



## RETAILER BULLETIN

28 – MAY - 2021			BULLETIN NO: 212205.029				DEPT: Product Planning					
AUDIENCE:	DEALER PRINCIPAL	X	SALES MGR	X	SALES GUIDES	X	SERVICE MGR	X	TECHS	X	PARTS STAFF	X
	CENTRE MANAGER	X	BUSINESS MGR	X	OFFICE MGR	X	SERVICE ADVISORS	X	PARTS MGR	X	WARRANTY	X
SUBJECT: Missing Activity Key												

Dear Retailer colleagues,

Due to a global semiconductor chip shortage, certain Jaguar Land Rover vehicles within the listed Affected Vehicle Range may not be supplied with an Activity Key as ordered.

We realize this may be a disappointment to retailers and customers but unfortunately, we do not have any direct control over the supply shortage. However, to minimize delay of vehicle handovers we have chosen to proceed with delivery of the affected vehicles but only after the customer has signed an acknowledgment form (see below and Attachment A), and plan to provide the missing Activity Keys when supply becomes available later this year.

Affected Vehicle Range:

Model	Model Year
Defender	2021 – onwards
Discovery Sport	2021 – onwards
Discovery	2021 – onwards
Range Rover Evoque	2021 – onwards
Range Rover Sport	2021 – onwards
Range Rover	2021 – onwards
Jaguar F-PACE	2021 – onwards

Please visit the British Brands Sales Suite (BBSS) website for a list of affected new vehicles at your retailer.

### What is it?



The Activity Key works like a normal vehicle key allowing owners to leave their conventional key fob behind and wear this practical wrist device instead. The water-resistant, weatherproof Activity Key allows owners to control several convenience features including start/stop and lock/unlock using the LCD screen.

## What should retailers do?

1. Please establish whether the vehicle being delivered has been ordered with the Activity Key option. This can be done by:
  - a. If vehicle Monroney indicates Activity Key is included as an option, physically check the vehicle to see if Activity Key is present in either the glovebox or center console
  - b. Check with your service team to determine whether there is an active service campaign on the vehicle for a replacement Activity Key. All affected vehicles will be identified in the Warranty Portal and TOPIx as being included in **Service Campaign N583 for Land Rover** and **Service Campaign H355 for Jaguar**
  
2. When handing over a vehicle missing an Activity Key, please complete the following steps below:
  - a. Inform the customer that the Activity Key is currently unavailable due to the global part shortage.
  - b. Please ask the customer to read and sign the attached **Customer Acknowledgement Regarding Activity Key**. (see Attachment A)
    - Please retain the signed Acknowledgement Form in the deal jacket relating to the sale
  - c. Please notify the customer that they will be contacted when the supply of Activity Keys becomes available

The corresponding service bulletins (NAS21.05.015 for Land Rover / NAS21.05.014 for Jaguar) were issued on May 20, 2021 and are attached here for your reference (see Attachments B & C). The team are working hard to ensure that this is a short-term supply issue only, and under that premise, Activity Key will continue to be offered for sale on the Website and Configurator, and listed in the Vista ordering system.

Thank you for your understanding and adhering to the handover process mentioned above.



**ATTACHMENT A**

**Customer Acknowledgement Regarding Activity Key**

Dear valued customer,

Unfortunately, due to a global chip shortage, the Activity Key option cannot be provided with your vehicle at delivery.

**The Activity Key**



The Activity Key works like a normal vehicle key allowing owners to leave their conventional key fob behind and wear this practical wrist device instead. The water-resistant, weatherproof Activity Key allows owners to control several convenience features including start/stop and lock/unlock using the LCD screen.

By signing below, you acknowledge that in connection with completing the purchase/lease of your vehicle (VIN \_\_\_\_\_), you have been informed that the Activity Key will be provided to you by your preferred Jaguar Land Rover retailer as soon as it becomes available at no additional charge. The Activity Key is anticipated to be available during the fourth quarter of 2021, but timing is still to be confirmed.

Customer Signature: \_\_\_\_\_ Salesperson Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_

Print Name: \_\_\_\_\_

Address: \_\_\_\_\_

Retailer: \_\_\_\_\_

Street & Number

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

City

State

Zip

Telephone: \_\_\_\_\_

Date: \_\_\_\_\_

e-mail: \_\_\_\_\_

**ATTACHMENT B (for reference only)**

SERVICE ACTION N583 – MISSING ACTIVITY KEYS



NAS21.05.015 | WORKSHOP

CAN/USA

AFTERSALES BULLETIN

MAY 20, 2021

This bulletin is an advisory only; there is no repair currently available. Vehicles do not need to be held and a further update will be provided once parts are available to support a campaign action.

**DESCRIPTION OF ISSUE**

A potential issue has been identified on certain Land Rover vehicles within the listed Affected Vehicle Range where, due the global chip shortage, the Activity Key for the vehicle cannot be supplied.

**AFFECTED VEHICLE RANGE**

Defender  
Model Year: ..... 2021-onwards

Discovery Sport  
Model Year: ..... 2021-onwards

Discovery  
Model Year: ..... 2021-onwards

Range Rover Evoque  
Model Year: ..... 2021-onwards

Range Rover Sport  
Model Year: ..... 2021-onwards

Range Rover  
Model Year: ..... 2021-onwards

Visit the British Brands Sales Suite (BBSS) website for a list of affected new vehicles at your retailer.

**SERVICE PROGRAM / REWORK ACTION**

**Retailer Customer Service Team** - please make sure your Sales Department is made aware of all vehicles included in this campaign that are missing an Activity Key as they are required to disclose the shortage to the new vehicle owner at the time of delivery. Do not order replacement keys or attempt to submit a claim to close this Service Action.

**Retailer Sales Team** - Product Bulletin 212205.029 details the requirement to inform the customer that the Activity Key is not currently available due to a global parts shortage. The bulletin includes a requirement for the customer to sign an acknowledgment form at the time of delivery.

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**ATTACHMENT C (for reference only)**

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Jaguar Land Rover North America, LLC  
100 Jaguar Land Rover Way  
Mahwah, NJ 07495

# SERVICE ACTION H355 – MISSING ACTIVITY KEYS



NAS21.05.014 | WORKSHOP

| CAN/USA

AFTERSALES BULLETIN

MAY 20, 2021

This bulletin is an advisory only; there is no repair currently available. Vehicles do not need to be held and a further update will be provided once parts are available to support a campaign action.

## DESCRIPTION OF ISSUE

A potential issue has been identified on certain Jaguar vehicles within the listed Affected Vehicle Range where, due to the global chip shortage, the Activity Key for the vehicle cannot be supplied.

## AFFECTED VEHICLE RANGE

F-PACE

Model Year: ..... 2021-onwards

Visit the British Brands Sales Suite (BBSS) website for a list of affected new vehicles at your retailer.

## SERVICE PROGRAM / REWORK ACTION

**Retailer Customer Service Team** - please make sure your Sales Department is made aware of all vehicles included in this campaign that are missing an Activity Key as they are required to disclose the shortage to the new vehicle owner at the time of delivery. Do not order replacement keys or attempt to submit a claim to close this Service Action.

**Retailer Sales Team** - Product Bulletin 212205.029 details the requirement to inform the customer that the Activity Key is not currently available due to a global parts shortage. The bulletin includes a requirement for the customer to sign an acknowledgment form at the time of delivery.

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Jaguar Land Rover North America, LLC  
100 Jaguar Land Rover Way  
Mahwah, NJ 07495