

MOPAR > Communications

In-Vehicle Recall Messaging Deployment Update!

By **Mopar** on Friday, February 02, 2018

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IN-VEHICLE RECALL MESSAGING DEPLOYMENT UPDATE

UPCOMING CUSTOMER OUTREACH ON THE T54 RECALL

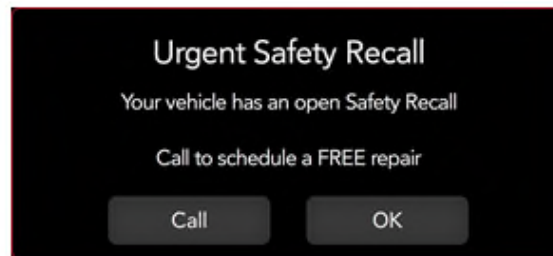
NEW CUSTOMER OUTREACH METHODS FOR RECALLS

Mopar is excited to announce a new method to reach customers impacted by a recall! Select vehicles equipped with an RA3 or RA4 radio ('13 - '18 Model Year) that have a registered Uconnect account have the capability to receive and display messages alerting the customer of an open recall on their vehicle. This message can be deployed by FCA when campaign completions warrant additional customer contact.

Below are a few key points about the message that will be displayed to the customer.

- This message will be deployed by FCA and notify the customer of the recall that is open on the vehicle. It will direct the customer to contact the Customer Assistance Center or their dealer.
- Customers will be able to select two options:
 - Call the Customer Assistance Center who will work to arrange an appointment at their dealer.
 - Acknowledge the receipt of the message by clicking "ok."
 - If the message is ignored, the pop up will continue each key cycle.

Below is a look at the message that will be displayed:



ACTION REQUESTED

- Please ensure all Service Personnel including Service Management, Advisors, Business Development Center Personnel and Warranty Administrators are aware of this communication to properly handle customers impacted by this recall that are notified via this new method.
- As this notification requires a registered Uconnect account, it is important to ensure all dealership employees know the importance of helping a customer activate their Uconnect account at new vehicle delivery or in the service drive. This will ensure they receive these important communications when deployed. This helps reduce dealership expense in performing recall outreach.

T54 SAFETY RECALL INFORMATION

- In vehicle messaging will be deployed to affected vehicles that have not had recall T54 completed.
- Notification will be deployed on 2-02-2018
- Recall Overview Below

RECALL #	VEHICLE IMPACTED	RECALL DESCRIPTION	"IN VEHICLE MESSAGING" DEPLOYMENT DATE
T54	2017 - 2018 Chrysler Pacifica	Second-Row Seat Belt Buckle	2/2/2018