

Title

Help Prepare Your Dealership for Recall Completions!

Start Date: 2/16/2018 8:16 AM

End Date

12/31/8900 12:00 AM

Note: All times are **EST**

Flagged for Reporting Agency
Message

YES



Communicating recalls in a variety of ways is extremely important and can ensure these important messages are reaching every customer affected. Below are some easy and inexpensive ways your dealership can help promote the urgent Takata airbag recall.

Click [HERE](#) for some great options to help communicate Takata recalls.



RECALL NEWSLETTER

HOW TO PREPARE YOUR DEALERSHIP FOR RECALL COMPLETIONS

At FCA US LLC, our customer's confidence in our products and service is of the utmost importance. As a result, we may periodically need to recall a vehicle or part to correct a safety issue or to improve our customer's satisfaction. Communicating recalls in a variety of ways is extremely important and can ensure these important messages are reaching each and every customer affected. Below are some easy and inexpensive ways your dealership can help promote the urgent Takata airbag recall.

Below are some great options that your dealership can leverage today to help communicate Takata recalls.

***NOTE:** All recall mailers are 100% Mopar One Funds eligible. All other mailers are 50%.

CRM TACTICS

Mail Only

Objective: Allow dealers and/or Business Centers to order relevant recall follow up mailer for specific open recall owners. It involves the dealers individually enrolling or the BC gathering interest and providing par list to Avanzado for loading. These assets are currently available for order in OnDemand.

Cost: [REDACTED] per record mailing first class



Mailer #218



Mailer #220



Mailer #288*



Mailer #286

*Recall w/Special Offer for Recall Service Clinic



RECALL NEWSLETTER

HOW TO PREPARE YOUR DEALERSHIP FOR RECALL COMPLETIONS

CRM TACTICS

Mail & Email

Objective: Allow dealers and/or Business Centers to order relevant recall mailer with follow up email for specific open recall owners. It involves the dealers individually enrolling or the BC gathering interest and providing par list to Avanzado for loading. These mailers are all available within OnDemand tool for ordering today.

Cost: [redacted] per record mailing first class (budget determined by dealer)

ACT NOW TO HELP PROTECT YOUR PASSENGERS AND VEHICLE.

URGENT INFORMATION ABOUT YOUR VEHICLE

URGENT AIR BAG RECALL.

In the event of a crash, metal fragments from your air bag could seriously injure you or your vehicle's passengers.

Schedule your FREE repair today!

Dear Brandon,

Your air bag could cause **SERIOUS INJURY OR DEATH**. In the event of a crash (even a minor one) that causes the air bag to deploy, your vehicle air bag(s) could explode, resulting in metal fragments striking the driver or other people in the vehicle. It is **URGENT THAT YOU HAVE THIS REPAIRED IMMEDIATELY** for the safety of you and your passengers.

We will replace the defective frontal air bag(s) for **FREE** and may even be able to provide a loaner vehicle for use during the repair process.

YOUR SAFETY IS OUR TOP PRIORITY. We sincerely apologize for any inconvenience this recall may cause you. Thank you in advance for your prompt attention to this urgent recall.

Regards,
Baxter Chrysler Dodge Jeep Ram of Bellevue

ATENCIÓN! La unidad descrita en esta carta tiene un llamado a revisión pendiente por realizar. Para protegerlo a usted y a su familia, es urgente que se comunice con el grupo FCA US al teléfono [1-844-373-6623] con el fin de programar una cita y sea reparada su unidad sin costo para usted.

Spanish language section

Your vehicle has 1 or more air bag recalls

Owner: Brandon Ridout
Make & Model: 2017 Jeep Cherokee
VIN: 1D7HE42X07S128822
Recall: DRIVER AIRBAG INFLATOR
Recall: PASSENGER AIRBAG INFLATOR

VIEW RECALL

VISIT US TODAY.

Baxter Chrysler Dodge Jeep Ram of Bellevue
7713 South 16th Circle
Bellevue, NE 68147
(402) 934-3599

SERVICE HOURS:
Mon-Fri 9:00 A.M.-8:00 P.M.
Sat 7:30 A.M.-4:00 P.M.

CLICK HERE FOR DIRECTIONS

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You received this email because of your interest in Jeep Ram vehicles. At Jeep Ram, we value your privacy. If you do not wish to receive further information from Jeep Ram, [click here](#).

Jeep Ram Contact Center Headquarters, 1000 Chrysler Dr., O'Fallon, IL 60456, (800) 964-9800

Link to directions of user's dealer

URGENT SAFETY RECALL. ACT NOW TO HELP PROTECT YOUR PASSENGERS AND VEHICLE.

YOUR VEHICLE URGENT INFORMATION ABOUT YOUR VEHICLE URGENT INFORMATION

OUR RECORDS SHOW AN OPEN SAFETY RECALL ON YOUR VEHICLE.

VIN: 00000000000000000000

RECALL - 12 YEAR SUSPENSION LOWER CONTROL ARM
RECALL - 12 YEAR SUSPENSION LOWER CONTROL ARM
RECALL - 12 YEAR SUSPENSION LOWER CONTROL ARM
RECALL - 12 YEAR SUSPENSION LOWER CONTROL ARM

PLEASE CALL TODAY TO BOOK REPAIR SERVICE. WE APOLOGIZE FOR ANY INCONVENIENCE.
0000 XXX-XXXX

FOR MORE INFORMATION, VISIT RECALLS.MOPAR.COM

DEALER SERVICE CENTER
Name: [redacted]
Address: [redacted]
Phone: [redacted]

Service & Parts

Mailer #218

REPAIR YOUR VEHICLE NOW TO HELP ENSURE PASSENGER SAFETY.

CALL US TODAY TO SCHEDULE A CONVENIENT APPOINTMENT.

URGENT! URGENT!

MANUFACTURER RECALL MANUFACTURER RECALL MANUFACTURER RECALL

OUR RECORDS SHOW AN OPEN SAFETY RECALL ON YOUR VEHICLE.

VIN: 00000000000000000000

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0000 XXX-XXXX

FOR MORE INFORMATION, VISIT RECALLS.MOPAR.COM

Service & Parts

Mailer #220

URGENT SAFETY RECALL. ACT NOW TO HELP PROTECT YOUR PASSENGERS AND VEHICLE.

GET YOUR VEHICLE SERVICED AT OUR RECALL SERVICE CLINIC FROM XX/XX/XX TO XX/XX/XX.

QUALITY PRINT VEHICLE CHECKUP

VIN: 00000000000000000000

RECALL - 12 YEAR SUSPENSION LOWER CONTROL ARM
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RECALL - 12 YEAR SUSPENSION LOWER CONTROL ARM

PLEASE CONTACT YOUR DEALER TODAY FOR AN APPOINTMENT.

Service & Parts

Mailer #288*

*Recall w/Special Offer for Recall Service Clinic



RECALL NEWSLETTER

HOW TO PREPARE YOUR DEALERSHIP FOR RECALL COMPLETIONS

CRM TACTICS

Email Only

Objective: Mopar is offering a Takata recall reminder email program for customers with open Takata recalls. Based on the budget you set, this program will automatically send a monthly email to customers/VINs who are assigned to your Dealership, have an Open Takata Recall and a valid email address. Studies have shown that recall reminder emails have as high as a **10% redemption to response rate**.

Program Details:

- Email creative is similar to Template 286 in OnDemand and is formatted to fit in an email—(Red Caution Recall Theme)
- Cost of each email is [REDACTED] each (100% co-op eligible using Mopar One Funds)
- Each month Open Takata recall VINs/customers with a valid email list assigned to your dealership will receive a Recall reminder email. Typically customers with valid email addresses total 70% of mailable population.
- Email will be sent the first week of each month.
- Program runs perpetual each month.
- The number of recall reminders you send each month will be based on the dollar amount you select (see below) or total number of customers with an open Takata recall and valid email address.
- Dealership must complete enrollment form and send to Business Center to start the program.
- Form must be received by the end of the month to start emailing the following month.
- First mailing would begin in February 2018.

Cost: [REDACTED] per record

New Dealer Cost: [REDACTED] per record

MOPAR
At your service

Jeep

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7713 South 19th Circle
Bellevue, NE 68147
(402) 934-2589

SERVICE HOURS:
Mon-Fri 9:00 A.M.-6:00 P.M.
Sat 7:30 A.M.-4:00 P.M.

Email Us
Visit Our Website

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Jeep® Brand Central Headquarters, 1000 Chrysler Dr., DEPT 4830244, Auburn Hills, MI 48326, (800) 964-6833

Link to Mopar.recalls.com

Link to directions of user's dealer



RECALL NEWSLETTER

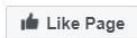
HOW TO PREPARE YOUR DEALERSHIP FOR RECALL COMPLETIONS

SOCIAL MEDIA OPTIONS

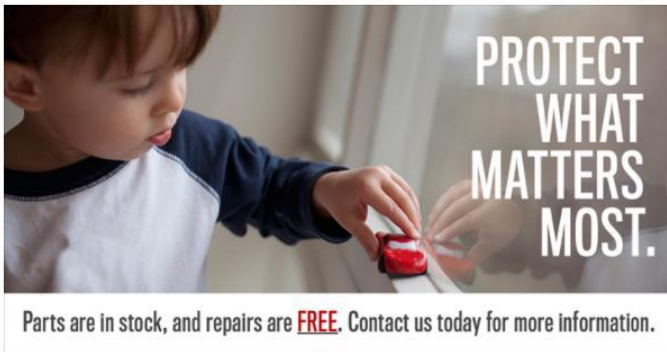
Facebook

These options are available for use on your dealership's Facebook page. Download them from the Dealer Site [HERE](#).

OPTION 1



Are you one of the 34 million people driving with a dangerous airbag? This recall could result in serious injury or death. Contact us today at (XXX) XXX-XXXX



Like Comment Share

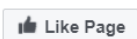
Use this copy:

Are you one of the 34 million people driving with a dangerous airbag? This recall could result in serious injury or death. Contact us today at (XXX) XXX-XXXX

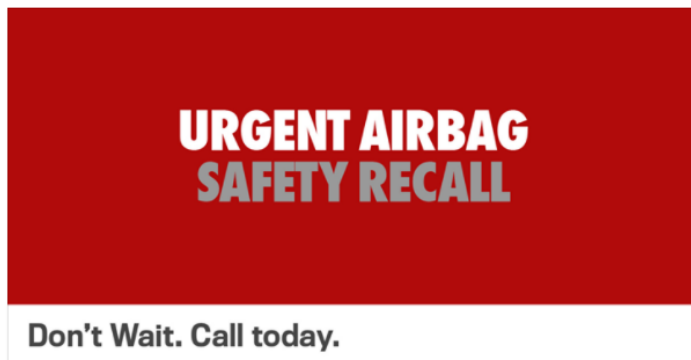
Note: Remember to insert your dealership phone number

Use the image: Facebook 1200x628 v1

OPTION 2



Over 34 million vehicles have dangerous airbags. Make sure yours isn't one of them. Contact us today at (XXX) XXX-XXXX to find out. Repairs are FREE, easy, and quick. Parts are in stock.



Like Comment Share

Use this copy:

Over 34 million vehicles have dangerous airbags. Make sure yours isn't one of them. Contact us today at (XXX) XXX-XXXX to find out. Repairs are FREE, easy and quick. Parts are in stock.

Note: Remember to insert your dealership phone number

Use the image: Facebook 1200x628 v2



RECALL NEWSLETTER

HOW TO PREPARE YOUR DEALERSHIP FOR RECALL COMPLETIONS

DEALER SITE

These tiles can be used on the homepage of your dealership's website. You can download them [HERE](#).

OPTION 1

**MORE THAN 34 MILLION
PEOPLE ARE DRIVING WITH
DANGEROUS AIRBAGS.**

Contact us today for more information.
Parts are available and repairs are **FREE**.



OPTION 2

**MORE THAN 34 MILLION
PEOPLE ARE DRIVING WITH
DANGEROUS AIRBAGS.**

Contact us today for more information.
Parts are available and repairs are **FREE**.

