

Subarunet Announcement

To: All Subaru Retailers

From: Subaru of America, Inc.

Date: April 28, 2023

UPDATE Safety Recall/STOP SALE: WRH-23 Tire Bead Damage

Owner Notification

Subaru will notify affected vehicle owners by first class mail on May 5, 2023.

As a reminder, retailers may access their open affected VIN list for any recall or campaign on subarunet.com, under Recalls & Campaigns/Recall Affected VIN List.

Subaru of America, Inc. (Subaru) is initiating a new safety recall and stop sale for certain 2023 model year Ascent vehicles equipped with 20-inch wheels.

Description of the Defect and Safety Risk

The vehicles included in this recall/stop sale may be equipped with tires that were damaged during the wheel mounting and assembly process. A misaligned bead guide arm on the tire mounting equipment may have caused excessive stress on the tire bead during mounting, possibly causing damage to the internal structure of the tire.

Internal damage to the tire bead may lead to structural failure of the tire and rapid tire deflation, increasing the risk of a crash.

Remedy

For all potentially affected vehicles, Subaru retailers will remove and replace all four tires with new ones at no cost to the customer. All removed tires should be rendered unusable and be disposed of according to local regulations.

Affected Vehicles

A total of 4,409 U.S. Subaru Ascent vehicles will be affected by this recall, as listed below:

Model Year	Carline	Production Date Range
2023	Ascent (w/20" wheels)	December 1, 2022 – January 5, 2023

Not all vehicles in the production date range listed above are affected by this recall. Coverage must be confirmed by using the Vehicle Coverage Inquiry function on subarunet.com prior to repair. This information is now available.

Retailer Responsibility

Please be advised that it is a violation of Federal law for a dealer to deliver a new motor vehicle covered by a recall under a sale or lease until the defect is remedied. Therefore, any Authorized Subaru Retailer failing to perform the applicable service procedures to correct all affected vehicles in their inventory prior to the vehicle being placed in service may be subject to civil penalties of up to \$22,423 per violation (i.e., for each vehicle), as provided in 49 CFR §578.6 and will also be in breach of the Subaru Dealer Agreement.

Any vehicles listed in any recall/campaign that are in retailer stock must be:

- Immediately identified
- Tagged or otherwise marked to prevent their delivery or use prior to repair
- Repaired in accordance with the repair procedures outlined in the Product Campaign Bulletin

Retailers are to promptly perform the applicable service procedures, to correct all affected vehicles in their inventory (used, demo & SSLP). Whenever a vehicle subject to this recall is taken into retailer inventory necessary steps should be taken to ensure the recall correction has been made before selling or releasing the vehicle.

Service, Parts, and Claim Instructions

Please refer to the WRH-23 Product Campaign Bulletin on STIS for detailed service, parts, and claim instructions.