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SAFETY RECALL

CAMPAIGN BULLETIN

Takata Front Driver & Passenger Airbag Inflator Customer Outreach

Reference: PM685, PM665, PM657, PM676, PM683, R1711, PM818

Date: June 5, 2018

UPDATE June 5, 2018

Please discard earlier versions of this bulletin.

The announcement from September 8, 2017 has been revised to include the following:

- Nissan previously announced a contracted effort with a third party, Stericycle, to reach out to customers via telephone, postcard mailers, and email on September 11, 2017 in an effort to encourage customers to bring their unrepaired Takata (campaign IDs: PM685, PM665, PM657, PM676, PM683, R1711 or PM818) affected vehicles in for repair.
- In April 2018, Nissan moved its call center to a different third party and is continuing outreach efforts on behalf of dealers. This new partner is a Special Settlement Administrator (SSA), which is using funds contributed by multiple OEMs because of a class action settlement to contact affected owners. This activity will continue for four years.
- The continued and expanded outreach initiatives are described in this document.

IMPORTANT: It is a violation of Federal law for dealers to sell or deliver vehicles in their inventory covered by this notification until the campaign action is performed.

Campaign IDs:	Affected Models/Years:	Remaining Unrepaired Population:	Dealer Inventory:	SERVICE COMM Activation date:	Stop Sale In Effect:
PM657/PM676	2007-2011 Versa	121,328	NA	January 28, 2017	YES
PM665	2007-2009 Versa Hatchback	25,390			
	2007-2009 Versa Sedan	11,023			
	2012 Versa Hatchback	20,268			
PM818	2009-2012 Versa Hatchback	26,281		January 11, 2018	
	2009-2011 Versa Sedan	14,478			
PM683	2002-2006 Sentra	220,117		July 20, 2017	
R1711	2002-2004 Pathfinder	43,307			
	2001-2003 Maxima	101,116			
PM685	2007-2012 Versa Hatchback	257,626			
	2007-2011 Versa Sedan	93,544			

******* Campaign Summary *******

The purpose of this announcement is to let dealers know that Nissan has shifted to a multi-point outreach activity using a different third party known as Settlement Special Administrator (SSA) to reach out to customers via telephone, postcard mailers, social media, and email. This SSA outreach activity officially began in April 2018; continuing the inbound call center activities that were previously performed by Stericycle.

The SSA outreach program will expand to include outbound customer contact activities beginning May 2018:

- Multi-point outreach using social media and behavioral marketing techniques (targeting 106 touch points per VIN/year) in both English and Spanish languages
 - First-class mail, email, telephone, and Facebook

The Stericycle partnership will change to two (2) specific activities:

- Independent Repair Facility (IRF) engagement to create customer awareness of open recalls
- UPS notification to owners in the Dallas and Atlanta markets. The UPS notification indicates that a Nissan representative may be visiting them soon.

To ensure owner satisfaction, Nissan advises that dealers keep a stock of parts readily available.

******* What Dealers Should Do*******

1. If a customer is transferred to the dealer from "The Nissan Recall Team", verify if vehicles are affected by this Voluntary Safety Recall Campaign using Service Comm or DBS National Service History – Open Campaign I.D. **PM685, PM657, PM665, PM676, PM683, PM685, R1711 or PM818.**
2. Dealers should verify parts are readily available.
3. If parts are available, schedule an appointment. If no parts are available, obtain the customer contact information, order the appropriate part(s), and schedule an appointment when the parts arrive at the dealership.
4. Repair the vehicle using the campaign TSBs referenced in the repair section below.

Note: Dealers should direct any issues regarding customer transfer or appointment scheduling directly to The Settlement Special Administrator (SSA) @ **1-888-546-1048**. Any dealer concerns regarding parts, warranty, or campaign specific questions can be emailed to campaignannouncements@nissan-usa.com. Customer concerns can be directed to Nissan Consumer Affairs at 1-800-867-7669.

Nissan is committed to a high level of customer safety, service, and satisfaction and is working with its dealers to promptly address this issue. For any questions specific to the Takata campaigns, please refer to the dealer announcement for the applicable campaign I.D.

***** Release Schedule *****

Parts	<p>The parts, listed below, are not restricted and can be ordered through the normal process:</p> <ul style="list-style-type: none"> • Sentra: 98561-4Z60B (inflator) • Pathfinder: 98561-7998E (inflator) & B4A67-5W50D (harness) • Versa: 98561-EM39A (passenger inflator) or 98560-EM39D (driver inflator) • Maxima: 98561-7999E (inflator) & K8525-4Y90C (module kit-sub)
Special Tool	<ul style="list-style-type: none"> • J-52352 USB Bar Code Scanner • J-51315 Airbag Module Support • Dealers already received these special tools. Additional tools are available via TechMate @ 1-800-662-2001
Repair	<ul style="list-style-type: none"> • NTB17-037 – 2007-2011 Versa Sedan and 2007-2012 Versa Hatchback (Passenger) • NTB17-128 – 2007-2011 Versa Sedan and 2007-2012 Versa Hatchback (Driver) • NTB17-055 – 2002-2006 Sentra • NTB17-027 – 2002-2004 Pathfinder • NTB17-054 – 2001-2003 Maxima
Owner Notification	<ul style="list-style-type: none"> • Stericycle began contacting customers on September 11, 2017. • Settlement Special Administrator (SSA) assumed Stericycle call center activities in April 2018 <p>SSA multi-point outreach, Independent Repair Facility (IRF) engagement, and UPS customer notification are planned began in May 2018</p>

***** Dealer Responsibility *****

Dealers should verify owners are affected by a Takata campaign and assist affected owners in scheduling their vehicle for a remedy as quickly as possible.

***** Sample Documents *****

Samples of the various outreach communications are included with this announcement after the Frequently Asked Questions.

NISSAN NORTH AMERICA, INC.
Aftersales DIVISION

Frequently Asked Questions (FAQ):

- Q: Who are Settlement Special Administrator (SSA) and Stericycle and what is the purpose of this activity?**
- A. The Settlement Special Administrator (SSA) was assigned to run a Takata outreach fund comprised of funding provided by six (6) different OEMs. The funding was established through a class action settlement and will be used to execute a 4-year extensive customer outreach campaign using specialized third-party vendors, such as Stericycle, IHS Markit, etc. These vendors contact customers that have not responded to multiple campaign owner notifications in an effort to encourage them to bring their vehicle into an authorized Nissan dealer to have this important remedy performed.

Q: How will affected owners be contacted?

A. Customers will be contacted through various methods including; telephone, postcard mailers, Facebook, UPS, email and engagement of Independent Repair Facilities (IRFs).

Q. Will customers listed on the National DO NOT CALL registry be contacted?

A. Yes, this outreach effort is not a sales effort. Settlement Special Administrator (SSA) is calling on behalf of Nissan to ensure that our customers are aware of the potential safety concern and to assist them with setting up an appointment to have the vehicle remedied at no cost to the customer for parts or labor.

Q. When are these contact activities taking place

A. Timing is below:

- Stericycle began contacting customers on September 11, 2017
- Settlement Special Administrator (SSA) took over inbound call center activities from Stericycle in April 2018. Outbound call center activities began in May 2018
- Stericycle's Independent Repair Facility (IRF) efforts began in May 2018
- The pilot UPS Customer Notification activities in Dallas and Atlanta began at the end of May 2018

Q. Can customers still contact a Nissan dealer directly to schedule an appointment?

A. Yes.

Q. What if a customer no longer owns the vehicle?

A. If a customer indicates he/she is no longer in possession of the subject vehicle, the person will be removed from the contact list.

Q: What should dealers do if parts are not readily available?

A: Obtain the customer contact information, order the appropriate part(s), and schedule the customer's vehicle for repair once parts become available.

Q: What if the customer lives 250 miles from the closest Nissan dealer. Is Nissan going to compensate the customer for missed work/travel expense/ etc.?

A: No. Parts are readily available for this safety recall and the dealer will repair the vehicle at no charge to the customer.

Q: How is Stericycle engaging Independent Repair Facilities (IRFs) to send customers to Nissan dealers for repairs?

A: Stericycle has been contracted for a six-month program beginning in May 2018 to monitor IRFs for activity related to affected VINs supplied by Nissan. Stericycle has the capability to monitor approximately 20,000 IRFs nationwide using specialized software. When an affected

VIN is detected, Stericycle will alert the customer and the repair shop via SMS and email that a recall applies and the customer (or the shop on the customer's behalf) needs to contact their local dealer to have this remedy performed at no cost for parts and labor.

Nissan encourages dealers to form a relationship with local independent repair facilities or collision centers to increase awareness of open campaigns and facilitate completions. Dealers may also want to utilize VIN lookup services to shops in their area. Please refer to NPSB17-214 for more information on the Custom VIN Campaign Report tool available in DBS.

Revision History:

Date	Announcement	Purpose
September 8, 2017	Original	Nissan contracted Stericycle to reach out to customers via telephone, postcard mailers, and email and encourage them to have their open Takata recall performed.
June 5, 2018	REVISION 1	Nissan has shifted to a multi-point outreach activity using a different third party known as Settlement Special Administrator (SSA).