



SB-10056108-6481

Aftersales Bulletin

Area **Warranty Information**
 Subject **Regional Warranty Dealer Guide**
 Group **All**
 Reference **03 06 2014 - 01**
 Published date **03 June 2014**
 Version **1**
 Department **Warranty/CR**
 Recipients **All Sales Managers, Service Managers, Aftersales Managers, Warranty Administrators of Rolls-Royce Motor Cars Dealers**



1. Situation

All vehicles produced from 1 August 2014 will be subjected to a new Regional Warranty. It is your responsibility to notify all customers of the new Regional Warranty policy and explain how this may affect them should they transfer their vehicle out of its designated Warranty Region. Please note, any repairs completed outside the Warranty Region of the vehicle cannot be lodged as warranty claims.

The Regional Warranty Dealer Guide outlines the details of the new Regional Warranty. It explains how the Regional Warranty affects you and your customers and clarifies exactly what you need to do to ensure an optimised customer experience. The guide explains how to check the Warranty Region of a vehicle and the steps you should take if a vehicle arrives at your Dealership/Service Workshop and is outside of its Warranty Region.



All dealers for vehicles produced from 1 August 2014 will be subject to the new Regional Warranty.

The new Warranty and Service Incentive Package will apply to the Regional Warranty and Service Incentive Package for all vehicles produced from 1 August 2014.

Customers must be advised of the new Regional Warranty and Service Incentive Package when they purchase a new vehicle or transfer an existing vehicle to a new region.

It is the responsibility of the dealer to ensure that all customers of the new Regional Warranty and Service Incentive Package are aware of the new Regional Warranty and Service Incentive Package and that they understand the implications of the new Regional Warranty and Service Incentive Package.

Dealer actions

- Change the warranty conditions to customer vehicle history for the new Regional Warranty.
- Check the status of all vehicles produced from 1 August 2014.
- Check the status of all vehicles produced from 1 August 2014 and ensure they are covered by the new Regional Warranty.
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Exemptions to Regional Warranty

For a vehicle to be covered by the new Regional Warranty, it must be produced from 1 August 2014 and be covered by the new Regional Warranty.

The new Regional Warranty and Service Incentive Package will apply to all vehicles produced from 1 August 2014.

Roadside Assistance

All Rolls-Royce motor cars will continue to receive Roadside Assistance during the warranty period of their vehicle regardless of their geographical location.

Product Recall and Technical Actions

The introduction of the Regional Warranty will have no effect on Product Recall and Technical Actions.

Provenance and other Warranty Products

Provenance and other Warranty products which affect a vehicle have been amended to ensure they are covered by the new Regional Warranty.

Owner / Vehicle Handbooks

New vehicle owners will be provided with the new Regional Warranty and Service Incentive Package when they purchase a new vehicle or transfer an existing vehicle to a new region.

Rolls-Royce Motor Cars

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2. Procedure

Please [click here](#) to view the electronic English Dealer Guide. The guide will be uploaded to the Warranty section of DealerNet/ServiceNet and can also be downloaded from the Aftersales > Marketing Materials > 'Brochures' section of the [Online Marketing Toolkit](#).

A box of 20 printed copies of the English Dealer Guide will be sent to your Dealership in July, please ensure all Sales and Aftersales staff read the guide and fully understand the new Regional Warranty and its implication for customers.

The Regional Warranty Dealer Guide will be translated in the following languages and will be available electronically in July:

- German
- Japanese
- Russian
- Simplified Chinese

The Dealer Guide has been produced for internal use only and should not be given to customers.

Online Marketing Toolkit

If you require access to this Toolkit then please go to the [Online Marketing Toolkit](#) and click the "Need Access" link. Simply fill in your user details into the pop up window and then click the "submit" button. This will send the details to the Dealer Marketing Support Team. They will then either create access or request further information.

We hope this Dealer Guide supports your endeavours in offering an effortless ownership experience.

If you have any further questions please contact your Aftersales Regional Manager or email service.warranty@rolls-roycemotorcars.com.