

WARRANTY & UPSTREAM TECHNICAL SERVICES TAKATA PASSENGER AIRBAG RECALL



- Priority Groups are defined by NHTSA based on vehicles age and locations
- Progress against milestones
 - PG 7,9,10 exceeded the milestones
 - PG 8 Land Rover made milestone, PG 8 Jaguar missed
 - PG 4, PG 5, and, for the first time, PG 6 are trailing their milestones
- The first hard deadline is approaching “end of September” for Priority group 4 with a 30% gap
- Completion during the month of July were 1,052 vehicles, holding flat to the previous month

Sep 30st
Deadline for PG 4

Priority Group	2017						2018						2019						2020						2021							
	Jun		Sep		Dec		Mar		Jun		Sep		Dec		Mar		Jun		Sep		Dec		Mar		Jun		Sep		Dec			
	T	A	T	A	T	A	T	A	T	A	T	A	T	A	T	A	T	A	T	A	T	A	T	A	T	A	T	A	T	A		
4	15%	24%	40%	36%	50%	46%	60%	50%	70%	53%	80%	56%	85%	60%	90%	63%	95%	70%	100%													
5			15%	32%	40%	49%	50%	53%	60%	60%	70%	62%	80%	66%	80%	71%	90%	76%	95%													
6					15%	57%	40%	63%	50%	72%	60%	75%	70%	75%	80%	80%	85%	83%	90%													
7							15%	61%	40%	68%	50%	75%	60%	80%	70%	83%	80%	87%	85%													
8									15%	45%	40%	53%	50%	58%	60%	64%	70%	69.6%	80%													
9												15%	53%	40%	62%	50%	69%	60%	76%	70%												
10																78%	15%	84%	40%													

T: Target A:Actual

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- Key Activities
 - \$200 and \$500 vouchers
 - New revised letters to customers
 - Labor Day greeting cards
 - Airbag Mailer

TAKATA PASSENGER AIRBAG RECALL



TAKATA RECALL – SERVICE VOUCHER CUSTOMER INCENTIVE

- Since Q4 2018 customers have been provided complementary loaner cars and engine oil changes incentives to encourage completion of Takata recall repairs. These have proved successful in increasing repair rates.
- To drive further improvements required to meet NHTSA completion rate targets additional customer incentives are now being deployed.

\$200 Service Voucher

- New campaigns W005 (Jaguar) and W006 (Land Rover) are being launched in August which provide customers with a \$200 service voucher which can be used towards the cost of service repairs, service parts, JLR accessories and merchandise. The vouchers will be mailed to customers are only redeemable at JLR retailers for eligible open VIN in the Takata recall and W005/W006 incentive campaigns.
- This program includes all open VIN in NHTSA defined priority groups 6-10.

- Retailers are encouraged to assist customers in redeeming these vouchers at the same time as the Takata repair however the vouchers remain valid up to 21 days after the repair
- For further details and conditions please refer to the W005 and W006 Aftersales Bulletin.

\$500 Service Voucher.

- A similar program with a \$500 voucher will follow for vehicles in priority groups 4 and 5.

2007-2012 MY L322 Range Rover
2009-2015 MY X260 XF



AIRBAG RECALL REPAIR \$200 SERVICE VOUCHER

Your safety is important to us!

As a valued Jaguar owner, you will receive a complimentary \$200 Jaguar Service Voucher when you bring your Jaguar vehicle in for the free Airbag Recall Repair. Redeemable for expert service, genuine parts, merchandise, accessories and more.

This service voucher is being issued by Jaguar Land Rover, North America directly to owners and is not a retailer's sale promotion or solicitation for business.

Service voucher is valid for airbag repair performed before December 31st 2019.