

SERVICE ACTION W007 / W008 - TAKATA AIRBAG RECALL INCENTIVE PROGRAM



NAS19.08.012

WORKSHOP

USA

AFTERSALES BULLETIN

AUGUST 20, 2019

DESCRIPTION OF ISSUE

As part of Jaguar Land Rover North America's ongoing commitment in repairing all vehicles affected by Safety Recalls J069, (Jaguar XF), P081 (Land Rover Range Rover), *Takata Passenger Airbag*, a customer incentive program has been implemented. Owners of certain affected vehicles in these recalls who have not yet had their vehicle's passenger airbag module replaced will be eligible for a service voucher up to the value of \$500 to spend at the retailer.

This action will enhance recall completion. Please ensure your Service department has a plan in place to capitalize on this program.

Owners of vehicles not yet repaired in the Takata Recall may also be eligible for loaner car incentives under programs T003 (Jaguar) and T004 (Land Rover)

AFFECTED VEHICLE RANGE

Jaguar XF (X250) eligible for Safety Recall J069

Model Year: 2009-2010

VIN: R00029-R79334

Land Rover Range Rover (L322) eligible for Safety Recall P081

Model Year: 2007-2010

VIN: 233805-328561

[NOTE: Not all vehicles affected by these Takata Recalls are included in this program](#)

ACTION TO BE TAKEN

[NOTE: Use the Jaguar Land Rover claims submission system/DDW to make sure that the vehicle is eligible for W007 or W008, one of the Safety Recalls noted above, and any other Recall or incentive.](#)

CUSTOMER INCENTIVE INFORMATION

- The service voucher supplied to the customer has a value of up to and not exceeding \$500 which may be applied towards the purchase of a combination of service labor, maintenance, approved JLR repair parts, accessories and merchandise.
- Only one claim may be made per VIN and it may not be combined with any other monetary voucher program. Any remaining value after the first claim shall be null and void.
- Owners of vehicles not yet repaired in the Takata recall may also be eligible for other incentives (loaner vehicle) or additional recalls. Please check the Jaguar Land Rover claims submission system/DDW to make sure that the vehicle is eligible for any additional incentive program. If eligible, make sure to perform these at the same time.
- The open Takata Recall (J069 Jaguar XF, P081 Land Rover Range Rover) *must* be performed *before* a service vouchers can be used. We encourage retailers to conduct a Multi-Point Inspection (MPI) during the Recall visit, present any required maintenance or repair work to the customer and remind them these funds are available. Service vouchers should ideally be used during the same visit as for the Recall to maximize customer convenience.
- The owner notification letter advises customers may use the service vouchers in conjunction with Takata recall repairs performed up to September 30th 2019.

- Customers may redeem the service voucher up to 21 days from the date their vehicle's passenger airbag module is replaced.
- Service vouchers can only be redeemed by the owner of an eligible vehicle subject to the Takata Recall.
- Retailer-owned vehicles, while eligible for the Recall, are *ineligible* for the incentive vouchers.
- Service vouchers must be used on one repair order and or parts counter ticket. The owner cannot be paid cash in exchange, and there is no cash-value return if the total cost of purchase is less than \$500.

WARRANTY INFORMATION

Retailers may claim reimbursement for the voucher value redeemed by the customer up to the maximum \$500 as defined above.

Claims must be submitted quoting the relevant Program Code together with Option Code 'X' The service voucher is valid for 21 days from the date their vehicle's passenger airbag module is replaced.

All repair orders and parts counter tickets must be dated no later than 21 days after the date of the recall repair or October 21st 2019 whichever occurs first. Retailers must make copies of all Customer signed Invoice repair orders, parts and accessory counter tickets identifying all purchase items with proof of payment by the customer. Please retain these copies in the vehicle file for audit purposes.

JAGUAR XF

PROGRAM CODE	OPTION CODE	DESCRIPTION	SUNDRY CODE	VALUE
W007	X	Voucher Reimbursement	ZZZ999	\$500 (maximum)

LAND ROVER RANGE ROVER

PROGRAM CODE	OPTION CODE	DESCRIPTION	SUNDRY CODE	VALUE
W008	X	Voucher Reimbursement	ZZZ999	\$500 (maximum)

Normal Warranty policies and procedures apply.

CUSTOMER MAILING

The following sample customer letter includes offer details and a copy of the service voucher for this \$500 incentive program. The letter and voucher will be printed together on a single page.

SAMPLE OWNER LETTER

URGENT PASSENGER AIRBAG SAFETY RECALL
National Highway Traffic Safety Administration (NHTSA)
This notice applies to your vehicle VIN# []
Recall Number: []

FOR YOUR SAFETY, TAKE ACTION IMMEDIATELY

Dear {FirstName}

According to our records, your Jaguar vehicle's front passenger airbag is defective and needs to be replaced immediately.

When a defective airbag is exposed to high heat and high humidity over a number of years, the chemicals used to inflate the airbag may deteriorate. In the event of a crash, the airbag can explode and shoot sharp metal fragments, which can cause **serious injury or death** to the people of the vehicle.

Any Authorized Jaguar Retailer can replace the front passenger airbag in your vehicle for free, regardless of where the vehicle was purchased. The airbag recall repair is expected to take approximately two hours. If requested, a free loaner vehicle will also be provided to you.

LIMITED TIME OFFER

**RECEIVE A COMPLIMENTARY \$500 JAGUAR SERVICE VOUCHER WHEN
YOUR AIRBAG IS REPLACED FOR FREE****

SCHEDULE YOUR FREE AIRBAG RECALL REPAIR DATE TODAY by contacting your preferred authorized Jaguar Retailer with your Vehicle Identification Number (VIN). You can locate an authorized Jaguar Retailer using the "FIND A RETAILER" function on JaguarUSA.com. If you need assistance scheduling your free airbag recall repair, have any questions or no longer own this vehicle, please contact us at **1-800-452-4827, option 9** or email jagweb@jaguarlandrover.com.

As always, Jaguar is committed to your safety and the safety of your loved ones.

Sincerely,

[FPO signature FPO]

Rory Beattie
Vice President, Customer Service
Jaguar Land Rover North America, LLC

Please disregard this notice if you have already had this Airbag Recall Repair performed.

TO REDEEM YOUR COMPLIMENTARY \$500 SERVICE VOUCHER.**

- Contact your preferred authorized Jaguar Retailer
- Schedule your free airbag recall repair
- Provide the retailer with your Vehicle Identification Number (VIN)
- Present this service voucher upon arrival at the retailer

**Service voucher is valid for airbag repairs performed before September 30, 2019 and must be redeemed within 21 days from the airbag repair; must be used in a single transaction up to \$500 and the unused balance after the first use of the voucher will be voided.

\$500 SERVICE VOUCHER

Your Safety is important to us!

As a valued Jaguar owner, you will receive a complimentary \$500 Jaguar service voucher when you bring your Jaguar vehicle in for the free Airbag Recall Repair by September 30, 2019. Redeemable for expert service, genuine parts, merchandise and accessories within 21 days of your airbag repair.

This service voucher is being issued by Jaguar Land Rover North America directly to owners and is not a retailer's sale promotion or solicitation for business.

Restrictions apply to the Service Voucher:

- Service voucher is valid for airbag repairs performed before September 30, 2019.
- This service voucher can NOT be combined with any other offers.
- Service voucher must be used in a single transaction up to \$500.
- Unused balance after the first use of the voucher will be voided, and the unused portion is not redeemable as cash.