



August 28, 2018

Attention: Mazda General Managers, Parts and Service Managers

Subject: DMV Letters to Mazda owners

As we seek new ways to get the attention of Mazda owners with Takata recalls, in 2017, we began working on collaborations with state DMV offices. We are asking their assistance to increase awareness about the Takata recall and encourage owners to check their VIN and complete the repair. Working through the approval processes is extremely time consuming and successes happen on a state-by-state basis.

A number of states have agreed to distribute flyers in their DMV offices and just recently, we had two states agree to send letters to Mazda owners with open Takata recalls (Louisiana & New York). We are actively working with three more states (Michigan, Florida, and California) to finalize agreements for letter distribution and continue to work with the other state DMVs to do the same.

The week of August 13th, letters were sent from the **Louisiana DMV** and the **New York DMV** to Mazda owners, registered in their state, with an open Takata recall. The letters, on DMV letterhead, explain the danger of the Takata recall and encourage customers to contact their local Mazda dealership to schedule a repair. Copies of the letters are attached so you/your staff are familiar with look and content.

It is a challenge to convince owners of how important it is to complete their Takata repair. Should your dealership be contacted by someone prompted by one of these DMV letters, we appreciate your efforts to prioritize their repair appointment and to offer any needed transportation support (i.e., courtesy shuttle, rental, etc.).

Thank you for your continued support to complete Takata recall repairs.

PROTECT WHAT'S IMPORTANT TO YOU.

Takata Action Team
