



IMPORTANT SAFETY RECALL – Remedy Available

**This notice applies to your vehicle,
Recall Campaign No. 18V-248: Electric Auxiliary Coolant Pump**

INSERT DATE

Dear

This notice is sent to you in accordance with the National Traffic and Motor Vehicle Safety Act. Rolls-Royce Motor Cars NA, LLC has decided that a defect, which relates to motor vehicle safety, exists in certain Model Year 2011-2012 Rolls-Royce Ghost motor cars. Our records indicate that you are the owner of a potentially affected motor car.

Why are we contacting you?

Please contact your authorized Rolls-Royce Motor Cars dealer immediately to schedule an appointment to have this recall performed. You may also request alternate transportation if needed.

What could happen?

The electric auxiliary coolant pump for the turbocharged engine could malfunction. This could cause it to overheat, leading to smoldering and in some cases, could possibly result in an engine compartment or vehicle fire.

Should this condition occur, pull off the road to a safe location away from traffic, and switch off the engine. Please contact Rolls-Royce Motor Cars Roadside Assistance at 1-877-671-3039 to have your vehicle brought to the nearest authorized Rolls-Royce Motor Cars dealer for inspection and, if necessary, repair. If you notice a plastic burning smell, or burning and/or smoke from the front of the vehicle, do not open the hood. All occupants should carefully exit the vehicle and move to a location away from traffic. Do not continue to drive your vehicle.

Rolls-Royce recommends parking your motor car outdoors until repairs have been performed.

If you are not the only driver of this motor car, please advise all other drivers and passengers of this important information.

What will Rolls-Royce do?

The electric auxiliary coolant pump will be replaced at no charge and will take approximately one hour. If you already had this repair performed at your own expense, please see the attachment regarding possible eligibility for reimbursement.

Rolls-Royce Motor Cars

Rolls-Royce Motor Cars NA, LLC
Mailing Address: P.O. Box 1227, Westwood, NJ 07675-1227
Office Address: 300 Chestnut Ridge Road, Woodcliff Lake, NJ 07677-7731
www.rolls-roycemotorcars.com
A BMW Group Company



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What if I am not the current owner of this motor car?

You can update the motor car ownership or your contact information by completing the enclosed postage-paid card.

If you are a vehicle lessor, Federal Regulations require you to forward this notice to your lessee within ten days.

What if I have questions or experience problems?

Should have any questions about this recall, please contact your authorized Rolls-Royce Motor Cars dealer. If you need additional assistance, contact Rolls-Royce Motor Cars Customer Relations and Services at 1-866-230-4956 or at customer.relations@rolls-roycemotorcarsna.com.

If your Rolls-Royce Motor Cars dealer is unable to remedy the defect without charge or within a reasonable period of time, you may notify the Administrator, National Highway Traffic Safety Administration, 1200 New Jersey Ave., S.E., Washington, DC 20590, call the toll-free Vehicle Safety Hotline at 1-888-327-4236 (TTY: 1-800-424-9153), or go to <http://www.safercar.gov>.

Please be assured that your safety is important to us, and we sincerely apologize if this recall causes any inconvenience. We recommend that you and your passengers wear your safety belt at all times.

Sincerely,

Rolls-Royce Motor Cars NA, LLC

SAMPLE

TREAD ACT CUSTOMER REIMBURSEMENT PLAN

(Rolls-Royce Motor Cars NA, LLC)

If you have paid for the repair described in the attached letter, and you would like your expenses to be considered for reimbursement, please contact your authorized Rolls-Royce Motor Cars dealer. Expenses paid to repair facilities outside of the Rolls-Royce network will be considered; however, the repair procedure must meet Rolls-Royce standards.

Your authorized Rolls-Royce Motor Cars dealer will request a copy of your owner notification letter, as well as your previously paid invoice. They will then inspect the vehicle (if it is still in your possession) prior to submitting a claim on your behalf to Rolls-Royce Motor Cars NA, LLC for reimbursement.

Please note the following:

- Only a repair that is the subject of this safety recall is reimbursable. Consequential expenses such as towing, rental, accommodations, damage repairs, etc. will not be reimbursed.
- The Recommended Retail Price (RRP) for Rolls-Royce Motor Cars Genuine Parts will be considered as the guideline for reasonable part charges.
- Repair labor, taxes and hazardous waste disposal, where previously paid, are eligible for reimbursement.
- Expenses for repairs performed more than 10 days after the date of the last owner notification letter sent by Rolls-Royce Motor Cars are not eligible for reimbursement.

Your authorized Rolls-Royce Motor Cars dealer should be able to answer any questions that you may have regarding your qualifications for reimbursement of a previous repair. If you qualify for such a reimbursement, your Rolls-Royce Motor Cars dealer will also be able to advise you of the manner in which you can expect to receive reimbursement.

Your authorized Rolls-Royce Motor Cars dealer should be your primary contact on this issue; however, our Customer Relations and Services Department may be contacted at 1-866-230-4956 for any special assistance that you may require.

In special situations where your authorized Rolls-Royce Motor Cars dealer cannot be of assistance, you may submit your written request for reimbursement to:

Customer Relations and Services Department
Rolls-Royce Motor Cars NA, LLC
P.O. Box 1227
Westwood, NJ 07675-1227

If you intend to submit a request for reimbursement to our Customer Relations and Services department, your vehicle (if it is still in your possession and was repaired at a facility outside of the Rolls-Royce Motor Cars dealer network) will need to be inspected at an authorized Rolls-Royce Motor Cars dealer before a claim can be accepted for consideration. This is to ensure that prior repairs at an outside facility meet Rolls-Royce standards for recall completion.

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