



NEW! IN-VEHICLE RECALL MESSAGING

PRESENTING NEW CUSTOMER OUTREACH ON THE S63 RECALL

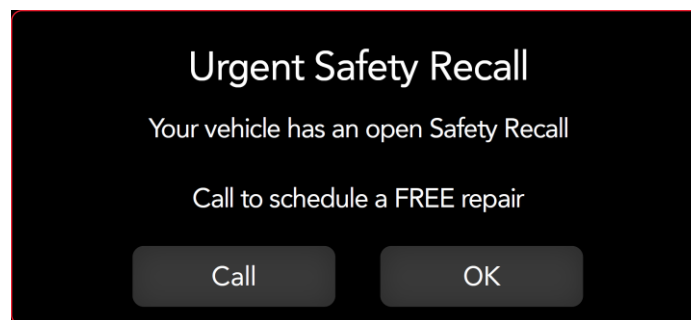
New Customer Outreach Methods for Recalls

Mopar is excited to announce a new method to reach customers impacted by a recall! Select vehicles equipped with an RA3 or RA4 radio ('13 - '18 Model Year) that have a registered Uconnect account have the capability to receive and display messages alerting the customer of an open recall. This message can be deployed by FCA when campaign completions warrant additional customer contact.

Below are a few key points about the message that will be displayed to the customer.

- This message will be deployed by FCA and notify the customer of the recall that is open on the vehicle. It will direct the customer to contact the Customer Assistance Center or their dealer.
 - Customers will be able to select two options:
 - Call the Customer Assistance Center who will work to arrange an appointment at their dealer.
 - Acknowledge the receipt of the message by clicking "ok."
- * If the message is ignored, the pop up will continue each key cycle.

Below is a look at the message that will be displayed:



Action requested

- Please ensure all Service Personnel including Service Management, Advisors, Business Development Center Personnel and Warranty Administrators are aware of this communication to properly handle customers notified of a Recall via this new method.
- As this notification requires a registered Uconnect account, it is important to ensure all dealership employees know the importance of helping a customer activate their Uconnect account at new vehicle delivery or in the service drive. This will ensure they receive these important communications when deployed. This helps reduce dealership expense in performing recall outreach.

S63 Safety Recall (Seat Fastener Torque) Information

- In vehicle messaging will be deployed to affected vehicles that have not had recall S63 completed.
- Notification will be deployed on 11-15-2017

Recall Overview

- This recall applies to about 1,800 Jeep Cherokees built from July 26, 2013 through February 05, 2016. These vehicles may have been manufactured with a seat fastener that was not tightened to the proper torque specification. A loose seat fastener could increase the risk of injury to seat occupants during a crash event therefore the affected seat assembly must be replaced.
- Due to various unique VIN to seat-set-assemblies that are offered by FCA and covered by recall campaign S63 please review the detailed instructions listed to order a seat (found in the dealer recall instructions).

FCA appreciates your continued support in satisfying customers and recall completion!