

## MAZDA DEALER EMAIL



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September 12, 2018

Attention: CALIFORNIA Mazda General Managers, Parts and Service Managers

Subject: Allstate Insurance Email & Letters to CALIFORNIA Mazda owners

We continually seek new ways to get the attention of Mazda owners with Takata recalls. In 2018, we began working on potential collaborations with vehicle insurance companies. We are asking their assistance to increase awareness about the Takata recall and encourage owners to check their VIN and complete the repair. Working through these large companies is time consuming and successes happens on a limited scale.

We are happy to share that one insurance company, Allstate, has agreed to pilot this idea with their California-based customers that have an open Takata recall. We will continue working with other insurance companies to gain their support as well.

On Thursday (9/6), Allstate Insurance sent out 1,164 emails to their customers in California. They will also be mailing a printed letter to their customers in California that prefer written communications on 9/24 (approximately 300 customers).

Attached is a sample of the email that went out—the letter will look very similar.

It isn't easy to persuade our owners to schedule an appointment and complete their Takata repair. Should your dealership be contacted by someone prompted by one of these Allstate Insurance communications, we appreciate your efforts to prioritize their repair appointment and to offer any needed transportation support (i.e., courtesy shuttle, rental, etc.).

Thank you for your continued support to complete Takata recall repairs.

**PROTECT WHAT'S IMPORTANT TO YOU.**

Takata Action Team

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Español

# Please contact Mazda to replace your airbag immediately.

<<Customer Name>>,

We have important information from Mazda about an urgent safety recall to your <<2002 – 2015 Mazda>>. Your safety is important to us, so we teamed up with Mazda to help deliver this information to you.

## **Airbag Recall Information**

The airbag in your vehicle is made by Takata and is subject to a recall for potential defects, which could lead to serious injury or even death. This national recall of Takata airbags affects more than 37 million vehicles from 34 automotive brands.

Please use the information below to replace your airbag for **FREE**.

## **SCHEDULE YOUR FREE AIRBAG REPLACEMENT WITH MAZDA**

1. Locate your 17-digit Vehicle Identification Number (VIN) in the lower left of your vehicle's windshield or on your vehicle registration card.
2. Contact the Mazda Recall Team toll free at [1-844-396-8380](tel:1-844-396-8380) or visit [mazdarecallinfo.com](http://mazdarecallinfo.com).
3. Provide your VIN and schedule to replace your airbag free of charge at a Mazda dealership near you.

## QUESTIONS?

For questions about this recall or more information, please call 1-844-396-8380 or visit the [National Highway Traffic Safety Administration \(NHTSA\) website](#).

Did you find this email useful?



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This is a notification only – please do not reply to this e-mail as a reply will not go to a valid e-mail address.  
Allstate has not provided any information to Mazda about you or your vehicle.

This email was sent to <<Customer E-mail Address>>.

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Allstate Insurance Company, 2775 Sanders Rd., Northbrook, IL 60062

P\_CUSTMKTG\_RCAS\_MAZDARECALLASSIST\_T  
EMAIL\_TO do\_not\_reply@allstate.com

# Por favor, ponte en contacto con Mazda para reemplazar la bolsa de aire de inmediato.

<<Customer Name,>>

Queremos compartir una información importante de parte de Mazda sobre un aviso de retiro de seguridad urgente para tu <<2002-2015 Mazda>>. Tu seguridad es importante para nosotros, por lo que nos hemos asociado con Mazda para hacerte llegar esta información.

## **Información sobre el aviso de retiro de la bolsa de aire**

La bolsa de aire de tu vehículo ha sido fabricada por Takata y está sujeta a un aviso de retiro debido a defectos potenciales, que podrían causarte lesiones serias e incluso la muerte. Este aviso a nivel nacional sobre el retiro de bolsas de aire Takata afecta a más de 37 millones de vehículos de 34 marcas automotrices.

Por favor, utiliza la información que aparece a continuación para reemplazar la bolsa de aire de forma **GRATUITA**.

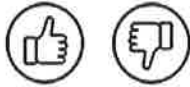
## **PROGRAMA TU REEMPLAZO DE BOLSA DE AIRE GRATUITO CON MAZDA**

1. Ubica tu Número de Identificación de Vehículo de 17 cifras (VIN, por sus siglas en inglés) en la parte inferior izquierda del parabrisas de tu vehículo o en la tarjeta de registro del mismo.
2. Ponte en contacto con el Equipo de Retiros de Mazda llamando gratis al [1-844-396-8380](tel:1-844-396-8380) or ingresando en [mazdarecallinfo.com](http://mazdarecallinfo.com).
3. Proporciona tu VIN y programa una cita para reemplazar tu bolsa de aire gratis en tu concesionario de Mazda más cercano.

## ¿Tienes preguntas?

Si tienes preguntas relativas a este aviso de retiro o quieres obtener más información, llama al 1-844-396-8380 o visita la página web del National Highway Traffic Safety Administration (NHTSA).

¿Encontraste este correo electrónico útil?



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Por Favor ten en cuenta que los enlaces te pueden llevar a sitios web en inglés.  
Esta es una notificación únicamente - por favor no respondas a este correo electrónico ya que tu respuesta no se enviará a una dirección de correo electrónico válida.

Allstate no ha proporcionado ninguna información sobre ti o tu vehículo a Mazda.

This email was sent to <<Customer E-mail Address>>.

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Allstate Insurance Company, 2775 Sanders Rd., Northbrook, IL 60062

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