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NISSAN BULLETIN

2014 Nissan Rogue Monroney Label Error
Voluntary Service Campaign

Reference: PC266
Date: March 26, 2014

Attention: Dealer Principal, Sales, Service & Parts Managers

******* Dealer Announcement*******

"Nissan is conducting a customer satisfaction action relating to a small number of MY14 Nissan Rogue SL AWD vehicles to send customers of affected vehicles a Cargo Protector accessory that was inadvertently listed on the vehicle Monroney label but not installed. As the Cargo Protector was never intended to be included on these vehicles, this error did not affect the invoice price or MSRP of the vehicle.

To ensure high levels of customer satisfaction, Nissan will send Cargo Protectors to owners of affected vehicles retailed prior to January 25, 2014. The shipments will be sent in late-March and late May, 2014 based on parts availability. Although no customer was overcharged as a result of the error, Nissan is sending a Cargo Protector to customers of affected vehicles to ensure they receive the vehicle as described on the Monroney label at the time of purchase.

Nissan is committed to a high level of customer service and satisfaction."

******* Vehicle Identification*******

There are approximately 1,795 Rogue vehicles affected by this customer satisfaction action, of which there are none in dealer inventory.

Note: Corrected Monroney Labels for vehicles in dealer inventory affected by this Monroney label error were sent to dealers on 1/24/2014.

2014 Nissan Rogue vehicles subject to this campaign can only be identified by the campaign letter sent to the homes of customers with the affected vehicles.

******* Owner Notification *******

Nissan will send Cargo Protectors to the homes of customers with the affected vehicles in late-March and late May, 2014 based on parts availability. The owner notification letter is included with these shipments.

NISSAN NORTH AMERICA, INC.
Aftersales DIVISION

FAQ

Q. What model year Rogue vehicles are involved?

A. Approximately 1,795 2014 Model Year Nissan Rogue vehicles manufactured from November 28, 2012 to December 17, 2013. No other Nissan or Infiniti vehicles are affected.

Q. What is the reason for this customer satisfaction action?

A. The Monroney Label on approximately 1,795 vehicles sold prior to January 25, 2014 erroneously stated that the vehicle included "Floor Mats and Cargo Protector" when in fact the Cargo Protector was not intended to be included in the vehicle.

Q. When will vehicle owners be notified?

A. Nissan will send Cargo Protectors to the homes of customers with the affected vehicles in mid-March and late May, 2014 based on parts availability.

Q. What will be the service department action?

A. No action is required from the dealership. Nissan will be sending Cargo Protectors directly to the homes of customers affected.

Service departments should be prepared for inquiries from any customers confused about the Cargo Protector shipment.

Q. What is the customer receiving in the shipment?

A. Nissan is sending a Cargo Protector matching the interior color of the customer's vehicle along with a letter (below) explaining the customer satisfaction action.

Q. What should I do if a customer contacts my dealership because they received the wrong cargo protector color?

A. If your dealership has an available part, the part can be exchanged for the appropriate color. If the part is not available at your dealership, please contact CampaignAnnouncements@nissan-usa.com to order the appropriate color.

Example Letter

OWNER NOTIFICATION

Dear Rogue Owner:

Nissan is committed to providing the highest levels of product quality and customer satisfaction. With that in mind, we want to bring to your attention important information about your new vehicle.

Nissan has learned that due to an inadvertent error, the window sticker on your vehicle listed an accessory item, the cargo protector, which was not actually intended to be included on your vehicle.

Although you were not charged for this accessory, Nissan nevertheless sincerely regrets this error and would like to demonstrate how important your satisfaction is to us. Please find enclosed in this package the Cargo Protector for your vehicle free of charge.



(Almond interior featured in picture)

WHAT YOU SHOULD DO

Place the cargo protector in your vehicle.

If you have any questions or concerns, you may contact the National Consumer Affairs Department, Nissan North America, Inc., P.O. Box 685003, Franklin, TN 37068-5003. The toll-free number is 1-800-NISSAN1 (1-800-647-7261) between 8:00 am and 5:00 pm CST.

Thank you for providing us an opportunity to ensure on-going satisfaction with your Nissan vehicle.