



To: All Subaru Retailers
From: Subaru of America, Inc. - Service
Date: July 24, 2018
Re: *2019 Ascent Launch Quality Monitoring Team Underway*

The all new 2019MY Subaru Ascent Quality Monitoring Team (QMT) is underway and in full force. As a reminder, the Team is interested in everything related to the Ascent. They are looking for specific and detailed information on **EVERY** condition identified. This includes any repairs performed and cases where a customer comments on a function or condition which is considered to be a normal operational characteristic. This also includes any improvement opportunities where some feature or function could be improved. We are asking you to be our eyes and ears with this new model.

Recently there have been many cases where a condition of interest is reported, visuals (picture/video) are requested by the QMT, but none are available. Please remember to take pictures and/or videos to document the original, as found, condition. These are immensely beneficial, especially for items which may be manufacturing or vehicle assembly related. The Team feeds this valuable information directly back to the SIA assembly plant.

A picture can be worth more than a thousand words.

QMRs are the best and preferred reporting method for communicating any new model feedback. For high priority, unusual, or serious concerns, we ask that you call SOA's Techline and open a new case.

We thank you all for your great support thus far during this pivotal launch for our Subaru brand.