

From: NNA Service Actions & Campaigns
Sent: Monday, January 4, 2021 5:07 PM
To: *NNA-INF-FOM; *NNA INF RSOM; *NNA INF AGM; *NNA INF RAM
Cc: *NNA INF Service Actions & Campaign Announcements; *NNA INF RVP
Subject: ACTION: AFTERSALES: RETAILER SUPPORT: LAUNCH - BizzyCar Training Enrollment
Attachments: BizzyCar-SellSheet-jan4.pdf

Follow Up Flag: Follow up
Flag Status: Completed

Infiniti USA Electronic Field Communication

ACTION

Date: January 4, 2021

To : FOMs, RAMs, RSOMs, & AGMs

Subject: **LAUNCH** BizzyCar Training Enrollment

ACTION: FOMs, RAMs, RSOMs, and AGMs are asked to enroll in training for this new program for recall completion acceleration to learn the features and benefits available to retailers.

Retailer Announcement

As communicated in January Aftersales Playbook, INFINITI is pleased to announce complimentary retailer access to the BizzyCar Takata Recall Portal through **March 31, 2021**, which may be extended. FOMs, RAMs, RSOMs, and AGMs may enroll in the webinar using the URL: https://bizzycar.zoom.us/webinar/register/WN_hqbUL3m4SGqgzrIHSCAcLw. Several webinars will be available and calendar invites will be sent for this event. Regional personnel need only attend one webinar to become familiar with the program.

The BizzyCar Takata Recall Portal is a tool for locating hard-to-find cars with Takata airbags in your market. These vehicles will be advertised for sale at both franchise and non-franchise retailers. Working with these businesses to repair these open recalls can potentially increase retailer revenue through warranty claims and improve the brand experience by completing campaigns the client may be unaware of. Access to a list of Takata affected vehicles is free for a limited time, but in February, retailers will have the option of subscribing to access for additional campaigns at their own expense. We encourage retailers to take advantage of complimentary access to Takata recall vehicle lists, but dealer participation is entirely optional.

Schedule

January 11, 2021: Retailer Communication from INFINITI Campaign Mailbox informing them of training enrollment

January 6-8, or 11, 2021: Regional webinars – calendar invites will block time/day, but you'll receive a training link based on your registration using the URL above

January 14, 2021: Retailers begin to gain access to BizzyCar Takata Recall Portal (pending completion of training)

January 14, 15, 18, 19, & 21, 2021: Retailer training webinars

February 15, 2021: If elected, retailers are able to subscribe for additional services at their own expense.

Program Overview

Use the attached PDF to inform your retailers of this opportunity today.

Thank you for your prompt attention to this matter.

Attachments (1):

- BizzyCar Sellsheet – Jan4

Retailer Communication:

- Regional personnel may forward this email or the following retailer personnel will receive an email directly from INFINITI on January 11, 2021.

Position Name
Assistant Service Manager
Dealer Principal
Executive Manager
General Manager
General Sales Manager
Part & Service Director
Service Director
Service Manager

Originator: Andrea Bennett

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Division: Aftersales

Department: Retailer Support