

- ATTENTION:**
- GENERAL MANAGER
 - PARTS MANAGER
 - CLAIMS PERSONNEL
 - SERVICE MANAGER

IMPORTANT - All Service Personnel Should Read and Initial in the boxes provided, right.

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QUALITY DRIVEN® SERVICE

PRODUCT CAMPAIGN BULLETIN

APPLICABILITY: 2023MY Ascent **NUMBER:** WRH-23R
SUBJECT: Safety Recall/STOP SALE - Tire Bead Damage **DATE:** 04/07/23
NHTSA ID: 23V258

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.

<p>CAUTION: VEHICLE SERVICING PERFORMED BY UNTRAINED PERSONS COULD RESULT IN SERIOUS INJURY TO THOSE PERSONS OR TO OTHERS.</p> <p>Subaru Service Bulletins are intended for use by professional technicians ONLY. They are written to inform those technicians of conditions that may occur in some vehicles, or to provide information that could assist in the proper servicing of the vehicle. Properly trained technicians have the equipment, tools, safety instructions, and know-how to do the job correctly and safely. If a condition is described, DO NOT assume that this Service Bulletin applies to your vehicle, or that your vehicle will have that condition.</p>	<p style="text-align: center;">Subaru of America, Inc. is ISO 14001 Compliant</p> <p>ISO 14001 is the international standard for excellence in Environmental Management Systems. Please recycle or dispose of automotive products in a manner that is friendly to our environment and in accordance with all local, state and federal laws and regulations.</p>
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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.

Owner Notification

Subaru will notify affected vehicle owners by first class mail in May. Retailers will be notified when the owner notification has been scheduled.

PART INFORMATION:

The tires are to be ordered using the normal ordering process through the Subaru Tire Center.

Part Description	Part Number	Quantity
FALKEN ZIEX ZE001 A/S 245/50/20	45HR0ZE001AS	4

SERVICE PROCEDURE / INFORMATION:

STEP 1: Using a wax pen or tape, mark the position of ALL four wheels.

STEP 2: Replace ALL four tires following the Service Procedures supplied in the applicable Service Manual.

STEP 3: Using a unibit, drill bit, or hole saw, **CAREFULLY** drill one hole in the sidewall of ALL four tires above the DOT number. It is important to perform this step to confirm the tires cannot be re-used in any way. See the example images below.



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STEP 4: CONFIRM ALL the wheel nuts are torqued in a star pattern to 120 Nm (12.2kgf-m, 88.5ft-lb).

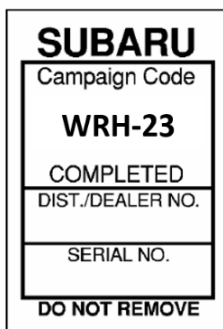
IMPORTANT:

- The Tire Pressure Monitor System (TPMS) re-registration is NOT REQUIRED after tire replacement. The only exception to this is if a TPMS sensor requires replacement. In that case, follow the TPMS registration procedure supplied in the applicable Service Manual.
- Perform a road test when the repair is complete to confirm there are no TPMS or sound issues.

SERVICE PROGRAM IDENTIFICATION LABEL:

Type or print the necessary information on a Campaign Identification Label. The completed label should be attached to the vehicle’s upper radiator support. Additional labels are available through normal parts ordering channels. The part number is **MSA6P1302**, which comes as one sheet of 20 labels.

Part Number	Applicability	Description	Order Quantity
MSA6P1302	All Models	Campaign Completion Labels (contains one sheet of 20 labels)	1



CLAIM REIMBURSEMENT AND ENTRY PROCEDURES:

Credit to perform this recall will be based on properly completed repair order information. Retailers may submit claims through Subarunet.com.

Labor Description	Labor Operation #	Labor Time	Fail Code
4 OEM TIRES R&R	A112-104	1.0	WRH-23

NOTES:

- Tire shipping costs and up to \$20.00 dollars can be claimed for tire disposal in sublet.
- Part number SOA635009 is to be used for maximum of two wheel weights per wheel used.

IMPORTANT REMINDERS:

- SOA strongly discourages the printing and/or local storage of service information as previously released information and electronic publications may be updated at any time.
- Always check for any open recalls or campaigns anytime a vehicle is in for servicing.
- Always refer to STIS for the latest service information before performing any repairs.

IMPORTANT SAFETY RECALL
This notice applies to the VIN below



PO Box 9103
Camden, NJ 08101-9877
844-373-6614
www.subaru.com

Subaru Safety Recall WRH-23
NHTSA Recall ID 23V-258
May 2023

Dear Subaru Owner:

This notice is sent to you in accordance with the National Traffic and Motor Vehicle Safety Act.

SUBARU OF AMERICA, INC. has decided that a defect, which relates to motor vehicle safety, exists in certain 2023 model year Ascent vehicles equipped with 20-inch wheels.

You received this notice because our records indicate that you currently own one of these vehicles.

DESCRIPTION OF THE DEFECT AND SAFETY RISK

Your vehicle 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.

WHAT SUBARU WILL DO

Subaru will remove and replace all four tires with new ones at no cost to you.

WHAT YOU SHOULD DO

You should contact any authorized Subaru retailer (dealer) to have this repair performed.

HOW LONG WILL THE REPAIR TAKE?

The time required for this repair is one hour. Your retailer can provide you with a better estimate of the overall time for this service visit, as it may be necessary to make your vehicle available for a longer period of time for scheduling purposes.

OWNER INFORMATION

Government regulations require that recall notifications be sent to the last known owner of record. That information is based primarily on state registration and title data. If you are a lessor of this vehicle, federal regulations require you to forward this notice to your lessee within ten days.

If you have moved or sold your vehicle, please update this information online at <https://www.subaru.com/support/customer-support.html>.

IF YOU HAVE PREVIOUSLY PAID FOR A REPAIR

If you have already paid for repairs associated with this condition, you may be eligible for reimbursement. Reimbursement consideration will be based on the amount an authorized Subaru retailer in your area would charge for the same repair.

Please send the original service repair order, which has the name of the repair facility, date of repair, mileage at the time of repair, complete 17-digit vehicle identification number (VIN), and your name, with correct mailing address and telephone number to the address listed below:

Subaru of America, Inc.
Customer Advocacy Department, Attention: WRH-23 Recall
P.O. Box 9103, Camden, NJ 08101-9877

Please send original receipts only and retain a photocopy for your records. Please be assured that we will attempt to process your reimbursement request as quickly as possible, but it may take up to 60 days for this process to be completed.

IF YOU NEED FURTHER ASSISTANCE

To locate the nearest Subaru retailer, you can access our website at www.subaru.com and select 'Find a Retailer.'

For additional information, please go to: <http://www.wrh23.service-campaign.com>.

If you need additional assistance, please contact us directly:

- By e-mail: <https://www.subaru.com/support/customer-support.html>
- By telephone: 1-844-373-6614
Monday through Friday between 8:00 a.m. and 7:00 p.m. ET
- By U.S. Postal mail: Write us at Subaru of America, Inc.
Attn: Customer Advocacy Department
P.O. Box 9103, Camden, NJ 08101-9877

To subscribe to the NHTSA Recall Notification email System, please go to: <https://www-odi.nhtsa.dot.gov/nhtsa/subscriptions>.

Please contact us immediately if the Subaru retailer fails or is unable to make the necessary repairs free of charge.

You may also contact the Administrator, National Highway Traffic Safety Administration (NHTSA), 1200 New Jersey Ave., SE, Washington, DC 20590 or call the toll-free Vehicle Safety Hotline at 1-888-327-4236 (TTY: 1-800-424-9153) or go to <http://www.safercar.gov> if you believe the Subaru retailer has failed or is unable to remedy your vehicle without charge within a reasonable amount of time.

Your continued satisfaction with your Subaru is important to us. Please understand that we have taken this action in the interest of your safety and your vehicle's proper operation. We sincerely apologize for any inconvenience this matter may cause and urge you to schedule an appointment as soon as possible.

Sincerely,

Subaru of America, Inc.

A subsidiary of SUBARU CORPORATION