



**To:** All Subaru Retailers  
**From:** Subaru of America, Inc. – Service Operations  
**Date:** **July 15, 2024**  
**Re:** ***Takata Recall Escalated Towing Program***

---

Subaru has teamed up with two of its third party companies, Predictive Strategies (Subaru's Takata outreach vendor) and Agero (Subaru's Roadside Assistance vendor), to reintroduce the Takata Recall Escalated Towing Program. This program is designed to support customers who, for certain reasons, are unable to bring their vehicle into a retailer to have the Takata air bag recall completed on their vehicle

For several years, Predictive Strategies has been outreaching to Subaru owners that still have a Takata air bag recall open on their vehicle. These outreach efforts include direct mail, vehicle tagging, phone calls, and text messages. Each printed form of outreach has a QR code that provides a phone number for the customer to contact Predictive's Subaru Recall Team regarding the open Takata safety recall on their vehicle.

There are instances where customers would like to have the Takata air bag recall performed, but they are not comfortable driving their vehicle or the retailer is too far away. In these instances, this program allows Predictive's team to obtain the customers' information and forward it to Agero's team to set up round trip towing for the customer.

***How it works:***

When Predictive's team is working with a customer to have the Takata recall completed, round-trip towing can be a solution for customers in the following situations:

- If the customer specifically mentions towing or requests towing as a means to get the recall performed.
- If the customer is not willing to drive to the retailer or is a long distance from the nearest retailer but has not specifically mentioned towing.
- If a customer is not scheduling because the vehicle is not running/drivable/registered/insured (assuming that the car meets the requirements to be "towable")

**NOTE:** This towing program is not available in Hawaii or Puerto Rico.

***What it means for retailers:***

In any of the scenarios above, Predictive will contact Agero for towing assistance on behalf of the customer. Agero will contact the customer within 1-2 business days to discuss the request, and work with both the customer and retailer to schedule the towing and Takata recall appointment. Once an appointment is scheduled, Agero will work with the retailer to establish a repair completion date and work with the vehicle owner to coordinate a reunite tow to return the vehicle to the customer. There is no charge to the customer or the retailer for this service, as the actual towing charges will be handled directly by Subaru and our third party vendors.

It is important that the appropriate retailer personnel are aware of this program as retailers may receive calls from Agero to schedule the Takata air bag recall appointment and towing. If a customer reaches out to the retailer regarding the status of a tow or reunite tow, please direct them to Agero's Subaru Recall & Campaigns Team at 888-508-8422. The hours of operation for this line will be Monday to Friday, 9am-5pm EST.

If you have any questions regarding this program, please contact the Subaru Claims Helpline at 1-866-SUBARU2 (1-866-782-2782).