

**Subarunet Announcement**

**To: All Subaru Retailers**

**From: Subaru of America, Inc.**

**Date: June 26, 2017**

**Subject: Monthly email Owner Notification - Takata Recalls**

As part of our continued efforts to increase repair completion rates for the various phases of our Takata air bag inflator recall, please be advised that SOA will be sending monthly Takata recall reminder emails to all affected owners with a valid email address on file with MySubaru.com, starting this week. This is in addition to the monthly Care Connect Market Drivers that are automatically sent by each retailer.

As we work through the Takata recall process, we will continue to mail owner notification letters advising additional customers that parts are available, and to schedule an appointment. These owners will be notified based on the priority group assignments established by NHTSA, in conjunction with the available parts supply.

If an owner has not yet been notified by first class mail to schedule an appointment, they will not receive a reminder email.

As a reminder, if a customer requests a loaner car due to any repair delays related to either a parts supply condition or a short-term retailer service capacity issue, retailers shall make every effort to provide that customer with a loaner car. Normal warranty procedures should be followed to obtain reimbursement for the loaner car, in accordance with section 8.4.7 of the Claims Policies and Procedures Manual on Subarunet.com.

We sincerely appreciate the efforts and cooperation of our retailers as we work through this unprecedented recall. Let's take every opportunity to take care of these customers and provide a great service experience, despite the circumstances.