

SERVICE ACTION W007 / W008 - TAKATA AIRBAG RECALL INCENTIVE PROGRAM



NAS19.08.012
ISSUE 2

WORKSHOP

USA

AFTERSALES BULLETIN

OCTOBER 15, 2019

NOTE: this bulletin updates/supersedes all previous versions. Changes are highlighted in blue.

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).

For details of the separate Takata Airbag Recall Incentive program for a \$200 service voucher under campaigns W005 and W006, please refer to Aftersales Bulletin NAS19.08.008.

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 \$500 which may be applied towards the purchase of a combination of service labor, maintenance, approved Jaguar Land Rover 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 voucher 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.

- A second mailing of notification letter advises customers may use the service vouchers in conjunction with Takata recall repairs performed up to December 31, 2019.
- Previous service vouchers sent to owners with an expiration date of September 30, 2019, are now valid for Takata recall repairs performed on or before December 31, 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 a Takata Recall (J069 or P081).
- Retailer-owned vehicles eligible for the Recall are *not eligible* 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 January 21, 2020, 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	MAXIMUM VALUE
W007	X	Voucher Reimbursement	ZZZ999	\$500 (maximum)

LAND ROVER RANGE ROVER

PROGRAM CODE	OPTION CODE	DESCRIPTION	SUNDRY CODE	MAXIMUM 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.

[Customer Name]
[Customer Address]
[Customer Address]

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

TAKATA AIRBAG RECALL - FOR YOUR SAFETY, TAKE ACTION IMMEDIATELY

Dear [Customer Name],

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

⚠ Why do I need to get this repair done?

Because the risk of your defective Takata airbag exploding is serious, and could cause catastrophic injuries or death

🔧 What is the cost of this repair?

This repair is completely FREE. There is ZERO cost to you and there are no hidden fees. A free loaner vehicle can be provided to you upon request

📅 When do I need to get this repair done by?

This is an urgent repair, for your safety, it is very critical to perform it immediately. Please take action now

📍 Where can this repair be done?

Any authorized Jaguar retailer can replace the front Takata passenger airbag for FREE. Please visit JAGUARUSA.COM and click on **RETAILERS** in the upper right corner of the screen to locate one and schedule your appointment today. The repair takes approximately three hours to complete.

LIMITED TIME OFFER: RECEIVE A COMPLIMENTARY \$500 JAGUAR SERVICE VOUCHER WHEN YOUR AIRBAG IS REPLACED FOR FREE. **

If you need assistance scheduling your FREE Takata airbag recall repair, have any questions or no longer own this vehicle, please contact us at **1-800-4JAGUAR (1-800-452-4827) option 9** or email jagweb1@jaguarlandrover.com.

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

Sincerely,



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

TO REDEEM YOUR COMPLIMENTARY \$500 SERVICE VOUCHER**

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

**Service voucher is: valid for airbag repairs performed before December 31, 2019; 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 December 31, 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 December 31, 2019.
- This service voucher CANNOT 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; the unused portion is not redeemable as cash.

