



## Update 3.23.16: Takata Airbag Recall

 March 23, 2016

As part of BMW of North America's commitment to ongoing communication regarding the industry-wide Takata airbag recall, [I](#) shares an important update. Please read what he has to say and share with your center teams.

Colleagues,

The challenge for each of us remains: to turn this situation into a positive customer experience at every touchpoint. That's how we'll collectively build trust, show care and deepen loyalty one customer at a time, for potentially thousands of customers.

As promised in my last Dealer Direct post, we now have the expanded Dealer Communication toolkit available. The toolkit includes critical information to help you both manage through this challenging time for your business *and* deliver the "ultimate customer experience" that every customer deserves, regardless of the circumstances.

The key addition is the **PRIORITIZED OPTIONS FOR AFFECTED TAKATA CUSTOMERS** document. It is intended as a resource to help you and your teams guide customers to the best options based on their situation (e.g. vehicle model, owner status, etc.). With that, you'll also find an operations Q&A and supporting bulletins. For easy navigation, simply click on the bulletin numbers in the document to quickly jump right to that bulletin. Similarly, each topic in the table of contents is clickable and will take you right to the desired document with a simple click.

Here's a point that I absolutely must stress: BMW is making these investments to help dealers navigate the challenging business circumstances we collectively face; it is not a marketing effort to use indiscriminately. Some customers may try to use goodwill as leverage, please caution your teams against allowing that to happen.

Please cascade and review these important toolkit additions with your customer-facing team starting today.

[Click here to view and print the enhanced Communication Toolkit for Dealers.](#)

BMW Dealer Direct will continue to be a one-stop shop for Takata-related communications and updates. In the meantime, if you have any questions or feedback, please share it here in the "Comments" section below.

On behalf of the BMW NA Management team, thank you for your partnership and continued engagement.