

## TAKATA PASSENGER FRONT AIRBAG RECALLS

### NHTSA DEMANDS INCREASED PERFORMANCE FROM JLR

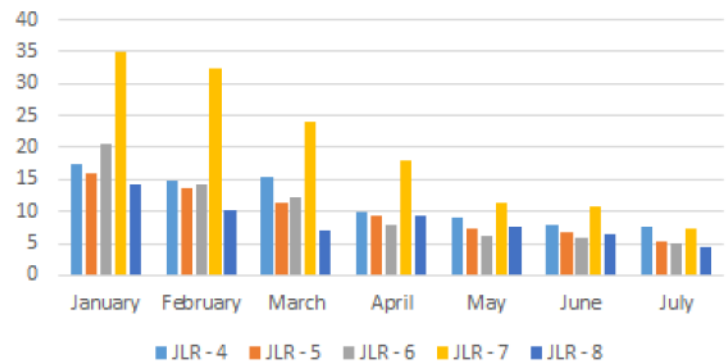


- Despite good progress, campaign progress has slowed vs prior results.
- **47% of VINs are still outstanding** (45,616 vehicles)
- From September 30, 2019 penalties could be as high as (\$21,000 per vehicle).
- Jaguar Land Rover July Outreach:
  - Every affected Takata VIN now eligible for repair.
  - All required customer notification mailings have been launched.
  - Emails have been sent to all owners for whom we have contact information
  - CPO managers have been notified – to ensure used vehicles in inventory are repaired
  - An increase in repairs expected for the next few weeks.



# AIRBAG RECALL

Average Daily Completion Rates by Month / Priority Group



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### Upcoming Takata Customer Incentive Action:

- JLR NA will fund a free oil service incentive for customers to encourage them to return to the retailer to complete outstanding recalls and campaigns.
- 85% of the outstanding recall vehicles are within 30 miles of a retailer
- Increased customer contact with release of NHTSA safety video
- Further incentives to be launched in coming weeks & months

### How it will work:

- A separate oil service warranty campaign will be assigned to priority group VINs
- A certificate with a claim code will be sent to owners by mail and email – further communication to follow
- Oil incentive to be claimed on DDW at time of recall claim submission
- Details to follow....

