



RETAILER BULLETIN

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AUDIENCE:	DEALER PRINCIPAL		SALES MGR		SALES GUIDES		SERVICE MGR		TECHS		PARTS STAFF
	GENERAL MANAGER		BUSINESS MGR		OFFICE MGR		SERVICE ADVISORS		PARTS MGR		WARRANTY
SUBJECT: Takata Recall Portal											

Takata Recall Portal

Jaguar Land Rover North America is pleased to announce the launch of the Takata Recall Portal. The Portal will provide retailers visibility of all vehicles with open Takata Recalls within the retailer's AOR, irrespective of the retailer's business relationship with the customer.

Given the importance of the Takata recall, we have been given permission from IHS to share information usually restricted without a direct relationship with IHS.

Retailers will have visibility of customer details, address, phone number and email address for those customers with open Takata Recalls. In addition to complying with applicable privacy laws, Retailers must adhere to strict rules regarding use of the information as follows: The information can only be used to contact the customer to complete the Takata recall. Information from the portal must not be used for any commercial activity. There may be penalties or other liability for misuse of the information, as referenced in the Safety Recall Contact Information Use Agreement. In addition, the portal provides performance metrics, open Takata recalls, recalls completed, etc.

Retailers must complete the Safety Recall Contact Information Use Agreement identifying approved users before access will be granted. Expected users are the Service Manager and General Manager, plus an alternate user. Agreements will be sent via email from recallq@jaguarlandrover.com. Agreements can be signed electronically or printed, signed and scanned. Completed agreements are to be sent back to recallq@jaguarlandrover.com

A portal navigation document and details of support will be sent in a separate communication.

Do's

- Do access the portal to view vehicles with open Takata recalls
 - Only vehicles with open Takata recalls are listed.
 - As recalls are completed vehicles are removed
 - Information on the portal cannot be downloaded to protect the integrity of the information.
- Do use the contact information listed to contact the customer about the recall repair.
- Do search for additional information if the customer cannot be reach via the information provided.
- Do continue to reach out to the customer until the recall is complete.
- Do protect the integrity of the information, as misuse could result in fines or other actions.
- Do complete the agreement with two approved users and an alternate.

Don'ts

- Don't take screen shots of the information provided; copied information could lead to accidental misuse.
- Don't copy the information into your DMS or CRM tools. Until the customer visits a retailer, the information should remain on the portal only.
- Don't allow access to the portal by non-approved employees.
- Don't share information outside of the JLR environment, i.e. only a JLR employee should contact the customer.
- Don't send portal customers any marketing unless there is a prior business relationship. All communication should focus on recall completion.