

- 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-23

SUBJECT: Safety Recall/STOP SALE - Tire Bead Damage

DATE: 04/07/23

NHTSA ID: TBD

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).

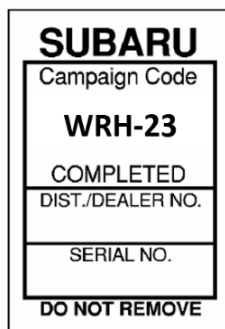
IMPORTANT:

- 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.