



SERVICE BULLETIN

Classification:	Reference:	Date:
GI20-001	NTB20-041	June 3, 2020

VEHICLE SANITIZATION GUIDELINES DURING COVID-19

APPLIED VEHICLES: All Nissan vehicles

SERVICE INFORMATION



As an independently owned and operated business, your dealership is responsible for maintaining a safe workplace and environment for its employees and customers, and complying with federal, state and local laws, regulations and orders applicable to your business, including those that have been enacted in response to COVID-19. Nissan urges you to consult frequently with your health and safety experts and other advisors, as well as federal, state and local officials, concerning your circumstances and the recommended best practices and legal requirements that may apply to you.

Nissan provides these materials for general informational purposes and dealer consideration only. Each dealer should carefully consider the guidance and decide for itself whether its adoption is appropriate given its individual circumstances. Nissan makes no representations or warranties that adherence to any the guidance herein will be effective in preventing or inhibiting the transmission of COVID-19 and by providing these materials assumes no liability in the event such transmission occurs.

Nissan Bulletins are intended for use by qualified technicians, not 'do-it-yourselfers'. Qualified technicians are properly trained individuals who have the equipment, tools, safety instruction, and know-how to do a job properly and safely. **NOTE:** If you believe that a described condition may apply to a particular vehicle, DO NOT assume that it does. See your Nissan dealer to determine if this applies to your vehicle.

Nissan's Priorities

COVID-19 has impacted the lives of many in the Nissan family and presents many challenges. While there is no instruction manual for navigating this unprecedented situation, Nissan is committed to prioritizing the health and safety of its employees, dealers and customers alike.

This pandemic has created novel problems, and we understand there are no easy solutions. Nissan is grappling in its own facilities with many of the challenges you face in terms of current operations and in planning for the reopening of the economy and individual businesses.

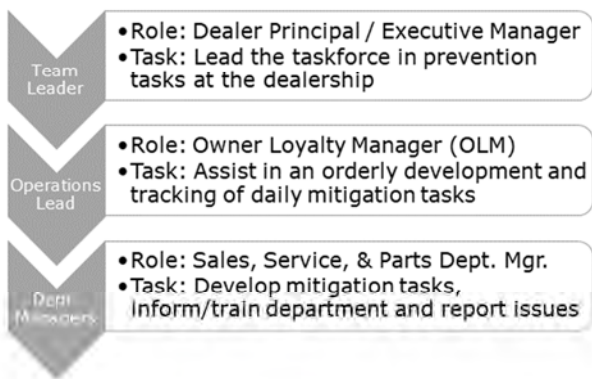
We wanted to take this opportunity to express our appreciation for your efforts and to offer our support and encouragement. Nissan dealers play a critical role in interacting with the public, and we expect our dealers to conduct business operations in a way that prioritizes the health and safety of all in your dealership. We urge you to take the concerns expressed by elected officials and medical advisors seriously, and to seek the advice and counsel of experts in this area.

With those considerations in mind, Nissan provides the following information for your consideration as you work to develop new practices and methods of doing business in these unique times. While this situation is unlike anything we have experienced, we are confident there will eventually be a return to normalcy. In the meantime, thank you for your support in taking actions in your business to do what you can to keep everyone safe and healthy.

Return to Work Considerations

In connection with ongoing operations or planning for a "return to business," dealers are encouraged to educate their staff and consider establishing a taskforce. An illustrative example follows.

Establishing a Taskforce



Educate Staff

- Dealerships are encouraged to coordinate with their state and local health officials so timely and accurate information can guide their operations. Local conditions may influence the decisions that public health officials make regarding community-level strategies. The CDC, as well as many state and local orders, has guidance for mitigation according to the level of community transmission or local impact of COVID-19
- Consider leveraging such information to ensure that your staff and third parties operating at your dealership have the equipment and understanding necessary to follow current recommendations that could impact dealership operations, including facility sanitation, vehicle sanitation, identification of COVID-19 symptoms, quarantining recommendations, social distancing expectations, and applicable personal protective equipment ("PPE") expectations and protocols

* Per CDC guidelines at www.cdc.gov/covid19. Recommendations and photographs provided for informational purposes only. Nissan makes no representations, express or implied, that compliance with this guide will prevent or inhibit transmission of COVID-19, and assumes no liability in connection therewith. Dealer has sole responsibility for maintaining a safe and clean facility, consulting with its own health professionals, and considering all applicable guidance issued by federal, state and local officials in determining protocols to implement to ensure safe dealership operations.

Dealership Staff Considerations



While conditions in each market/dealership may vary, and CDC guidelines should always be considered, you may wish to consider the following guidance for dealership staff:

- Frequently clean hands using recommended soaps or hand sanitizers
- Avoid touching your eyes, nose, and mouth
- Wear facemasks
- Allow customers to test drive vehicles on their own unaccompanied by dealership personnel
- Cover your mouth and nose with a tissue when you cough or sneeze or use the inside of your elbow. Throw used tissues in the trash and immediately wash hands
- Clean and disinfect frequently touched objects and surfaces, including workstations, keyboards, telephones, handrails, and doorknobs. To disinfect, use recommended products that are appropriate for the surface
- Avoid using other staff members' tools and equipment, including phones, desks, offices, and work tools. Clean and disinfect work areas, tools and equipment before and after use
- Practice social distancing and utilize recommended PPE

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Facility Sanitation Considerations

Hard (Non-porous) Surfaces:

- For hard (non-porous) surfaces such as tables and chairs, clean frequently using recommended products that are appropriate for such surfaces.

Soft (Porous) Surfaces:

- For soft (porous) surfaces such as carpeted floor, rugs, and drapes, clean frequently with appropriate cleaners for such surfaces. If the items can be laundered, consider frequently laundering items in accordance with manufacturer's instructions.

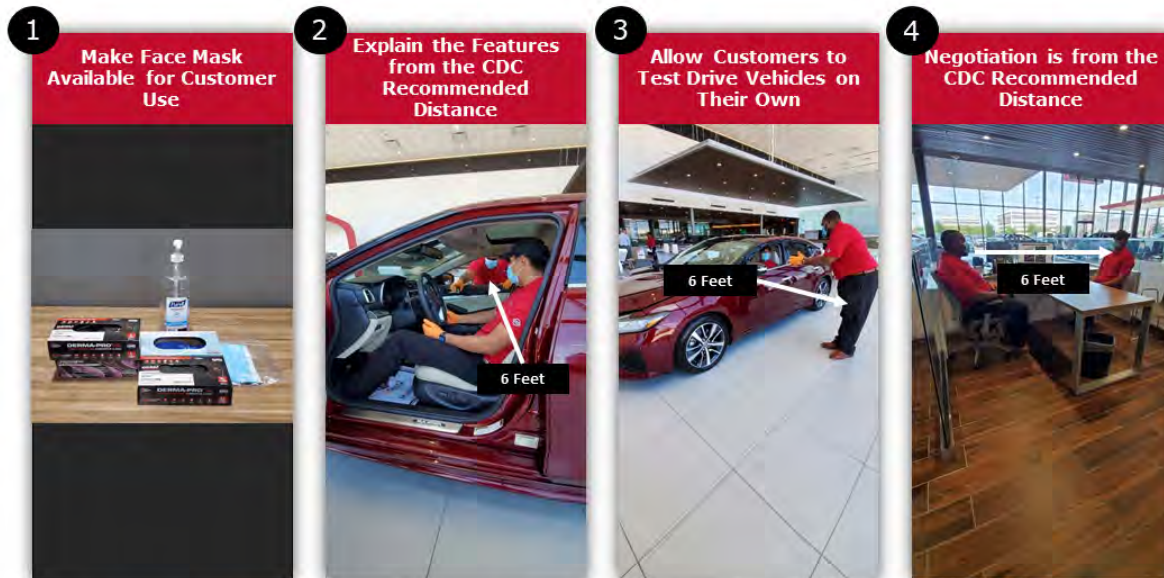
Electronics:

- For electronics such as tablets, touch screens, keyboards, remote controls, and ATM machines, clean frequently with appropriate cleaners in accordance with applicable instructions.
- Consider use of wipeable covers for electronics.



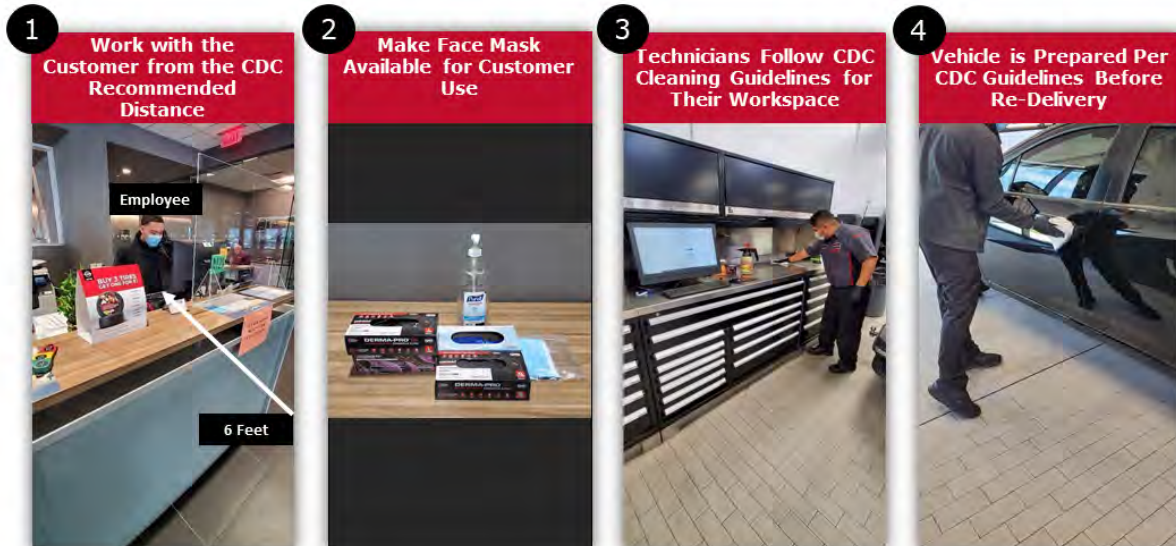
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Dealership Preparation - Sales Department



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Dealership Preparation - Service & Parts Dept.



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Vehicle Sanitation Considerations

Keep in mind that while bleach, bleach based products and disinfectants containing hydrogen peroxide may be identified as recommended disinfectants, **they can damage a vehicle's interior**. Dealers should frequently consult with CDC and local recommendations relating to disinfectants. When so doing, keep in mind that the below list identifies non-bleach based disinfectants that may be considered for hard surfaces (Clorox products listed below do not contain bleach). For maximum effectiveness and safety, the products must be used according to their label.



- Spruce-Ups by Clorox
- Lysol Bathroom Cleaner by Reckitt Benckiser LLC
- Lysol Neutra Air 2 in 1 by Reckitt Benckiser LLC
- Lysol Disinfectant Max Cover Mist by Reckitt Benckiser LLC
- Lysol Brand Clean & Fresh Multi-Surface Cleaner by Reckitt Benckiser LLC
- Lysol Disinfectant Spray by Reckitt Benckiser LLC
- Saginaw by Clorox
- Clorox Disinfecting Bathroom Cleaner by Clorox
- Clorox Disinfecting Wipes by Clorox
- Clorox Commercial Solutions Clorox Disinfecting Spray by Clorox
- Clorox Healthcare VersaSure Wipes by Clorox
- Clorox QS by Clorox
- Purell Professional Surface Disinfectant Wipes by GOJO Industries
- Sani-Prime Germicidal Spray by Professional Disposables International, Inc
- Sani-Cloth Prime Germicidal Disposable Wipe by Professional Disposables International, Inc.

Please keep in mind that none of the products listed above should be used on leather or other porous surfaces.

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F&I – Remote Signing with NMAC & Dealertrack

Assisted Remote Signing

The Signing Ceremony, Anytime, Anywhere.

Remote Signing with Digital Contracting on Dealertrack uniFI® provides your customers with the convenience to sign documents from anywhere — without a trip to the dealership.

Key Benefits:

- Digital Delivery:** Connect and send deal documents to your customer through an encrypted, online connection with a unique pairing code.
- Secure Signing Process:** Assist your customer through a paperless contract review and capture signatures confidently.
- Multiple Device Support:** Flexibility to connect with multiple devices such as Desktops, Laptops, iPads® and Android tablets with a 9" screen or larger.

- 1 Dealer and customer connect**
Dealer has eContract finalized, ready for signing; authenticates buyer and reviews technology requirements to begin.
- 2 Dealer pairs customer device to start the signing process**
Dealer establishes a secure connection that enables the buyer to remotely view and sign only their contract documents.
- 3 Assisted Remote Signing takes place**
Dealer guides buyer (and if applicable, co-buyer) via phone/video through the eSign Disclosure and Consent that are required for reviewing and signing the documents on their device.
- 4 Dealer finishes guiding customer**
Buyer reaches "completion" screen when all documents are signed. Dealer refreshes session to digitally submit to lender, and guides buyer on printing a copy or arranges to mail a printed copy.
- 5 Remote delivery may now take place**
After reauthentication at time of delivery, the buyer signs a delivery receipt, which is stored in the deal jacket on Dealertrack uniFI®.

Contact your FSM to understand how Remote Signing could work for your dealership

Advertising Message Considerations

In times like these, it is paramount that the message and tone delivered is sincere.

Retailers should consider prioritizing a showing of compassion versus making new vehicle sales overnight to position themselves in an empathetic and proactive light.

Considerations in the era of COVID-19:

- **Be Transparent** – Face the issues head-on with direct communication on the steps you're taking in the attempt to reduce the risk to customers during their customer journey.
- **Prioritize the Customer** – Now is the most important time to be the champion of the customer-centric experience across all facets of your business.
- **Reconnect and Renewal** – Reinforce the relationships of existing customers. Be there for them as a trusted advisor for their questions and concerns.
- **Encourage Engagement** – Promote your proactive new services and customer considerations showing how you are responding to the evolving COVID-19 landscape.



Advertising Considerations

<div> <div>Television</div>  </div>	<div> <div>Dealerships Open No Restrictions</div>  </div>	<div> <div>Dealership Sales or After-sales Limited Hours or Pick-Up/Drop-Off</div>  </div>	<div> <div>Dealerships Closed</div>  </div>	<div> <div>Dealerships Re-Open</div>  </div>
<div> <div>Streaming</div>  </div>	<div> <div>Reduce investments: Focus on Local News & Entertainment content.</div> </div>		<div> <div>Suggest pause to campaigns until Dealership re-opens.</div> </div>	<div> <div>Re-establish marketing practices with priority to online tactics. 90%+ of automotive buyers research digitally.*</div> </div>
<div> <div>Radio</div>  </div>	<div> <div>Reduce investments: Shift drive-time dollars to other dayparts or streaming alternatives; Consider station live-reads to provide up-to-date information on Dealership hours & services.</div> </div>			
<div> <div>Search</div>  </div>	<div> <div>Reduce investments: Limit or eliminate Search campaigns with conquest or lead generation tactics. Change Search copy to avoid "Hurry in now" messaging! Avoid associating Nissan with COVID-19 keywords; if you are currently bidding on store visits recommend change to high-value web-based conversion metrics instead.</div> </div>			
<div> <div>Social & Display</div>  </div>	<div> <div>Social: Proactively inform your customers, consider creating announcement post on your social pages; You can pin important announcements to the top of your Facebook page for ease of viewing; Online resources such as Facebook's Business Resource provide you with recommendations to help you communicate with your customers during this difficult time.**</div> </div>			
<div> <div>Other</div>  </div>	<div> <div>Suggest pause to all other media investments: print, out-of-home, sponsorships, other until Dealership re-opens.</div> </div>			<div> <div>Consider supporting community-building tactics.</div> </div>

Source: * Google Auto Search & Auto Behavior, 3-17-20; ** Facebook Resource Hub

Advertising Considerations

Short-Term:

- Update your Google My Business Listing with accurate hours of operation
- Update your hours via the NABR application on NNAnet so NissanUSA.com can properly display sales & service hours
- Reduce marketing investments and shift to marketing tactics that drive on-line shopping experience, not 'hurry-in-now' call-to-action.
- Focus on staying in front of consumers who are actively auto-shopping or visiting your website.
- Join your CDK partners for a Clicks-to-Bricks Webinar on "Supporting Your Customers During COVID-19"
- Contact your DOM or Digital Consultant for more details on a webinar in your region; Examples topics: Website Content, Transactional vs Proactive emails and Digital Retailing & Remote Delivery
- Update your social pages to inform your customers on your current hours and services offered.
- Visit NissanArtwork.com consistently for creative asset updates.

Recovery:

- Update sales & service hours on your Google My Business Listing & NABR application on NNAnet.
- Update your website & social channels with all current information.
- Increase marketing investments; continue to prioritize tactics that keep you in front of consumers actively auto-shopping.
- Change ad copy to invite consumers to visit your showroom & educate on any new services that you will continue (e.g.- Touchless pick-up and drop-off services).
- Utilize live streaming platforms such as Facebook Live, FaceTime, WhatsApp, Zoom, etc. to engage customers

Back-To-New Normal:

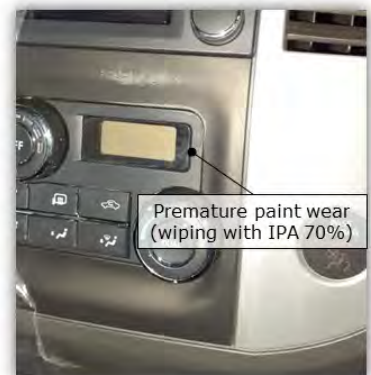
- Increase marketing investments; continue to prioritize online tactics add awareness tactics to drive traffic to your showroom.
- Remain agile: Continue to reference all marketing tools & resources as we shift into what the 'TBD new normal' will be post-COVID-19.
- Continue to stay in touch with your DOM, your Digital Consultant and NissanArtwork.com for resources and marketing assets.

Please follow CDC Guidelines: <https://www.cdc.gov/covid19>

Vehicle Sanitation – Recommended Cleaners

To prevent permanent damages to interior paint finishes, Nissan recommends avoiding alcohol based cleaners and using gentle cleaners, such as soap and water, on the interior of the following vehicles:

- Frontier, GTR and 370Z 20MY and earlier
- Armada, 19MY and earlier
- Other Models before 15MY



Vehicle Sanitation – Cautions

Use caution cleaning leather, such as steering wheel leather

Protective top coats and dyes can be removed from leather using strong chemical, repeated use will dry out leather causing it to crack

Recommended actions: use only soap and water on leather; apply owners' manual recommended conditioner specifically for leather after cleaning. When treating leather, wipe lightly, do not apply directly to surface, and do not let it set



AMENDMENT HISTORY

PUBLISHED DATE	REFERENCE	DESCRIPTION
June 3, 2020	NTB20-041	Original bulletin published