

Reference Number: 201809050005

Date: September 5, 2018

Subject: Takata Airbag Completion Rate Improvement Program - \$50 Customer Completion Bonus

Dear Dealers,

In support of the National Highway Traffic Safety Administration's (NHTSA) efforts to improve completion rates for the Takata airbag recall across all vehicle manufacturers, General Motors implemented a Takata Completion Rate Improvement Program. This program, extended through December 31, 2018, offers a \$50.00 dealer completion bonus and authorization for dealers to provide courtesy transportation to affected vehicle owners while their vehicle is at a GM dealership for the required repair.

As of today, 62% of involved GM vehicles have been serviced, meaning there are still over 225,000 GM customers that are exposed to a potentially dangerous event if their airbag were to deploy improperly. GM has made a commitment to find every vehicle affected by the Takata Airbag Safety Recall and to ensure it is safely and properly repaired.

The purpose of this message is to ensure you are aware that customers with involved vehicles who have their Takata Airbag Safety Recall repair completed by December 31, 2018, can also earn a \$50.00 completion bonus. Please refer to the attached bulletin for details on the customer incentive as well as a sample direct mail piece that affected owners will receive.

I am asking each Dealer Principal to **make it personal**. Please engage your teams to go back through the manifest list and make sure we are doing all we can to follow-up again with affected vehicle owners. It is imperative they understand the seriousness of this safety defect and we assist them with scheduling a service appointment. In addition, consider supplementing your Business Development Center's (BDC) use of the manifest list by utilizing Google to search for customers, searching local used car lot inventory for affected vehicles, partnering with local vehicle auctions, offering to pick up customer vehicles, etc.

We understand the magnitude of this effort. If it was easy, we would be 100% complete. However, with a "One Team" approach, we can ensure our customers are safe...we owe it to them and they deserve nothing but our best!

As always, thank you for helping put the customer at the center of everything you do.

Sincerely,

Tim Turvey
Global Vice President
Customer Care and Aftersales