

To: All Subaru Retailers
From: Subaru of America, Inc. – Parts & Service
Date: July 26, 2016
Re: ***Takata Recall Expansion – Important Updates***

Dear Subaru Retailers,

As of July 22, 2016 the Takata recall was expanded to more than 500,000 additional vehicles. We are working hard to ensure that both you and our customers have the most current information about these recalls. In this announcement you will find the following information:

- Updated Takata Recall Expansion Parts Supply Schedule
- New customer-facing Takata Recall content on Subaru.com
- Directions on how to add messaging to the “schedule service” page on your retailer websites requesting customers call for information on parts availability

Updated Takata Recall Expansion Parts Supply Schedule as of 7/25/16

Please see the following parts availability schedule for previous and expanded Takata Recalls.

MY & Model	Part Number	Availability	Parts ETA	Expected Start Date of Owner Re-notification
2004-2005 Impreza/WRX/STI	98279FE070	Currently Available	Ample Supply	In progress (WQR53)
2003-2004 Legacy/Outback 2003-2006 Baja	98279AE00A	Not Available	September 2016	December 2016
2005-2009 Legacy/Outback	98279AG00A	Currently Available	Ample Supply	September 2016 (2005-2008 MY WQR53)
2009-2011 Forester	TBD	Not Available	September 2016	October 2016
2008-2011 Impreza/WRX/STI	TBD	Not Available	September 2016	November 2016
2010-2011 Legacy/Outback	TBD	Not Available	September 2016	December 2016
2006-2007 Impreza/WRX/STI	TBD	Not Available	September 2016	February 2017
2006-2011 Tribeca	TBD	Not Available	December 2016	December 2016

NOTE: Initial supply volume will be limited during first few months of availability and we will continue to work with FHI and Takata to improve parts availability (All dates are subject to change)

Takata Recall content on Subaru.com

We know that with the expansion of the Takata Recall we will certainly get an increase in recall service requests, plus also customer inquiries about how the Takata Recall affects them. In order to assist Subaru customers throughout this process, and hopefully alleviate some of their concerns, we’ve created a page on Subaru.com focused on the Takata Airbag recall (<http://www.subaru.com/vehicle-recalls/airbags.html>)

This site provides a letter to owners explaining a bit of background on the Takata Airbag Recall, highlights that these airbags have only been used on the passenger side and reiterates Subaru’s commitment to safety. Additionally,

there are Frequently Asked Questions based on the owner's model year. This page will be continually updated as needed.

Customers are able to access this content three different ways:

- 1) URL included in their recall letter or email
- 2) "Read More" button located on the [VIN Lookup](#) page
- 3) Tile on the homepage of Subaru.com

Recall pages are also being developed for your Subaru Retailer Website which will sync with those on subaru.com. There will be a VIN lookup for customers to check their vehicles for any open recall or service campaigns, as well as a separate Takata Air Bag Recall page that will automatically be updated to match the information on subaru.com.

Adding Messaging to the Schedule Service on your Retailer Website

In order to maintain as positive a customer experience as possible, while we are in a limited parts supply condition, we recommend you add language to your retailer websites at the start of the on line appointment setting process.

Suggested wording: "Takata Airbag Recall Info: We are currently unable to schedule repairs online for the Airbag Recall. Please contact the dealership (phone at XXX-XXX-XXXX or email to Joe @ subarusevice) with your Vehicle Identification Number (VIN) so that replacement parts can be pre-ordered specifically for your vehicle, and you can be notified when the parts are available. We apologize for any inconvenience."

Please follow the steps below to add this content on your retailer website. Or, if you would prefer to obtain assistance from your Digital Advisor, please contact him/her (via your DPSM) and ask to have the content added to your Schedule Service page.

- 1) Log into the Dealer.com Control Center. Place your mouse over "Welcome" in the upper-left hand corner of the screen, and choose "Website" from the fly-out menu.
- 2) Once on the Website home screen, click on the button labeled "Edit Website".
- 3) Now that you see the homepage of your website in the Website Editor, click on the "Sitemap" icon in the upper-left hand corner of the screen. A pop-up window will appear. Scroll down to the folder icon labeled "service", and click on "appointment".
- 4) Once on the Schedule Service page, click on the retailer-editable content widget (this widget will be between the title content area, and the service scheduler content area).
- 5) Now that the content widget is open, you can add the Subaru recommended text. Once you are happy with the size and placement of the text, click on the "Save" button directly below the content widget.
- 6) You're done! The content will appear immediately on your retailer website.

Additionally, we will be updating Schedule Connect to display messaging prompting customers to call you if they would like to request an appointment and to be notified when parts are readily available. This update is planned for mid-August.

Thank you for all of your help throughout this process. Please contact your DPSM if you need any additional support.

Best regards,

Gary Palanjian
Vice President, Parts & Service