

From: [REDACTED]  
Subject: McLaren Recall IMPORTANT  
Date: 03 January 2020 18:41:00  
Attachments: imacw017.png  
Takata\_inspection\_form\_2.xlsx  
Importance: High

God Morning Guys,

Can we please get this out to all retailers today? There is an incentive and a social media call to action they can use below. The completed inspection forms go back to each of you for logging.

Thanks!

[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]



Dear Dealer Partners,

Welcome to 2020 and Happy New Year to all! Before we get too far into the new year, I wanted to be sure you are all aware of our need for a strong push to improve the TAKATA Airbag recall completion rates. As of today we are just over the half way mark as an average of all of the priority groups.

With this in mind we would like to ask that all McLaren retailers get with their internal marketing teams and push out via social media or direct contact the message that: (Sample message below)

- McLaren will cover the cost of transport to and from the dealer in order to ensure we get as many as possible completed as soon as possible. If a customer requires transport, please call Agero and make the arrangements. THIS INCLUDES CARS AT USED CAR LOTS AND AUCTION HOUSES.
- McLaren will also cover the labor cost of a Health and Safety inspection on any retail customer owned vehicle. Upon receiving a completed inspection form (attached) the Retailer will be reimbursed 1.00 hour at their current warranty rate.
- If a car comes in to your dealership and has this or any other open Recall it **must not** be released until the recall(s) are completed. This includes used vehicles going to auction.
- **NOTE:** P1 Parts are different than 12C or 650 etc...Please ensure you are ordering the correct part if you are working on a P1.
- **Best Practice:** We are aware that some dealers have hired and trained technicians to focus on nothing but the Takata air bag replacement. This has freed up other technicians to focus on other customer needs and repairs. The data from these dealers show a clear increase in shop hours and efficiency as compared to shops that are dispatching the Takata cars at a random pace. Just something to think about.

The dealerships who complete the most airbag recalls from January 2, 2020 to March 31, 2020 in each of the 3 regions will each receive a \$5,000.00 travel voucher from Travelocity. 1 per region.

Thank you very much for your attention to this critical recall and your assistance in getting them completed.

[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]



The infographic features a dark blue background with a McLaren logo in the top right. The title 'TAKATA Airbag Recall' is prominently displayed. Three large orange arrows point from left to right, each associated with a section of text. The first arrow, labeled 'Which Vehicles', points to a list of vehicle models: 12C, 650, 675, P1, and 570. The second arrow, labeled 'What To Do', points to instructions: 'Call your McLaren Retailer' and 'Arrange an appointment time that is convenient for you'. The third arrow, labeled 'McLaren Will', points to a list of services: 'Identify if your McLaren is in need of the airbag replacement', 'Replace the passenger side airbag with updated part', 'Perform a Free Health and Safety inspection on your McLaren', and 'Transport your McLaren to and from the authorized retailer free of charge'. On the right side, there is a red banner with the text 'Don't Risk It, Fix It!' and a warning triangle icon showing a person being struck by an airbag. Below this banner, a white box contains the text: 'Until your airbag is fixed, you're putting yourself, your spouse, your child, your best friend, or whoever's in your vehicle, in danger every time you drive. Because this isn't just a recall. It's a public safety crisis.'

## TAKATA Airbag Recall

**Which Vehicles**

- 12C
- 650
- 675
- P1
- 570

**What To Do**

- Call your McLaren Retailer
- Arrange an appointment time that is convenient for you

**McLaren Will**

- Identify if your McLaren is in need of the airbag replacement
- Replace the passenger side airbag with updated part
- Perform a Free Health and Safety inspection on your McLaren
- Transport your McLaren to and from the authorized retailer free of charge

**Don't Risk It, Fix It!**

Until your airbag is fixed, you're putting yourself, your spouse, your child, your best friend, or whoever's in your vehicle, in danger every time you drive. Because this isn't just a recall. **It's a public safety crisis.**