

TAKATA RECALL PROGRAM

CUSTOMER AND RETAILER FACING INITIATIVES



Current Takata Activities

\$200 Pre-Paid Rewards Card - Customer Cash Incentive (Bulletin NAS21.06.018)

- Customers who have the recall repair completed are eligible for a pre-funded \$200 Cash Card to be used anywhere they choose.
- Service advisors must complete the form available at a link in the Bulletin.
- Program began November 1, 2020 and is continuing until **September 30, 2021**.

Retailer Portal

- Please remember to use the Retailer Portal to find and contact any potential customers regarding the Takata Recall.

In Progress

- Canvassing Program includes targeted mailings, door-to-door visits to start in September 2021.

Any questions regarding the Takata Recall Program, please contact Lisa Shwidock via e-mail: lshwidoc@partner.jaguarlandrover.com

