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To: All Lexus Dealer Principals, General Managers, Service Managers and Parts Managers

Carma Tagging

TMNA has worked with Carma Project, Inc. on a tagging program for Takata recalls in certain “Zone A” areas in an effort to increase completions in higher risk locations. Carma uses license plate reading technology to determine if a vehicle may have an open recall. When a vehicle with an open recall is found, Carma drivers print out and place a tag on the vehicle they encounter advising the driver of the recall and the need to get the vehicle repaired. Carma recently changed its tagging platform, enabling it to offer expanded tagging through Carma “affiliates” in more locations in the U.S. TMNA has decided to evaluate this new platform by specifying other “Targeted Recalls”, listed below, for tagging. Examples of the tags are shown below.

Carma Tagging Campaigns

Lexus Takata Tagging Campaign Codes:

Takata Tagging Locations: CA, FL, TX (generally in major metropolitan areas within these states) and PR

ELG	GLG	GLH	HLA	JLI	JLJ	JLK
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Lexus Targeted Recall Tagging (Non-Takata):

Takata Tagging Locations: US (generally in major metropolitan areas) and PR. Specific locations are determined by Carma as it expands its “affiliate” program.

Campaign	Model, Model Year and Title
JLL	2008 - 2019 Model Year LX570 - Front Seatbelt

Sample Tags:

Takata - Front

Takata - Back

Non-Takata

We are providing this information should a Lexus owner ask questions about the tagging process. Thank you for your cooperation.
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