

SERVICE ACTION W005 / W006: TAKATA AIRBAG RECALL INCENTIVE PROGRAM



NAS19.08.008

WORKSHOP

USA

AFTERSALES BULLETIN

AUGUST 14, 2019

DESCRIPTION OF ISSUE

As part of Jaguar Land Rover North America's ongoing commitment in repairing all vehicles affected by Safety Recalls J069, J070, J071, J072 (Jaguar XF), P081, P082, P083, or P084 (Land Rover Range Rover), *Takata Passenger Airbag*, a customer incentive program has been implemented. Owners of affected vehicles who have not yet had their vehicle's passenger airbag module replaced will be eligible for a service voucher up to the value of \$200 to spend at the retailer.

Owners of vehicles not yet repaired may also be eligible for other incentives (engine oil change, loaner vehicle).

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

AFFECTED VEHICLE RANGE

Jaguar XF (X250) eligible for Safety Recalls J069, J070, J071, or J072

Model Year: 2009-2015

VIN: R00042-U88776

Land Rover Range Rover (L322) eligible for Safety Recalls P081, P082, P083, or P084

Model Year: 2007-2012

VIN: 236653-393624

[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 W005 or W006, 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 and not exceeding \$200 which may be applied towards the purchase of a combination of service labor, maintenance, approved JLR 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 (engine oil change, loaner vehicle). Please check the Jaguar Land Rover claims submission system/DDW to make sure that the vehicle is eligible for any additional incentive program.). If eligible, make sure to perform these at the same time.
- The open Takata Recall (J069, J070, J071, J072 Jaguar XF, P081, P082, P083, or P084 Land Rover Range Rover) *must* be performed *before* a service vouchers 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 for the Recall to maximize customer convenience.
- The owner notification letter advises customers may use the service vouchers in conjunction with Takata recall repairs performed up to December 31st 2019.

- 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, while eligible for the Recall, are *ineligible* 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 \$200.

WARRANTY INFORMATION

Retailers may claim reimbursement for the voucher value redeemed by the customer up to the maximum \$200 as defined above.

Claims must be submitted quoting the relevant Program Code together with Option Code ‘X’ The service voucher is valid for 21 days from the date their vehicle’s 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 January 21st 2020 whichever occurs first. Retailers must make copies of all Customer signed Invoice repair orders, parts and accessory counter tickets identifying all purchase 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
W005	X	Voucher Reimbursement	ZZZ999	\$200 (maximum)

LAND ROVER RANGE ROVER

PROGRAM CODE	OPTION CODE	DESCRIPTION	SUNDRY CODE	VALUE
W006	X	Voucher Reimbursement	ZZZ999	\$200 (maximum)

Normal Warranty policies and procedures apply.

CUSTOMER MAILING

The following sample customer letter (or equivalent for Jaguar) includes offer details and a copy of the service voucher for this \$200 incentive program. It also includes a voucher for a complementary engine oil service. For further details of the oil service program please refer to Aftersales Bulletin NAS18.11.007 issue 3.



Sample A. Sample
1234 Main Street
Anytown, USA 54321

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

FOR YOUR SAFETY, TAKE ACTION IMMEDIATELY

Dear [FirstName],

According to our records, your Land Rover vehicle's front passenger airbag is defective and needs to be replaced immediately.

When a defective airbag is exposed to high heat and high humidity over a number of years, the chemicals used to inflate the airbag may deteriorate. In the event of a crash, the airbag can explode and shoot sharp metal fragments, which can cause **serious injury or death** to the people in the vehicle.

Any authorized Land Rover Retailer can replace the front passenger airbag in your vehicle for free regardless of where the vehicle was purchased. The airbag recall repair is expected to take approximately two hours. If required, a free loaner vehicle will also be provided to you upon request.

LIMITED TIME OFFER: RECEIVE A COMPLIMENTARY LAND ROVER FACTORY AUTHORIZED OIL SERVICE AND A COMPLIMENTARY \$200 LAND ROVER SERVICE VOUCHER WHEN YOUR AIRBAG IS REPLACED.**

SCHEDULE YOUR FREE AIRBAG RECALL REPAIR DATE TODAY!

Contact your preferred authorized Land Rover Retailer with your Vehicle Identification Number (VIN). You can locate an authorized Land Rover Retailer using the "FIND A RETAILER" function on LandRoverUSA.com. 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**.

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

Sincerely,

[FPO signature FPO]

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

Please disregard this notice if you have already had this airbag recall repair performed.

TO REDEEM YOUR COMPLIMENTARY OIL SERVICE AND \$200 SERVICE VOUCHER:**

- Contact your preferred authorized Land Rover Retailer
- Provide the retailer with your Vehicle Identification Number (VIN)
- Schedule your free airbag recall repair
- Present this service voucher upon arrival at the retailer

**Service voucher is valid for airbag repairs performed before December 31, 2019 and must be redeemed within 21 days from airbag repair; must be used in a single transaction up to \$200 and the unused balance after the first use of the voucher will be voided.

AIRBAG RECALL REPAIR OIL SERVICE VOUCHER

We appreciate your time!

As a valued Land Rover owner, you will receive a complimentary Land Rover Factory Authorized Oil Service when you bring your Land Rover vehicle in for the free airbag recall repair by December 31, 2019.

This service voucher is being issued by Jaguar Land Rover North America directly to owners and is not a retailer's sale promotion or solicitation for business.

Restrictions apply to the service voucher:

- Voucher must be redeemed at the time of repair.
- Service voucher is valid for airbag repairs performed before December 31, 2019.

AIRBAG RECALL REPAIR \$200 SERVICE VOUCHER

Your Safety is important to us!

As a valued Land Rover owner, you will receive a complimentary \$200 Land Rover service voucher when you bring your Land Rover vehicle in for the free airbag recall repair by December 31, 2019. 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 and 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 December 31, 2019.
- Service voucher must be used in a single transaction up to \$200.
- Unused balance after the first use of the voucher will be voided, and the unused portion is not returnable as cash.

