

SERVICE ACTION W007 / W008 - TAKATA AIRBAG RECALL INCENTIVE PROGRAM -Q2 2020 UPDATE



NAS20.03.017

WORKSHOP

USA

AFTERSALES BULLETIN

MARCH 24, 2020

NOTE: [this bulletin updates/supersedes NAS20.02.008.](#)

DESCRIPTION OF PROGRAM

As part of Jaguar Land Rover North America's ongoing commitment in repairing all vehicles affected by Safety Recalls J069, J070, J071, and J072 (Jaguar XF) and P081, P082, P083, and P084 (Land Rover Range Rover), *Takata Passenger Airbag*, a customer incentive program has been implemented. Owners of certain affected vehicles in these recalls who have not yet had their vehicle's passenger airbag module replaced will be eligible for a service voucher up to the value of \$500.00 to spend at the retailer. The attached \$500.00 vouchers are not valid for any Takata recall repairs performed before the date of this bulletin.

This action will enhance recall completion. Please ensure your Service department has a plan in place to capitalize on this program.

Owners of vehicles not yet repaired in the Takata Recall may also be eligible for loaner car incentives under programs T003 (Jaguar) and T004 (Land Rover).

AFFECTED VEHICLE RANGE

Jaguar XF (X250) eligible for Safety Recall J069, J070, J071, and J072

Model Year: 2009-2015

VIN: S

Land Rover Range Rover (LM) eligible for Safety Recall P081, P082, P083, and P084

Model Year: 2007-2012

VIN:

NOTE: [not all vehicles affected by these Takata Recalls are included in this program](#)

ACTION TO BE TAKEN

NOTE: [use the Jaguar Land Rover claims submission system/DDW to make sure that the vehicle is eligible for W007 or W008, one of the Safety Recalls noted above, and any other Recall or incentive.](#)

CUSTOMER INCENTIVE INFORMATION

- The service voucher supplied to the customer has a value of up to \$500.00 which may be applied towards the purchase of a combination of service labor, maintenance, approved Jaguar Land Rover repair parts, accessories, and merchandise.
- Only one claim may be made per VIN and it may not be combined with any other monetary voucher program. Any remaining value after the first claim shall be null and void.
- Owners of vehicles not yet repaired in the Takata recall may also be eligible for other incentives (loaner vehicle) or additional recalls. Please check the Jaguar Land Rover claims submission system to make sure that the vehicle is eligible for any additional incentive program.
- The open Takata Recall *must* be performed *before* a service voucher can be used. We encourage retailers to conduct a Multi-Point Inspection (MPI) during the Recall visit, present any required maintenance or repair work to the customer, and remind them these funds are available. Service vouchers should ideally be used during the same visit as the Recall to maximize customer convenience.
- The owner notification letter, which will be sent on behalf of their local retailer, advises that customers may use the service voucher in conjunction with Takata recall repairs performed on or before **June 30, 2020**.

- Customers may redeem the service voucher up to 21 days from the date their vehicle's passenger airbag module is replaced.
- Service vouchers can only be redeemed by the owner of an eligible vehicle subject to the Takata Recall.
- Retailer-owned vehicles eligible for the Recall are *not eligible* for the incentive vouchers.
- Service vouchers must be used on one repair order and/or parts counter ticket. The owner **cannot** be paid cash in exchange and there is no cash-value return if the total cost of purchase is less than \$500.00.

WARRANTY INFORMATION

Retailers may claim reimbursement for the voucher value redeemed by the customer up to the maximum \$500.00 as defined above.

Claims must be submitted quoting the relevant Program Code and Option Code 'X'. The service voucher is valid for 21 days from the date the passenger airbag module is replaced.

All repair orders and parts counter tickets must be dated no later than 21 days after the date of the recall repair or July 21, 2020, whichever occurs first. Retailers must make copies of all Customer signed repair orders, parts, and accessory counter tickets identifying all purchased items with proof of payment by the customer. Please retain these copies in the vehicle file for audit purposes.

JAGUAR XF

PROGRAM CODE	OPTION CODE	DESCRIPTION	SUNDRY CODE	VALUE
W007	X	Voucher Reimbursement	ZZZ999	\$500.00 (maximum)

LAND ROVER RANGE ROVER

PROGRAM CODE	OPTION CODE	DESCRIPTION	SUNDRY CODE	VALUE
W008	X	Voucher Reimbursement	ZZZ999	\$500.00 (maximum)

Normal Warranty policies and procedures apply.



Sample Name
Sample Address
Sample City,
Sample State, Sample Zipcode

URGENT PASSENGER AIRBAG SAFETY RECALL
National Highway Traffic Safety Administration (NHTSA)
This notice applies to your vehicle VIN#
Recall Number: J069-SV7

FOR YOUR SAFETY, TAKE ACTION IMMEDIATELY

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

⚠ Why do I need to get this repair done?

Because the risk of your defective Airbag exploding is serious and could cause catastrophic **injury or death.**

💰 What is the cost of this repair?

This Airbag Repair is completely FREE. There is ZERO cost to you and there are no hidden fees. A free loaner vehicle can be provided to you upon request.

📅 When do I need to get this repair done by?

This is an urgent repair, for your safety, it is very critical to perform it **immediately.** Please act now

📍 Where can this repair be done?

Any authorized Jaguar retailer can replace the front passenger airbag for FREE. Please visit [JaguarUSA](#) and click on **AERS** in the upper right corner of the screen to locate one and schedule your Takata Airbag repair appointment today. The repair takes approximately three hours to complete.

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

If you need assistance scheduling your free airbag recall repair, have any questions or need to register your vehicle, please contact us at **1-800-4JAGUAR (1-800-452-4827) option 9** or email jagweb1@jaguarlandrover.co

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

Sincerely,

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

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 recall airbag repairs performed before June 30, 2020; and must be redeemed within 21 days from the airbag repair; must be used in a single transaction and the unused balance after the first use of the voucher will be voided.

\$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 June 30, 2020. 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. It 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 June 30, 2020.
- 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 Name
Sample Address Sample City,
Sample State, Sample Zipcode

CAMPAÑA DE SEGURIDAD URGENTE RELACIONADA CON LAS BOLSAS DE AIRE DEL LADO DEL PASAJERO DELANTERO

National Highway Traffic Safety Administration (NHTSA)

Este aviso corresponde a su vehículo VIN n.º

Número de campaña: J069-SV7

POR SU SEGURIDAD, ACTÚE INMEDIATAMENTE

Estimado Damon:

Según nuestros registros, la bolsa de aire del lado del pasajero delantero de su vehículo Jaguar presenta un defecto y debe reemplazarse de inmediato.

⚠️ ¿Por qué debo hacer esta reparación?

Porque el riesgo de que su bolsa de aire defectuosa explote es grave y puede causar **lesiones catastróficas o la muerte.**

💰 ¿Cuál es el costo de esta reparación?

La reparación de la bolsa de aire se hará de forma completamente GRATUITA. NO HAY costos para usted y no hay tarifas ocultas. Se le dará un vehículo en préstamo de forma gratuita si lo solicita.

📅 ¿Cuándo debo hacer esta reparación?

Esta es una reparación urgente. Por su seguridad, es de suma importancia que la haga **inmediatamente**. Hágalo ahora.

📍 ¿Dónde puede hacerse esta reparación?

Cualquier distribuidor minorista autorizado de Jaguar puede reemplazar la bolsa de aire del pasajero delantero de forma GRATUITA. Visite JaguarUSA.com y haga clic en **RETAILERS (DISTRIBUIDORES MINORISTAS)** en la esquina superior derecha de la pantalla para encontrar uno y programar hoy la cita de reparación para su bolsa de aire Takata. La reparación toma aproximadamente tres horas en completarse.

OFERTA POR TIEMPO LIMITADO: RECIBA UN VALE DE SERVICIO TÉCNICO DE JAGUAR POR \$500 DE REGALO AL REEMPLAZAR LA BOLSA DE AIRE DE MANERA GRATUITA.**

Si necesita asistencia para programar su cita para reparar gratis la bolsa de aire bajo esta campaña, si tiene preguntas o ya no es propietario de este vehículo, llámenos al **1-800-4JAGUAR (1-800-452-4827)**, o envíenos un correo electrónico a jagweb1@jaguarlandrover.com.

Como siempre, Jaguar está comprometido con su seguridad y la de sus seres queridos.

Atentamente,

Rory Beattie
Vicepresidente, Atención al Cliente
Jaguar Land Rover North America, LLC

PARA REDIMIR SU VALE DE SERVICIO TÉCNICO POR \$500 DE REGALO:**

- Comuníquese con el distribuidor minorista Jaguar autorizado de su preferencia
- Dé al distribuidor el número de identificación de su vehículo (VIN)
- Programe la cita para reparar gratis la bolsa de aire bajo esta campaña
- Presente este vale de servicio técnico al llegar al distribuidor

**El vale de servicio técnico es válido para reparaciones gratuitas de bolsas de aire bajo esta campaña realizadas antes del 30 de junio de 2020, y debe redimirse dentro de 21 días de la reparación de la bolsa de aire; debe usarse en una sola transacción de hasta \$500 y el saldo sin utilizar después del primer uso del vale se cancelará.

VALE DE SERVICIO TÉCNICO POR \$500

Su seguridad es importante para nosotros.

Jaguar lo valora como propietario de uno de nuestros vehículos. Por ello, recibirá un vale de servicio técnico de Jaguar por \$500 de regalo cuando lleve su vehículo Jaguar a un distribuidor para reparar gratis la bolsa de aire bajo esta campaña antes del 30 de junio de 2020. Puede redimirse por servicio técnico por parte de un experto, piezas genuinas, mercadería y accesorios dentro de los 21 días de la reparación de la bolsa de aire.

Este vale de servicio técnico es emitido por Jaguar Land Rover North America directamente a los propietarios. No es una promoción de ventas ni un ofrecimiento comercial de un distribuidor minorista.

Se aplican restricciones al vale de servicio técnico:

- El vale de servicio técnico es válido para reparaciones de bolsas de aire realizadas antes del 30 de junio de 2020.
- Este vale de servicio técnico **NO puede** combinarse con ninguna otra oferta.
- El vale de servicio técnico debe usarse en una sola transacción de hasta \$500.
- El saldo sin utilizar después del primer uso del vale quedará anulado, y la porción sin utilizar no podrá devolverse en efectivo.



**AIRBAG
RECALL**



NHTSA



**U.S. Department
of Transportation**