Subarunet Announcement

To: All Subaru Retailers From: Subaru of America, Inc.

Date: October 4, 2019



2004-2005 MY Impreza (including WRX) Takata Recall Call to Action Mailer

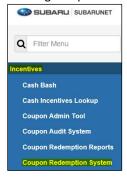
A special mailer was sent out today to owners of 2004-2005 model year Impreza (including WRX) vehicles with an open Takata airbag recall.

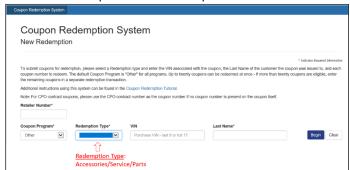
The mailer, pictured below, will include an incentive coupon good towards \$100 worth of Genuine Subaru Accessories, Parts, or Service at the time they have their Takata airbag recall completed at any authorized Subaru Retailer. Offer expires January 2, 2020.



After the Takata recall has been completed, coupons can be redeemed through the coupon redemption system located on <u>Subarunet.com</u> under <u>Incentives</u> and then <u>Coupon Redemption System</u>.

Select <u>Redemption Type</u>: Accessories, Service or Parts. A copy of the customer signed repair order showing completion of the Takata recall repair must also be uploaded.





For customers who no longer own the 2004-2005 Impreza (WRX) we included a link at the bottom of the mailer for customers to complete an online form to opt-out of future Takata recall notifications http://soaclaimform.custhelp.com/app/RecallCampaignOptOutForm

Please contact your District Parts and Service Manager if you have any questions.

Thank you.