

# Takata Airbag Recall.

**Please enroll in this campaign to notify your customers of this very serious issue. Here's what you need to know.**

As you're aware, a massive recall is underway on Takata-manufactured airbags, affecting millions of vehicles in the U.S. The issue involves defective inflator and propellant devices that may deploy improperly in the event of a crash, shooting metal fragments at vehicle occupants. Hundreds of thousands of Volkswagen vehicles are involved, and it is imperative that we notify affected VW owners immediately. In July, a mailer was sent to your customers (Priority Groups 4 and 5) **on behalf of your dealership and at no cost to you** urging them to schedule service to replace their airbag(s) as soon as possible.

Additional follow-up mailers and emails will be sent to your customers (Priority Groups 4, 5, and 6) in the coming weeks. As extra incentive for your customers to bring their vehicles in, we highly recommend you enroll to have your recall mailers include a special service offer. This offer is an opportunity to gain additional business from your active customers—and re-establish service relationships with ones who have remained dormant. It's a win-win.

Please enroll now and let's show our customers that we care about their safety as much as their business. It's all about trust, value, and convenience.

**Enrollment ends August 11, 2017.**

**NOTE:** While the recalls are national in scope, NHTSA has ordered automakers to prioritize replacing airbag inflators in older vehicles that have spent time in geographic areas of the U.S. with persistent heat and high absolute humidity. Please prepare accordingly.



**AIRBAGRECALL.COM**



Volkswagen

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DEALERSHIP NAME

DEALERSHIP ID NUMBER

CONTACT NAME AND TITLE

## ENROLLMENT OPTIONS | CHECK ONE

Choose whether or not you would like your Takata Airbag Recall communications to include a special service offer by **checking the appropriate box below** and faxing the completed form to **800.604.8977** or emailing it to **VWSP@strategicfuse.com** by **August 11, 2017**. If you have any questions, please call your **VW DealerFirst Concierge** at **800.228.0266**.

**YES!** I want to participate in the no-charge Takata Airbag Recall communication and agree to honor the offer below.

**NO,** I will not honor the offer below. I understand that a version of the Takata Airbag Recall communication that does not include an offer will still be sent on my behalf at no charge to me.

## OFFER

1

# \$25 Off

Any vehicle maintenance, repair, or accessories installation performed at your participating Volkswagen Service Center.<sup>1</sup>

<sup>1</sup>Must present offer at time of write-up. May not be redeemed for cash. Maintenance, repair, or accessories installation costing less than face value of coupon will not receive cash back. Volkswagen vehicles only. No minimum purchase. Excludes state inspections, VW DriverGear, and online sales. Eligible for dealer-installed accessories only. Not valid on over-the-counter parts sales. May not be combined with other offers. Limit one per customer. One-time use only. Not redeemable for advertised specials, previous purchases, or cash. Offer expires 12.31.17. Valid at participating Volkswagen dealerships only. See participating dealer for complete details. Valid for VIN ending in 00000000 only.

Complete this form and submit via email using the button below, manually attach and email this PDF to **VWSP@strategicfuse.com**, or fax to **800.604.8977** by **August 11, 2017**.

**SUBMIT**