

- ATTENTION:**
- GENERAL MANAGER
  - PARTS MANAGER
  - CLAIMS PERSONNEL
  - SERVICE MANAGER

IMPORTANT - All Service Personnel Should Read and Initial in the boxes provided, right.


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QUALITY DRIVEN® SERVICE

**PRODUCT CAMPAIGN BULLETIN**

**APPLICABILITY:** 2018MY Crosstrek  
**SUBJECT:** Driver's Floor Mat Retention Bracket

**NUMBER:** WTR-77  
**DATE:** 11/09/17  
**NHTSA ID:** 17V-701

Subaru of America, Inc. is recalling certain 2018 model year Crosstrek vehicles processed by the SDC Port, which had an incorrect floor mat retention bracket installed.

Please be advised that it is a violation of Federal law for a dealer to deliver a new motor vehicle covered by a recall under a sale or lease until the defect is remedied. Therefore, any Authorized Subaru Retailer failing to perform the applicable service procedures to correct all affected vehicles in their inventory prior to the vehicle being placed in service may be subject to civil penalties of up to \$6,000 per violation (i.e., for each vehicle), as provided in 49 CFR §578.6 and will also be in breach of the Subaru Dealer Agreement.

**AFFECTED VEHICLES**

Approximately 2,367 vehicles are affected by this recall. Coverage for all affected vehicles must be confirmed by using the Vehicle Coverage Inquiry function on subarunet.com.

Your Region/Distributor will provide you with a detailed list of affected units. If you have any of the affected models in inventory, please ensure that your sales and service staff are immediately notified that the unit(s) are un-saleable until the recall campaign is completed and the claim is submitted.

Model Years	Models	Production Start Date	Production End Date
2018	Crosstrek	05/16/2017	09/01/2017

**CONDITION**

The incorrect bracket installed may not provide sufficient retention.

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<p><b>CAUTION: VEHICLE SERVICING PERFORMED BY UNTRAINED PERSONS COULD RESULT IN SERIOUS INJURY TO THOSE PERSONS OR TO OTHERS.</b></p> <p>Subaru Service Bulletins are intended for use by professional technicians ONLY. They are written to inform those technicians of conditions that may occur in some vehicles, or to provide information that could assist in the proper servicing of the vehicle. Properly trained technicians have the equipment, tools, safety instructions, and know-how to do the job correctly and safely. If a condition is described, DO NOT assume that this Service Bulletin applies to your vehicle, or that your vehicle will have that condition.</p>	<p><b>SUBARU OF AMERICA, INC. IS ISO 14001 COMPLIANT</b></p> <p>ISO 14001 is the international standard for excellence in Environmental Management Systems. Please recycle or dispose of automotive products in a manner that is friendly to our environment and in accordance with all local, state and federal laws and regulations.</p>
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## **SAFETY HAZARD**

As a result of this condition, the floor mat may move out of position and may interfere with driver's operation of gas pedal and/or brake pedal, increasing the risk of a crash.

## **DESCRIPTION OF THE REMEDY**

Dealers will inspect the floor mat retention bracket, and replace it with the correct one as necessary.

## **OWNER NOTIFICATION**

Subaru will notify potentially affected vehicle owners by first class mail. Owners with a valid email address on file with MySubaru.com will also be notified by email. Owner notification is expected to occur in November. Retailers will be advised when the notification begins.

## **RETAILER PROGRAM RESPONSIBILITY**

Any vehicles listed in a recall/campaign that are in retailer stock must be:

- Immediately identified.
- Tagged or otherwise marked to prevent their delivery or use prior to inspection and/or repair.
- Repaired in accordance with the repair procedures outlined in the Product Campaign Bulletin, which will be available on STIS in the near future.

Retailers are to promptly perform the applicable service procedures to correct all affected vehicles in their inventory (used, demo & SSLP). Additionally, whenever a vehicle subject to this recall is taken into retailer inventory, or in for service, necessary steps should be taken to ensure the recall correction has been made before selling or releasing the vehicle.

## **RETAILER AFFECTED VIN LISTS**

Subaru Retailers will receive an affected VIN list from their Zone Office when owner notification begins. Vehicles will be assigned to retailers in the affected VIN list based on the selling retailer. Retailers are required to limit the use of these lists for the purpose of completion of this safety recall.

## **INTRODUCTION:**

This Service Procedure involves an inspection and if required, replacement of the driver's floor mat retention bracket as incorrect specification brackets may have been installed during processing.

## **PART INFORMATION:**

The part number for the floor mat retainer bracket to be used in this application is: **J501SFL902**.

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## SERVICE PROCEDURE / INFORMATION:

**Step 1:** Inspection: Open the driver's door, unhook the floor mat and verify which type of retainer method is currently installed.

### Step 2:

- If the retainer is a 1-piece metal bracket as shown in the photo below, **STOP**. Confirm both retaining clips are fully seated (see reference photos supplied in **Step 3**). Reconnect the floor mat to both posts. The procedure is complete.



1-Piece Metal  
Retention Bracket  
and retaining clips (2)

- If the retainer consists of 2 individual plastic brackets, remove and discard them. Proceed to **Step 3** and replace with the 1-piece metal bracket as shown above.

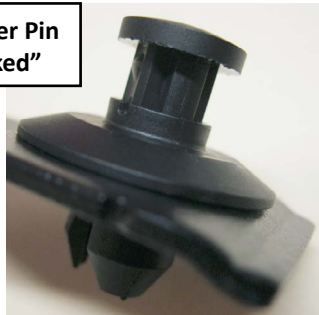


If inspection shows these plastic  
brackets are installed, they  
**MUST** be replaced with the 1-  
piece metal retainer bracket.

### Step 3 (if required):

- Adjust the driver's seat all the way back to expose the 2 access points in the carpet.
- Peel back the 2 carpet access points and align the holes in the new metal bracket with the holes in the vehicle floor brace.
- Insert the 2 retaining clips into the holes and confirm an audible "click" is heard / felt when pressing in the center (locking) pin. **NOTE:** The locking pins will not be totally flush with the surrounding portion of the clip when fully seated. This is normal.

Clip Center Pin  
"Unlocked"

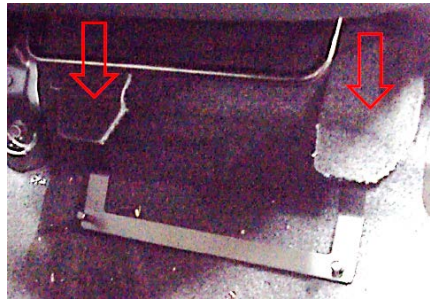


Clip Center Pin  
"Locked" and  
fully seated.



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- Pull up **slightly** on the retainer bracket to confirm it is properly secured.
- Make sure the carpet cut-outs are placed back over the access points.



- Reconnect the floor mat to the both retainer bracket posts to complete the procedure.

**IMPORTANT:** Only one Genuine Subaru floor mat should be installed at any time. Never stack two or more floor mats.

**CLAIM REIMBURSEMENT AND ENTRY PROCEDURES:**

Credit to perform this recall will be based on properly completed repair order information. Retailers may submit claims through [Subarunet.com](http://Subarunet.com).

Labor Description	Labor Operation #	Labor Time	Fail Code	Claim Type
CROSSTREK FLOORMAT BRACKET- INSPECTION ONLY	B106-348	0.2	WTR-77	RC
CROSSTREK FLOORMAT BRACKET- REPLACE	C106-342	0.1		

**IMPORTANT REMINDERS:**

- SOA strongly discourages the printing and/or local storage of service information as previously released information and electronic publications may be updated at any time.
- Always check for any open recalls or campaigns anytime a vehicle is in for servicing.
- Always refer to STIS for the latest service information before performing any repairs.

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## OWNER NOTIFICATION LETTER

### IMPORTANT SAFETY RECALL

This notice applies to the VIN identified in the address section printed below.



**SUBARU**

**Subaru of America, Inc**

Subaru Plaza

PO Box 6000

Cherry Hill, NJ 08034-6000

800-782-2783

[www.subaru.com](http://www.subaru.com)

**Subaru Recall Campaign WTR-77**

**NHTSA Recall No. 17V-701**

**November 2017**

**Dear Subaru Owner:**

This notice is sent to you in accordance with the National Traffic and Motor Vehicle Safety Act.

SUBARU OF AMERICA, INC. has decided that a defect, which relates to motor vehicle safety, exists in certain 2018 model year Crosstrek vehicles equipped with Genuine Subaru floor mats.

You received this notice because our records indicate that you currently own one of these vehicles.

### DESCRIPTION OF THE SAFETY RISK

An incorrect floor mat retention bracket may have been installed for the driver's side floor mat. As a result, the floor mat may move out of position and possibly interfere with the driver's operation of the accelerator pedal and/or brake pedal. Should that occur, it may lead to a crash.

### WHAT YOU SHOULD DO

You should immediately contact your Subaru retailer (dealer) for an appointment to have this recall repair performed.

### PRECAUTIONS YOU SHOULD TAKE

You should immediately remove the driver's side floor mat from the vehicle and store it for use after this repair is performed. Do not replace it with any other floor mat.

### REPAIR

To correct this condition, Subaru will inspect the floor mat retention bracket, and replace it with the correct bracket if necessary at no cost to you.

### HOW LONG WILL THE REPAIR TAKE?

The actual time for inspection and to install the correct bracket, if necessary, is approximately 18 minutes. However, it may be necessary to leave your vehicle for a longer period of time on the day of your scheduled appointment.

### CHANGED YOUR ADDRESS OR SOLD YOUR SUBARU?

If you have moved or sold your vehicle, please complete the enclosed prepaid postcard and mail it to us. Or if you prefer to update this information online, please go to [www.subaru.com](http://www.subaru.com), select 'Customer Support,' then select 'Address Update' or 'Ownership Update' from the drop-down menu.

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**IF YOU NEED FURTHER ASSISTANCE:**

To locate the nearest Subaru retailer, you can access our website at [www.subaru.com](http://www.subaru.com) and select 'Find a Retailer.'

If you need additional assistance, please contact us directly:

- By e-mail: [www.subaru.com](http://www.subaru.com), Customer Support and select "Contact Us"
  
- By telephone: 1-800-SUBARU3 (1-800-782-2783)
  - o Monday through Thursday between 7:30 a.m. and 8:00 p.m. ET
  - o Friday between 10:30 a.m. and 5:00 p.m. ET
  - o Saturday between 9:00 a.m. and 3:30 p.m. ET
  
- By U.S. Postal mail:  
Subaru of America, Inc.  
Attn: Customer-Retailer Services Department  
P.O. Box 6000  
Cherry Hill, NJ 08034-6000

Please contact us immediately if the Subaru retailer fails or is unable to make the necessary repairs free of charge.

You may also contact the Administrator, National Highway Traffic Safety Administration, 1200 New Jersey Ave. SE, West Building, Washington, DC 20590 or call the toll-free Auto Safety Hotline at 1-888-327-4236 (TTY: 1-800-424-9153) or go to <http://www.safercar.gov> if you believe the Subaru retailer has failed or is unable to remedy your vehicle without charge within a reasonable amount of time.

Your continued satisfaction with your Subaru is important to us. Please understand that we have taken this action in the interest of your safety and your vehicle's proper operation. We sincerely apologize for any inconvenience this matter may cause and urge you to schedule an appointment as soon as possible to have this repair performed.

Sincerely,  
Subaru of America, Inc.

***Notice to Lessors:** Under Federal law the lessor of a vehicle who receives this letter must provide a copy of it to the vehicle lessee(s) within 10 business days from receipt. The lessor must also keep a record of the lessee(s) to whom this letter is sent, the date sent, and the applicable vehicle identification number (VIN). (For the purposes of this section, a lessor means a person or entity that in the last twelve months prior to the date of this notification has been the owner, as referenced on the vehicle's title, of any five or more leased vehicles. A leased vehicle is a vehicle leased to another person for a term of at least four months.)*

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