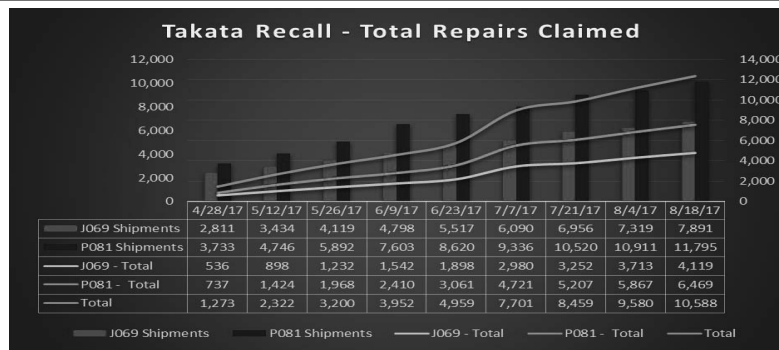


Takata Recall

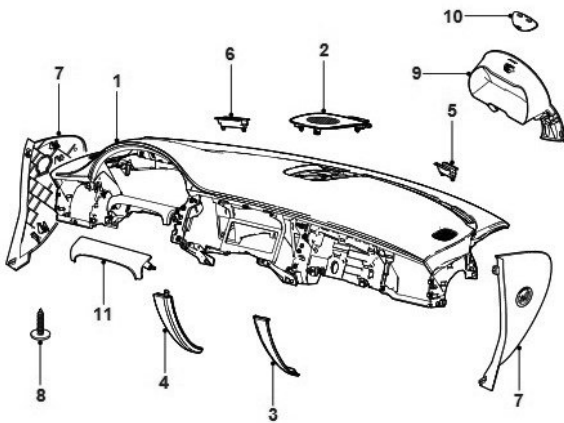
Parts Availability & Completion Rates



Parts Supply (Shipments)	Jaguar (J069)				Land Rover (P081)				Total			
	N.A. Parts on Hand	Units Shipped	Wkly Avg. Units Shipped	Week Supply	N.A. Parts on Hand	Units Shipped	Wkly Avg. Units Shipped	Week Supply	N.A. Parts on Hand	Units Shipped	Wkly Avg. Units Shipped	Week Supply
Total	4,891	7,891	343	14	5,337	11,795	513	10	10,228	19,686	856	12

Priority Group Performance includes "Oot"	Jaguar (J069) 2009 - 2011 XF				Land Rover (P081) 2007 - 2011 Range Rover				Total			
	Affected Units	% of Jag Recall	Units Repaired	% Vehicles Completed	Affected Units	% of L.R. Recall	Units Repaired	% Vehicles Completed	Affected Units	% of Total Recall	Units Repaired	% Vehicles Completed
Total PG4 / PG5	15,001	28%	5,209	34.7%	27,701	51%	10,692	38.6%	42,702	39%	15,901	37.2%

Takata Recall Parts Availability



Parts ordering restrictions will apply to ensure adequate supply for customer vehicles.

Call Out	Part #	Description
NEW	C2Z9072AMS	Facia Vent RH (Truffle)
NEW	C2Z9072AMT	Facia Vent RH (Oyster)
NEW	C2Z9072LEG	Facia Vent RH (Warm Charcoal)
NEW	C2Z9072JMN	Facia Vent RH (Navy)
NEW	C2Z9073AMS	Facia Vent LH (Truffle)
NEW	C2Z9073AMT	Facia Vent LH (Oyster)
NEW	C2Z9073LEG	Facia Vent LH (Warm Charcoal)
NEW	C2Z9073JMN	Facia Vent LH (Navy)
5	C2Z3304AMS	Defrost Vent Blanking Plug RH (Truffle)
5	C2Z3304AMT	Defrost Vent Blanking Plug RH (Oyster)
5	C2Z3304LEG	Defrost Vent Blanking Plug RH (Warm Charcoal)
5	C2Z3304JMN	Defrost Vent Blanking Plug RH (Navy)
6	C2Z3303AMS	Defrost Vent Blanking Plug LH (Truffle)
6	C2Z3303AMT	Defrost Vent Blanking Plug LH (Oyster)
6	C2Z3303LEG	Defrost Vent Blanking Plug LH (Warm Charcoal)
6	C2Z3303JMN	Defrost Vent Blanking Plug LH (Navy)
2	C2Z1835AMS	Speaker Grille (Truffle)
2	C2Z1835AMT	Speaker Grille (Oyster)
2	C2Z1835LEG	Speaker Grille (Warm Charcoal)
2	C2Z1835AMT	Speaker Grille (Navy)

Takata Recall Customer Outreach



Customer Calls:

- Epsilon to begin calling owners of Priority Group 4 Range Rovers (MY2007-2009) the week of August 21st
- Calls will be made on behalf of the JLR retailer
- Appointments may be scheduled at your retailer location
 - Appointments will be scheduled 7 days in advance
 - Service Managers will be notified via email
- Scheduled appointment targets
 - August: 375
 - September: 1,500

Postcard Mailing:

- Postcards to be mailed to owners of all non-repaired open Priority Group Jaguar and Land Rover vehicles
 - Jaguar: 10,882
 - Land Rover: 17,009

Internet Car-Buying Site Emails:

- Several Car-Buying websites have agreed to test a used car outreach campaign on behalf of JLR
- Test program will target all open priority group JLR vehicles
- Owners of affected JLR vehicles listed on these car-buying sites will receive a recall notification via email
- Test program to begin the week of August 21st

EPSILON TO SCHEDULE TAKATA AIRBAG RECALL SERVICE APPOINTMENTS

Starting in August, 2017, Epsilon will be calling customers on behalf of Jaguar Land Rover North America to schedule service appointments for customers identified as owners of a vehicle that is part of the Takata Airbag Recall.

The historic Takata Recall is an unprecedented recall with significant government oversight. In fact, it has been mandated that no promotional offers or upsell be tied to the completion of the recall.

APPOINTMENTS MAY BE SCHEDULED AT YOUR RETAILER LOCATION

All service appointments will be scheduled seven days in advance and an email notification will be sent to the Service Manager. For questions regarding scheduling or to opt out, please call:

Epsilon Program Headquarters
Phone: 888-240-6521
Email: jaguarlandroverphq@epsilon.com

URGENT
TAKATA
AIRBAG
SAFETY RECALL

SCHEDULE A "FREE"
REPAIR FOR YOUR
JAGUAR VEHICLE
IMMEDIATELY!!

IMPORTANT: SAFETY RECALL INFORMATION
Issued in Accordance
With Federal Law

NTSA