



March 30, 2012

RE: Customer Satisfaction Program K069 – Driver's Air Bag Module Replacement

Vehicle Affected: Jaguar XJ

Model Year: 2010-2011

Dear Jaguar XJ Owner:

Jaguar is undertaking a no-charge Customer Satisfaction Program for owners of a limited number of 2010-2011 model year Jaguar XJ vehicles.

What is the concern?

A limited number of driver air bag covers may have been incorrectly manufactured by the component supplier away from Jaguar's specifications. At temperatures above 158°F, a portion of the air bag cover may detach during a deployment. This cover detachment does not affect the performance or functionality of the air bag. This action is being completed to ensure your vehicle has parts which conform to Jaguar's stringent quality standards.

What will Jaguar and your Jaguar retailer do?

An authorized Jaguar retailer will replace the driver's air bag module currently fitted to your vehicle. There will be no charge for this repair.

How long will it take?

The work will be carried out as quickly and efficiently as possible in order to minimize inconvenience to customers and is expected to take approximately 30 minutes, although your retailer may need your vehicle for a longer time due to service scheduling requirements.

What should you do?

Please contact your authorized Jaguar retailer at your earliest convenience to schedule an appointment to have Customer Satisfaction Program K069 performed on your vehicle.

Attention Leasing Agencies:

Please forward this notification to the lessee within ten (10) days.

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 Information Change Form enclosed.

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 retailer, 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>, select 'Owner Support' and send an email from the 'Contact Jaguar' 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

We appreciate your confidence in our product and wish to do everything we can to retain that confidence. Jaguar in cooperation with your authorized retailer will strive to minimize any inconvenience to you caused by this campaign.

Sincerely,

A handwritten signature in black ink, appearing to read 'SP Lutz', with a stylized flourish at the end.

Stephanie P. Lutz
Customer Experience Manager