

Service Bulletin

MOTORCYCLE DIVISION

SERVICE NEWS
BULLETIN NO. 217
DATE: 4/29/2009

Increase Service Profits and Recall Compliance GSX-R1000K5/K6 Frame Inspection

ATTACHMENTS: CUSTOMER LETTER

As was described in **Service News Bulletin NO. 215**, Suzuki has supplied to your dealership **Connect Administrator's email** an updated listing of customers of GSX-R1000K5/K6 motorcycles. Please read this bulletin for details.

- Suzuki has contracted with a specialized vendor to supply accurate, updated contact information for GSX-R1000 customers when available. This includes the most current address and in some cases a land or cell phone number for your use. These reports were sent via e-mail to your dealership Connect Administrator's email, listing customers living within your *geographic vicinity*. Now you can call and draw to your service department, additional customers who live near your dealership, but may not have bought their unit from you.
- Many years have passed since these motorcycles (GSX-R1000K5/K6) were first sold, which means that ownership may have changed and many owners have moved and changed addresses and even states, but most importantly phone numbers have changed rapidly. Please use this opportunity to expand your service departments reach and call each and every customer near you and sell them on the value of installing the frame brace and especially on the competence of your service department and staff.

A word of caution, phone numbers supplied on this list should only be used for efforts directed at completing this recall campaign, Due to "Do Not Call" regulations, you may not use this list for general marketing.

- This list contains information for customers who as of this date have not had the frame recall inspection and brace installation completed. Some customer information has not changed or updated information was not available, even though a search was conducted.

For customer listings that do not include a phone number, you can check your repair order files or use one of the many free reverse look web sites on the internet.

- We strongly request that you use this list as soon as possible and mount a phone campaign for your market area. This updated listing may provide significant results and we ask that you not delay in beginning this process. Be aware that many customers work during the day and may not be available until evening. It has been found that early evening until about 8:30 PM is the best time to contact these customers. Many customers do not respond to voice messages on answering machines so whenever possible try to speak directly to the customer.

- CSC-10030231-4254**
- If you are unable or do not have this information, please contact your TSM as soon as possible. Your TSM will gladly transfer your list to other dealers in the area.
 - Your TSM and Tech-Line stand ready to help you with any specific issues you may encounter such as requests for pick up and delivery.
 - Attached is a copy of a customer letter that is being mailed to all of the customers on the lists provided.

AFFECTED DEPARTMENTS:

The following departments in your dealership should be notified of this information:

☒ Management ☒ Service ☒ Warranty ☐ Sales ☐ Parts ☐ Accessories

American Suzuki Motor Corporation
Technical Service Department
Motorcycle/ATV