

TAKATA PASSENGER AIRBAG RECALL

\$500 SERVICE VOUCHER



- Offered to PG 4-5 (NAS19.08.012)
- Can be used toward service, parts, merchandise
- Can NOT be combined with other offers
- 10,852 letters mailed on 8/22/2019

\$500 SERVICE VOUCHER

Your Safety is important to us!

As a valued Jaguar owner, you will receive a complimentary \$500 Jaguar service voucher when you bring your Jaguar vehicle in for the free airbag recall repair by September 30, 2019. Redeemable for expert service, genuine parts, merchandise and accessories within 21 days of your airbag repair.

This service voucher is being issued by Jaguar Land Rover North America directly to owners and is not a retailer's sale promotion or solicitation for business.

Restrictions apply to the service voucher:

- Service voucher is valid for airbag repairs performed before September 30, 2019.
- This service voucher can NOT be combined with any other offers.
- Service voucher must be used in a single transaction up to \$500.
- Unused balance after the first use of the voucher will be voided, and the unused portion is not returnable as cash.

Sample Customer Letter

Sample A: Sample
1234 Main Street
Anytown, USA 54321

URGENT PASSENGER AIRBAG SAFETY RECALL
National Highway Traffic Safety Administration (NHTSA)
This notice applies to your vehicle VIN# []
Recall Number: []

FOR YOUR SAFETY, TAKE ACTION IMMEDIATELY

Dear [First Name],

According to our records, your Jaguar vehicle's front passenger airbag is defective and needs to be replaced immediately.

When a defective airbag is exposed to high heat and high humidity over a number of years, the chemicals used to inflate the airbag may deteriorate. In the event of a crash, the airbag can explode and shoot sharp metal fragments, which can cause **serious injury or death** to the people in the vehicle.

Any authorized Jaguar Retailer can replace the front passenger airbag in your vehicle for free regardless of where the vehicle was purchased. The airbag recall repair is expected to take approximately two hours. If required, a loaner vehicle will also be provided to you upon request.

LIMITED TIME OFFER: RECEIVE A COMPLIMENTARY \$500 JAGUAR SERVICE VOUCHER WHEN YOUR AIRBAG IS REPLACED FOR FREE.**

SCHEDULE YOUR FREE AIRBAG RECALL REPAIR TODAY!

Contact your preferred authorized Jaguar Retailer with your Vehicle Identification Number (VIN). You can locate an authorized Jaguar Retailer using the "FIND A RETAILER" function on JaguarUSA.com. If you need assistance scheduling your free airbag recall repair, have any questions or no longer own this vehicle, please contact us at **1-800-4JAGUAR (1-800-452-4827) option 9** or email jagweb@jaguarlandrover.com.

As always, Jaguar is committed to the safety of you and your loved ones.

Sincerely,

[JPO signature FPQ]

Rory Boettig
Vice President, Customer Service
Jaguar Land Rover North America, LLC

Please disregard this notice if you have already had this airbag recall repair performed.

TO REDEEM YOUR COMPLIMENTARY \$500 SERVICE VOUCHER:**

- Contact your preferred authorized Jaguar Retailer
- Schedule your free airbag recall repair
- Provide the retailer with your Vehicle Identification Number (VIN)
- Present this service voucher upon arrival at the retailer

**Service voucher is valid for free recalled airbag repairs performed before September 30, 2019 and must be redeemed within 21 days from the airbag repair; must be used in a single transaction up to \$500 and the unused balance after the first use of the voucher will be voided.

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