

Lincoln Aviator 24S35 Client Outreach

Voicemail Message

Outbound Voicemail Message: Hello, Mr./Ms. _____ this is _____ calling from Lincoln to remind you about an important safety recall, number 24S35, mailed to you in August 2024. Our records show that this program has not yet been completed on your Lincoln Aviator. It is important that you make a 24S35 service appointment at your local Lincoln retailer to address a possible distorted or flickering rearview camera image, at no cost to you. If you need assistance, you can reach us at _____. Thank you for your attention to this important matter and for being part of the Lincoln family.

Customer Answers

Outbound Customer Answers: Hello, Mr./Ms. _____ this is _____ calling from Lincoln regarding your Lincoln Aviator and an important safety recall 24S35 that was mailed in August 2024. It doesn't appear that you have completed this repair. I was looking to help you set up an appointment at your preferred Lincoln retailer to get the repair completed, which includes adding electromagnetic shielding to your Accessory Protocol Interface Module (APIM), at no cost to you. (Assist using current process... phone call to retailer, retailer website, client calls, etc.)

(Answer client questions & explain 24S35 notification)

I appreciate being able to speak to you today because we are committed to ensuring your continued satisfaction with your Aviator. Thank you for your attention to this important matter and for being part of the Lincoln family.

24S35 Q&A

What about a Loaner or Pick-Up and Delivery? Complimentary loaner vehicle or vehicle Pick-Up & Delivery service may also be available upon request from your retailer. You/I can make that request and have the retailer assist you with what options are available.

Why are you receiving this notice? On your vehicle, your mobile phone may produce electromagnetic interference while in-use. If it is placed in the console area while the vehicle is in reverse, it can cause the rearview camera image to appear distorted or flicker, jump, or scroll.

What is the risk? A distorted or flickering rearview camera image while reversing can reduce visibility behind the vehicle, increasing the risk of a crash. You should refrain from mobile phone usage while reversing until you have your vehicle serviced. This will prevent this condition from occurring.

What will Lincoln and your retailer do? Parts are now available to repair your vehicle. Lincoln has authorized your retailer to add electromagnetic shielding to your Accessory Protocol Interface Module (APIM) free of charge (parts and labor).

How long will it take? The time needed for this repair is less than one-half day. However, due to service scheduling requirements, your retailer may need your vehicle for a longer period of time.

What should a client do? Please call your retailer without delay to schedule a service appointment for Recall 24S35. Provide the retailer with your VIN, which is printed near your name at the beginning of the letter. The vehicle owner is responsible for making arrangements to have the work completed, and I am wanting to assist you.

What if client no longer owns this vehicle? The client can disregard our outreach effort. Our records rely primarily on state registration and title data, which haven't yet updated to the current owner. If the client has an address for the current owner, they can forward the letter to the new owner.