

Infiniti USA
Electronic Field Communication

INFORMATION

Date: July 7, 2018

To: RAMs, FOMs, & RSOMs

Subject: Retailer Meeting Kit – Campaign Best Practices & Takata Client Lists

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

Please use the attached PDF presentation to review campaign best practices and how to access Takata client contact lists in DBS beginning July 9, 2018 with your retailers. An IPSB for how to access Takata owner lists in DBS will be sent out at a future date, but the last page of the PDF provides instructions for accessing owner lists once they are available.

NOTE: Campaign Owner Lists are campaign specific and some VINs may have campaigns other than Takata open. Retailers should continue the best practice of using Service Comm or DBS National Service History – Open Campaigns to determine all applicable campaigns for a specific VIN.

The excel spreadsheet can be used to generate potential gross profit estimates for retailers based on affected vehicles in the retailer's market area. The amount of open remaining VINs is subject to change as NNA data is routinely updated based on changes in vehicle registration or location.

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.

Attachments (2):

1. Campaign Best Practices Retailer Meeting
2. INFINITI retailer profit estimation worksheet

Retailer Communication:

FOMs should meet with their retailers, review the attached materials, and help retailers create an action plan for accelerating Takata campaign completions.

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