOW - [PHONE NUMBER]**  
**LLAME O ENVÍE "FIX" AHORA**

## Branded\_Parts E-Mail



## REPLACEMENT PARTS FOR YOUR INFINITI ARE AVAILABLE NOW

# URGENT AIRBAG RECALL

DEAR {JANE DOE},  
REFERENCE ID# {AAN-NNA}

PARA ESPAÑOL,  
CLIC AQUI

**YOUR INFINITI VEHICLE HAS A DEFECTIVE AIRBAG AND YOU NEED TO TAKE ACTION IMMEDIATELY.**

The defective Takata airbag in your vehicle could explode if it deploys in a crash, shooting metal fragments at you and your passengers. Until your airbag is repaired, you and your passengers may be at risk of **SERIOUS INJURY** or **DEATH**.

**Call {#-###-###-####} and schedule your FREE repair appointment TODAY.**

#### DETAILS OF THE REPAIR:

The repair is **FREE** and will be completed in as little as one hour\*. Your local INFINITI retailer will perform the **FREE** repair. Alternate transportation may be available if necessary to help minimize wait time and any inconvenience.

At INFINITI, your **SAFETY** is our top priority. Because this defect may result in **SERIOUS INJURY** or **DEATH**, we are **URGING** you to take **IMMEDIATE** action. The **SAFETY** of you and your loved ones may depend on it.

We **THANK YOU** in advance for your prompt attention to this **URGENT** Takata Airbag Safety Recall.

Please call {#-###-###-####} to schedule your **FREE** repair NOW!

Sincerely,  
INFINITI Recall Team

\*Repair times are approximate and may vary under different circumstances.

LEARN MORE

CLICK TO CALL



### DON'T WAIT.

REPAIRING YOUR DEFECTIVE TAKATA AIRBAG IS **FREE** AND TAKES AS LITTLE AS **ONE HOUR**\*. LOANER VEHICLES MAY BE AVAILABLE FOR OWNERS THAT NEED THEM.

\*Repair times are approximate and may vary under different circumstances.

# Branded\_Parts\_Spanish E-Mail



**LAS PARTES DE REFACCIÓN  
PARA SU INFINITI  
YA ESTÁN DISPONIBLES**

**RETIRADA DE AIRBAGS URGENTE**

ESTIMADO/A {JANE DOE},  
NÚMERO DE REFERENCIA {AAN-NNA}

**SU VEHÍCULO INFINITI TIENE UN AIRBAG DEFECTUOSO Y DEBE TOMAR  
ACCIÓN INMEDIATAMENTE.**

El airbag Takata defectuoso de su vehículo podría explotar si la bolsa se despliega en un choque, disparando fragmentos metálicos a usted y sus pasajeros. Hasta que no repare su airbag, usted y sus pasajeros pueden correr riesgo de sufrir **GRAVES HERIDAS** e incluso la **MUERTE**.

**Llame al X-XXX-XXX-XXXX y programe una cita GRATUITA para reparar el airbag HOY MISMO.**

**DETALLES DE LA REPARACIÓN:**

La reparación es GRATUITA y tomará sólo una hora\*. Su concesionaria local de INFINITI llevará a cabo la reparación GRATUITA. En caso de ser necesario, contará con transporte alternativo para minimizar el tiempo de espera y cualquier inconveniente.

En INFINITI, su SEGURIDAD es nuestra prioridad. Debido a que este defecto puede causar **GRAVES HERIDAS** o la **MUERTE**, le ROGAMOS que tome acción INMEDIATAMENTE. Su SEGURIDAD y la de sus seres queridos podría depender de eso.

Desde ya, LE AGRADECEMOS por su atención rápida a este Retiro de Seguridad de Airbags URGENTE.

Por favor, llame al X-XXX-XXX-XXXX para programar su reparación GRATUITA ¡AHORA!

Atentamente,  
Su Equipo de Retiros de INFINITI

\*Los tiempos de reparación son aproximados y pueden variar en distintas circunstancias.

MÁS INFORMACIÓN

HAGA CLIC PARA LLAMAR




**NO ESPERE MÁS.**

REPARAR SU AIRBAG DEFECTUOSO TAKATA ES **GRATIS** Y TOMA SÓLO UNA HORA\*. PUEDE HABER VEHÍCULOS RENTADOS DISPONIBLES PARA LOS DUEÑOS QUE LO NECESITEN.


\* Los tiempos de reparación son aproximados y pueden variar en distintas circunstancias.


# Branded\_Parts Facebook Ad



**SafeAirbags.com**  
Sponsored · 

Your INFINITI vehicle is on an URGENT Takata Airbag Recall List. The repair is FREE and your replacement parts are available. Call NOW to schedule your FREE repair!



REPLACEMENT PARTS FOR YOUR INFINITI ARE AVAILABLE NOW 

**URGENT AIRBAG RECALL**

 **YOUR SAFETY IS OUR TOP PRIORITY**

[SAFEAIRBAGS.COM](https://www.safeairbags.com)

**URGENT-DON'T WAIT**  
Defective Takata airbags can explode, shooting metal fragments at you and your passengers. Serious injury may result. Act now!

[Click to call: xxx-xxx-xxxx](#)

[Like](#) · [Comment](#) · [Share](#)

# Branded\_Parts\_Spanish Facebook Ad



**SafeAirbags.com**  
Sponsored · 

Su INFINITI se encuentra en una lista URGENTE de retiros de airbag Takata. La reparación es GRATUITA y sus partes de refacción están disponibles ¡Llame AHORA para programar su reparación GRATUITA!



SAFEAIRBAGS.COM

**URGENTE - NO ESPERE MÁS**

Los airbags defectuosos Takata pueden explotar, disparando fragmentos metálicos a usted y sus pasajeros. Puede causar graves heridas. ¡Actúe ahora!

[Like](#) · [Comment](#) · [Share](#)

Haga clic para llamar al: xxx-xxx-xxxx

**Branded\_Hybrid**  
**5x7 Postcard, Front**



P.O. Box 2925  
Milwaukee, WI, 53201

Presorted  
First Class Mail  
U.S. Postage  
**PAID**  
Permit No. 1106  
Royal Oak, MI



**YOUR SAFETY IS  
OUR TOP PRIORITY**

**INFINITI.**

YOUR **2003 INFINITI QX4**  
IS ON THE URGENT TAKATA AIRBAG  
RECALL LIST.

YOUR LIFE  
MAY BE AT RISK.

**CALL NOW: 1-800-224-7322**



**PLEASE READ DETAILS ON BACK** →



## THIS IS AN URGENT SAFETY RECALL.

The Takata airbag in your vehicle is defective. The airbag inflator could explode if it deploys in a crash, shooting metal fragments at you and your passengers. Until your airbag is repaired, you and your passengers may be at risk of **SERIOUS INJURY** or **DEATH**.

### Your airbag is dangerous. It must be repaired **IMMEDIATELY**.

It's one quick call to schedule an appointment with your local retailer to make this **FREE** repair. The **FREE** repair can be completed in as little as one hour, depending on your retailer's schedule.

We sincerely apologize for the inconvenience, but your safety and the safety of your passengers is our top priority.

Thank you for your continued loyalty,  
INFINITI Recall Team

### Why should you care?

- ▶ The **Takata airbag inflator** in your vehicle is under recall.
- ▶ The recalled inflator could explode when your airbag deploys.
- ▶ Metal fragments from exploded inflators can cause **serious injury or even death**.

CALL NOW TO SCHEDULE YOUR **FREE** REPAIR

# 1-800-224-7322

Monday through Friday, 8am to 11pm, Saturday, 8am to 8pm EST.

Hablamos Español.



# Branded\_Hybrid, Dual Language

## 5x7 Postcard, Front



PO. Box 2925  
Milwaukee, WI, 53201

Presorted  
First Class Mail  
U.S. Postage  
**PAID**  
Permit No. 1106  
Royal Oak, MI

**INFINITI.**  
YOUR SAFETY IS  
OUR TOP PRIORITY

SU SEGURIDAD ES  
UN MÁXIMA PRIORIDAD

YOUR **2003 INFINITI QX4**  
IS ON THE URGENT TAKATA AIRBAG  
RECALL LIST.

YOUR LIFE  
MAY BE AT RISK.

SU VIDA PUEDE ESTAR  
EN RIESGO. LLAME AHORA.  
SE HABLA ESPAÑOL.

**CALL NOW: 1-800-224-7322**

U.S. Department of Transportation

NHTSA

PLEASE READ DETAILS ON BACK

POR FAVOR LEER LOS DETALLES AL REVERSO →

# Branded\_Hybrid\_Dual Language 5x7 Postcard, Back



## THIS IS AN URGENT SAFETY MATTER. ESTE ES UN RETIRO DE SEGURIDAD URGENTE.

The Takata airbag in your vehicle is defective. The airbag inflator could explode if it deploys in a crash, shooting metal fragments at you and your passengers. Until your airbag is repaired, you and your passengers may be at risk of **SERIOUS INJURY** or **DEATH**.

**Your airbag is dangerous.  
It must be repaired IMMEDIATELY.**

Su airbag es peligrosa.  
Necesita ser reparada **AHORA**.

**It's one quick call** to schedule an appointment with your local retailer to make this **FREE** repair. The **FREE** repair can be completed in as little as one hour, depending on your retailer's schedule.

We sincerely apologize for the inconvenience, but your safety and the safety of your passengers is our top priority.

Thank you for your continued loyalty,  
INFINITI Recall Team



### Why should you care?

- ▶ The **Takata airbag inflator** in your vehicle is under recall.
- ▶ The recalled inflator could explode when your airbag deploys.
- ▶ **Metal fragments** from exploded inflators can cause **serious injury or even death**.

### ¿Por qué debería preocuparse?

- ▶ El inflador **del airbag de Takata** en su vehículo está bajo retiro.
- ▶ El inflador bajo retiro puede podire cuando se despliega su airbag.
- ▶ **Los fragmentos de metal** de los infladores rotos pueden causar **lesiones graves o incluso la muerte**.

CALL NOW TO SCHEDULE YOUR **FREE** REPAIR

LLAME AHORA PARA PROGRAMAR SU REPARACIÓN GRATUITA

# 1-800-224-7322

Monday through Friday, 8am to 11pm, Saturday, 8am to 8pm EST. Hablamos Español.

Branded\_Hybrid  
5x7 Bi-Fold\_Front



Your safety is our top priority.  
Defective Takata airbags can cause harm to  
you or your passengers.

TAKE ACTION **NOW**



INFINITI.



**DON'T WAIT!**  
REPAIRING YOUR  
**2003 INFINITI QX4**  
**DEFECTIVE AIRBAG**  
IS **FREE** AND TAKES  
AS LITTLE AS ONE HOUR\*  
**CALL NOW OR TEXT "FIX" TO**  
**1-800-224-7322**



INFINITI.

[SafeAirbags.com/INFINITI](http://SafeAirbags.com/INFINITI)



U.S. Department  
of Transportation



\*Repair times are approximate and may vary under different circumstances.



To protect the families, victim photos are characterizations. However, there have been fatalities and hundreds of injuries to date.

The Takata airbag in your vehicle is defective. The airbag inflator could explode if it deploys in a crash, shooting metal fragments at you and your passengers. Until your airbag is repaired, you and your passengers may be at risk of **SERIOUS INJURY** or **DEATH**.

**ACT NOW. YOUR LIFE MAY BE AT RISK.**



INFINITI.

**YOUR SAFETY IS OUR  
TOP PRIORITY**

Branded\_Hybrid  
5x7 Bi-Fold\_Back



**YOUR SAFETY IS OUR  
TOP PRIORITY**

P.O. Box 2925  
Milwaukee, WI. 53201

Presorted  
First Class Mail  
U.S. Postage  
**PAID**  
Permit No. 1106  
Royal Oak, MI

**YOUR 2003 INFINITI QX4 IS ON AN  
URGENT AIRBAG RECALL LIST**

**CALL NOW: 1-800-224-7322**

**OPEN IMMEDIATELY**  
and take action!  
Your safety may depend on it.



Branded\_Hybrid\_Dual Language  
5x7 Bi-Fold\_Front



Your safety is our top priority.  
Defective Takata airbags can cause harm  
to you or your passengers.

TAKE ACTION **NOW**  
TOME ACCIÓN **AHORA**





YOUR PARTS ARE AVAILABLE NOW PLEASE CALL RIGHT AWAY 1-800-224-7322

**DON'T WAIT!** REPAIRING YOUR [YEAR] INFINITI [MODEL] **DEFECTIVE AIRBAG** IS **FREE** AND TAKES AS LITTLE AS ONE HOUR\*.

**CALL NOW OR TEXT "FIX" TO [PHONE NUMBER]**

**¡NO ESPERE MÁS!**  
REPARAR EL **AIRBAG DEFECTUOSO** DE SU [YEAR] INFINITI [MODEL] ES **GRATIS** Y TOMA SÓLO UNA HORA".  
**LLAME AHORA O ENVÍE "FIX" AL [PHONE NUMBER]**



INFINITI.

SafeAirbags.com/INFINITI



U.S. Department of Transportation



\*Repair times are approximate and may vary under different circumstances.  
\*\*Los tiempos de reparación son aproximados y pueden variar en distintas circunstancias.



To protect the families, victim photos are characterizations. However, there have been fatalities and hundreds of injuries to date.

The Takata airbag in your vehicle is defective. The airbag inflator could explode if it deploys in a crash, shooting metal fragments at you and your passengers. Until your airbag is repaired, you and your passengers may be at risk of **SERIOUS INJURY** or **DEATH**.

**ACT NOW. YOUR LIFE MAY BE AT RISK.**

El airbag Takata de su vehículo es defectuoso. El inflador de la bolsa puede explotar si se despliega en un choque, disparando fragmentos metálicos a usted y sus pasajeros. Hasta que no repare su airbag, usted y sus pasajeros pueden correr riesgo de sufrir **GRAVES HERIDAS** e incluso la **MUERTE**.

**ACTÚE AHORA. SU VIDA PUEDE ESTAR EN RIESGO.**



INFINITI.

**YOUR SAFETY IS OUR TOP PRIORITY**

Branded\_Hybrid\_Dual Language  
5x7 Bi-Fold\_Back

 <p><b>INFINITI.</b> <b>YOUR SAFETY IS OUR TOP PRIORITY</b> P.O. Box 2925 Milwaukee, WI, 53201</p> <p>YOUR [YEAR] INFINITI [MODEL] IS ON AN</p> <h1>URGENT AIRBAG RECALL LIST</h1> <p>CALL NOW: [PHONE NUMBER]</p> <p>OPEN <u>IMMEDIATELY</u> AND <u>TAKE ACTION!</u> YOUR SAFETY MAY DEPEND ON IT.</p>	<p>Presorted First Class Mail U.S. Postage <b>PAID</b> Permit No. 1106 Royal Oak, MI</p> <h2>LISTA URGENTE DE RETIROS DE AIRBAGS</h2> <p>LLAME AHORA: [PHONE NUMBER] ABRA <u>INMEDIATAMENTE</u> <u>Y TOMA ACCIÓN!</u> Su seguridad puede depender de eso.</p> <p>[Reference ID] [Name] [Address]</p>
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# Branded\_Hybrid Email



DEAR {JANE DOE},  
REFERENCE ID# {AAN-NNA}

PARA ESPAÑOL,  
CLIC AQUI

**YOUR INFINITI VEHICLE HAS A DEFECTIVE AIRBAG AND YOU NEED TO TAKE ACTION IMMEDIATELY.**

The defective Takata airbag in your vehicle could explode if it deploys in a crash, shooting metal fragments at you and your passengers. Until your airbag is repaired, you and your passengers may be at risk of **SERIOUS INJURY** or **DEATH**.

**Call {#-###-###-####} and schedule your FREE repair appointment TODAY.**

**DETAILS OF THE REPAIR:**

The repair is **FREE** and will be completed in as little as one hour\*. Your local INFINITI retailer will perform the **FREE** repair. Alternate transportation may be available if necessary to help minimize wait time and any inconvenience.

At INFINITI, your **SAFETY** is our top priority. Because this defect may result in **SERIOUS INJURY** or **DEATH**, we are **URGING** you to take IMMEDIATE action. The **SAFETY** of you and your loved ones may depend on it.

We **THANK YOU** in advance for your prompt attention to this **URGENT** Takata Airbag Safety Recall.

Please call {#-###-###-####} to schedule your **FREE** repair NOW!

Sincerely,  
INFINITI Recall Team

\*Repair times are approximate and may vary under different circumstances.

LEARN MORE

CLICK TO CALL



**DON'T WAIT.**

REPAIRING YOUR DEFECTIVE TAKATA AIRBAG IS **FREE** AND TAKES AS LITTLE AS **ONE HOUR**\*. LOANER VEHICLES MAY BE AVAILABLE FOR OWNERS THAT NEED THEM.

\*Repair times are approximate and may vary under different circumstances.

# Branded\_Hybrid\_Spanish Email



ESTIMADO/A {JANE DOE},  
NÚMERO DE REFERENCIA {AAN-NNA}

## SU VEHÍCULO INFINITI TIENE UN AIRBAG DEFECTUOSO Y DEBE TOMAR ACCIÓN INMEDIATAMENTE.

El airbag Takata defectuoso de su vehículo podría explotar si la bolsa se despliega en un choque, disparando fragmentos metálicos a usted y sus pasajeros. Hasta que no repare su airbag, usted y sus pasajeros pueden correr riesgo de sufrir **GRAVES HERIDAS** e incluso la **MUERTE**.

Llame al **x-xxx-xxx-xxxx** y programe una cita **GRATUITA** para reparar el airbag **HOY MISMO**.

### DETALLES DE LA REPARACIÓN:

La reparación es **GRATUITA** y tomará sólo una hora\*. Su concesionaria local de INFINITI llevará a cabo la reparación **GRATUITA**. En caso de ser necesario, contará con transporte alternativo para minimizar el tiempo de espera y cualquier inconveniente.

En INFINITI, su **SEGURIDAD** es nuestra prioridad. Debido a que este defecto puede causar **GRAVES HERIDAS** o la **MUERTE**, le **ROGAMOS** que tome acción **INMEDIATAMENTE**. Su **SEGURIDAD** y la de sus seres queridos podría depender de eso.

Desde ya, **LE AGRADECEMOS** por su atención rápida a este Retiro de Seguridad de Airbags **URGENTE**.

Por favor, llame al **x-xxx-xxx-xxxx** para programar su reparación **GRATUITA** ¡AHORA!

Atentamente,  
Su Equipo de Retiros de INFINITI

\* Los tiempos de reparación son aproximados y pueden variar en distintas circunstancias.

MÁS INFORMACIÓN

HAGA CLIC PARA LLAMAR





## NO ESPERE MÁS.


REPARAR SU AIRBAG DEFECTUOSO TAKATA ES **GRATIS** Y TOMA SÓLO UNA HORA\*. PUEDE HABER VEHÍCULOS RENTADOS DISPONIBLES PARA LOS DUEÑOS QUE LO NECESITEN.

\* Los tiempos de reparación son aproximados y pueden variar en distintas circunstancias.

# Branded\_Hybrid Facebook Ad

 **SafeAirbags.com**  
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Your INFINITI vehicle is on an URGENT Takata Airbag Recall List. The repair is FREE and your replacement parts are available. Call NOW to schedule your FREE repair!



SAFEAIRBAGS.COM

**URGENT-DON'T WAIT**

Defective Takata airbags can explode, shooting metal fragments at you and your passengers. Serious injury may result. Act now!

Click to call: xxx-xxx-xxxx

[Like](#) · [Comment](#) · [Share](#)

# Branded\_Hybrid\_Spanish Facebook Ad

 **SafeAirbags.com**  
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Su INFINITI se encuentra en una lista URGENTE de retiros de airbag Takata. La reparación es GRATUITA y sus partes de refacción están disponibles ¡Llame AHORA para programar su reparación GRATUITA!



**RETIRADA DE AIRBAGS URGENTE**

 SU SEGURIDAD ES NUESTRA PRIORIDAD

[SAFEAIRBAGS.COM](http://SAFEAIRBAGS.COM)

**URGENTE - NO ESPERE MÁS**

Los airbags defectuosos Takata pueden explotar, disparando fragmentos metálicos a usted y sus pasajeros. Puede causar graves heridas. ¡Actúe ahora!

[Like](#) · [Comment](#) · [Share](#)

Haga clic para llamar al: xxx-xxx-xxxx