

DAIMLER TRUCK

North America

Daimler Truck North America
Sam Geser
Manager
Compliance and Regulatory Affairs

September 29, 2023

Chief Counsel
National Highway Traffic Safety Administration
1200 New Jersey Avenue S.E.
Washington D.C. 20590
Attention: Recall Management Division

Re: Paragraph 37 Quarterly Supplemental Assessments, Q3 2023

Dear Chief Counsel:

In Q3 2023, DTNA continued outreach activities with the revised initiatives started late in 2020, targeted at maximizing the recall completion rate.

Third Party Customer Calling: Since Q4 2020, DTNA renewed the approach and contracted with American Diversity to achieve a higher recall completion rate. On behalf of DTNA, American Diversity is reaching out to customers to facilitate and schedule Takata air bag repairs. This program was activated on 11/06/2020 and continues to provide measurable results.

So far, we have made 9,696 customer calls, based on this initiative we have completed 160 repairs.

Bounty Program: In Q4 2020, DTNA developed the Sterling “Bounty Program” to incentivize customer participation in the recall. DTNA is offering \$500 per air bag per customer for each completed VIN. “In Q1 2023 Paragraph 37 Quarterly supplemental assessment submission DTNA inadvertently supplied incorrect bounty request numbers based on the information received from a third-party. To-date, we have completed 159 bounty requests”.

Monthly Postcard: Starting in September 2020, DTNA began sending out monthly postcards to customers. Postcards have been sent out for the last 10 quarters starting Q3 2020. So far, 112 customer have contacted us requesting the campaign to be completed.

DTNA has received feedback regarding truck bounty web page with Spanish language version. DTNA will be revising the website page to incorporate the feedback we have receive to make it more accessible to Spanish speakers.

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Mobile Repair: DTNA has partnered with Love's Travel Stops for light mechanical warranty repair work, roadside warranty emergency services, and approved field service and recall campaigns for Freightliner trucks. We are developing a process map with Love's to direct customer to DTNA dealer network for Takata airbag repairs.

Trap Report Initiative: DTNA has also started an initiative to monitor Dealer Network Repair Order Data Base to "Trap" Sterling Bullets during routine maintenance, or service event. With this initiative, DTNA was able to trap 63 Sterling Bullets, so far, 51 repairs have been completed and DTNA is working on getting remaining repaired.

Salvage Yards: DTNA continued collaboration with harbor business associates, currently monitoring 1700 Sterling Bullet VINs for EOL activities related to repossession, salvage yard and impoundment of vehicles. The program was first released in Q1 2021. Currently, closed out 29ea VINs based on HBA's end of life data. No additional VINs were identified during this quarter.

Dealer Incentives: DTNA has also extended significant incentives to dealers to complete the Takata-related recalls. DTNA will continue with the incentives through the life of the recall.

Please don't hesitate to contact me if you have any questions.

Sincerely,



Sam Geser

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