



WARRANTY BULLETIN

TO: Dealer Principal, Service Mgr., Service Adv., and Warranty Claims Administrator

SUBJECT: *SRT VIPER - Enhanced Customer Satisfaction (ECS) Launch*

NO: D-13-21

DATE: April 29, 2013

FOR: U. S. Dealers
All Business Centers

PURPOSE:

To announce an Enhanced Customer Satisfaction (ECS) program beginning with the 2013 MY **SRT Viper** which is designed to use both Technical Service Operations and Customer Care to proactively reach out to SRT Viper customers in an effort to quickly and expertly repair their vehicle, address customer concerns, expedite information flow back to Engineering and ultimately drive SRT brand loyalty.

TIMING:

May 6, 2013

ACTION:

Always run a VIP prior to repairing any vehicle to determine Warranty Coverage information.

Note: Beginning with the 2013 MY, SRT Vipers will be part of the ECS program from vehicle In-Service Date through the end of vehicle basic limited warranty.

If a SRT Viper is part of the ECS program, the dealer must call the Enhanced Customer Satisfaction Program Headquarters at 1-866-275-1420 before proceeding with any Non-Maintenance repair. All SRT Viper warranty repairs must be performed by fully trained SRT Viper technicians.

The Restriction Warning Message will display in two VIP locations:

1. The Warning Message Section will display: ***"ATTN: Call 1-866-275 1420 Immediately! Owner involved in the Enhanced Customer Satisfaction Program. Call prior to starting any non-maintenance repairs."*** If a customer arrives after ECS hours, you may diagnose the vehicle, but do not proceed with any warranty repairs. Leave a message and your call will be returned the next business day.
2. The Restriction Section will display: **"Enhanced Satisfaction"**



AUTHENTIC PERFORMANCE

Note: After obtaining authorization from the ECS Technical Specialist to proceed with repairs involved in the ECS program, the claim must be submitted in RA status for claim processing.

A claim submitted with an ECS Restriction and without a Pre-Authorization from an ECS Technical Specialist, will reject with a "VR8" Message Code (*Vehicle involved in the Enhanced Customer Satisfaction Program – repair required pre-authorization per warranty bulletin and is not eligible for reimbursement post repair.*)

As part of this program, a loaner vehicle is available to all ECS customers for Warranty repairs per Alternate Vehicle guidelines noted in the *Warranty Administration Manual > Claim Procedure Section*.

Alternate transportation reimbursement requests must be submitted on the same claim as the warranty repair.

Reference Warranty Bulletin D-11-53 for Loaner Vehicle Claim Processing Guidelines.

Please ensure that all affected dealership personnel are aware of this bulletin.

WARRANTY OPERATIONS

Chrysler Group LLC reserves the right to change any or all of the rules set forth in the Dealer Policy Manual and the Warranty Administration Manual by means of Warranty Bulletins and also by making the amended manual available to you on DealerCONNECT.