


# Update 3.15.16: Takata Airbag Recall

 March 15, 2016

Colleagues,

As promised in my last Dealer Direct post, I'm reaching out to let you know that Takata-related communications and tools are now available on BMW Dealer Direct. You can find this information under "Takata," a new tab on Dealer Direct that will serve as a "one-stop shop" for all Takata-related communications that are currently issued from various sources.

This will enable you as a dealer, center operator or general manager to access all materials developed to support you and your business as we manage through this challenging time together. We urge you to use these materials to lead your dealer employee teams through this united effort, using these materials.

Keep in mind that not everyone has access to BMW Dealer Direct, so I cannot overemphasize the importance of your role as Dealers and Field Support teams - to proactively share these materials – including the Communication Toolkit – with your center teams.

Importantly, please note that these materials are designed to keep you and your teams up to speed and provide communications support as you engage with your customers.

The toolkit is intended for all customer-facing individuals to facilitate communications with affected customers. These materials should be used to help drive those conversations, but we ask that you not share these materials directly with customers. It is important to take this engagement with your customers as an opportunity to provide the highest quality level of customer care.

We have a dedicated team to support keeping materials updated as needed, based on new information and YOUR feedback.

**[Please click here to view and print the Communication Toolkit for Dealers.](#)**

Stay tuned to BMW Dealer Direct for more updates to come.

Thank you for your continued partnership!