

Takata Campaign

MBUSA - OD - Service - Direct Mail

Concept 1



Would you trust recalled equipment if your life depended on it?

Your recalled Takata airbag might be putting you and your passengers at risk.

Mercedes-Benz
of Anytown



Front

We're ready to replace your recalled Takata airbag.

Your potentially defective Takata airbag might be putting your life, and the lives of your passengers, at risk. Schedule your FREE Takata airbag safety recall repair at <Dealername> today. With our convenient service options, you'll be back on the road safely with minimal down time. Plus, you'll have the peace of mind of knowing you and your passengers are protected from a potentially defective Takata airbag, which could cause serious injury or death.

Visit <dealerwebsite> or call us at <XXX-XXX-XXXX> to schedule your FREE airbag recall repair.



Take advantage of our convenient service options:

- Mobile Service
- Online scheduling
- Pick-up/delivery



This recall applies to VIN: <VinLast8>, <Year> <Model>

Schedule your FREE recall repair today.

Call: <XXX-XXX-XXXX>

or visit: <www.dealerwebsite.com>

Service Hours	
<Mon - Thur>	<8:00am - 5:00pm>
<Fri>	<8:00am - 5:00pm>
<Sat>	<8:00am - 5:00pm>
<Sun>	<CLOSED>

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Optional Endorsement Line
Marc Quality
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Anytown, USA 12345-6789



<DealerName>
<Dealer Address>
<City, ST ZIP>

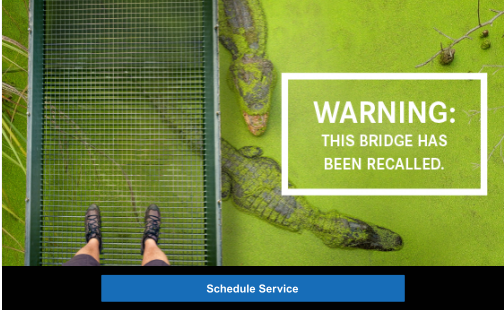



Back

Takata Campaign

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Concept 1

Your recalled Takata airbag might be putting you and your passenger at risk. Replace your recalled Takata airbag today. [View in a web browser](#)



Would you trust recalled equipment if your life depended on it?


Your potentially defective Takata airbag might be putting your life, and the lives of your passengers, at risk. Schedule your FREE Takata airbag safety recall repair at <Dealername> today. With our convenient service options, you'll be back on the road safely with minimal down time. Plus, you'll have the peace of mind of knowing you and your passengers are protected from a potentially defective Takata airbag, which could cause serious injury or death.

Take advantage of our convenient service options:

- Mobile Service
- Online scheduling
- Pick-up/delivery

This recall applies to VIN: <VinLast8>, <Year> <Model>


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Mercedes-Benz of Anytown

Amenity 1
Amenity 2
Amenity 3
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Mercedes-Benz of Anytown

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770 11th Ave
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1-212-629-1600
[mbmanhattan.com](#)

Service Hours
Mon - Fri 7AM - 5PM
Sat 9AM - 5PM



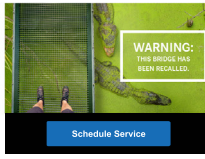

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Take advantage of our convenient service options:

- Mobile Service
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This recall applies to VIN: <VinLast8>, <Year> <Model>


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Concept 2



Would you trust recalled equipment if your life depended on it?

Your recalled Takata airbag might be putting you and your passengers at risk.

Mercedes-Benz
of Anytown



Front

We're ready to replace your recalled Takata airbag.

Your potentially defective Takata airbag might be putting your life, and the lives of your passengers, at risk. Schedule your FREE Takata airbag safety recall repair at <Dealername> today. With our convenient service options, you'll be back on the road safely with minimal down time. Plus, you'll have the peace of mind of knowing you and your passengers are protected from a potentially defective Takata airbag, which could cause serious injury or death.

Visit <dealerwebsite> or call us at <XXX-XXX-XXXX> to schedule your FREE airbag recall repair.



Take advantage of our convenient service options:

- Mobile Service
- Online scheduling
- Pick-up/delivery



This recall applies to VIN: <VinLast8>, <Year> <Model>

Schedule your FREE recall repair today.

Call: <XXX-XXX-XXXX>

or visit: <www.dealerwebsite.com>

Service Hours	
<Mon - Thur>	<8:00am - 5:00pm>
<Fri>	<8:00am - 5:00pm>
<Sat>	<8:00am - 5:00pm>
<Sun>	<CLOSED>

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Anytown, USA 12345-6789



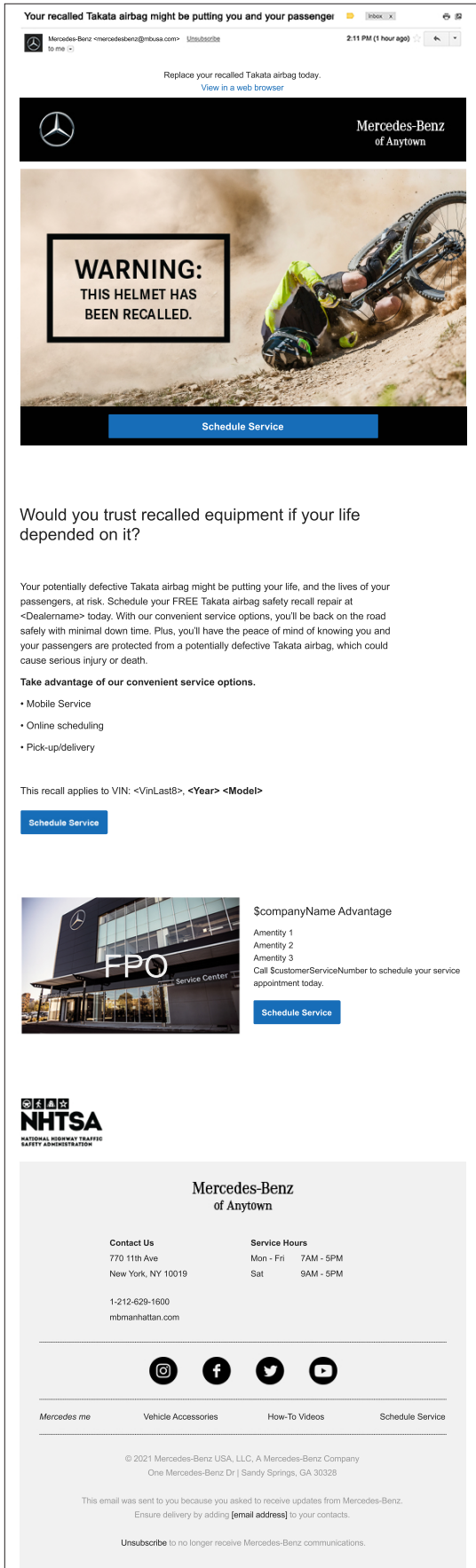
<DealerName>
<Dealer Address>
<City, ST ZIP>



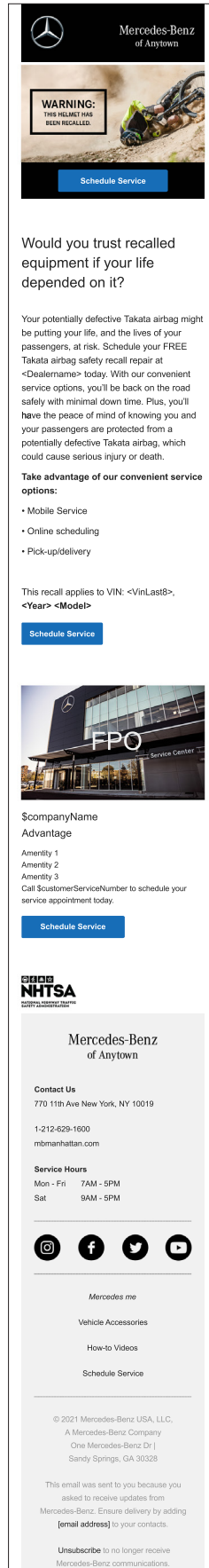
Back

Takata Campaign

MBUSA - OD - Service - Direct Mail
Concept 2



Desktop



Mobile

Takata Campaign

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Concept 3



Would you trust recalled equipment if your life depended on it?

Your recalled Takata airbag might be putting you and your passengers at risk.

Mercedes-Benz
of Anytown



Front

We're ready to replace your recalled Takata airbag.

Your potentially defective Takata airbag might be putting your life, and the lives of your passengers, at risk. Schedule your FREE Takata airbag safety recall repair at <Dealername> today. With our convenient service options, you'll be back on the road safely with minimal down time. Plus, you'll have the peace of mind of knowing you and your passengers are protected from a potentially defective Takata airbag, which could cause serious injury or death.

Visit <dealerwebsite> or call us at <XXX-XXX-XXXX> to schedule your FREE airbag recall repair.



Take advantage of our convenient service options:

- Mobile Service
- Online scheduling
- Pick-up/delivery



This recall applies to VIN: <VinLast8>, <Year> <Model>

Schedule your FREE recall repair today.

Call: <XXX-XXX-XXXX>

or visit: <www.dealerwebsite.com>

Service Hours
<Mon - Thur> <8:00am - 5:00pm>
<Fri> <8:00am - 5:00pm>
<Sat> <8:00am - 5:00pm>
<Sun> <CLOSED>

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<Dealer Address>
<City, ST ZIP>



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Concept 3

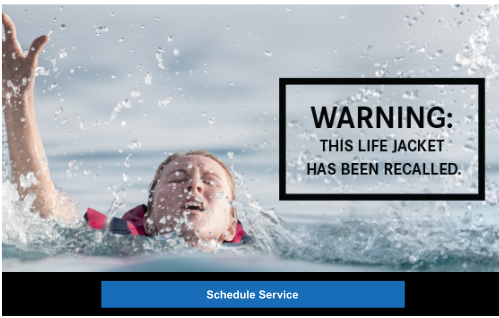

Your recalled Takata airbag might be putting you and your passenger at risk. Schedule your FREE Takata airbag safety recall repair at <Dealername> today. With our convenient service options, you'll be back on the road safely with minimal down time. Plus, you'll have the peace of mind of knowing you and your passengers are protected from a potentially defective Takata airbag, which could cause serious injury or death.

Take advantage of our convenient service options:

- Mobile Service
- Online scheduling
- Pick-up/delivery

This recall applies to VIN: <VinLast8>, <Year> <Model>

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Your potentially defective Takata airbag might be putting your life, and the lives of your passengers, at risk. Schedule your FREE Takata airbag safety recall repair at <Dealername> today. With our convenient service options, you'll be back on the road safely with minimal down time. Plus, you'll have the peace of mind of knowing you and your passengers are protected from a potentially defective Takata airbag, which could cause serious injury or death.

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- Online scheduling
- Pick-up/delivery

This recall applies to VIN: <VinLast8>, <Year> <Model>


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\$companyName Advantage

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Amenity 3
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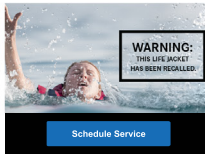

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Take advantage of our convenient service options:

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This recall applies to VIN: <VinLast8>, <Year> <Model>


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\$companyName Advantage

Amenity 1
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Mobile

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Concept 4



Would you trust recalled equipment if your life depended on it?

Your recalled Takata airbag might be putting you and your passengers at risk.

Mercedes-Benz
of Anytown



Front

We're ready to replace your recalled Takata airbag.

Your potentially defective Takata airbag might be putting your life, and the lives of your passengers, at risk. Schedule your FREE Takata airbag safety recall repair at <Dealername> today. With our convenient service options, you'll be back on the road safely with minimal down time. Plus, you'll have the peace of mind of knowing you and your passengers are protected from a potentially defective Takata airbag, which could cause serious injury or death.

Visit <dealerwebsite> or call us at <XXX-XXX-XXXX> to schedule your FREE airbag recall repair.



Take advantage of our convenient service options:

- Mobile Service
- Online scheduling
- Pick-up/delivery



This recall applies to VIN: <VinLast8>, <Year> <Model>

Schedule your FREE recall repair today.

Call: <XXX-XXX-XXXX>

or visit: <www.dealerwebsite.com>

Service Hours	
<Mon - Thur>	<8:00am - 5:00pm>
<Fri>	<8:00am - 5:00pm>
<Sat>	<8:00am - 5:00pm>
<Sun>	<CLOSED>

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<Dealer Address>
<City, ST ZIP>

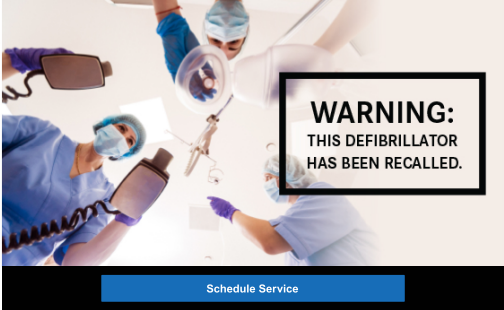



Back

Takata Campaign

MBUSA - OD - Service - Direct Mail
Concept 4

Your recalled Takata airbag might be putting you and your passenger at risk. Replace your recalled Takata airbag today. [View in a web browser](#)



Would you trust recalled equipment if your life depended on it?


Your potentially defective Takata airbag might be putting your life, and the lives of your passengers, at risk. Schedule your FREE Takata airbag safety recall repair at <Dealername> today. With our convenient service options, you'll be back on the road safely with minimal down time. Plus, you'll have the peace of mind of knowing you and your passengers are protected from a potentially defective Takata airbag, which could cause serious injury or death.

Take advantage of our convenient service options:

- Mobile Service
- Online scheduling
- Pick-up/delivery

This recall applies to VIN: <VinLast8>, <Year> <Model>


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Company Name Advantage

Amenity 1
Amenity 2
Amenity 3
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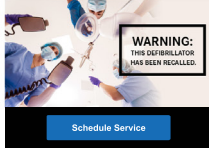



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Take advantage of our convenient service options:

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- Online scheduling
- Pick-up/delivery

This recall applies to VIN: <VinLast8>, <Year> <Model>


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Company Name Advantage

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Amenity 3
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Mobile

Takata Campaign

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Concept 5



WARNING:
THIS SPACE SUIT HAS
BEEN RECALLED.

Would you trust recalled equipment if your life depended on it?
Your recalled Takata airbag might be putting you and your passengers at risk.

Mercedes-Benz
of Anytown




Front

We're ready to replace your recalled Takata airbag.

Your potentially defective Takata airbag might be putting your life, and the lives of your passengers, at risk. Schedule your FREE Takata airbag safety recall repair at <Dealername> today. With our convenient service options, you'll be back on the road safely with minimal down time. Plus, you'll have the peace of mind of knowing you and your passengers are protected from a potentially defective Takata airbag, which could cause serious injury or death.

Visit <dealerwebsite> or call us at <XXX-XXX-XXXX> to schedule your FREE airbag recall repair.



Take advantage of our convenient service options:

- Mobile Service
- Online scheduling
- Pick-up/delivery

This recall applies to VIN: <VinLast8>, <Year> <Model>

Schedule your FREE recall repair today.
Call: <XXX-XXX-XXXX>
or visit: <www.dealerwebsite.com>

Service Hours
<Mon - Thur> <8:00am - 5:00pm>
<Fri> <8:00am - 5:00pm>
<Sat> <8:00am - 5:00pm>
<Sun> <CLOSED>


U.S. Department of Transportation

NHTSA
NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION

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Concept 5

Your recalled Takata airbag might be putting you and your passenger at risk. Replace your recalled Takata airbag today.





Would you trust recalled equipment if your life depended on it?

Your potentially defective Takata airbag might be putting your life, and the lives of your passengers, at risk. Schedule your FREE Takata airbag safety recall repair at <Dealername> today. With our convenient service options, you'll be back on the road safely with minimal down time. Plus, you'll have the peace of mind of knowing you and your passengers are protected from a potentially defective Takata airbag, which could cause serious injury or death.

Take advantage of our convenient service options.



- Mobile Service
- Online scheduling
- Pick-up/delivery

This recall applies to VIN: <VinLast8>, <Year> <Model>



Company Name Advantage


Amenity 1
Amenity 2
Amenity 3
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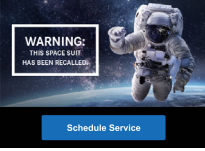



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- Pick-up/delivery

This recall applies to VIN: <VinLast8>, <Year> <Model>



Company Name Advantage


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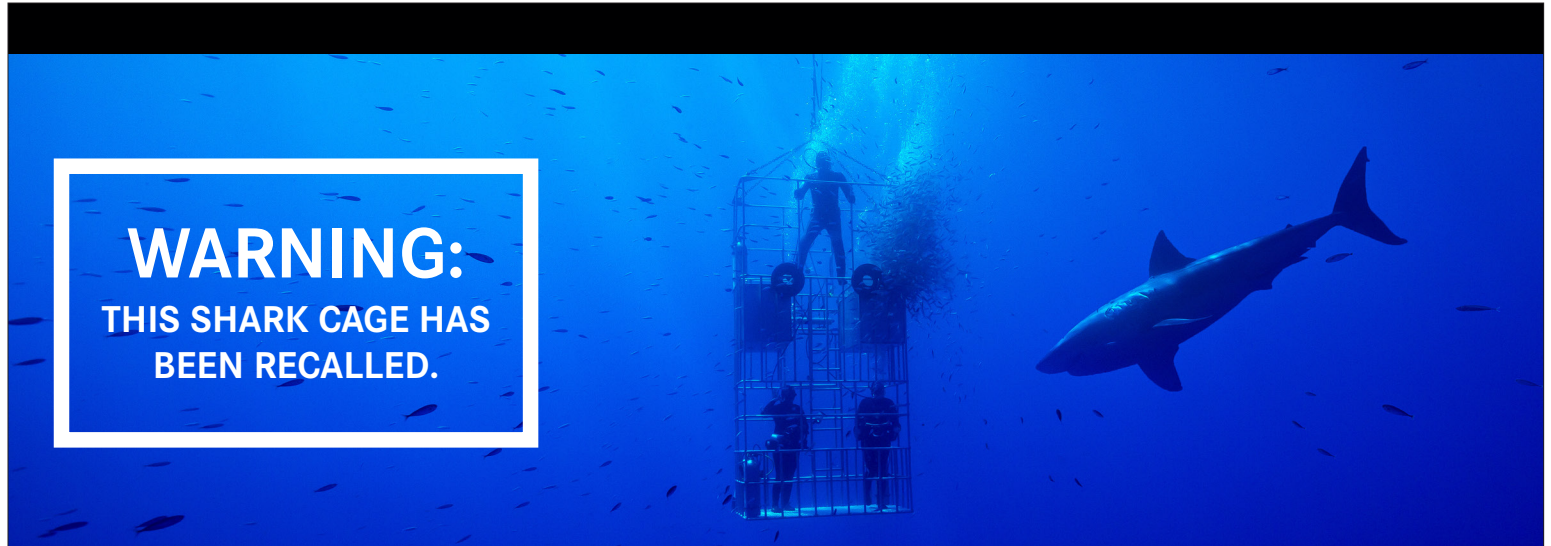
Desktop

Mobile

Takata Campaign

MBUSA - OD - Service - Direct Mail

Concept 6



WARNING:
**THIS SHARK CAGE HAS
 BEEN RECALLED.**

Would you trust recalled equipment if your life depended on it?

Your recalled Takata airbag might be putting you and your passengers at risk.

Mercedes-Benz
of Anytown




Front

We're ready to replace your recalled Takata airbag.

Your potentially defective Takata airbag might be putting your life, and the lives of your passengers, at risk. Schedule your FREE Takata airbag safety recall repair at <Dealername> today. With our convenient service options, you'll be back on the road safely with minimal down time. Plus, you'll have the peace of mind of knowing you and your passengers are protected from a potentially defective Takata airbag, which could cause serious injury or death.

Visit <dealerwebsite> or call us at <XXX-XXX-XXXX> to schedule your FREE airbag recall repair.



Take advantage of our convenient service options:

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- Pick-up/delivery

This recall applies to VIN: <VinLast8>, <Year> <Model>


Schedule your FREE recall repair today.

Call: <XXX-XXX-XXXX>
or visit: <www.dealerwebsite.com>


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<Sat>	<8:00am - 5:00pm>
<Sun>	<CLOSED>

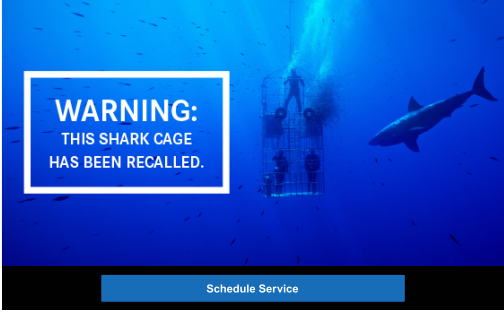

Back

Takata Campaign

MBUSA - OD - Service - Direct Mail

Concept 6

Your recalled Takata airbag might be putting you and your passenger at risk. Replace your recalled Takata airbag today.



Would you trust recalled equipment if your life depended on it?


Your potentially defective Takata airbag might be putting your life, and the lives of your passengers, at risk. Schedule your FREE Takata airbag safety recall repair at <Dealername> today. With our convenient service options, you'll be back on the road safely with minimal down time. Plus, you'll have the peace of mind of knowing you and your passengers are protected from a potentially defective Takata airbag, which could cause serious injury or death.

Take advantage of our convenient service options.

- Mobile Service
- Online scheduling
- Pick-up/delivery

This recall applies to VIN: <VinLast8>, <Year> <Model>


[Schedule Service](#)



\$companyName Advantage

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Amenity 2
Amenity 3
Call \$customerServiceNumber to schedule your service appointment today.


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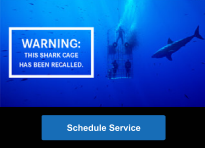

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Take advantage of our convenient service options:

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- Pick-up/delivery

This recall applies to VIN: <VinLast8>, <Year> <Model>


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\$companyName Advantage

Amenity 1
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Would you trust recalled equipment if your life depended on it?
Your recalled Takata airbag might be putting you and your passengers at risk.

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Front

We're ready to replace your recalled Takata airbag.

Your potentially defective Takata airbag might be putting your life, and the lives of your passengers, at risk. Schedule your FREE Takata airbag safety recall repair at <Dealername> today. With our convenient service options, you'll be back on the road safely with minimal down time. Plus, you'll have the peace of mind of knowing you and your passengers are protected from a potentially defective Takata airbag, which could cause serious injury or death.

Visit <dealerwebsite> or call us at <XXX-XXX-XXXX> to schedule your FREE airbag recall repair.





Take advantage of our convenient service options:

- Mobile Service
- Online scheduling
- Pick-up/delivery


This recall applies to VIN: <VinLast8>, <Year> <Model>

Schedule your FREE recall repair today.
Call: <XXX-XXX-XXXX>
or visit: <www.dealerwebsite.com>



Service Hours	
<Mon - Thur>	<8:00am - 5:00pm>
<Fri>	<8:00am - 5:00pm>
<Sat>	<8:00am - 5:00pm>
<Sun>	<CLOSED>


<DealerName>
<Dealer Address>
<City, ST ZIP>



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Anytown, USA 12345-6789



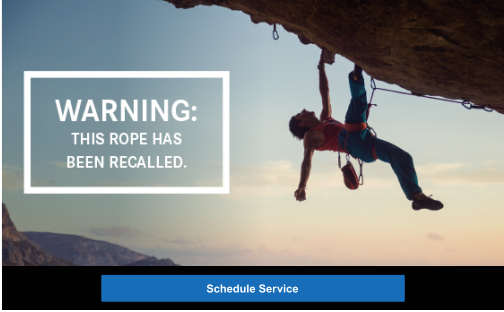

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Your potentially defective Takata airbag might be putting your life, and the lives of your passengers, at risk. Schedule your FREE Takata airbag safety recall repair at <Dealername> today. With our convenient service options, you'll be back on the road safely with minimal down time. Plus, you'll have the peace of mind of knowing you and your passengers are protected from a potentially defective Takata airbag, which could cause serious injury or death.

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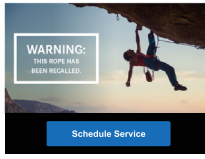



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This recall applies to VIN: <VinLast8>, <Year> <Model>


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Your recalled Takata airbag might be putting you and your passengers at risk.

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Front

We're ready to replace your recalled Takata airbag.

Your potentially defective Takata airbag might be putting your life, and the lives of your passengers, at risk. Schedule your FREE Takata airbag safety recall repair at <Dealername> today. With our convenient service options, you'll be back on the road safely with minimal down time. Plus, you'll have the peace of mind of knowing you and your passengers are protected from a potentially defective Takata airbag, which could cause serious injury or death.

Visit <dealerwebsite> or call us at <XXX-XXX-XXXX> to schedule your FREE airbag recall repair.



Take advantage of our convenient service options:

- Mobile Service
- Online scheduling
- Pick-up/delivery

This recall applies to VIN: <VinLast8>, <Year> <Model>

Schedule your FREE recall repair today.
Call: <XXX-XXX-XXXX>
or visit: <www.dealerwebsite.com>


Service Hours
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<Fri> <8:00am - 5:00pm>
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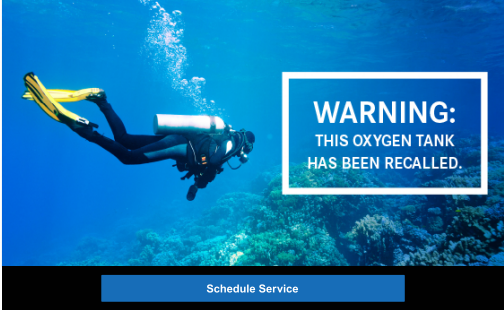

Takata Campaign

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Concept 8

Your recalled Takata airbag might be putting you and your passenger at risk. Schedule your FREE Takata airbag safety recall repair at <Dealername> today. With our convenient service options, you'll be back on the road safely with minimal down time. Plus, you'll have the peace of mind of knowing you and your passengers are protected from a potentially defective Takata airbag, which could cause serious injury or death.

Replace your recalled Takata airbag today.
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Take advantage of our convenient service options:

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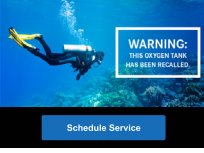

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Front

We're ready to replace your recalled Takata airbag.


Your potentially defective Takata airbag might be putting your life, and the lives of your passengers, at risk. Schedule your FREE Takata airbag safety recall repair at <Dealername> today. With our convenient service options, you'll be back on the road safely with minimal down time. Plus, you'll have the peace of mind of knowing you and your passengers are protected from a potentially defective Takata airbag, which could cause serious injury or death.


Visit <dealerwebsite> or call us at <XXX-XXX-XXXX> to schedule your FREE airbag recall repair.



Take advantage of our convenient service options:

- Mobile Service
- Online scheduling
- Pick-up/delivery





This recall applies to VIN: <VinLast8>, <Year> <Model>

Schedule your FREE recall repair today.

Call: <XXX-XXX-XXXX>
or visit: <www.dealerwebsite.com>


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Your potentially defective Takata airbag might be putting your life, and the lives of your passengers, at risk. Schedule your FREE Takata airbag safety recall repair at <Dealername> today. With our convenient service options, you'll be back on the road safely with minimal down time. Plus, you'll have the peace of mind of knowing you and your passengers are protected from a potentially defective Takata airbag, which could cause serious injury or death.

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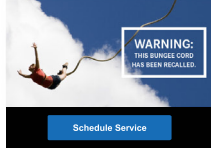

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