



ADMINISTRATION BULLETIN - SAFETY RELATED RECALL

Global Recall
Action
Number:
H552ADM1

Subject: Passenger Frontal Airbag Replacement	Publication No.: H552ADM1
	Model: E-PACE (X540)
	Model Year: 2021 - 2024
	Date of Issue: 18 July 2025

To:	JLR North America, LLC and JLR Canada ULC.
For the Attention of:	The approved JLR retailer/authorized repairer.

FOR THE ATTENTION OF NORTH AMERICAN TERRITORIES ONLY:

This recall publication replaces and supersedes the H553 UPS3125 Quarantine notification published 10th July 2025


National Highway Traffic Safety Administration (NHTSA) reference number: 25V-466

Transport Canada (TC) reference number: 2025-375


Visit the British Brands Sales Suite (BBSS) website for a list of affected vehicles at your retailer/authorized repairer. Unsold vehicles must be repaired prior to handover of the vehicle for retail sale.

**The following applies to:**
[NORTH AMERICA]

REGULATORY INFORMATION

**The following applies to:**
[NORTH AMERICA]

JLR North America, LLC and JLR Canada ULC have informed the National Highway Traffic Safety Administration (NHTSA) and Transport Canada (TC) of their intent to perform a Safety Recall on certain 2021 to 2024 model year E-PACE vehicles imported into the United States and Canada markets. Information relating to this Safety Recall will be posted on the NHTSA and TC websites.

**The following applies to:**
[NORTH AMERICA]

This Safety Recall Administration Bulletin serves as notification to all retailers in the United States and Canada markets that any new affected vehicles may not be sold and delivered for customer use until the Safety Recall repair is completed. Violation of this requirement by a retailer/authorized repairer, in the USA only, could result in a maximum civil penalty of up to the equivalent of \$27,874.00 USD per violation and the equivalent of \$139,356,994.00 USD for a related series of violations.

DESCRIPTION OF ISSUE AND THE EFFECT ON VEHICLE OPERATION

A concern has been identified on certain 2021 to 2024 Model Year Jaguar E-PACE vehicles where, during a passenger airbag deployment, the airbag may tear as a result of improper folding of the airbag during the airbag assembly process.

A torn airbag may reduce the occupant protection and therefore increase risk of injury in the event of a crash. A torn airbag may also allow the escape of hot gasses which may cause burns to occupants.

OWNER NOTIFICATION

Initial owner notification is expected to occur on or before 5th September 2025

ACTION TO BE TAKEN

Check the JLR Warranty Portal to make sure affected vehicles are correctly identified prior to starting this campaign. The Warranty Portal will be updated to reflect only those vehicles affected.

Retailers/authorized repairers are required to Quarantine affected new vehicles that are within your control and refrain from releasing the vehicles for new vehicle sale pending completion of the rework action. Affected vehicles already with customers should be updated at the next available opportunity. JLR North America recommends that affected sales demonstrator and loaner vehicles are repaired before use and that used vehicles are repaired before sale. Retailers/authorized repairers who choose to proceed against this recommendation, where legally permitted, must clearly and conspicuously disclose the open recall to the applicable customers.

The Safety Recall repair procedures and any required parts are not currently available. A Safety Recall repair campaign will be published when all repair procedures and all required parts are available. This is expected to be completed by TBD.

Retailers/authorized repairers are reminded that they must not sell vehicles identified as affected by this campaign until such time as the repair has been successfully completed.

Yours faithfully

Steve Oldham

Global Customer Care Quality Director