

2015 WRX and WRX STI - Special Quality Team Activity

TO: SDC EST CEN WST
FROM: Subaru of America, Inc.
DEPARTMENT: Service
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CATEGORY: Parts/Service

The “**ALL-NEW**” 2015 WRX and WRX STI will soon be arriving at your dealership.

Beginning Monday March 17, 2014 through May of 2014, there will be a Special Quality Monitoring Team here in the U.S. from Fuji Heavy Industries (FHI). The team is made up of Body and Powertrain engineers from FHI's Japan offices and manufacturing facilities.

They will be monitoring all Electronic Quality Monitoring Reports (E-QMRs), Warranty Claims, Techline cases, Customer Dealer Services (CDS) cases related to 2015 WRX and WRX STI daily and reviewing all customer and dealer feedback on this all new vehicle.

The Team is very interested in EVERYTHING. Even in cases when a customer has a concern that is determined to be a normal characteristic (they all do it), or just an improvement opportunity (it would be nice if...), the team will still want to know about it. While there is no guarantee that a change will occur, we can guarantee that nothing will happen if we don't know about it.

Never assume that SOA is aware, unless you file an E-QMR through Subarunet or in an urgent situation open a Techline Case.

- If more than one customer has said it, please list multiple VINs or file additional reports.
- Don't just stop with one initial report and assume the full size and scope of the situation is understood. You can easily add additional information to existing E-QMRs as you become aware of new cases or use the duplicate function during entry to quickly enter multiple reports. All updates appear to us daily as new reports.

See the December Tech Tips for an example of the reporting details needed to provide the biggest return from your report and expedite quality improvements. Always include as much detail as possible in your initial report and photos or videos where practical.

“If customers say it, We want to hear it.”

- In the Showroom (What do they like? What don't they like?)
- On a Test Drive (What do they comment on or ask about? What do they like? What do they dislike?)
- During Delivery (What questions do they ask? Is there any function or operation that doesn't seem intuitive?)
- As part of After Sale Follow-Up (What questions do they ask? Do any systems need more explanation than others? Do they call back days later with questions?)
- During a Service Appointment (Are there operations or characteristics that they are unsure of? Are there quality issues? Are there maintenance questions?)
- Have they called in with a question about their new car because it does something or

doesn't do something or does it differently from their last car? What are they asking you about?

Where possible, please contact Techline prior to performing any unusual repairs so they may guide you in collecting needed information for the team.

Repair Authorization requests must still go through normal channels (Techline Authorization System or your DPSM).

E-QMRs are for reporting only, and not a means to obtain repair authorization.

As with prior new model launches, we have extended the warranty parts retention period from 30 to 90 days. This change is really transparent, as all 2015 WRX and WRX STI parts will simply not show up on your scrap report until the specified time has passed.

Be sure to save everything including nuts, bolts, clips, and gaskets as the team may want to see everything and anything related to the repair. Please remember to hang onto any vouchers supplied if parts are requested earlier by the team or your local FSE.

We appreciate your continued support in making this new model launch another resounding success. Thank You in advance for your timely and detailed reporting.
