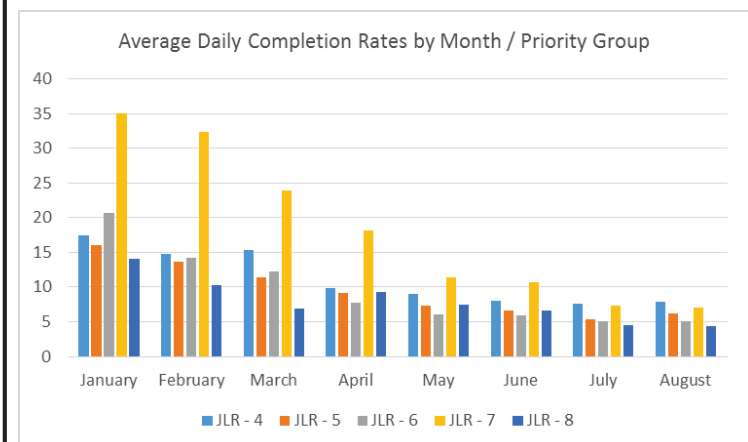


TAKATA PASSENGER FRONT AIRBAG RECALLS

NHTSA DEMANDS INCREASED PERFORMANCE FROM JLR



- While headway has been made on the latest airbag campaigns, a significant slowdown has occurred with earlier campaigns. (P081, P082, J069, J070)
- September is a quarterly reporting month. Please do all outreach possible at your retailer level and claim Takata repairs promptly
- 38% of VINs are still outstanding (40,976 vehicles)
- JLR has until Sept 30, 2019 before penalties are assessed by the US Government. As of today, the penalty could be as high as \$1.2 Billion. At \$21,000 per a vehicle, the size of this potential penalty presents a serious challenge to the operations of JLR NA Retailers in the USA.
- Jaguar Land Rover September Outreach:
 - Affected owner postcards will be sent in September
 - Pending program approval, additional communications will be sent via letter
 - Every affected Takata VIN is eligible for repair now.
 - CPO managers have been notified – to ensure used vehicles in inventory are repaired



TAKATA PASSENGER FRONT AIRBAG RECALLS INDEPENDENT REPAIR FACILITY OUTREACH



- Upcoming Takata Action:
 - JLR NA will be working with a vendor to identify VINs serviced at Independent Repair Shops and notify those owners that the Takata recall is open on their vehicle
 - Program to begin in September pending approval

- How it will work:
 - Initial VIN list will be run against historical IRF service visits
 - These owners would receive both text and email recall notification
 - Open VINs will be uploaded to the vendor's database monthly
 - When an affected VIN is identified the owner will be notified via:
 - Repair Order
 - Text Message
 - Aftermarket alert
 - E-mail
 - Affected owners will be directed to make a recall repair appointment with their local JLR Retailer

RO Notification:

Craig's Car Care
1006 W Lucas Rd
Allen, TX, 75002, US
972-941-8700
www.craigscarcare.com

CRAIG'S CAR CARE
Complete Line Of Car & Light Truck Repairs

Vehicle Health Inspection

Customer:	Stephen Clark	License:	CB5-P042
Vehicle:	2011 Ford Mustang	VIN:	1ZV9P8CFX85141597
Inspection date:	08/17/2017	Odometer:	100,920 miles
Repair Order:	62708	Technician:	Jaime Castelanos

Safety Alert: Your vehicle is subject to a recall, please call (800) VVV-2222 immediately or go to www.YourVehicleSafety.com

We have inspected your vehicle with the following results:

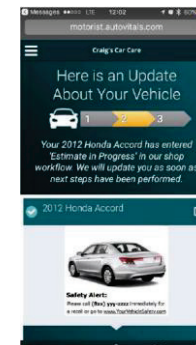


Jaime Castelanos, Technician

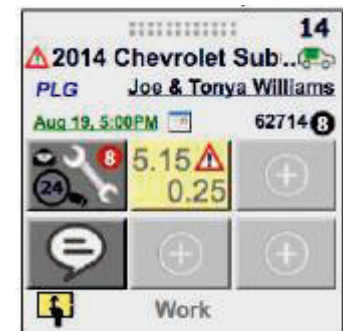


Matt Malik, Service Advisor

Text Alert:



Aftermarket Alert:



TAKATA PASSENGER FRONT AIRBAG RECALLS

ADDITIONAL UPCOMING OUTREACH ACTIVITIES



- Social Media Outreach Campaign:
 - JLR NA will be reaching out to affected owners via social media via Facebook
 - Outreach campaign to begin in early September
- How it will work:
 - All remaining open VINs will be matched
 - Historically this process has resulted in a 95% match rate
 - Identified owners will receive a right hand rail notification when they log into Facebook
 - Owners will be directed to the Jaguar and Land Rover Takata Recall websites
 - Retailer Locator
 - Additional Takata recall information
 - Stephanie Erdman video

- Outbound call reactivation
 - Epsilon calls to begin in early September
 - Warm transfer program
 - Recall repair appointments will be booked directly with the Retailer
 - Internal outbound call program to begin in early October
 - Warm transfer program
 - Recall repair appointments will be booked directly with the Retailer
- Retailer Takata recall repair league table publication:
 - Retailer inventory
 - VINs in their AOR