



SERVICE BULLETIN

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

17-SEP-14

No.: SGI14-05
(issue 4)

Section: GENERAL
INFORMATION

Market: USA

CHANGES ARE HIGHLIGHTED IN GRAY

DESCRIPTION

As a *Customer First* initiative, Land Rover is announcing an Enhancement Program to ensure that certain 2013-2014 model year All-New Range Rover (L405) 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 vehicles included in these campaigns are eligible for use until **31 December 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. *Customer Care* funds for the vehicles included in these campaigns will be eligible for use until 1 August 2014.

Claim Coding

Code any claim for the Enhancement Program using the following criteria. In the ‘Comments’ section of the claim, add a description of the gift/service provide to the customer.

- *Customer Care* funds for vehicles included in these campaigns are eligible for use until **31 December 2014**.

| CLAIM TYPE | PROGRAM CODE | AUTHORIZATION CODE | CAUSAL PART | CAUSAL PART QUANTITY | MISCELLANEOUS CODE | MISCELLANEOUS AMOUNT |
|------------|--------------|--------------------------|-------------|----------------------|--------------------|----------------------|
| AWA | GW | 2 + Last 4 digits of VIN | CSTCRE | Zero (0) | ZZZ620 | Up to \$500 |

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.

Sample Owner Letter – Range Rover Enhancement Program

March 2014

RE: Range Rover Enhancement Program

Dear Land Rover Range Rover Owner,

Land Rover is conducting a no-charge Customer Satisfaction Program for owners of 2013-2014 model year Range Rover vehicles.

What is the program and what will Land Rover and your Land Rover retailer do?

Land Rover is writing to request that you bring your vehicle in for the installation of a number of quality enhancements for your vehicle, such as software updates and/or new components, designed to enhance your vehicle experience. Some of these updates may have already been performed on your vehicle. This work will be carried out at no charge to you.

What should you do?

Contact your preferred Land Rover retailer and provide the retailer with your Vehicle Identification Number (VIN) and request a service date to complete the work required under this program. At that time, your Land Rover Service Guide should be able to inform you of all updates your vehicle may be eligible for. Also during this visit, please take the opportunity to discuss any aspect of your vehicle's operation or performance with the Retailer team who will be pleased to assist you with any questions you may have regarding your vehicle in order for you to get the most out of its advanced features.

How long will it take?

The work will be carried out as quickly and efficiently as possible in order to minimize inconvenience to customers and is expected to take approximately one (1) working day to complete, although your retailer may need your vehicle for a longer time due to service scheduling requirements and vehicle conditioning.

Attention Leasing Agencies: Please forward this notification to the lessee within ten (10) days.

Moved or no longer own a Land Rover?

If you are no longer the owner of this vehicle, Land Rover would appreciate the name and address of the new owner (if known); please fill out and return the enclosed return postage-paid card.

What should you do if you have further questions?

If you have any questions or concerns, please contact the Service Manager at your authorized Land Rover retailer for assistance. If you have any queries or concerns that your local Retailer cannot address, please contact the Land Rover Customer Relationship Centre at **800-637-6837, Option 9**, and one of our representatives will be happy to assist you.

You can also contact Land Rover by email: Visit the website <http://www.landroverusa.com>, select 'Contact Us' and send an email from the 'Email Land Rover' link.

Should you have the need to contact Land Rover by mail, please use the following address:

Jaguar Land Rover North America, LLC
ATTN: Customer Relationship Centre
555 MacArthur Boulevard
Mahwah, NJ 07430

Thank you again for selecting Land Rover; your ownership experience is very important to us. We recognize this service visit may be an inconvenience to you. Land Rover, in cooperation with your authorized Land Rover retailer, will strive to minimize any inconvenience to you caused by this program.

Sincerely,



Peter Pochapsky
Customer Experience Manager

Technical Q & A – Range Rover Enhancement Program

Main Message:

Monitoring of customer feedback on the performance of Range Rover 2013 and 2014 products has identified that a number of aspects of vehicle operation are not fully meeting customer expectations. To rectify this, Land Rover have released a package of product quality improvement actions that seek to address those issues most impacting customer satisfaction on these vehicles.

Q1 Why are Land Rover Authorized Repairers conducting an owner mailing on certain Range Rover models?

A Land Rover are responding to customer feedback on the performance of 2013 and certain 2014 Range Rovers and want to advise the customers that these enhancements are available now and can be installed on vehicles prior to the customer experiencing any issue with the performance of their vehicle.

Q2 Can you tell me more about what is wrong with the vehicles?

A Most of the enhancements are software updates. Land Rover want to ensure that your vehicle has the latest software and parts installed at the earliest opportunity. Some of these actions are to ensure robust operation of the battery and starting systems to ensure robust operation. Other actions are designed to enhance operation of the tailgate system.

Q3 How would the customer become aware of potentially having these concerns?

A Some customers may have experienced the engine turning over more slowly than usual when cranking the car to start. Other customers may have experienced problems to tailgate closure or operation of other vehicle systems. Some of these failures may have resulted in illumination of instrument pack cautionary lamps/messages.

Q4 Does this concern affect vehicle safety?

A Land Rover has confirmed that these are quality issues only and there are no concerns with vehicle safety with regards to this enhancement programme.

Q6 How were the conditions discovered?

A Land Rover identified the concerns as a result of interrogating warranty claims and through reports received from the dealer network and customer complaints.

Q7 How long has Land Rover known about these problems?

A Land Rover has been aware of these problems for a number of months and has already released a series of robust software and other solutions to eradicate the defects. The purpose of this action is to ensure that customers receive all updates possible to enhance their ownership experience.

Q8 What has Land Rover done in production?

A All these issues have been cut off in production through the deployment of the updates to software and revised components as being used for the programme.

Q9 What will Authorized Repairers do to the vehicles?

A Depending on model variant, Authorized Repairers will carry out various software updates. Additionally, and where applicable, a number of parts may be replaced, such as the battery and charge air cooler hose assembly.

Q10 How long does it take for the car to be repaired?

A The work will be carried out as quickly and efficiently as possible in order to minimize inconvenience to customers. Total repair time depends on the vehicle age/type, but most vehicles will require no more than one working day to effect all repair actions. However, due to service scheduling requirements, your vehicle may be required for a longer period of time.

Q11 Which vehicles are affected by this concern?

A All 2013 and certain 2014 Model Year Range Rovers are affected.

Q12 Are parts available to rework vehicles?

A All parts and software are available. However, parts may take up to two weeks to arrive at your dealer, which may affect the date of your appointment.

Q13 How much will this program cost Land Rover?

A Cost was not a factor in deciding to repair these vehicles.

Q14 How do I know if my vehicle is affected?

A All owners of potentially affected vehicles will shortly receive a letter inviting them to contact a Land Rover Authorized Service Centre for the work to be carried out.

Q15 Can I continue to drive my vehicle safely until it has been repaired?

A Yes, however, should customer have any doubts whatsoever they should contact their Land Rover dealer.

Note: Please ensure that any Press enquiries are referred to the Land Rover Public Affairs office.