



Retention and Satisfaction - Fixed Operations
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To: All Lexus Dealers
From: Lexus Fixed Operations

Special Service Campaign JLE Certain 2018 Model Year LS 500 Vehicles Engine ECU Software Update

In our continuing effort to encourage increased guest participation in Special Service Campaigns, on February 1, 2019, Lexus will issue an in-vehicle head unit notification for Special Service Campaign JLE. See below for examples of the messages that guests will receive.

Key Points

- Head unit messages will only be sent to compatible head units in vehicles involved in this Special Service Campaign that Lexus records indicate have not been remedied.
- Lexus will continue to monitor completion rates and follow up with owners that have not completed this Special Service Campaign with traditional owner letters.
- Once a vehicle is repaired for this Special Service Campaign, the message will automatically clear from the Notification application. Note: It could take several days after a claim is submitted and approved under the campaign designation before the messages are cleared from the Notification application.

How messages are received:

1. Message sent to vehicles.
2. Message received by vehicle.
3. After two ignition cycles, the message below will appear in the head unit.

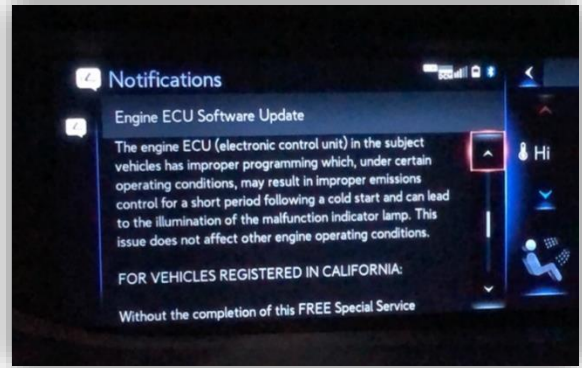
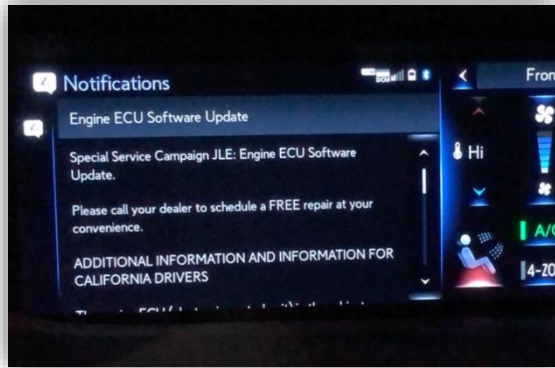


4. From this pop-up, guests will have an option to either "View" or "Remind Me".

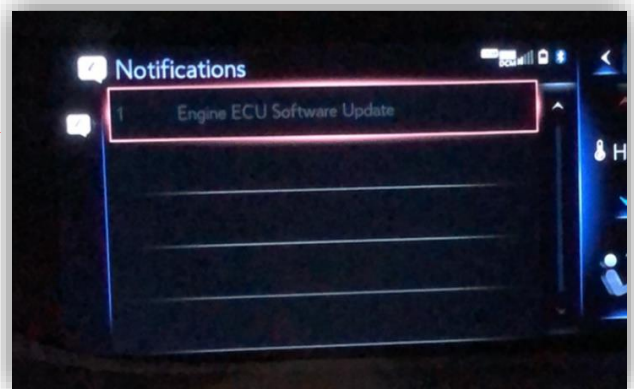
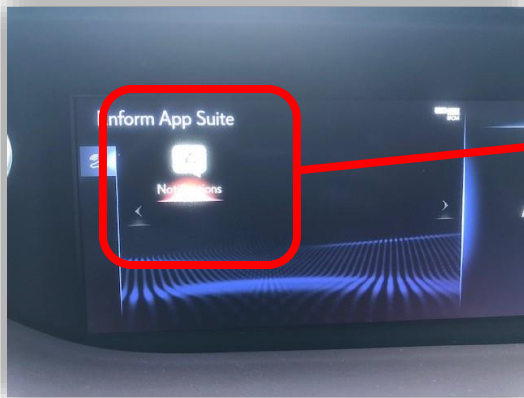
a. Selecting “Remind Me” will allow the guest to choose between the options below:



- **Next Trip** will remind the guest at the next ignition cycle.
 - **In 7 Days** will remind the guest in seven days.
 - **In 30 Days** will remind the guest in thirty days.
 - Any of the options above will remove the pop-up notification box from the head unit for the specified amount of time.
 - Note: The message will still be viewable in the Notification app (see photo below in step 5).
- b. If “View” is pressed, the guest will be brought to the message.
- i. Note: If the vehicle is shifted from the Park position, the message will not be viewable.



5. Once the message has been viewed from the pop-up box, guests can still view the vehicle message in the Notification app when the vehicle is in Park:



Thank you for your cooperation.
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