

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



NAS20.02.008

WORKSHOP

USA

AFTERSALES BULLETIN

FEBRUARY 14, 2020

**NOTE:** previous Takata Airbag Incentive programs W003, W004, W005, and W006 are closed and all previous vouchers are no longer valid from the date of this bulletin.

## 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: ..... SAJWA07C891R00029-SAJWA0FS9FPU88768

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

Model Year: ..... 2007-2012

VIN: ..... SALMF13487A233805-SALME1D41CA393567

**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 March 31, 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 April 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
<b>W007</b>	<b>X</b>	Voucher Reimbursement	ZZZ999	\$500.00 (maximum)

### LAND ROVER RANGE ROVER

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

*Normal Warranty policies and procedures apply.*



FirstName LastName  
Address1 Address2  
City, State ZipCode

February 14, 2020

## URGENT TAKATA AIRBAG SAFETY RECALL

RECALL REPAIR REQUIRED: FRONT PASSENGER AIR BAG

VIN: Vin

ATTENTION: FIRSTNAME LASTNAME

Your vehicle has a **critical** airbag safety recall for the front passenger airbag, but here's the good news: your recall repair is **FREE** and can be scheduled at your local Jaguar retailer.

Simply visit the site below to select your Retailer and schedule your **FREE** recall repair.

[JAGUARUSA.RECALLNEARME.COM/SCHEDULE](http://JAGUARUSA.RECALLNEARME.COM/SCHEDULE)

### RECEIVE A \$500 JAGUAR SERVICE VOUCHER

Simply schedule your **FREE** airbag recall repair and present this notice at your local Jaguar retailer to redeem your complimentary \$500 Jaguar Service Voucher.<sup>1</sup>

Your safety is our top priority. In the event of a crash, the airbag can deploy and shoot sharp metal fragments, which can cause **serious injury or death** to the people in the vehicle. Help us keep you and your loved ones safe by getting your defective airbag repaired now. Schedule your **FREE** recall repair today. If you need assistance scheduling your free airbag recall repair, have any questions or no longer own this vehicle, please contact us at **1-800-4JAGUAR (1-800-452-4827) option 9** or email [jagweb1@jaguarlandrover.com](mailto:jagweb1@jaguarlandrover.com).

Regards,

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



VIN: Vin

### \$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 March 31, 2020. Redeemable for expert service, genuine parts, merchandise and accessories at an authorized Jaguar retailer within 21 days of your airbag repair.<sup>1</sup>

1. Service voucher is valid for airbag repairs performed between February 10, 2020, and March 31, 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. This service voucher is being issued by Jaguar Land Rover North America, LLC directly to owners and is not a retailer's sale promotion or solicitation for business. We thank you if you have recently had this Takata recall completed on your vehicle prior to the date of this letter. Under these circumstances this \$500 voucher offer does not apply.



PieceNumber Control



ABOVE & BEYOND

FirstName LastName  
Address1 Address2  
City, State ZipCode

February 14, 2020

# URGENT TAKATA AIRBAG SAFETY RECALL

**RECALL REPAIR REQUIRED: FRONT PASSENGER AIR BAG**

**VIN: Vin**

**ATTENTION: FIRSTNAME LASTNAME**

Your vehicle has a **critical** airbag safety recall for the front passenger airbag, but here's the good news: your recall repair is **FREE** and can be scheduled at your local Land Rover Retailer.

**Simply visit the site below to select your Retailer and schedule your FREE recall repair.**

**LANDROVERUSA.RECALLNEARME.COM/SCHEDULE**

**RECEIVE A \$500 LAND ROVER SERVICE VOUCHER**

Simply schedule your FREE airbag recall repair and present this notice at your local Land Rover retailer to redeem your complimentary \$500 Land Rover Service Voucher.<sup>1</sup>

Your safety is our top priority. In the event of a crash, the airbag can deploy and shoot sharp metal fragments, which can cause **serious injury or death** to the people in the vehicle. Help us keep you and your loved ones safe by getting your defective airbag repaired now. Schedule your **FREE** recall repair today. If you need assistance scheduling your free airbag recall repair, have any questions or no longer own this vehicle, please contact us at **1-800-637-6837 option 9** or email **lrweb2@jaguarlandrover.com**.

Regards,

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

## \$500 SERVICE VOUCHER

**Your Safety is important to us!**

As a valued Land Rover owner, you will receive a complimentary \$500 Land Rover service voucher when you bring your Land Rover vehicle in for the FREE airbag recall repair by March 31, 2020. Redeemable for expert service, genuine parts, merchandise and accessories at an authorized Land Rover retailer within 21 days of your airbag repair.<sup>1</sup>

VIN: Vin

1. Service voucher is valid for airbag repairs performed between February 10, 2020, and March 31, 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. This service voucher is being issued by Jaguar Land Rover North America, LLC directly to owners and is not a retailer's sale promotion or solicitation for business. We thank you if you have recently had this Takata recall completed on your vehicle prior to the date of this letter. Under these circumstances this \$500 voucher offer does not apply.



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