



After-sales Retailer Support

Retailer Engagement for Takata Awareness

Reference: IPSB/18-254

Date: November 30, 2018

Attention: Retailer Principal & Executive Managers

INFINITI is committed to the safety and security of its clients and their passengers. As you are likely aware, INFINITI has initiated multiple field actions to execute the Takata Airbag Recall in accordance with the schedule set by the National Highway Traffic Safety Administration (NHTSA). INFINITI has employed a variety of methods to reach affected clients to increase repair completion. However, your help is needed to raise awareness to remedy the approximately one hundred twenty thousand vehicles that remain unrepaired. This is a serious issue and we need everyone's help to further increase recall awareness.

INFINITI is asking all retailers to provide their employees with instructions on how to identify vehicles affected by the Takata airbag recall and encourage them to help draw an affected owner's attention to this danger. Your employee's actions could save someone's life or prevent a significant injury.

Supporting Materials

To assist with this request, each retailer will receive thirty 'Takata Airbag Recall Alert Cards' by **December 5, 2018**. Each 'Alert Card' has eight (8) individual tear off cards (written in English and Spanish) that can be distributed to owners to make them aware of how to check their vehicle for an open Takata recall, and of the importance of having the repair performed. To facilitate identification of affected vehicles, your employees can download the free Airbag Recall App from the App Store or Google Play. This app will work for any brand vehicle affected by the Takata recall, and will inform your employees if any of the affected vehicles listed below have an open Takata recall.

- Affected Vehicles:
 - INFINITI:
 - 2001 I30
 - 2002-2004 I35
 - 2002-2003 QX4
 - 2003-2008 FX35/45
 - 2006-2010 M35/45
 - NISSAN:
 - 2001-2003 Maxima
 - 2002-2004 Pathfinder
 - 2002-2006 Sentra
 - 2007-2011 Versa Sedan
 - 2007-2012 Versa Hatchback

Retailers may also offer a free oil change to affected customers with open campaign ID PC654 in Service Comm, now through December 31, 2018. Additional details about this offer were released via a separate communication on October 9, 2018.

Thank you in advance for your contribution to keeping our vehicle owners safe.

Instructions for ordering additional alert cards and instructions for your employees are included on the following pages.

Ordering Additional Alert Cards:

- Login to NNAnet.com and select the "My Links" tab
- Under Dealer Operations, select "Dealer Materials Ordering" – this will take you to the reorder site

The screenshot shows the NNAnet2.0 website interface. The top navigation bar includes the Infiniti logo, the text "EMPOWER THE DRIVE", and the site name "NNAnet2.0". Below this is a menu with "HOME", "MY LINKS", "MY DOCUMENTS", and "ADMIN". The main content area is titled "SEARCH LINKS" and features a search bar with a dropdown menu set to "All" and a "Keywords" input field. A list of categories is displayed on the left, including "Accessories", "Certified Pre-Owned (CPO)", "Dealer Operations", "General", and "Manuals And Guidelines". The "Dealer Operations" category is expanded, showing a list of links: "BMI (Business Management Intelligence)", "INFINITI Courtesy Vehicle (ICV) Program", "INFINITI360", "MarketMaster Online - Monthly", "Order Management System (OMS)", "Dealer Materials Ordering", "INFINITI Courtesy Vehicle N", "INFINITInet Dealer Business System (DBS)", and "NNA Fleet Certification Code Website". A tooltip for "Dealer Materials Ordering" states: "Site providing access to dealer publications, manuals, brochures, point-of-purchase and other sales materials. Call Customer Service at 800-247-5321 (7 AM-7 PM CST) or send an email to NNA@nmsfastpak.com".

- Select "PARTS AND SERVICE" from the Categories on the left-side of page
- Select "SERVICE MARKETING POP" box

The screenshot shows the NNAnet2.0 website interface. The top navigation bar includes the Infiniti logo, the text "EMPOWER THE DRIVE", and the site name "NNAnet2.0". Below this is a menu with "HOME", "Search", "Shopping Cart", "Order Status", "Contact Us", "Help", "Training Guide", "Debit Memo Schedule", "Consolidated Shipping Schedule", and "Logout". The main content area is titled "PARTS AND SERVICE" and features a search bar with a dropdown menu set to "All" and a "Keywords" input field. A list of categories is displayed on the left, including "ACCESSORY MARKETING", "BROCHURES", "CERTIFIED PRE-OWNED", "EMPLOYEE RETENTION PROGRAM", "FORMS", "HARDWARE", "LEMON LAW BOOKLETS", "LITERATURE KIT", "NEW VEHICLE DELIVERY SYSTEM", "OWNER'S MANUAL", "PARTS AND SERVICE", "POINT OF PURCHASE", and "POP". The "PARTS AND SERVICE" category is selected, and the "Service Marketing" box is highlighted. The main content area also displays a list of boxes: "EXPRESS SERVICE POP", "FORMS", "MISCELLANEOUS", and "POINT-OF-PURCHASE".

- Scroll to "*Takata Airbag Recall Alert Crd*", select "*Add to Cart*" and finalize order

INFINITI. EMPOWER THE DRIVE™

Welcome X195799!
Not associated with a specific dealership
View Nissan Marketing Materials

View Shopping Cart
Items: 0
Cart Empty

Home | Search | Shopping Cart | Order Status | Contact Us | Help | Training Guide | Debit Memo Schedule | Consolidated Shipping Schedule | Logout |

Search by Keyword
GO
Search by Item Number
GO

SELECT A CATEGORY

- ▶ ACCESSORY MARKETING
- ▶ BROCHURES
- ▶ CERTIFIED PRE-OWNED
- ▶ EMPLOYEE RETENTION PROGRAM
- ▶ FORMS
- ▶ HARDWARE
- ▶ LEMON LAW BOOKLETS
- ▶ LITERATURE KIT
- ▶ NEW VEHICLE DELIVERY SYSTEM
- ▶ OWNER'S MANUAL
- ▶ PARTS AND SERVICE
- ▶ POINT OF PURCHASE
- ▶ POP

PARTS AND SERVICE ▶ SERVICE MARKETING

ITEM	DETAIL	QUANTITY	ADD	SELECT
IMAGE NOT AVAILABLE	Takata Airbag Recall Alert crd UOM: PK SKU: SERVMTG-TAKATA QUANTITY IN STOCK: 980	View Only Item	Add To Cart	

NOTE: Retailers can order minimum of 20, maximum of 40 cards per reorder

Employee Instructions:

Why is the Takata Airbag Recall so important?

Takata airbag inflators subject to recall can rupture or explode during deployment, shooting sharp metal fragments or shrapnel toward the driver and passengers. These inflators pose an imminent and significant risk to occupants. Until these defective airbag inflators are replaced, occupants in affected vehicles are at risk of serious injury or death from an inflator rupture.

Here is how you can help:

Spread the Word among Friends and Family

Please tell your friends and family members about the importance of the Takata Airbag Recall and encourage them to check if their vehicle is affected by entering their Vehicle Identification Number (VIN) using one of these websites.

INFINITI USA VIN Look-up: (<https://www.infiniti.com/recalls-vin/>);

Nissan USA VIN Look-up: (<https://www.nissanusa.com/recalls-vin/>);

Takata Airbag Recall: (<https://www.airbagrecall.com/>); or

NHTSA Recalls: (<https://www.NHTSA.gov>)

Encourage your friends and family members to re-check their VIN periodically as new recalls may be issued. Clients may also sign up for recall alerts at [NHTSA.gov/Alerts](https://www.NHTSA.gov/Alerts) to be notified by email if their vehicle is affected by a future safety recall.

If their vehicle is affected, clients should contact their nearest INFINITI or Nissan retailer immediately to schedule the FREE repair. Locations and contact information can be found using the Dealer/Retailer Locator links on the brand websites above. Clients may also call for assistance in scheduling an appointment.

INFINITI: 888-810-3715

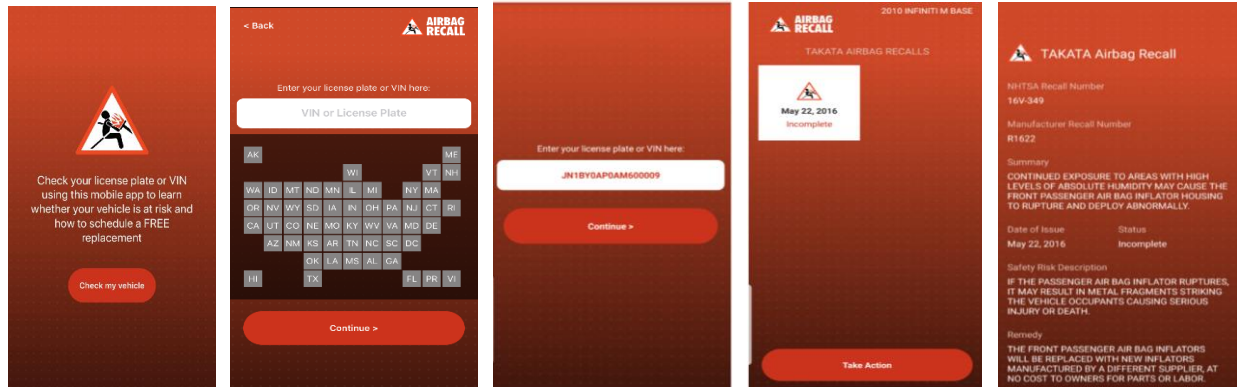
Nissan: 888-737-9511

Download the Free Airbag Recall App from the App Store or Google Play

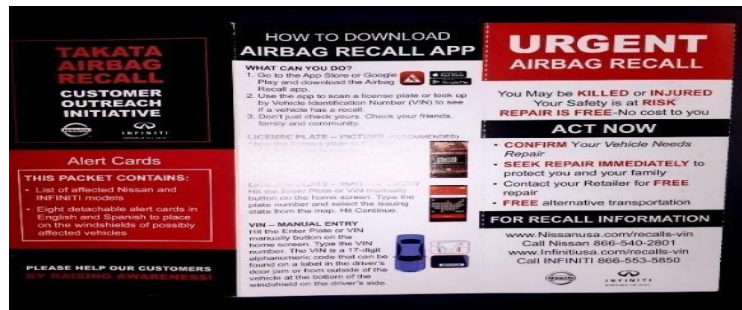
1. Go to the App store or Google Play to download the app on your mobile device.



2. Check the VIN or license plate of customers, friends, family, and people you meet :



3. Notify Owners



This app will work for any brand vehicle affected by the Takata recall, and will inform you if any of the affected vehicles listed below have still have an open Takata recall.

- Affected Vehicles:
 - **INFINITI:**
 - 2001 I30
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 - 2002-2003 QX4
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