

**NISSAN GROUP  
OF NORTH AMERICA**



# **Campaign Best Practices & Takata Owner Outreach Initiative**

**July 2018**

# Campaign Best Practices

- Link campaign VIN lookup to retailer service websites
  - [www.nissanusa.com/recalls-vin/](http://www.nissanusa.com/recalls-vin/) or <https://www.infinitiusa.com/recalls-vin/>
- Check every VIN for open campaigns when setting appointments and ensure parts are ordered or available
- Check every walk-in service for open campaigns
  - If parts are unavailable, schedule an appointment before the owner leaves
- Check retailer inventory for open campaigns a minimum of once per week and strive for 100% completion
- Do not wholesale vehicles taken on trade with open campaigns
- No one line ROs – minimum of a MPI on every RO
- Be aware of ancillary coverages – do not rely on goodwill or warranty
- Review every campaign with all service personnel and ensure they know how to find campaign information when needed
- Use Custom VIN Campaign Report to identify open campaigns for local businesses (auctions, independent repair facilities, rental fleets, used car lots)
- Service managers should meet with service personnel to ensure they are aware of new campaigns and parts availability as campaigns are released

# Great Service Website Examples

Home Shop New Shop Used Specials Research Credit Center Service & Parts Collision Center Español Company Info

Shop by payment

Service Specials Parts eStore Make An Appointment **Recalls by VIN** Text Us for Service

**Schedule your next service appointment online and receive \$5 off your visit!**

**PARTS & SERVICE HOURS OF OPERATION** : Monday through Friday 7:30 AM until 6:00 PM. Saturday 8:00 AM until 1:00 P

## Services

[http://www.nissanusa.com/recalls-vin/](#) Customer Testimonials Certified Collision Center One to One Loyalty Rewards

### INFINITI SERVICE & PARTS TEAM

**Trusted Service Professionals**  
Our distinguished service consultants are here to provide an exceptional experience. With expertly trained technicians, no one knows your INFINITI better than we do, ensuring your INFINITI is always in good hands.

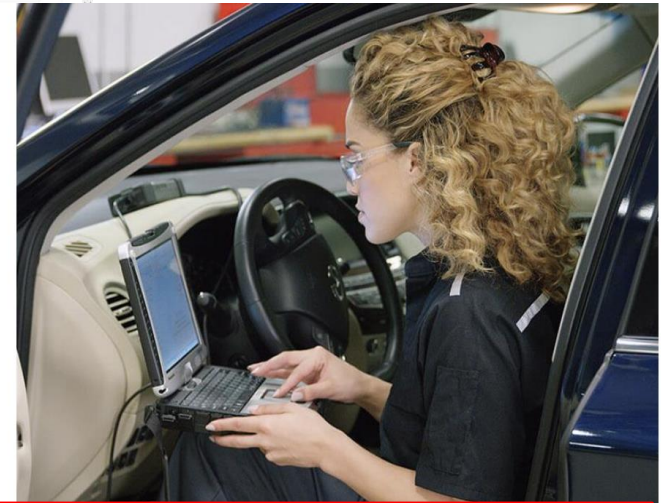
**Genuine INFINITI Parts & Accessories**  
Our knowledgeable Parts Department at INFINITI of Ardmore can help you with replacement parts or new accessories to personalize your INFINITI. We carry only genuine INFINITI parts.

SCHEDULE SERVICE ORDER PARTS

INFINITI of Ardmore regards the safety and security of our customers and their families as extremely important. To learn if your INFINITI has been identified for specific service campaigns or recall actions, please retrieve the vehicle's identification number (VIN) and [click here](#).

OIL CHANGE CAR TIRES BRAKE REPAIR CAR BATTERY ASK A TECH

Service websites allow VIN lookup for campaigns via:  
[www.nissanusa.com/recalls-vin/](http://www.nissanusa.com/recalls-vin/)  
or  
[www.infiniti.com/recalls-vin/](http://www.infiniti.com/recalls-vin/)



# Enable Owner Access to Takata Information through VIN Lookup Website

MY NISSAN LOCATE A DEALER OFFERS BUILD & PRICE LIVE CHAT

**NISSAN USA**

VEHICLES SHOPPING TOOLS EXPERIENCE NISSAN COMMERCIAL VEHICLES SEARCH

## NISSAN RECALL LOOKUP

Using your Vehicle Identification Number (VIN), you can quickly establish if there are any recalls specific to your Nissan.

Enter your 17-digit Nissan VIN:

YOUR VIN

XXXXXXXXXXXXXXXXXX

SEARCH FOR RECALLS

Where can I find my VIN?

Important Takata Air Bag Safety Recall Information

[VIEW TAKATA RECALL DETAILS](#)

Update: January 2017: Important Anti-Lock Brake (ABS) Actuator Safety Recall Information

[MORE INFORMATION](#)

You can search for all safety recalls initiated after March 15, 1994. This information was last updated on July 05, 2018. If you have additional questions regarding vehicle recalls, [email us](#) or call 1-(800) NISSAN-1.

## TAKATA AIR BAG INFLATOR RECALLS

Nissan is conducting an **urgent safety recall** campaign on the following vehicles. Please use the Nissan Recall Lookup tool to confirm if your vehicle is involved and to obtain instructions specific to your vehicle. If you have further questions, you may contact Nissan Consumer Affairs at 1-888-546-1048.

### FRONT PASSENGER AIR BAG

REMEDY SCHEDULE

Parts are now available to repair the front passenger air bag in vehicles shown below. **Nissan urges you to confirm whether your vehicle is involved and schedule the free repair immediately.** You may confirm if your vehicle is involved using the Nissan Recall Lookup tool on the previous page.

Please note that certain Model Year 2010-2012 Versa Sedan and Hatchback vehicles are not yet under recall for the front passenger air bag but are expected to be under recall by January 2019, per the schedule mandated by the National Highway Traffic Safety Administration (NHTSA). Nissan will notify you at that time to bring your vehicle to a Nissan dealer for the free repair.

Model	Model Years	Final Remedy
Maxima	2001-2003	Available now
Pathfinder	2002-2004	Available now
Sentra	2002-2006	Available now
Versa Sedan	2007-2011	Available Now
Versa Hatchback	2007-2011	Available Now
Versa Hatchback	2012	Available Now

### FRONT DRIVER AIR BAG

REMEDY SCHEDULE

Nissan has a limited supply of parts available to repair the front driver air bag in the affected vehicles shown below. Once a sufficient supply of parts are available, Nissan will notify you to bring your vehicle to a Nissan dealer for the free repair. You may confirm if your vehicle is involved using the Nissan Recall Lookup tool on the previous page.

If your vehicle is also under recall for the front passenger air bag, contact your Nissan dealer immediately to have both your front driver side and passenger side air bags repaired.

MY INFINITI RETAILERS BUILD OFFERS ABOUT INFINITI

**INFINITI**

VEHICLES SHOPPING TOOLS OWNERS SEARCH

## INFINITI Recall Inquiry

Using your Vehicle Identification Number (VIN), you can quickly establish if there are any recalls specific to your INFINITI.

Enter your 17-digit INFINITI VIN:

XXXXXXXXXXXXXXXXXX

SEARCH FOR RECALLS

Where can I find my VIN? >

URGENT recall information concerning INFINITI vehicles with recalled Takata passenger airbags:

[VIEW TAKATA RECALL DETAILS](#)

The tool allows you to search for all safety recalls initiated after March 15, 1994. This information was last updated on July 05, 2018. If you have additional questions regarding vehicle recalls, [email us](#) or call 1(800) 662-6200.

MY INFINITI RETAILERS BUILD OFFERS ABOUT INFINITI

**INFINITI**

## Takata Passenger Air Bag Inflator Recalls

INFINITI is conducting an **urgent safety recall** campaign on the following vehicles. Please use the INFINITI Recall Inquiry tool on the previous page to confirm if your vehicle is involved and to obtain instructions specific to your vehicle. If you have further questions, you may contact INFINITI Consumer Affairs at 1-888-387-5947.

### FRONT PASSENGER AIR BAG

Remedy Schedule

Passenger air bag parts are available and INFINITI urges you to promptly confirm whether your vehicle is involved and schedule a remedy appointment immediately.

Model	Model Years	Final Remedy
I30	2001	Available now
I35	2002	Available now
I35	2003-2004	Available now
FX35/FX45	2003-2004	Available now
FX35/FX45	2005-2008	Available now
M35/M45	2006	Available now
M35/M45	2006-2010	Available now
QX4	2002-2003	Available now

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# **FINDING CAMPAIGN INFORMATION**



# Campaign Communications to Dealers

## Key Differences

- Unique letterhead for campaigns
- 3 campaign types with color coding for easy recognition
  - **Recall** (Safety or Emissions)
  - **Service Campaign** (Non-recall customer facing activity – includes warranty extensions/policy changes)
  - **Quality Action** (Non-recall activity affecting only new vehicles in dealer inventory; may have temporary stop sale)
- For recalls, include “STOP SALE” in red Johnson Box in addition to summary box
- Clearly communicate alternative transportation, parts availability, and customer advisement
- **Each Campaign has specific Q&A written for service drive personnel**



**QUALITY ACTION**

INNOVATION that excites

**CAMPAIGN BULLETIN**  
Titan XD  
Quality Assurance Hold

Reference: PC471  
Date: July 22, 2016

Attention: Dealer Principal, Sales, Service & Parts Managers

Affected Models/Years:	Affected Population:	Dealer Inventory:	SERVICE COMM Activation date:	Stop Sale In Effect
MY2016 Titan XD (A61)	NA	734	July 22, 2016	<b>YES</b>

\*\*\*\*\* Det

Nissan is committed temporary to our customer

Effective imu approximate

NOTE: only affected by 1 vehicles.

\*\*\*\*\* Wh

1. Verif Servi

Note: E applical

2. Pleas Inve

3. No fl, 5th, 2

Thank you

NISSAN NC  
Aftersales D

**SERVICE CAMPAIGN**



**CAMPAIGN BULLETIN**  
Timing Chain  
Voluntary Service Campaign

Reference: P6305  
Date: May 6, 2016

Attention: Retailer Principal, Sales, Parts and Service Managers

Affected Models/Years:	Affected Population:	Retailer Inventory:	SERVICE COMM Activation date:	Stop Sale In Effect
MY2011-13 QX56 (Z62)	45,107	NA	May 6, 2016	<b>NO</b>
MY2011-13 MS6 (Y51)				

**SAFETY RECALL**



**CAMPAIGN BULLETIN**  
ABS Actuator  
Voluntary Safety Recall Campaign

Reference: PC446  
Date: April 7, 2016

Attention: Dealer Principal, Sales, Service & Parts Managers

**IMPORTANT: It is a violation of Federal law for retailers to sell or deliver vehicles in their inventory covered by this notification until the campaign action is performed.**

Affected Models/Years:	Affected Population:	Dealer Inventory:	SERVICE COMM Activation date:	Stop Sale In Effect
MY2016 Maxima (A36)	8,150	4,003	April 7th, 2016	<b>YES</b>
MY2016 Murano (Z52)	4,272	2,954		

\*\*\*\*\* Campaign Summary \*\*\*\*\*

Nissan is conducting a voluntary safety recall campaign on approximately 12,622 vehicles sold in The United States, Guam, and Puerto Rico to inspect and, if necessary, replace the ABS Actuator. Some vehicles within the affected population described above were equipped with ABS Actuators that may have been manufactured out of specification; such that there is a possibility that some ABS Actuators may have been assembled with a pump containing an O-ring that was damaged in such a way that the brake fluid pressure may not be properly controlled during ABS and Vehicle Dynamic Control (VDC) system activation, resulting in degradation of these functions and increase a risk of a crash.

Dealers will inspect the ABS Actuator serial number. If the actuator on a vehicle is found to have been produced within the specified manufacturing date range, a new actuator will be installed at no cost to the customer. It is expected that approximately 159 ABS Actuators will require replacement (112 Maxima (A36), 47 Murano (Z52)).

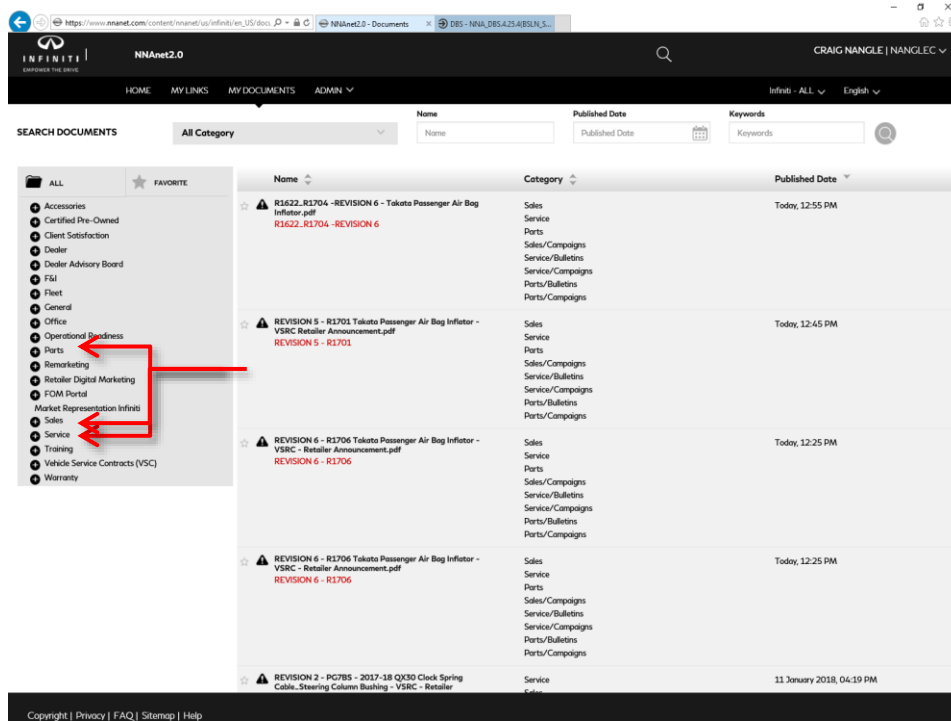
Nissan is committed to a high level of customer safety, service, and satisfaction and are working with dealers to provide an outstanding ownership experience.

\*\*\*\*\* What Dealers Should Do \*\*\*\*\*

1. Verify if vehicles are affected by this Voluntary Safety Recall Campaign using Service Comm I.D. **PC446**.
  - **New vehicles in dealer inventory can also be identified using DCS (Sales-> Vehicle Inventory, and filter by Open Campaign).**
    - Refer to NPSB 15-460 for additional information
2. **Dealers should not sell, lease, trade, rent or loan any vehicles in dealer inventory affected by this recall campaign until after the vehicle has been repaired.**
3. Dealers will retrieve the ABS Actuator serial number and enter it into ASIST. ASIST will query the serial number entered against a table of affected serial numbers and instruct the dealer to replace the actuator or release the vehicle.
  - If no repair is needed, dealers may submit the claim (using PC4460), and release the vehicle with no further action.

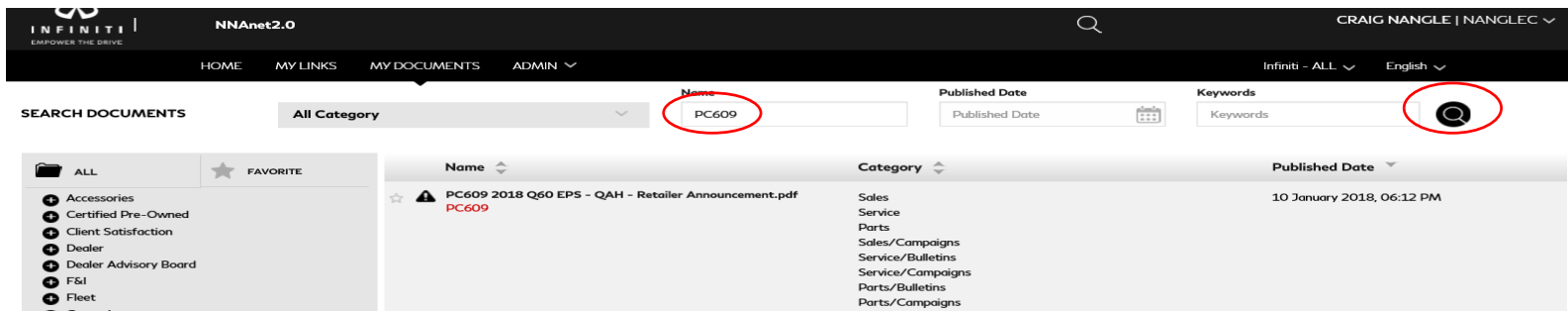
CAMPAIGN ID: PC446 | Original Document

# Ensure Service Drive Personnel Know How to Find Campaign Information



Campaign documents can be located on NNAnet.com under My Documents in the Parts/Campaigns, Sales/Campaigns, and Service/Campaigns categories.

If a document is not readily found on the “view current documents” list, be sure to look in the archived documents in your **search** for Campaign documents.



# Searching on NNAnet

The screenshot shows the NNAnet2.0 search interface. The search bar at the top right contains the keyword 'R1710'. Below the search bar, there are filters for 'Name', 'Published Date', and 'Keywords'. The search results are displayed in a table with columns for 'Name', 'Category', and 'Published Date'. The results show two entries for 'R1710 2013-14 Murano Power Steering Hose - VSRC - Dealer Announcement'.

Name	Category	Published Date
<b>R1710 2013-14 Murano Power Steering Hose - VSRC - Dealer Announcement</b> Dealer Announcement,NTB17-036 NTB17-036	Service/Campaigns Sales Service/Bulletins Parts/Bulletins Parts/Campaigns Service Sales/Campaigns Parts	28 March 2017, 01:00 AM
<b>R1710 2013-14 Murano Power Steering Hose - VSRC - Dealer Announcement</b> Dealer Announcement NTB17-036 Automatic Parts Shipment List	Service/Campaigns Sales Service/Bulletins Parts/Bulletins Parts/Campaigns Service Sales/Campaigns Parts	28 March 2017, 01:00 AM

Enter the keyword into the Search Tool

*(TIP: the Campaign PNC is the best way to locate information on a specific campaign.)*

Other Keywords:

- Campaign Title
- Vehicle Model
- Bulletin #



# Dealer Quality Actions on ASIST

The screenshot shows the ASIST terminal interface. At the top, it displays 'ASIST Terminal' and 'Last Sync: 1/12/2018 10:01:33 AM'. The main header includes the INFINITI logo, 'ASIST LAN Edition', and 'Version 13.9.6'. Below this, there are search fields for VIN, Model (QX30), and Year (2017). A red circle highlights the 'Quality Action' tab in the navigation menu. The main content area shows a search for 'PG7B2 QX30 Halogen Headlamp' and 'REVISION 3 - PG7B3 QX30 Body Seal'. A 'Featured NEWS' section highlights a '2016-17 Titan Diesel ECM Reprogramming' update. The bottom section displays a 'QUALITY ACTION' campaign bulletin for 'Halogen Headlamp Retailer Inventory' with a table of affected models and years.

Affected Models/Years:	Affected Population:	Retailer Inventory:	SERVICE COMM Activation date:	Stop Sale In Effect
MV2017 QX30 (H15)	NA	319	March 15, 2017	NO

Dealer inventory inspections / service actions do not have campaign bulletins, but can be found on ASIST

- Enter vehicle and model year
- Select Quality Action Tab

In addition to ASIST, dealers can find this information on NNAnet along with the dealer announcement

# Retailer Inventory - Complete Open Campaigns

- Check Retailer Inventory for Open Campaigns:
  - Infiniti: **IPSB15-286a**
  - Nissan: **NPSB15-460a**



## CHECKING VEHICLES IN RETAILER INVENTORY FOR OPEN CAMPAIGNS

### Using the Filter By and Hover Text

1. At the Filter By field, select **Open Campaign**. A listing of vehicles with one or more open campaigns display.

Stack#	Serial	Status	MY	Model Line	Model Code	Description	Trans	Ext	Int	MSRP	Inv	Location	DIS
	501212		2015	Q40	90113	Q40 RWD	Q40 AUTO	QAA	G	\$37,100	\$34,704	DLR-INV	434
	502213		2015	Q40	90113	Q40 RWD	Q40 AUTO	KH3	G	\$38,960	\$36,575	DLR-INV	386
	500602		2015	Q40	90113	Q40 RWD	Q40 AUTO	KH3	G	\$39,600	\$37,089	DLR-INV	436
	501211		2015	Q40	90113	Q40 RWD	Q40 AUTO	KH3	G	\$39,600	\$37,089	DLR-INV	436
	580062		2015	Q40	90113	Q40 RWD	Q40 AUTO	KH3	G	\$39,600	\$37,089	DLR-INV	397

2. Hover your mouse over the **Serial** field to display the hover text listing the *Campaign ID* and *Campaign Description*. If the vehicle has multiple campaigns, the hover text will display each campaign.

# Selling/Trading Vehicles with Open Campaigns

- Creates liability for the retailer
- Contributes to owner dissatisfaction
- Throws money away

*When a wrong was not intended but creates liability nonetheless*



# Open Campaign Opportunity

- **Retailed Vehicles**

- Use the Custom VIN Campaign Report to identify open campaigns in a retailer's market
  - Infiniti: **IPSB17-130**
  - Nissan: **NPSB17-214**
    - Check local used car lots and fleets
    - Form partnerships with local independent repair facilities to scrub their VINs for them
    - Have parts personnel check for open campaigns on every over the counter parts sale that has a VIN associated with it.
- Develop a plan for labor and part resources and contact these owners
  - Separate work requiring a tech or service bay
  - Determine number of labor hours required and how many appointments can be accommodated daily based on current staffing
  - Ensure adequate parts on hand
- In FY17, the average campaign RO delivered **\$542** in customer pay, factory warranty, campaign & service contract revenue
  - Customer Pay = \$77
  - Factory Warranty = \$60
  - Campaign = \$398
  - Service Contract = \$7

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# Takata Campaigns

# Takata Airbag Campaigns

## Why is this important?

- Nissan and INFINITI are committed to the safety and security of its customers and their passengers
- The Takata recall is a serious issue and affects the following Nissan and INFINITI vehicles:

NISSAN	INFINITI
2001-03 Maxima	2001 I30
2002-04 Pathfinder	2002-03 QX4
2002-06 Sentra	2002-04 I35
2007-12 Versa Hatchback	2003-08 FX 35/45
2007-11 Versa Sedan	2006-10 M 35/45

- Some of those airbags could deploy explosively due to chemical instability, which could cause serious or even fatal injury to vehicle occupants.
- NHTSA is mandating 100% completion of this recall

## Our progress (6/22/18):

Airbag	Volume	Repaired	Completion Rate
Passenger	1,370,028	566,690	41.4%
Driver	446,138	111,141	24.9%



# Opportunity for Takata Campaign

## NISSAN Potential:

Model	Open Remaining VINS	National Labor Rate * FRT	Retailer Gross Profit per Unit	Total Retailer Gross Profit	Average CP Gross Profit Per Unit	Total Customer Pay Gross Profit
Maxima	95,732	\$115.88	\$431.48	\$41,306,214	\$41.91	\$ 4,011,649
Pathfinder	38,170	\$115.88	\$133.50	\$5,095,573	\$41.91	\$ 1,599,514
Sentra	211,579	\$92.70	\$151.21	\$31,992,776	\$15.64	\$ 3,309,096
Versa DAB	279,754	\$81.12	\$122.20	\$34,185,100	\$29.62	\$ 8,286,313
Versa PAB	284,908	\$104.29	\$116.46	\$33,180,329	\$31.15	\$ 8,873,460
<b>Total:</b>	<b>910,143</b>			<b>\$145,759,991</b>		<b>\$ 26,080,032</b>

## INFINITI Potential:

Model	Open Remaining VINS	National Labor Rate * FRT	Retailer Gross Profit per Unit	Total Retailer Gross Profit	Average CP Gross Profit Per Unit	Total Customer Pay Gross Profit
I30	14,963	\$138.44	\$448.40	\$6,709,373	\$ 85.24	\$ 1,275,371
I35	23,796	\$138.44	\$448.40	\$10,670,069	\$ 85.24	\$ 2,028,252
2006-07 M	34,062	\$373.79	\$606.21	\$20,648,882	\$ 105.67	\$ 3,599,161
2008-10 M	7,972	\$387.63	\$331.41	\$2,642,032	\$ 105.67	\$ 842,361
2003-05 FX	24,217	\$152.28	\$164.42	\$3,981,861	\$ 85.24	\$ 2,064,136
2006-08 FX	15,718	\$152.28	\$170.98	\$2,687,404	\$ 105.67	\$ 1,660,842
QX4	6,703	\$138.44	\$150.42	\$1,008,244	\$ 49.85	\$ 334,145
<b>Total:</b>	<b>127,431</b>			<b>\$48,347,865</b>		<b>\$ 11,804,269</b>


### Gross profit includes parts & labor

- Labor rate and parts markup will vary by retailer
- With approximately 910K VINs remaining, Nissan dealers can potentially earn **\$172M in the aggregate**
- With approximately 127K VINS remaining, INFINITI retailers can potentially earn **\$60M in the aggregate**

# Download Takata Owner Contact List

1. Access DBS Service Tab
2. Select Retailed Vehicle Open Campaign Report



- This currently only provides owner notification information for vehicles affected by a Takata recall
  - There is no need to use filters at the top of the screen at this time
3. Check the box to accept the usage terms for the data and select “**Search**”
  4. Once the data appears, click on  to export your customer contact list to Microsoft Excel
- Clicking on the VIN in the view below will take you to the national service history view for that VIN

The screenshot shows the DBS Service Retailed Vehicle Open Campaign Report page. The page includes a navigation bar, a search bar, and a table of campaign data. A red box highlights the checkbox for accepting the agreement, and another red box highlights the Excel icon in the table's toolbar.

Service Retailed Vehicle Open Campaign Report NNA3225-DON DAVIS NISSAN, INC.

Agreement

Check this box to accept the Agreement

Search

VIN	Campaign Number	Campaign Description	Model	Model Year	Data Source	Contact Name	Last Name	First Name	Address	City	State	Zip	Phone 1	Phone 2	Phone 3	Email 1	Email 2
1N4AAS1E09C842119	P5111	95V-103 87-91 (TAKATA) BELTS	Maxima	2009	RO Info		Alex	JOANNE	377 G 5555 RD	FRANK	KS	66077	7866484923	7885484923		3KITES99@TEST.COM	
	P5111	95V-103 87-91 (TAKATA) BELTS	Maxima	2009	Campaign Mailing List	LARRY WADE SIEBERT			126 E 3RD ST	HIBBING	MN	55746-111	2189663209			MR.BIGBOY@YAHOO.COM	
	P5111	95V-103 87-91 (TAKATA) BELTS	Maxima	2009	Marketing List		Rcoam	Jejuh	2501 Weatherby Dr Apt 250	Arlington	TX	76006				sodyo@example.com	
3N1AB7AP2EY284119	B0105	SENTRA SER FRT MATS NTB00029	Sentra	2014	Campaign Mailing List		Gfivs	Wijbw	235 Chestnut St	Indiana	PA	15701					