



To: All Subaru Retailers

From: Subaru of America, Inc – Service Department

Date: September 25, 2017

Re: Takata Recall - Stericycle Outreach to Priority Groups 1-3

Dear Retailers,

[Stericycle Expert Solutions](#) will begin reaching out, identifying themselves as the “Subaru Recall Team”, to customers who still have an open Takata Recall and fall into Priority Groups 1-3 (includes recall codes WQP-51 & WQR-53).

This outreach will be via phone, email & direct mail and will strongly suggest owners come in for their free repair as soon as possible. Stericycle’s call team will be connecting each responsive owner with their local retailer to help set up a time for the repair.

You should still continue sending out your monthly Care Connect mailers, and any additional outbound contact you are currently initiating with these customers in order to help us meet our NHTSA-ordered completion goal by the end of 2017.

If a customer comes to you with questions about these mailers, please have them contact the Stericycle hotline at 1-844-373-6618 or Customer Retailer Services at 1-800-782-2783.

Thank you for your support in helping keep our customers safe.