




Update 4.01.16: Takata Airbag Recall

 April 1, 2016

Updated Dealer Communication toolkit related to the Takata recall. Please review and share with your center team.

Colleagues –

I'm reaching out to share some new updates to the following sections of the Dealer Communication toolkit:

- Prioritized Options for Affected Takata Customers
- Operations Update Bulletin
- The Safety Recall Q&A from BMW Financial Services
- Trade-In Options

Please use this updated 04.01.16 toolkit, which supersedes all prior versions:

[Click here to view and print the updated Dealer Communication Toolkit](#)

Also, thank you to those who have shared feedback on the value of the toolkit in helping enable your business and engage our customers. We've also received some additional insights and suggestions, which we're working through and expect will result in some small process refinements/enhancements. More on this soon.

Along with your feedback, I encourage you to use Dealer Direct to post best practices and simple ways you are leveraging the toolkit within your dealership. A single post can reach and potentially benefit over 1,000 colleagues. We have a lot to learn from each other, so let's use this easy channel to keep doing just that