

TAKATA PASSENGER AIRBAG RECALL

\$200 SERVICE VOUCHER



- Offered to PG 6-10 (NAS19.08.008)
- Can be used toward service, parts, merchandise
- Can be combined with Oil Change
- 11,438 letters mailed on 8/14/219

AIRBAG RECALL REPAIR OIL SERVICE VOUCHER

We appreciate your time!
As a valued Jaguar owner, you will receive a complimentary Jaguar Factory Authorized Oil Service when you bring your Jaguar vehicle in for the free airbag recall repair by December 31, 2019.

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.

Restrictions apply to the service voucher:
- Voucher must be redeemed at the time of repair.
- Service voucher is valid for airbag repairs performed before December 31, 2019.

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 by December 31, 2019. Redeemable for expert service, genuine parts, merchandise and accessories within 21 days of your airbag repair.

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.

Restrictions apply to the service voucher:
- Service voucher is valid for airbag repairs performed before December 31, 2019.
- Service voucher must be used in a single transaction up to \$200.
- Unused balance after the first use of the voucher will be voided, and the unused portion is not returnable as cash.



Sample Customer Letter

URGENT PASSENGER AIRBAG SAFETY RECALL
National Highway Traffic Safety Administration (NHTSA)
This notice applies to your vehicle VIN [REDACTED] Recall Number: 2019

FOR YOUR SAFETY, TAKE ACTION IMMEDIATELY

Dear [REDACTED],

According to our records, your Jaguar vehicle's front passenger airbag is defective and needs to be replaced immediately.

When a defective airbag is exposed to high heat and high humidity over a number of years, the chemicals used to inflate the airbag may deteriorate. In the event of a crash, the airbag can explode and shoot sharp metal fragments, which can cause **serious injury or death** to the people in the vehicle.

Any authorized Jaguar Retailer can replace the front passenger airbag in your vehicle for free regardless of where the vehicle was purchased. The airbag recall repair is expected to take approximately two hours. If required, a free loaner vehicle will also be provided to you upon request.

LIMITED TIME OFFER: RECEIVE A COMPLIMENTARY JAGUAR FACTORY AUTHORIZED OIL SERVICE AND A COMPLIMENTARY \$200 JAGUAR SERVICE VOUCHER WHEN YOUR AIRBAG IS REPLACED.**

SCHEDULE YOUR FREE AIRBAG RECALL REPAIR DATE TODAY!

Contact your preferred authorized Jaguar Retailer with your Vehicle Identification Number (VIN). You can locate an authorized Jaguar Retailer using the "FIND A RETAILER" function on JaguarUSA.com. If you need assistance scheduling your free airbag recall repair, have any questions or no longer own this vehicle, please contact us at **1-800-4JAGUAR (1-800-452-4827)** option 9 or email jagweb@jaguarlandrover.com.

As always, Jaguar is committed to the safety of you and your loved ones.

Sincerely,

Rory Hoelle
Vice President, Customer Service
Jaguar Land Rover North America, LLC

Please disregard this notice if you have already had this airbag recall repair performed.

TO REDEEM YOUR COMPLIMENTARY OIL SERVICE AND \$200 SERVICE VOUCHER:**

- Contact your preferred authorized Jaguar Retailer. - Schedule your free airbag recall repair.
- Provide the retailer with your Vehicle Identification Number (VIN). - Present this service voucher upon arrival at the retailer.

**Service voucher is valid for airbag repairs performed before December 31, 2019 and must be redeemed within 21 days (one airbag repair must be used in a single transaction up to \$200 and the unused balance after the first use of the voucher will be voided).

<p style="text-align: center;">AIRBAG RECALL REPAIR OIL SERVICE VOUCHER</p> <p>We appreciate your time! As a valued Jaguar owner, you will receive a complimentary Jaguar Factory Authorized Oil Service when you bring your Jaguar vehicle in for the free airbag recall repair by December 31, 2019.</p> <p>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.</p> <p>Restrictions apply to the service voucher: - Voucher must be redeemed at the time of repair. - Service voucher is valid for airbag repairs performed before December 31, 2019.</p>	<p style="text-align: center;">AIRBAG RECALL REPAIR \$200 SERVICE VOUCHER</p> <p>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 by December 31, 2019. Redeemable for expert service, genuine parts, merchandise and accessories within 21 days of your airbag repair.</p> <p>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.</p> <p>Restrictions apply to the service voucher: - Service voucher is valid for airbag repairs performed before December 31, 2019. - Service voucher must be used in a single transaction up to \$200. - Unused balance after the first use of the voucher will be voided, and the unused portion is not returnable as cash.</p>
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