

## SERVICE POLICY LETTER

<b>Reference number:</b>	<b>SPL-30-0579</b>	<b>Issued: 3 November 2016</b>
<b>Subject:</b>	<b>Installation of Data Loggers on DB11</b>	
<b>Applicable to:</b>	<b>All Dealers</b>	
<b>Distribute to:</b>	<b>After Sales Manager</b> <b>Executive Manager</b> <b>Service Manager</b> <b>Sales Manager</b>	<b>Warranty Staff</b> <b>Technician(s)</b> <b>Parts Staff</b>

Dear Colleagues,

### Introduction

DB11 introduces many new systems and components that are new to Aston Martin and will set the benchmark for future models. Because of this, it is very important that during the first months after launch we collect as much feedback as possible from everyone that drives DB11.

This feedback will help us to confirm that the systems operate the same during customer ownership as they did during the development of the vehicle. It also gives us important data that we can use to improve the vehicle systems in the future.



As part of the programme to collect feedback, we will install data logging modules in up to 250 DB11s for a minimum period of 12 months. These DB11s will be a mixture of customer and dealer demonstrators.

This Service Policy Letter has been written to give you the following information:

- What is the data logging module and what data is recorded?
- How will your customers be involved?
  - When should you install the data logger to your customer's vehicle?
  - When should you remove the data logger from your customer's vehicle?

- How will your dealer demonstrators be involved?
  - How do you install the data logging module
  - Who will install the module?
- How to install the module.

## **What is the data logging module and what data is recorded?**

### **How the data will be used**

The data logging module is a telematics device that will send real-time data to a secure cloud server. The following section explains what data will be recorded and sent to Aston Martin. It is important that you understand this, so you can communicate it to your customers and anyone that drives one of your DB11 demonstrators that has the device installed.

### **What data will be sent to Aston Martin?**

The data logger collects and continuously sends the data that follows:

- The VIN of the vehicle
- Battery voltage
- Odometer indication
- Diagnostic Trouble Codes (DTCs)
- Software version data
- Hardware version data.

We can also ask the module to send us sensor data (for example: oil level and tyre pressures). It is possible that we can look at any parameter on the vehicle data bus. But, we will only do this if a vehicle has a specific problem that could affect other DB11s.

### **What data will not NOT be sent to Aston Martin?**

- Who is driving the vehicle
- Where the vehicle is located
- The speed of the vehicle.

### **How secure is the system?**

The device has an embedded security key and 256-bit encryption. The security key is transmitted to our server before any other data is sent. If the key is authorised, data can then be uploaded. Only authorised personnel will have password-protected access to the data. The connection from the cloud server to users is protected by 2048-bit SSL encryption.

At the moment, this is the highest level of internet data encryption available. It is not possible to access or change the module or its software and the module cannot change any vehicle systems. It can only look at, and record the vehicle data.

### **What happens to the data that is uploaded and collected?**

Some AML staff will have access to all of the data. Dealers can have access to the data for vehicles that are in their control and Area Sales Managers can have access to all vehicle data for their region. To request access to the data, please send an email to [telematics@astonmartin.com](mailto:telematics@astonmartin.com).

The data will be stored with the applicable vehicle VIN for a period of 6 months after collection. When 6 months have passed, the VIN will be deleted. After 18 months, we will review the data and delete all information that we think is unnecessary. We can keep some data that is related to other applicable data, for example: Warranty claims.

### **How will your customers be involved?**

Some customers will be given the opportunity to be included in the programme and to have a data logger installed in their DB11. The installation of the data logger will let us see if the customer's vehicle is in the best possible condition and to tell them quickly if we see that there are problems with the vehicle that could need work in your dealer workshop. Pre-selected customers will be sent an email (Appendix 1 and 2 and Figure 1) asking if they would like to confirm their interest in participating in the programme.

This email will be sent via Synergy. We will confirm details on how and when this will happen over the next couple of weeks.

You will be given an opportunity to see which of your customers have been suggested before the email is sent.



Figure 1

records. Some drivers may not be happy to have data uploaded from a vehicle while they drive. Because of this, it is very important that you tell everyone that will drive a DB11 that it has data-logger installed and what it does.

You must also ask them to complete and sign an updated copy of the Drivers Declaration and Indemnity Form (Appendix 4) to confirm that:

- Data will be uploaded while they drive
- No personal data will be uploaded
- Only data related to the performance of specific vehicle components will be uploaded
- They agree with these conditions

### When should you install the data logger to your customer's vehicle?

If any of your customers confirm their interest, then they will be placed into a new campaign in Synergy called 'Email - Global - DB11 Data Logger - Customers Opted In'. Please make sure that you check this campaign every Friday for newly added customers.

When you speak to your customer to arrange their vehicle handover, please remind them about the data logging programme. Assure the customer that no personal or tracking information is uploaded and ask for their permission to install the module. Make sure that the module kit is installed before the customer handover.

At the point of handover please make sure that you get your customer to sign the Customer Consent Form (Appendix 3). Please scan this into your computer and attach it to the vehicle's record in Synergy..

### When should you remove the data logger from your customer's vehicle?

At the end of the 12-month period, the connection with the vehicle will be stopped. When a customer brings their vehicle into your workshops for any work near the 12-month period (such as the 12-month service) remove the device from the customer's vehicle.

Please make sure that you tell the customer that you will do this. We will issue another communication at a later date to tell you the process for the removed modules.

### How will your dealer demonstrators be involved?

A quantity of dealer demonstrator DB11s will also have the device installed. This is for several reasons: firstly, we believe that your vehicles will see the most usage initially and will therefore provide key data to support the programme. Secondly, we expect that you will want to keep your demonstrator vehicles in the best possible operational condition. The data that we collect will help us to do this.

We need to collect data from the widest possible range of conditions in which DB11 will operate (including hot and cold climates, dusty conditions and so on). Therefore, the locations of the vehicles that have the module installed will be chosen to give this. Initially, we will send you a kit for each vehicle order that you have tagged as "Demo". We plan to have a minimum of 10 dealer demonstrators in each market that have the data logger installed, but larger markets will have more variation in operating conditions and therefore a higher quantity of modules will be allocated to those areas.

Your DB11 demonstrator will be included in this programme. The data logger kits will be sent to you from Parts Operations. If, however, you need to order additional kits, you can order them in the usual way (Parts Numbers are included on the page that follows).

When you complete a test drive using this demonstrator you will need to tell the driver that the car has this module installed and what data it

A test drive could include possible customers, journalists or any other person that may test drive the vehicle. All drivers must complete and sign the form.

If you need to sell a demonstrator vehicle to a customer, tell the customer about the programme and try to encourage them to keep the device installed in the vehicle. If the customer is not happy, remove the module and tell us in an email to [telematics@astonmartin.com](mailto:telematics@astonmartin.com).

### How do you install the data logging module

The data logger is a small device that has a short link-lead to connect it into the OBDII port on the vehicle (refer to Figure 2). It can be disconnected or connected as necessary, if, for example:

- A driver does not want to have the device in operation while they drive (however, where possible, we would not encourage this)
- You need to connect other diagnostic equipment (for example AMDS) to the OBDII connector
- You need to move the unit to another vehicle.



Figure 2 - Data Logger Module

### Who will install the module?

We will supply a module installation kit through Parts Operations. The Part Numbers for the kit are:

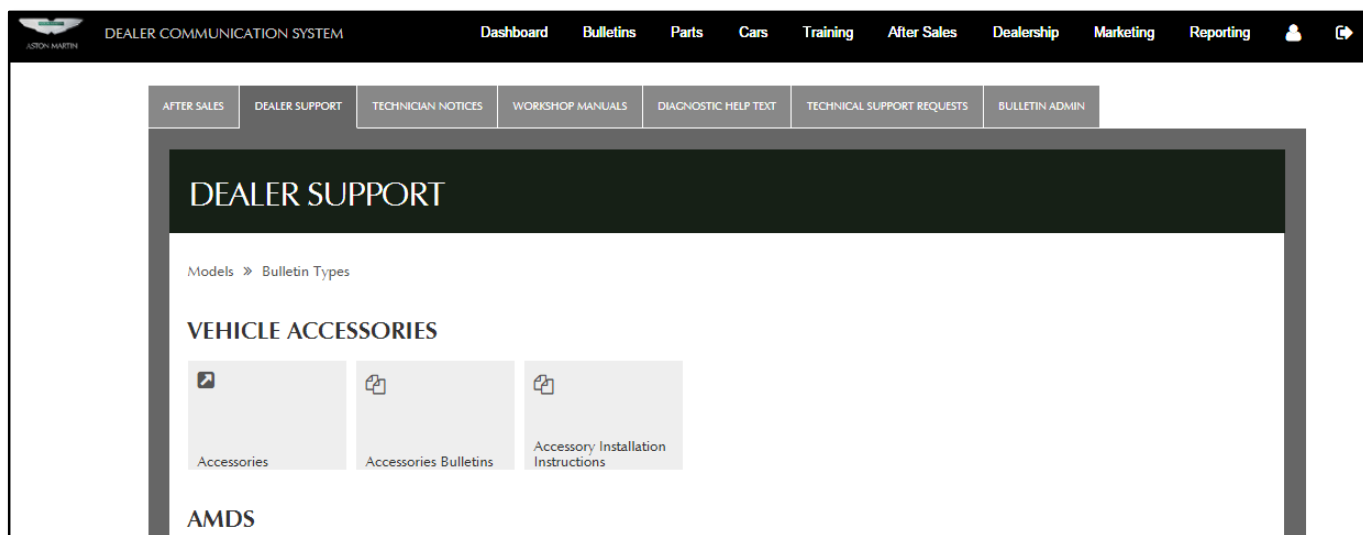
- HY53-14D126-AA (not Japan)
- HY53-14D126-JA (Japan only)

Please install the module into the vehicle during the PDI, before you do the test drive.

### How to install the module

The module kit will take a maximum of approximately nine minutes (0.15 hours) to either install, or remove. You can claim this time through the Warranty system. The ROT code to make the claim is in the installation instructions, which will be included in the kit. You can also download the instruction from the DCS portal in the After Sales page for DB11 under "Accessory Installation Instructions" (refer to Figure 3):

**Note:** *After initial installation, with the ignition on, it will take approximately 17 minutes for the module to communicate with the server. Subsequent communication on the same vehicle will only take a short time.*



**Figure 3**

This programme is important to make sure that we collect feedback on how the DB11 systems are operating after launch. This feedback will be used to improve future vehicle systems, so we really appreciate both yours and your customers support with this programme.

If you have any specific questions about the data logger programme or the equipment, please email us at **telematics@astonmartin.com**.

If you have any other questions about this Policy Letter, please speak to Client Services - Technical on Tel: +44 (0) 1926 644720.

Thank you for your continued support.

Yours faithfully

Phil Eaglesfield  
Director, Client Services.

Appendix 1 – Customer Email

MY ONLINE




## DB11 Vehicle Diagnostics

Dear Lara Vanquish

I am delighted that you have chosen to be one of the first customers to own the Aston Martin DB11.

With the launch of DB11, we introduce a number of new technologies, which will set the benchmark for our future models. With this in mind, we feel it is important to collect feedback from you, our customers, about these new innovations.

In order to collect this valuable feedback, with no inconvenience to you, we would like to install data logging equipment on some of the first DB11s to be delivered and we would like to offer you the opportunity to take part.

The equipment can be quickly and easily fitted by your dealer under your dashboard where it will not be visible. Once installed, the equipment will record and continuously send a range of data as you drive. The data we will record includes:

- The VIN of your vehicle
- Battery voltage
- Odometer indication
- Diagnostic Trouble Codes (DTCs)
- Software version data
- Hardware version data
- Oil level
- Tyre pressures
- Sensor information

It will not record any personal data, such as who is driving your vehicle, where your vehicle is located or the speed at which you are travelling. The device has been developed to record only diagnostics and vehicle health data.

This data will be gathered over a pre-determined period of time and will be analysed by the team at our Global Headquarters in Gaydon. Once we have gathered enough data your Aston Martin dealer will contact you to arrange for the equipment to be removed, which will only take a few minutes and would aim to do this with your first service to avoid any inconvenience to you.

If you are willing to have this equipment installed on your car please confirm your interest using the button below.

CONFIRM MY INTEREST

The Aston Martin team at Gaydon are available to answer any questions you may have. Please use the following details if you have any queries:

Contact Number: +44 (0) 1926 644511  
 Call service available 07:00 to 17:00 (5 days per week, Monday to Friday)

As our valued customers, I hope you are willing to support us with this collection of feedback.

Sincerely,

Dr. Andy Palmer  
 President and Chief Executive Officer

TEST DRIVE
FIND A DEALER
CONTACT US
CONFIGURE



Add to email list [dm@mail.stonmartin.com](mailto:dm@mail.stonmartin.com) | [Unsubscribe](#) | © 2016 Aston Martin

## Appendix 2 – Customer Email Copy

Dear %%FirstName%% %%Surname%%

I am delighted that you have chosen to be one of the first customers to own the Aston Martin DB11.

With the launch of DB11, we introduce a number of new technologies, which will set the benchmark for our future models. With this in mind, we feel it is important to collect feedback from you, our customers, about these new innovations.

In order to collect this valuable feedback, with no inconvenience to you, we would like to install data logging equipment on some of the first DB11s to be delivered and we would like to offer you the opportunity to take part.

The equipment can be quickly and easily installed by your dealer under your dashboard where it will not be visible. Once installed, the equipment will record and continuously send a range of data as you drive. The data we will record includes:

- The VIN of your vehicle
- Battery voltage
- Odometer indication
- Diagnostic Trouble Codes (DTCs)
- Software version data
- Hardware version data
- Oil level
- Tyre pressures
- Sensor information

It will not record any personal data, such as who is driving your vehicle, where your vehicle is located or the speed at which you are travelling. The device has been developed to record only diagnostics and vehicle health data.

This data will be gathered over a pre-determined period of time and will be analysed by the team at our Global Headquarters in Gaydon. Once we have gathered enough data your Aston Martin dealer will contact you to arrange for the equipment to be removed, which will only take a few minutes and would aim to do this with your first service to avoid any inconvenience to you.

If you are willing to have this equipment installed on your car please confirm your interest using the button below.

**CONFIRM MY INTEREST**

The Aston Martin team at Gaydon are available to answer any questions you may have. Please use the following details if you have any queries:

Contact Number: +44 (0) 1926 644511

Call service available 07:30 to 17:00 (5 days per week, Monday to Friday)


As our valued customers, I hope you are willing to support us with this collection of feedback.

Sincerely,

Dr. Andy Palmer

President and Chief Executive Officer

Appendix 3 – Customer Consent Form

  
ASTON MARTIN

**DB11 Customer Consent Form**

I ..... confirm that I consent to Aston Martin ..... fitting a data logger device to my DB11 in order to track vehicle health data.

I understand that the purpose of installing the device is to allow Aston Martin access to 'real-time' data regarding the functioning of certain parts and technologies in the car, so that Aston Martin can monitor the vehicle's quality and consider the introduction of improvements. I understand that the information gathered by the device will be transmitted to a secure cloud server as I drive and that only data related to the performance of specific vehicle components will be uploaded by the device to the server. I understand that the data logger device will not be used to record personal data regarding me or my use of the vehicle. I agree that this data logger will be fitted to my car for 12 months and will be removed from the car by an Aston Martin authorised repairer at the point of my first service.

Customer Signature

Signed .....  
Print Name .....  
Date .....

Dealer Signature

Signed .....  
Print Name .....  
Date .....  
|



Appendix 4 – Driver Declaration and Indemnity Form (continued)

Drivers' Declaration and Indemnity

In consideration of being loaned or permitted to drive any motor vehicle provided by Aston Martin Lagonda Limited and its affiliated companies, I agree to indemnify and keep indemnified Aston Martin Lagonda Limited and its affiliated companies, its respective officers, servants and agents from and against all actions, claims, costs, expenses and demands in respect to my death or injury to myself or other third party or property caused by my negligence.

In the event that I am invited to be a passenger or driver in any Aston Martin vehicle or any other vehicle that may be owned or operated by or on behalf of Aston Martin Lagonda Limited or if I participate on any performance driving whether in my own or any other vehicle or I invite any third party to be a passenger in such vehicle, I hereby acknowledge that I do so entirely at my own risk and no claim of whatsoever kind arising from my own negligence, injudicious act or omission or otherwise shall be made by me or on my behalf or on behalf of any of my dependents against Aston Martin Lagonda Limited, its servants and/or agents and/or affiliated companies.

I confirm that I do not suffer (and have no history of suffering) from epilepsy, heart conditions or any other medical condition that may affect my ability to drive or ride in any motor vehicle provided by Aston Martin Lagonda Limited and its affiliated companies. I confirm that I hold a current valid driving licence.

I understand that the vehicle I drive may be fitted with data logger equipment, which, during my test drive, will record and transmit data regarding the operation of specific components and technology in the car to a secure cloud server. This is done so that Aston Martin may monitor and control the quality of its vehicles. I understand that the device will not be used to record personal data regarding me, or my use of the car.

I HEREBY WARRANT the truth of the above statements and I declare that I have not withheld any information that would influence the decision of Aston Martin Lagonda Limited and its affiliated companies, its respective officers, servants and agents in allowing me to drive any motor vehicle provided by them.

I HEREBY give permission for any static and moving images which are taken throughout the course of the day to be used at the discretion of Aston Martin Lagonda Limited.

This contract shall be governed, construed and implemented in accordance with the laws of England and Wales and subject to the non-exclusive jurisdiction of the English Courts.\*

(\* In other regions, local laws may apply)

By signing this registration form, you agree with all of the statements above and also give your consent to receiving marketing messages by email, post and phone about products and services relating to Aston Martin Lagonda Limited and to the sharing of your information to its authorised dealers in your local region or country. If you object to us and/or our authorised dealers using and sharing your data in the manner described please tick the box(es) below to indicate which forms of communication you would prefer us and/or our dealers not to use.

- EMAIL       POST       PHONE       SMS

Aston Martin respects your privacy and will not transfer your personal data to any third parties except as described. If at any time you wish to cease receiving such communications, please let us know by writing to The Data Controller, Aston Martin, CV35 0DB, UK or by clicking unsubscribe on the emails you may receive.

SIGNED: ..... DATE .....

WITNESS: .....

HR017, Issue 8, October 2016