

JAGUAR LAND ROVER SERVICE ADVISOR CONFERENCE CALL

TAKATA SAFETY RECALL INCENTIVE PROGRAM



DID YOU KNOW????

- ✓ There is a \$200 \$ Pre-Paid Rewards Card - Customer Cash Incentive (Bulletin NAS20.10.026)

All you need to do is this:

- ✓ When the customer completes the repair, and as part of your check out, click the link https://forms.office.com/Pages/ResponsePage.aspx?id=gH8ITaceck-eQdfZdl0PTKRlegV5d_IHmiGN9IYP-RRUN1NBMEFQQkRZVjgxNzYxU1VPWUJOOENFMC4u
Then complete and submit the form. Its as simple as that! The customer will receive their card in about a month.

URGENT
AIRBAG SAFETY RECALL
Receive a \$200 Rewards Card for completing your **FREE** recall!

Repair Month	Jaguar			Land Rover			Total		
	Repair Count	Incentive Claimed	Percent Claimed	Repair Count	Incentive Claimed	Percent Claimed	Repair Count	Incentive Claimed	Percent Claimed
Nov-20	67	5	7%	85	3	4%	152	8	5%
Dec-20	23	5	22%	16	6	38%	39	11	28%
Jan-21	98	9	9%	91	8	9%	189	17	9%
Feb-21	19	2	11%	23	7	30%	42	9	21%
TOTALS	207	21	10%	215	24	11%	422	45	11%



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TAKATA RECALL INCENTIVE PROGRAM - \$200.00 MASTERCARD®

USA AFTERSALES BULLETIN OCTOBER 30, 2020

TO: Jaguar and Land Rover Authorized Retailers
RE: Takata Recall Incentive Program - \$200.00 Mastercard®

As part of Jaguar Land Rover North America's ongoing commitment in repairing all vehicles affected by Safety Recalls J069, J070, J071, and J072 (Jaguar XF) and P081, P082, P083, and P084 (Land Rover Range Rover), Takata Passenger Airbag, a new customer incentive program has been implemented. Owners of certain affected vehicles in these recalls who have not yet had their vehicle's passenger airbag module replaced may be eligible for a Pre-filled Mastercard® for a value of \$200.00. An example of the customer mailing is attached.

This program is designed to enhance recall completion. Please ensure your Service department has a plan in place to capitalize on the program. This program replaces the current \$500.00 Service Voucher Program which ends on October 31, 2020.

Owners of vehicles not yet repaired in the Takata Recall may also be eligible for loaner car incentives under programs T003 (Jaguar) and T004 (Land Rover).

AFFECTED VEHICLE RANGE

Jaguar XF (X250) eligible for Safety Recall J069, J070, J071, or J072
 Model Year: 2009-2015
 VIN: SAJWA07C891R00029-SAJWA0F59FPUB8768

Land Rover Range Rover (LM) eligible for Safety Recall P081, P082, P083, or P084
 Model Year: 2007-2012
 VIN: SALMF13487A233805-SALME1D41CA393567

MASTERCARD® CUSTOMER INCENTIVE INFORMATION

From November 1, 2020 through March 31, 2021, a \$200.00 pre-filled Mastercard will be sent to customers who have the Takata recall repair completed on their vehicle. This incentive replaces previous incentives for repairs completed prior to October 31, 2020.

The retailer Service Manager (or delegated person) MUST fully complete this form. The pre-filled Mastercard will be mailed to the customer by Comica and has a value of \$200.00. The card cannot be redeemed for cash or used to purchase gasoline. Only one (1) claim per VIN may be made and it may not be combined with any other monetary voucher program.

The open Takata Recall Repair must be performed before the Mastercard can be issued. The Mastercard WILL NOT BE ISSUED if the form (link above) is not completely filled out and submitted at the time of the service. The Mastercard letter will be sent on behalf of their retailer for repairs performed on or before March 31, 2021.

Owners of vehicles not yet repaired in the Takata recall may also be eligible for other incentives (loaner vehicle, pick up/drop off). Please check the Jaguar Land Rover claims submission system to make sure that the vehicle is eligible for any additional incentive program or open recalls.

For questions regarding the content of this publication, please contact:
 Lisa Shewcock, Takata Airbag Recall Program Manager
 973.304.1358, lsheidoc@partner.jaguarlandrover.com

Jaguar Land Rover North America, LLC
 100 Jaguar Land Rover Way
 Mahwah, NJ 07435

If you have any questions regarding the Takata recall incentive, please refer to Aftersales Bulletin NAS20.10.026 posted on GRP2.0 where you will find:

- The affected vehicle ranges
 - Jaguar XF (X250) eligible for Safety Recall J069, J070, J071, or J072
 - Model Year: 2009-2015
 - VIN: SAJWA07C891R00029-SAJWA0F59FPUB8768
 - Land Rover Range Rover (LM) eligible for Safety Recall P081, P082, P083, or P084
 - Model Year: 2007-2012
 - VIN: SALMF13487A233805-SALME1D41CA393567
- The link to the form which enables the receipt of the pre-filled Mastercard

Please ensure you're familiar with these details, as they will assist you in providing this incentive to eligible customers.

This information will also be reiterated during the upcoming Warranty Administrator Call.

