



Innovation
that excites

NISSAN BULLETIN

Dealer Engagement for Takata Awareness

Reference: NPSB/18-382
Date: November 30, 2018

Attention: Dealer Principal & Executive Managers

Nissan is committed to the safety and security of its customers and their passengers. As you are likely aware, Nissan 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). Nissan has employed a variety of methods to reach affected customers to increase repair completion. However, your help is needed to raise awareness to remedy the approximately seven hundred thousand vehicles that remain unrepaired. This is a serious issue and we need everyone's help to further increase recall awareness.

Nissan is asking all dealers 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 dealer 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:
 - **NISSAN:**
 - 2001-2003 Maxima
 - 2002-2004 Pathfinder
 - 2002-2006 Sentra
 - 2007-2011 Versa Sedan
 - 2007-2012 Versa Hatchback
 - **INFINITI:**
 - 2001 I30
 - 2002-2004 I35
 - 2002-2003 QX4
 - 2003-2008 FX35/45
 - 2006-2010 M35/45

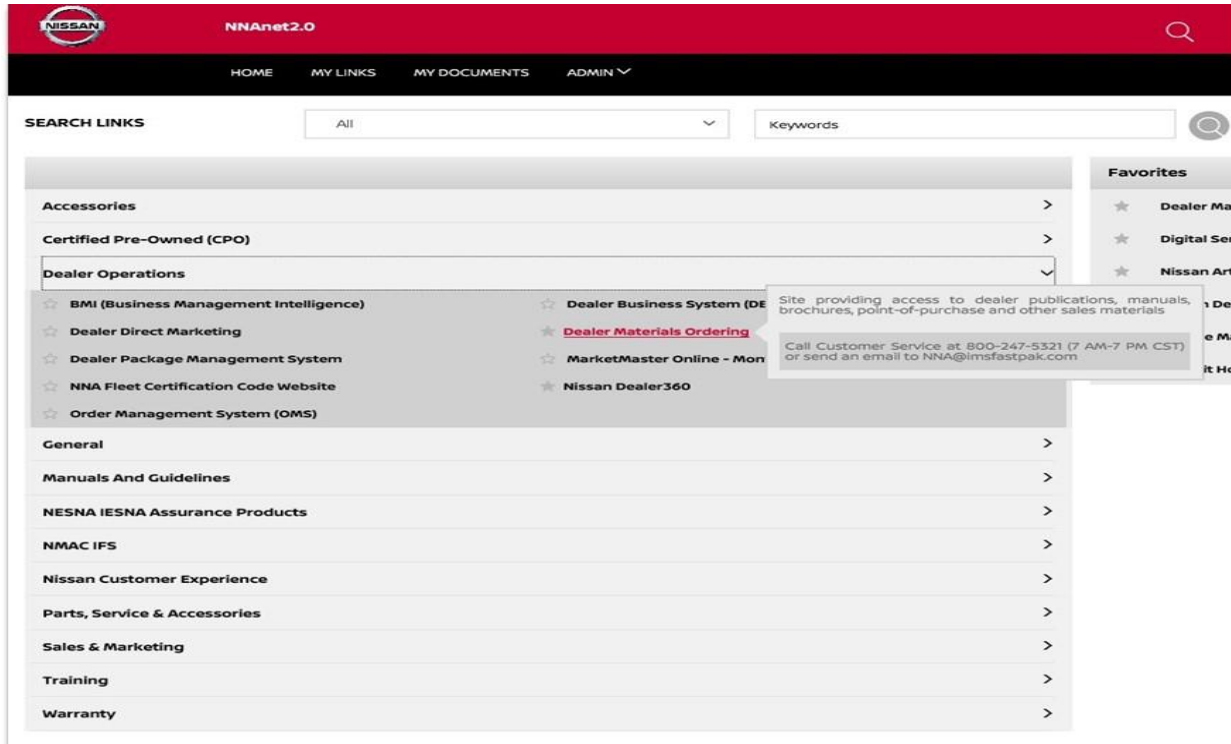
Dealers may also offer a free oil change to affected customers with open campaign ID PC650 and PC655 in Service Comm, now through December 31, 2018. Additional details about this offer were released via a separate communication on October 9, 2018.

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

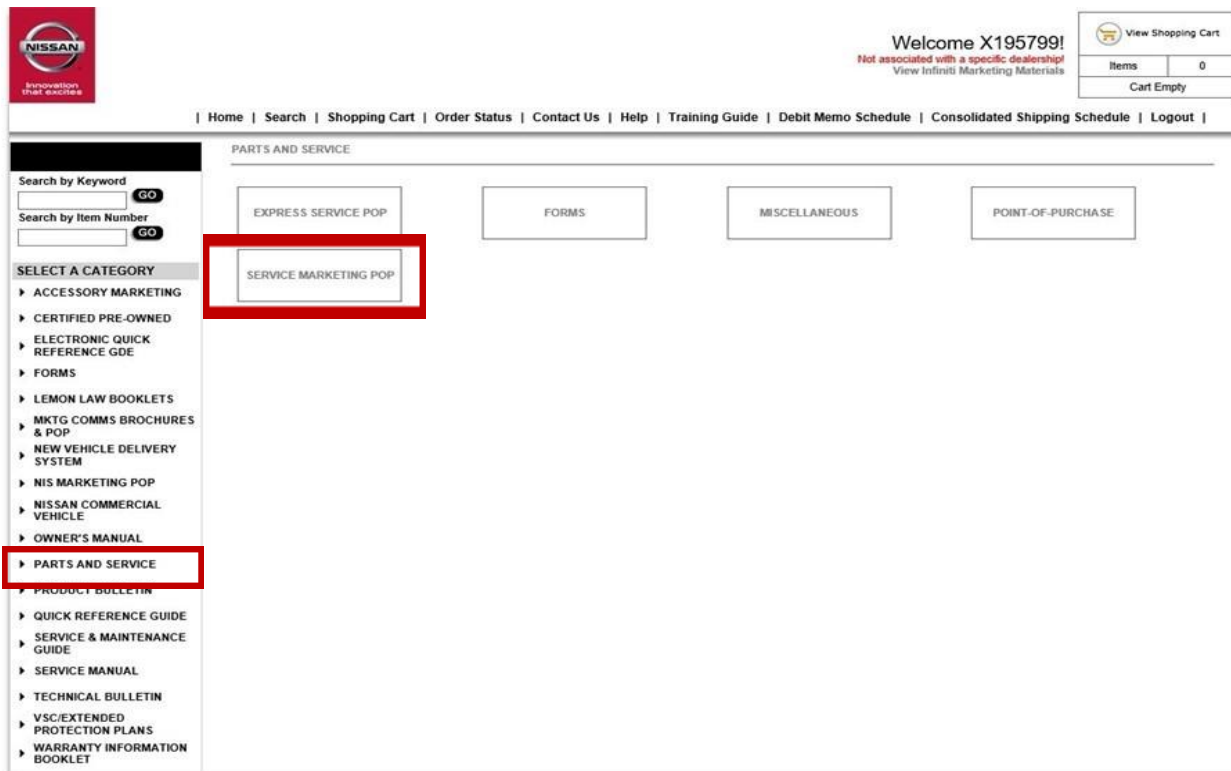
Instructions for ordering additional alert cards and instructions for your employees are included on the following pages.

Ordering Additional Alert Cards:

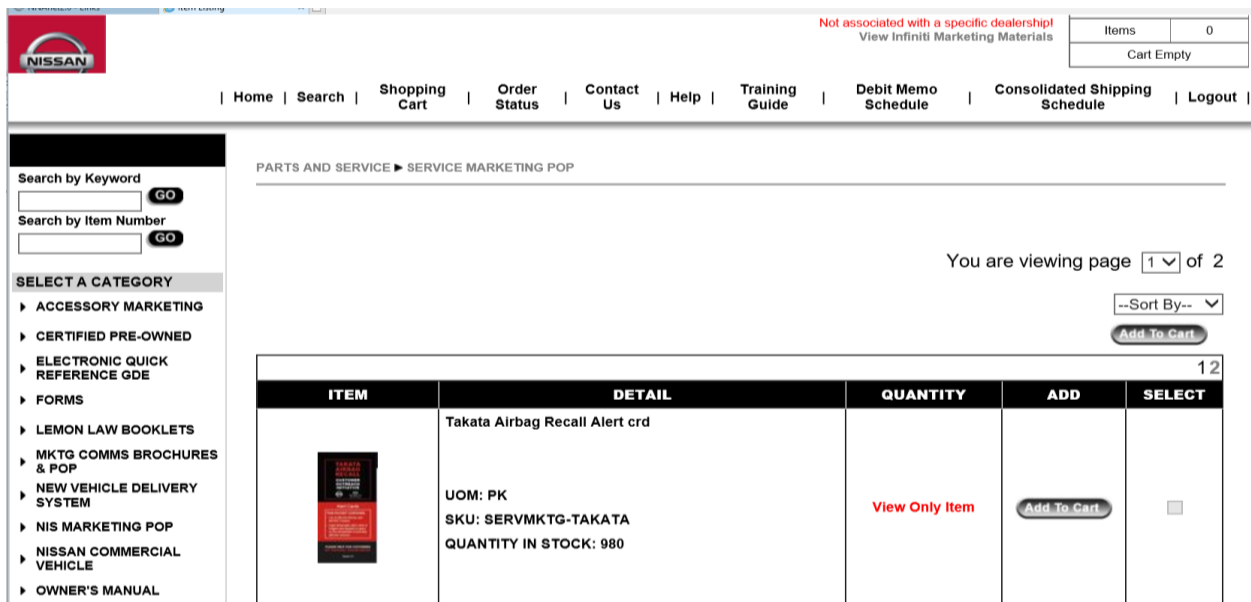
- Login to NNAnet.com and select the "My Links" tab
- Under Dealer Operations, select "Dealer Materials Ordering" – this will take you to the reorder site



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



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



Not associated with a specific dealership
View Infiniti Marketing Materials

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
- ▶ CERTIFIED PRE-OWNED
- ▶ ELECTRONIC QUICK REFERENCE GDE
- ▶ FORMS
- ▶ LEMON LAW BOOKLETS
- ▶ MKTG COMMS BROCHURES & POP
- ▶ NEW VEHICLE DELIVERY SYSTEM
- ▶ NIS MARKETING POP
- ▶ NISSAN COMMERCIAL VEHICLE
- ▶ OWNER'S MANUAL

PARTS AND SERVICE ► SERVICE MARKETING POP

You are viewing page 1 of 2

--Sort By--
Add To Cart

ITEM	DETAIL	QUANTITY	ADD	SELECT
	<p>Takata Airbag Recall Alert crd</p> <p>UOM: PK SKU: SERVMTKG-TAKATA QUANTITY IN STOCK: 980</p>	View Only Item	Add To Cart	<input type="checkbox"/>

NOTE: Dealers 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.

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

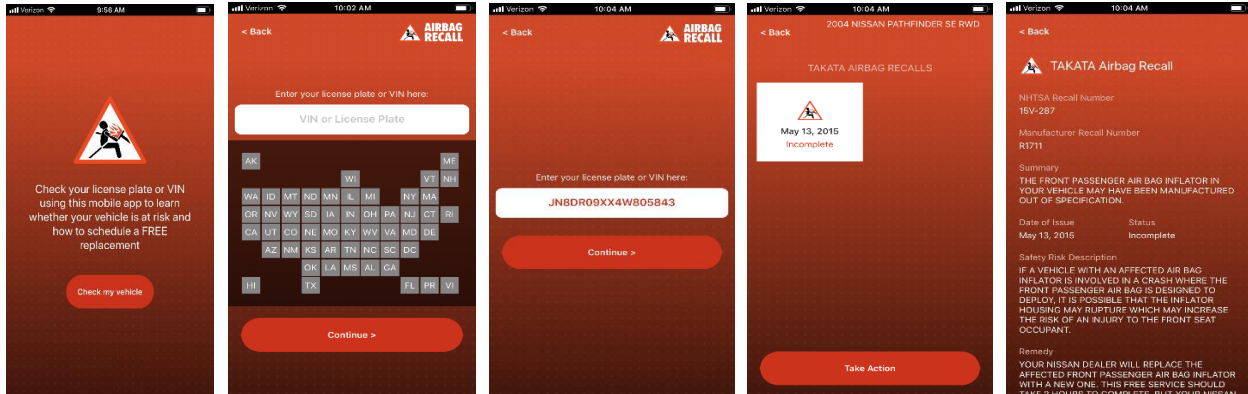
If their vehicle is affected, customers should contact their nearest Nissan or INFINITI retailer immediately to schedule the FREE repair. Locations and contact information can be found using the Dealer/Retailer Locator links on the brand websites above. Customers may also call for assistance in scheduling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

Nissan: 888-737-9511
INFINITI: 888-810-3715

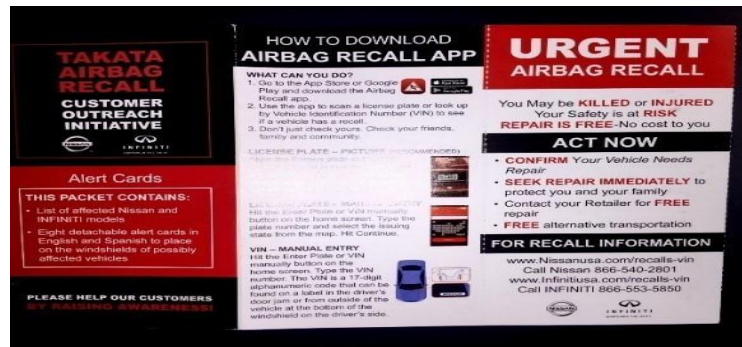
Download the Free Airbag Recall App from the App Store or Google Play



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