



2013-2014MY All-New Range Rover Enhancement Program - Update

SERVICE BULLETIN

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DESCRIPTION

As Customer First initiative, Land Rover is announcing an Enhancement Program to ensure that certain 2013-2014 model year All-New Range Rover vehicles are fitted with the very latest software and components to enhance the vehicle owner's experience. Vehicles within the affected VIN range may require a number of module software updates and/or replacement parts installed. This Service Bulletin summarizes the program content and announces additional support programs for Mobility Support and Customer Care Goodwill.

Beginning the week of 20 January, certain customers will receive an Owner Notification letter requesting them to contact their Land Rover retailer to schedule a service appointment to have this work carried out. This notification will begin with vehicles affected by Safety Recall P037, as detailed in Service Bulletin SRE13-04. In the coming weeks, additional owners whose vehicles are not affected by Safety Recall P037 will be contacted to have this enhancement program completed.

Ensure that the outstanding campaign details in DDW are carefully checked before repairs are started and that all necessary parts are pre-ordered for each affected vehicle.

AFFECTED VEHICLES

The VIN range of affected vehicles is DA000001-EA147491.

WORKSHOP PROCEDURES

Retailers are required to check DDW to ensure which programs each vehicle is eligible for prior to undertaking any rework action. Retailers are required to **HOLD** all affected vehicles in the listed VIN range that are in their control and refrain from releasing the vehicles for new or used vehicle sale pending completion of the rework action. Unsold vehicles should have this performed as part of the Pre-Delivery Inspection (PDI) process. Affected vehicles already in the hands of customers should be updated at the next available opportunity.

PARTS / WARRANTY / SERVICE INSTRUCTION

For detailed Parts and Warranty information and repair instructions, refer to the appropriate Technical Bulletin on TOPIx and, where applicable, Service Bulletins on InfoTrail. The following table details the Program Code, description, and VIN range for the enhancement program content.

CAMPAIGN PROGRAM CODE & TITLE / VIN RANGES

PROGRAM CODE & TITLE	VIN RANGE
P037.... Safety Recall: Airbag Warning Lamp Illuminated	DA000157-DA118274: EA110443-EA118093
Q228 ... Touch Screen Bluetooth® Update	DA000001-DA104800
Q247 ... Power Tailgate	DA100002-DA105029
Q251 ... Ash Can	DA100499-DA111858

Q274 ... Power Tailgate	DA100000-DA113821
Q276 ... Door Speaker Casing Corrosion	DA100000-DA106394
Q278 ... Battery Box Water Ingress	DA100000-DA111073
Q297 ... Restraints Control Module Calibration	DA100001-DA116329
Q301 ... Transfer Case Mass Damper Retaining Bolt Torque	DA000100-DA113815
Q322 ... Air Suspension Thermistor Wiring Short Circuit	DA100000-DA107500
Q324 ... Anti-Lock Brake, Climate Control, and Park Assist Control Module Software Update	EA110440-EA135110
Q332 ... Battery Retention	DA000001-DA001235; DA100000-EA131231
Q335 ... Valet Mode Malfunction	EA124982-EA151681
Q336 ... Interior Door Release	EA133141-EA138212
Q341 ... Dynamic Oil Level Sensing	DA100519-EA124981
Q342 ... Main Cooling Radiator Leak	DA107563-EA115165
Q343 ... Loss of Communication – Battery Warning Light	EA124982-EA138895
Q344 ... Battery Cable Ground Connection	EA140723-EA140956
Q355 ... Transmission Control Switch Fails to Rise	EA135524-EA147491
Q358 ... Map Routing	EA124997-EA144975


TOOLS

SDD with latest SDD-DVD and Calibration File

Jaguar Land Rover-approved Midtronics Battery Power Supply

Refer to Workshop Manual / Service Instruction in each applicable Technical Bulletin for any required tools

WARRANTY

 **NOTE:** Check DDW to ensure that the vehicle is affected by these programs prior to undertaking any rework action. Repair procedures are under constant review, and therefore times / prices are subject to change; those quoted here must be taken as guidance only. Refer to the Repair Times Searcher (RTS) on TOPIx to obtain the latest repair time. At the time of confirming a booking for vehicle repair, ensure that all outstanding campaigns are identified to ensure the correct parts are available and adequate workshop time is allocated for repairs to be completed at one visit.

Warranty claims must be submitted quoting the appropriate Program Code(s) together with the relevant Option Code. SRO and parts information is included for information only. The Option Code(s) that allows for the drive in / drive out allowance may only be claimed once per Service visit and if the vehicle is brought into the workshop for these actions alone to be undertaken.

These programs are valid for a limited time only. Warranty claims with a repair date prior to the programs' closure date must be submitted for payment within 30 calendar days of completion of the repair.

 **NOTE: Claim only those Program and Option Codes eligible for each vehicle.**

Normal Warranty policies and procedures apply

2013-2014MY RANGE ROVER ENHANCEMENT PROGRAM CUSTOMER FIRST INITIATIVE

Our shared goal is to make completion of the Enhancement Campaign seamless and stress-free for the customer as possible. We want to arm you with the tools and resources necessary to help you deliver the best possible experience during this important service event. In considering the needs of the customer first, we have created two programs to help retailers manage customer expectations and take special action to generate goodwill and build relationships. Below, find the details for both the *Mobility Support* and *Customer Care Fund* programs.

Mobility Support – Enhancement Program Campaigns

An appropriate mobility solution should be provided for all customers undergoing this Enhancement Program work. To support this customer satisfaction initiative, Jaguar Land Rover is authorizing reimbursement for up to three (3) loaner days per incident in addition to other mobility solutions. These claims will not count against your current Service Loaner Car Program (SLCP) allocation.

Reimbursement:

- Premium vehicle option with \$75.00 subsidy
 - *Range Rover Sport, Range Rover, or Jaguar XJ*
 - *Only available with this initiative and will not carry over to SLCP*
- Reimbursement for non-Jaguar or Land Rover-branded loaner vehicle is ineligible for this support
- All other allowances are in line with current SLCP policy
- A maximum of three (3) days can be claimed per incident
 - *Any additional days will count against your SLCP allocation*

Program Codes and Claiming Procedures:

PROGRAM CODE	ZZZ	MOBILITY SUPPORT TYPE	AMOUNT PER DAY
MRP	ZZZ020	Like-for-Like Vehicle	\$75.00
MRP	ZZZ021	Jaguar or Land Rover-Branded Vehicle	\$45.00
MRP	ZZZ022	Mobility Solution (taxi, shuttle, train, etc.)	\$25.00
MRP	ZZZ023	Pickup & Delivery	\$25.00

- Retailers are required to add the following items to the claim:
 - Causal part number 'CSTCRE' with a quantity of '0';
 - Customer Concern code 'A99' (administrative);
 - Condition code '42';
 - A date of repair corresponding to that of the campaign claim; and
 - Completed campaign details in the technician narrative of the claim.
- Only one (1) claim per eligible 'service visit' initiated by a campaign included in this bulletin will be accepted.
- Warranty claims must be submitted in accordance with current Jaguar Land Rover North America Warranty Policies & Procedures manual -- and any amendments -- unless specifically stated otherwise in this bulletin.
- *Mobility Support* funds for the vehicles included in these campaigns will be eligible for use until 1 August 2014.

Record Keeping:

Claims submitted for loaner reimbursement under this Campaign must comply with all normal Jaguar Land Rover record keeping requirements. Any claim found to be non-compliant is subject to chargeback.

CUSTOMER CARE FUNDS – GOODWILL INITIATIVE:

In addition to mobility support, Jaguar Land Rover is delegating authority to retailers to take special actions to surprise and delight customers on redelivery after completion of the Enhancement Campaign. Retailers will have self-authorization up to \$500.00 per customer for special gifts and services as suggested below.

We believe retailers are in the best position to know what is right for each individual so we encourage you to get creative and take advantage of this program. To have the greatest impact, present the gift/service as a “thank you” upon completion of the Enhancement Campaign at vehicle redelivery.

Customer Care funds may be applied towards products or services that will surprise and delight customers subject to these campaigns.

Below find just a few suggestions:

- Flowers
- Theater Tickets
- Gift Baskets
- Gift certificate to a local premium class restaurant
- Green fees to a local golf course
- Manicure/Pedicure and/or massage at local spa
- Genuine Jaguar Land Rover vehicle accessories

Claim Submission

Gifts/services will be reimbursed at actual cost. Cash, bank gift cards, credit for future retailer service are not permissible. Claim submission codes are in final development and will be provided shortly. *Customer Care* funds for the vehicles included in these campaigns will be eligible for use until 1 August 2014.

Record Keeping:

Claims submitted for non-mechanical Goodwill under this Campaign must comply with all normal Jaguar Land Rover recordkeeping requirements. Maintain all receipts associated to related purchases. Any claim found to be non-compliant is subject to chargeback.