

**From:** Dealer (FCA)

**Sent:** Tuesday, July 25, 2017 8:01 PM

**Subject:** Takata Airbag Communications / Completions

I created this email for Dealers to forward to all CURRENT Text2Drive dealers to gain enrollments in the system – please feel free to utilize. Send to each dealer Individually.

Dealer \_\_\_\_,

As we discussed, NHSTA has required the FCA ecosystem (corporate and dealers) to complete 100% of outstanding Takata Airbag Recalls by December 31, 2017 (this is only recall numbers R25, R26, R37 and R49).

At this point, the government does not believe that we are acting with the sense of urgency needed to accomplish 100% completion by the end of the year. To help communicate to consumers, we have worked with Text2Drive to create a text recall communication package that will speak with ALL your service customers. Text2Drive will download your DMS database of VINs, scrub the VINs against the FCA outstanding recall database and deploy these texts at a manageable portion each day. The initial dealer shave witnessed up to a 40% response rate.

Naturally, there are a lot of ways dealer may communicate the outstanding recalls – but we have found this to be the least expensive and most effective method.

To participate, please complete the attached two forms and send them to [fcablasts@text2drive.com](mailto:fcablasts@text2drive.com) and copy your area manager.

Thank you!