



Service Communication

SC-18-01-02

MODEL: All Models

DATE: March 2018

TITLE: Campaign Types

First Release

APPLICABILITY: ALL

MARKET REGIONS: ALL

General

From time to time, Karma Automotive (“**KA**”) conducts Safety Recall Campaigns, Service Campaigns and Limited Service Campaigns (each, a “**Campaign**”). These Campaigns are conducted to notify vehicle owners of certain conditions that affect their vehicles. For each Campaign, KA will issue a Campaign bulletin to instruct dealers on how to satisfy the Campaign requirements.

Campaign Definitions:

Safety Recall Campaign

In accordance with the requirements of the National Traffic and Motor Vehicle Safety Act, when Karma has determined that either a defect which relates to motor vehicle safety or a noncompliance with a Federal Motor Vehicle Safety Standard exists in a vehicle, a Safety Recall Campaign will be launched. The specified inspection and/or repair will be performed at no charge to the vehicle owner.

Service Campaign

A Service Campaign will be launched if there is a specific product or technical issue for which inspection and/or repair is being offered without an expiration date. These issues are typically customer satisfaction initiatives. The described service will be performed at no charge to the vehicle owner.

It is not necessary to bring the vehicle to a Karma Authorized Service Provider at the time a Service Campaign is announced; the Campaign can be performed when it is convenient for the vehicle owner (e.g. during a visit for other routine maintenance).

Limited Service Campaign

Limited Service Campaigns are programs to inform vehicle owners about a product or technical issue for which inspection and/or repair is being offered for a specified period. Karma requests that vehicle owners take advantage of this service prior to an expiration date. The described inspection and/or repair will be performed at no charge to the vehicle owner provided the Limited Service Campaign has not expired.

Karma Automotive Bulletins and service documents are intended for use by experienced and trained Technicians. If you lack the skills, tools, equipment and a suitable workshop for any procedure described in this document, we suggest you leave such repairs to a Karma retailer and service provider. See your service provider for advice on whether your vehicle may benefit from the information contained within this document. The information contained in the Karma Bulletin is accurate at the date of publication. However, Karma Automotive regularly updates technical information. Please check with your Karma Automotive Retailer and Karma Automotive service provider that the bulletin you intend to use contains the latest available information.



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Vehicle Identification Number Report

When a vehicle comes in for service, Federal law requires a dealer to check each vehicle for open Safety Recall Campaigns. The dealer must verify whether the vehicle is the subject of a campaign by conducting a Vehicle Identification Number (VIN) report in the Karma Automotive Retailer Portal.

If the VIN report indicates that the vehicle is subject to an open Safety Recall Campaign, the dealer must notify the vehicle owner and perform the repairs, as required under the Campaign. Please note: a Safety Recall Campaign must be completed in the same visit in which the vehicle owner is notified. If the vehicle owner refuses to allow the dealer to perform the Safety Recall Campaign at that time, the dealer must document vehicle owner's refusal in the dealer's records for the VIN and schedule time for the vehicle owner to return as soon as possible to have the repairs completed.

If the VIN report indicates that the vehicle is subject to a Service Campaign or a Limited Service Campaign, the dealer should notify the vehicle owner and perform the repairs during this visit or schedule time when convenient for the vehicle owner.

New Inventory

On receipt of a bulletin relating to a Safety Recall Campaign, dealers should conduct a VIN report of both new, unsold inventory and used inventory of Karma vehicles to search for affected vehicles and perform the required repairs. **IT IS A VIOLATION OF FEDERAL LAW FOR A DEALER TO DELIVER A NEW MOTOR VEHICLE OR ANY NEW OR USED ITEM OF MOTOR VEHICLE EQUIPMENT AFFECTED BY A SAFETY AND COMPLIANCE RECALL UNTIL THE DEFECT OR NONCOMPLIANCE IS REMEDIED.**

Claim Procedure

Once the repairs are completed for an open Campaign, the dealer must submit a claim for reimbursement using the Campaigns/Recalls application in the Retailer Portal using the labor codes and replacement parts specified in the applicable Campaign bulletin. Dealers should not include any additional maintenance and/or repairs on the claim that are not specifically permitted per the instructions. KA will deny all claims submitted for Campaigns performed on ineligible vehicles, including vehicles on which the Campaign was previously performed.

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