

SERVICE POLICY LETTER

Reference number:	SPL-00-1180	Issued: 23 November, 2018
Subject:	Vantage 19MY Customer Satisfaction Campaign	
Applicable to:	All Dealers	
Distribute to:	After Sales Manager Executive Manager Service Manager Sales Manager	Warranty Staff Technician(s) Parts Staff

Dear Colleagues,

At the Dealer Conference in Edinburgh, Andy Palmer spoke about vehicle quality and the significant focus across all areas of the business. Overall Aston Martin is making good progress and the latest launch quality metrics show that Vantage 19MY is ahead of DB11. Please continue to send in EPDRs, all issues identified by Dealers are fed back into Quality, Engineering and Manufacturing.

Following your feedback, Aston Martin is pleased to announce that we are launching a Customer Satisfaction Programme, which will enable the latest enhancements on customer cars, dealer demos and dealer stock cars. The VIN range is N00011 to N01789.

The campaign will cover the following attributes:

- SA-01-1145 Door Clash to Bonnet
- SA-17-1167 Headlamp Function Check
- SA-03-1136 Sound Regulator Air Leak
- SA-10-1127V3 Fuel Filler Latch
- SA-01-1132 Door Glass Seal Push Out
- SA-01-1144 Incorrect Alignment of Door Striker Latch
- SA-07-1184 Extension for Differential Breather Pipe

Please check for any outstanding work (including Service Bulletins and Technician Notices) when a vehicle is returned.

We are aware that for some customers this will be an inconvenience as they may have visited your dealership already. For others this will be their first visit and, to date, their ownership experience will have been uninterrupted. To make sure you deliver the highest level of customer experience throughout, please complete the above enhancements in one visit to avoid any unnecessary repeat visits.

Please make personal contact with your customers, as quickly as possible, to schedule the work to be completed. A template letter is provided below, should you wish to use it.

Finally, please make sure your teams are briefed accordingly and read all of the detailed information as it is communicated. If you have any 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



Andrew West
Director, Client Services

[Customer address]

[Date]

Dear [Customer name],

I would like to take this opportunity to sincerely thank you for purchasing your new Aston Martin Vantage from [Dealer name].

We have been advised by Aston Martin head office (UK), that your vehicle will benefit from a small number of enhancements. These enhancements will be completed free of charge under the terms of the vehicle warranty.

We would like to book your vehicle into our workshop at your earliest convenience, to enable us to complete these updates. The time required for the work will depend on the vehicle; we will advise you of the time when you book the appointment. *[Insert the next sentence if appropriate]* We can either arrange collection and delivery of your vehicle or organise a courtesy vehicle whilst the updates are being completed.

Our service advisor will provide a full explanation of the work we have completed when the vehicle is handed back to you.

We will contact you over the next few days to arrange a convenient time.

Yours sincerely

[Dealer Principal / Service Manager]