



Service Action K064
Sample Follow-up Owner Letter

Gary L. Temple
President

October 8, 2010

Name
Address
Address

Dear Jaguar Owner,

Thank you again for selecting the 2011 Jaguar XJ, the new flagship in our 21st Century range of beautiful, fast cars!

Our records indicate the Feature Activation and Product Enhancement Campaigns were recently completed on your new XJ. Your vehicle is now updated to the latest production specification and you have the benefit of several new features: Interactive Voice™ Commands, additional Navigation functions, Traffic Messaging Channel (TMC) and video streaming via USB memory stick.

We're very proud of this technologically advanced vehicle and hope the new features and product enhancements add to your driving enjoyment.

Thank you again for selecting Jaguar; your ownership experience is very important to us. We recognize this service visit may have been an inconvenience to you. As a token of our appreciation enclosed is a gift card for merchandise from the Jaguar Collection valued at \$100.00. You can redeem this certificate online at www.jaguarusa.com/collection or at your local Jaguar dealer.

If you have any questions about the feature activation or product enhancement, please contact your authorized Jaguar dealer or the Jaguar Customer Relationship Center at 800-4JAGUAR, Option 9.

Sincerely,

Gary L. Temple

SAMPLE



Service Action K064 Sample Owner Notification Letter

SAMPLE OWNER LETTER

RE: XJ Feature Activation and Enhancement Program

Vehicles Affected: 2011 Model Year Jaguar XJ

Dear Jaguar XJ Owner:

Congratulations and thank you again for selecting the 2011 Jaguar XJ, the new flagship in our 21st Century range of beautiful, fast cars! We're very proud of this technologically advanced vehicle and want you to enjoy it to the fullest.

Upon delivery of your new XJ, your dealer informed you of Jaguar's intention to activate several features after delivery. Also, as part of Jaguar's ongoing commitment to ensure the highest level of product quality to our customers, we constantly monitor vehicle quality through customer feedback and other data sources. As a result of feedback received, Jaguar has also developed a number of other enhancements and other quality improvement updates to further increase customer satisfaction. Jaguar is undertaking a no-charge Feature Activation and Enhancement Program (Program Number K064) for owners of certain 2011 model year Jaguar XJ vehicles.

What are the updates and enhancements?

Jaguar is introducing new software that will offer a number of additional infotainment features including Interactive Voice™, enhanced satellite navigation functions, Traffic Message Channel, and an audio and video streaming function via the Media Hub (USB ports) in the center console storage box.

What will Jaguar and your Jaguar Dealer do?

Your authorized Jaguar dealer will carry out software updates, as well as other vehicle updates, as appropriate for your vehicle. The work will be carried out free of charge.

What should you do?

Please contact your authorized Jaguar Dealer at your earliest convenience to schedule an appointment to have Service Action K064 completed on your vehicle.

How long will it take?

Repair time is estimated to take approximately 4-8 hours, depending on the necessary vehicle updates required; however, because of dealer scheduling requirements, your vehicle may be needed for a longer period of time.

Moved or no longer own a Jaguar?

If you are no longer the owner of this vehicle, Jaguar would greatly appreciate the name and address of the new owner, using the enclosed return postage-paid card.

What should you do if you have further questions?

Should you have any questions regarding this program or need assistance in locating your nearest authorized Jaguar dealer, please contact the Jaguar Customer Relationship Center at:

800-4JAGUAR (800-452-4827), Option 9

You can also contact Jaguar by e-mail: Visit the web site <http://www.jaguarusa.com> and send an email from the 'Contact Us' section.

If you have the need to contact Jaguar by mail, please use the following address:

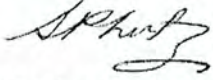
Jaguar Land Rover North America LLC
ATTN: Customer Relationship Center
555 MacArthur Boulevard
Mahwah, NJ 07430-2327

Jaguar Land Rover North America LLC
555 MacArthur Blvd
Mahwah, NJ 07430

We're very proud of this technologically advanced vehicle and hope the new features and product enhancements add to your driving enjoyment.

Thank you again for selecting Jaguar; your ownership experience is very important to us. We recognize this service visit may be an inconvenience to you. We appreciate your confidence in our product and wish to do everything we can to retain that confidence. Jaguar, in cooperation with your authorized dealer, will strive to minimize any inconvenience to you caused by this enhancement program.

Sincerely



Stephanie P. Lutz
Customer Satisfaction Manager

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