



FIAT CHRYSLER AUTOMOBILES

# NHTSA/Chrysler Meeting

## Rear Structural Reinforcement Update

December 17, 2014

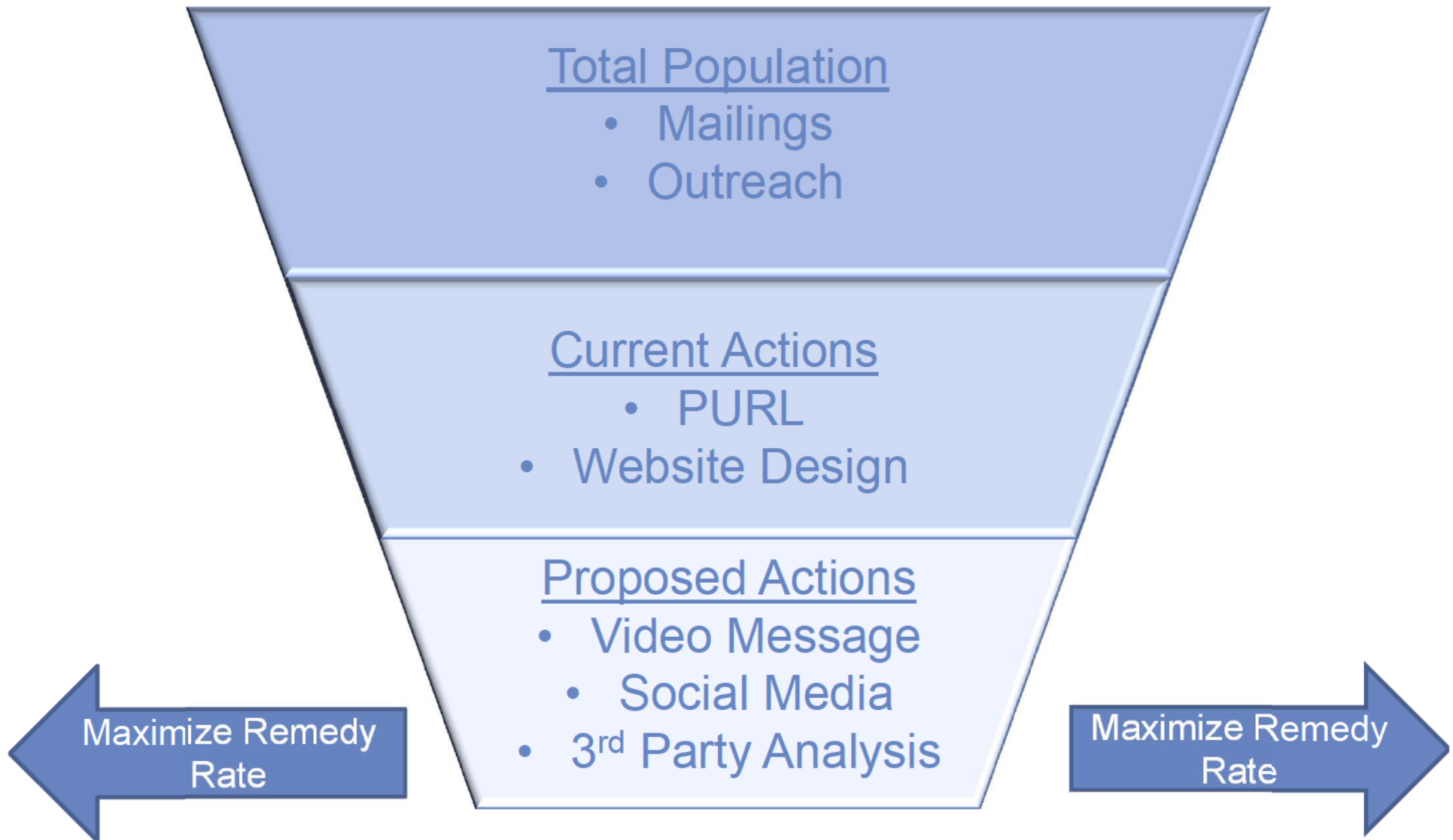


# Agenda

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## Jeep Structural Reinforcement Campaign Review

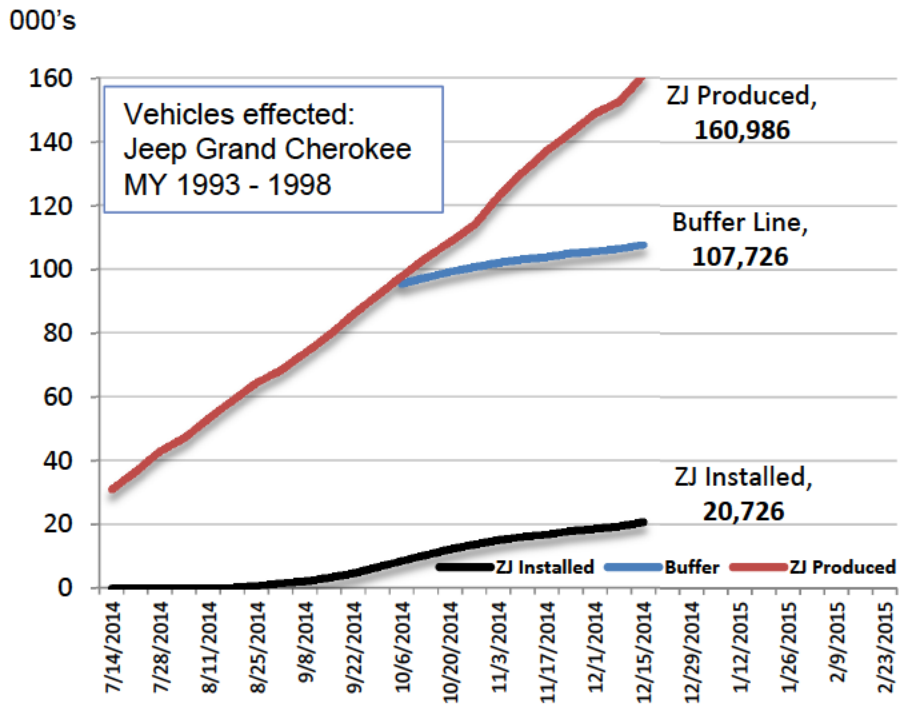
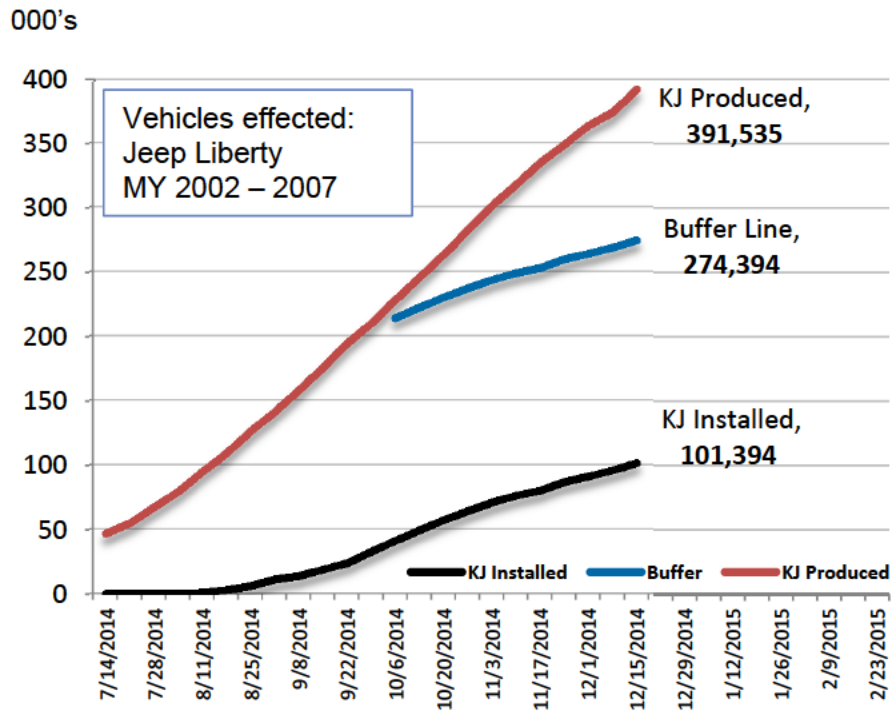
- Latest Completion Rates
- Campaign Enhancements
  - Robust Plan for Distributing Parts to Dealers
  - Social Media Updates
  - Outreach Implementation
  - NHTSA Claims Review
- Towing Enhancements
- Review Updated Dealer Instructions (all)
- Corrosion Actual Data



# Latest Completion Rates

# KJ/ZJ Rear Structural Reinforcement Parts Availability In Network

## KJ / ZJ Rear Structural Reinforcement Parts Availability



### Parts Delivery

Vehicle	MY	Parts Available
KJ	02-07	290,141
ZJ	93-98	140,260

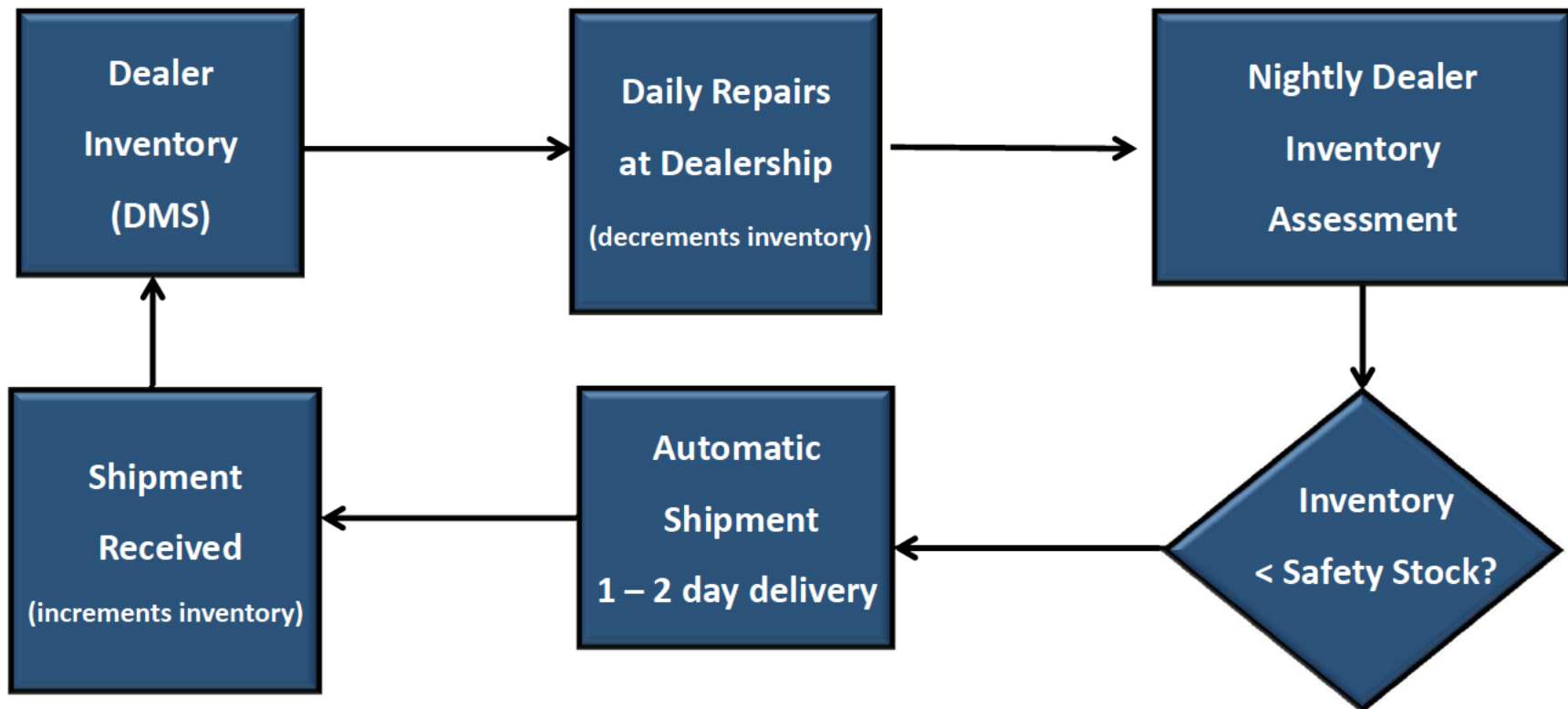
### Parts Delivery

Delivery	Dealers	%
1-Day	2,402	83.4
2-Day	479	16.6
Total	2,881	100

# Campaign Enhancements

## KJ/ZJ Rear Structural Reinforcement Dealer Distribution

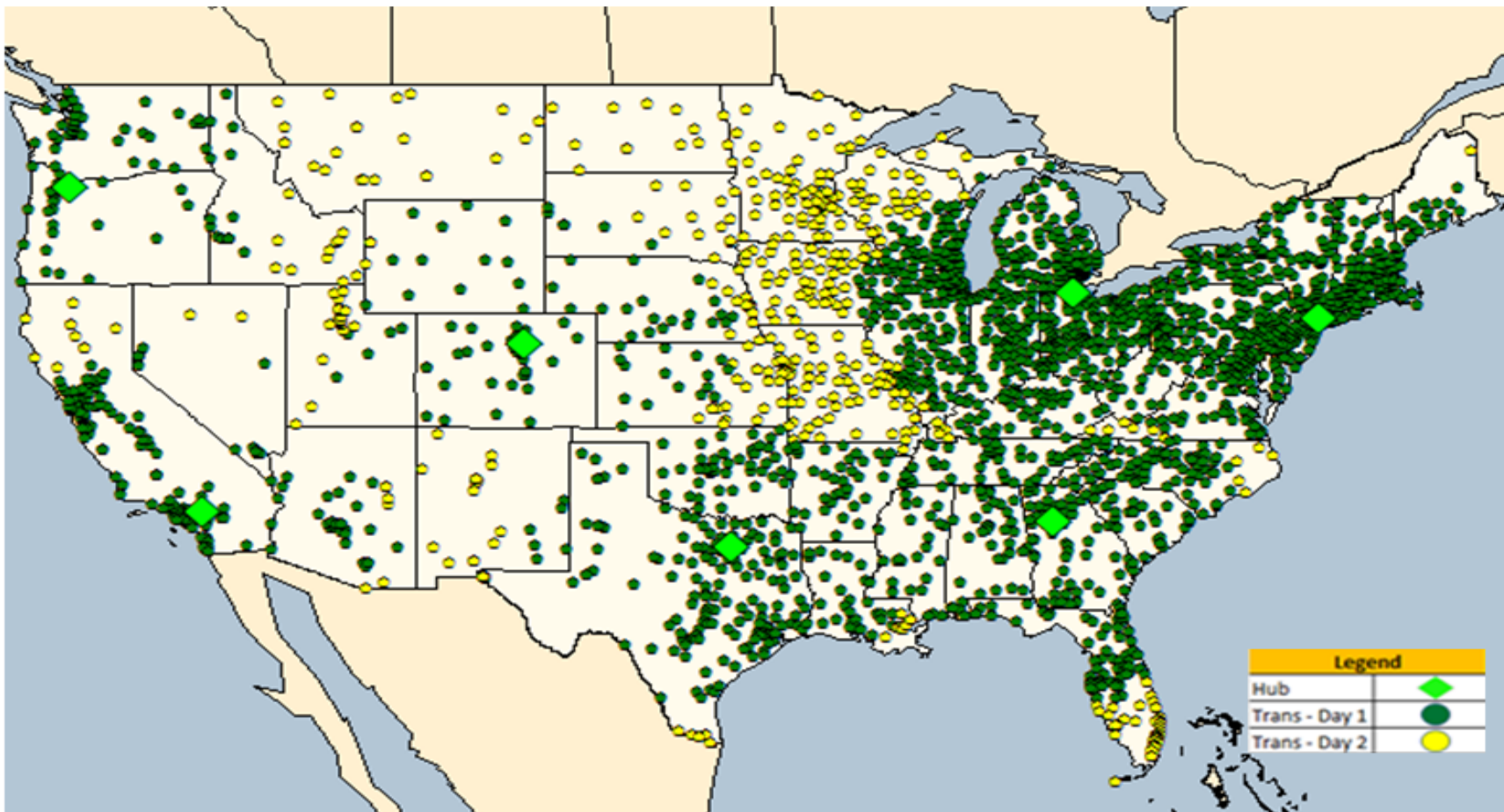
- Dealers can order above and beyond system generated orders
- Orders are based on VIN volumes assigned to dealers
- Average 25 pieces on hand at each dealer



# KJ/ZJ Rear Structural Reinforcement Distribution Network

## Distribution Network

Transit



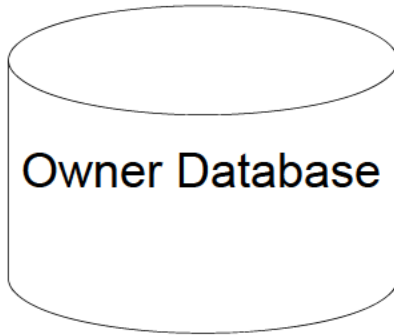


# General Public Service Messaging

1. Create a video that explains:
  - What is a recall?
  - Why is it important to respond to?
  - How do I find out if there is an open recall on my Chrysler Group vehicle?
2. Post video to new recall websites and vehicle brand newsletters.
3. Video script is written. Scott Kunselman, Senior Vice President Regulatory Affairs, will tape a video on 12/22. Final production in time for Jan 6<sup>th</sup> site go-live.



# Append Data to grow CRM insights



- Work with data aggregator (Experian) to supplement existing data with additional insights.
- Use insights to identify targeted supplemental communication opportunities



## N45 Recalls

- [Gender](#)
- [Age](#)
- [Marital Status](#)
- [Income](#)
- [Combined Home Owner](#)
- [Presence of Children](#)
- [MOSAIC Segmentation](#)
- [Length of Residence](#)

## N46 Recalls

- [Gender](#)
- [Age](#)
- [Marital Status](#)
- [Income](#)
- [Combined Home Owner](#)
- [Presence of Children](#)
- [MOSAIC Segmentation](#)
- [Length of Residence](#)



Document



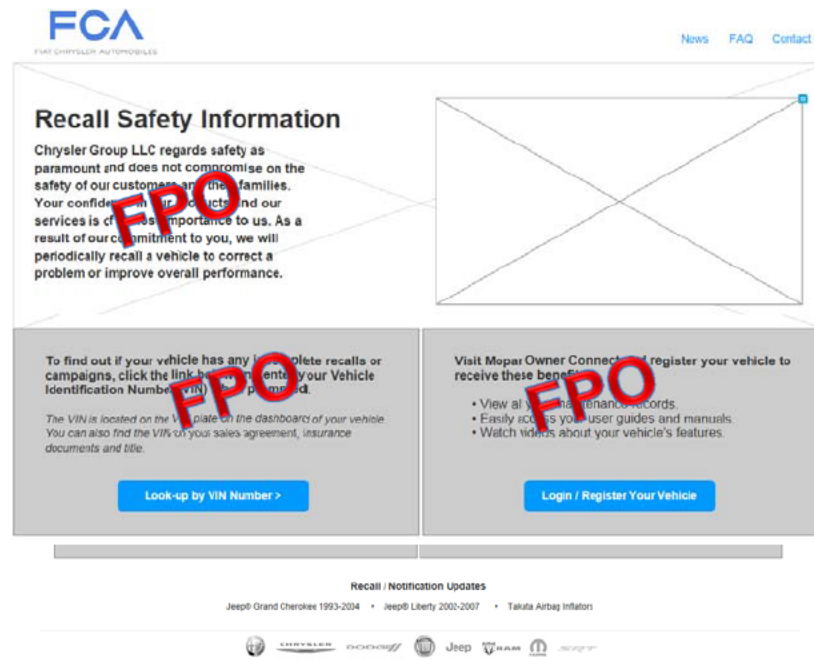
Mosaic Naming and Short Descriptions

**Data append complete. Targeting strategy under development.**

# Phase 1 Enhancements

## 1. Create Recall Stand Alone Site - Key domain names purchased to capture search inquiries more easily.

- [Jeepbrandrecalls.com](http://Jeepbrandrecalls.com)
- [Jeepbrandrecall.com](http://Jeepbrandrecall.com)
- [FCArecalls.com](http://FCArecalls.com)
- [FCArecall.com](http://FCArecall.com)
- [Dodgebrandrecalls.com](http://Dodgebrandrecalls.com)
- [Dodgebrandrecall.com](http://Dodgebrandrecall.com)
- [Ramtruckbrandrecalls.com](http://Ramtruckbrandrecalls.com)
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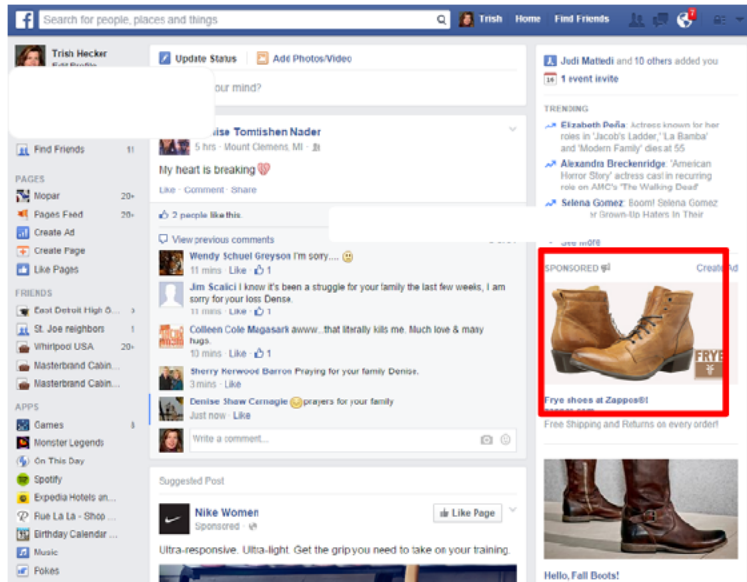


## 2. Integrate Chat

## 3. Add video from PR campaign.

Site scheduled to go live Jan 6th

# Facebook Featured Stories



- Jeep Owners matched to Facebook users – complete.
- Ad units created for each vehicle type.
- Ads start on Tuesday 12/16.

\*Targeted to Liberty Owners

2012 - Launched Customer Outreach Program to provide more “customer centric” solution on underperforming campaigns

- Utilizes state of the art data preparation and business analytics to define messaging approach built to develop the customers empathy towards the need to complete the recall
- Multi-media strategy to increase frequency of owner outreach
  - Mail, email, phone and Personalized URLs (PURL)
- Dedicated contact center
  - Manage all customer communications (e.g. in/outbound phone, email, and web response)
- Engage dealerships/service centers
  - Confirm parts availability & set customer appointments
- Full N45/N46 program launched 12/1/2014
  - N45: 89k mailings, 26k emails, 40k phone calls
    - 951 vehicle owners committed to repair within 1-2 weeks
    - 549 vehicle owners allowed Chrysler to schedule appointment
  - N46: 82k mailings, 23k email, 62k phone calls
    - 3,612 vehicle owners committed to repair within 1-2 weeks
    - 1,793 vehicle owners allowed Chrysler to schedule appointment

# PURL Outreach Approach

## Utilizes Personalized URL (“PURL”) websites to inform and provide Owners the ability to interact with Chrysler

PURL personalized to Owner Name and Vehicle



**Thank you for your prompt response to this important safety recall notification.**

**Dear [Owner Name],**  
Our records indicate your vehicle listed below has the following safety issue and should be repaired.

**1998 Jeep Grand Cherokee**



**Why Am I Getting This Recall Notice?**

**N45 Safety Recall Notice:** The fuel tank on your vehicle has a chance of experiencing a fuel leak during certain types of rear end collisions. Fuel leakage in the presence of an ignition source can result in a fire. Chrysler will inspect your vehicle and install an Original Equipment Manufacturer (OEM) trailer hitch where appropriate, free of charge (parts and labor) to better manage crash forces in low-speed impacts.

**What if my vehicle has a factory installed trailer hitch?**

If your vehicle already has an original factory installed Chrysler OEM trailer hitch, the area surrounding the hitch will be inspected for damage.

**What if my vehicle has an aftermarket trailer hitch?**

If your vehicle has an aftermarket trailer hitch, the trailer hitch and the surrounding area will be inspected for any evidence of sharp edges or other puncture risks. If any such evidence is identified, the aftermarket hitch will be removed and a Chrysler OEM trailer hitch will be installed free of charge, provided the condition of the vehicle can support proper removal of the existing hitch and installation of a Chrysler OEM trailer hitch.

**What if the condition of my vehicle does not allow the installation of a Chrysler OEM trailer hitch?**

If it is determined that the condition of your vehicle does not

**Please answer only one of the options that pertain specifically to you and your vehicle. You will then be prompted to fill in some preliminary information.**

**If you currently own the vehicle** in need of repair, please submit the last four digits of your Vehicle Identification Number (VIN) for further assistance. Your VIN is listed on the notice you received. Doing so will give you access to a dealer nearest you.

**If you no longer own this vehicle**, we would appreciate if you could check one of the choices below to indicate how the vehicle was disposed. This is so we can request repair of others who may now own the vehicle.

Sold to an individual  
 Sold to a business  
 Traded In  
 Totaled in accident  
 Donated  
 Exported

**Then**, to protect and verify your identity, please submit the last four digits of your Vehicle Identification Number (VIN). Your VIN is listed on the notice you received

Please check the box below to submit the form without providing the last four digits of your Vehicle Identification Number (VIN).

 I no longer know the VIN to this vehicle
 

Explains purpose of recall



Recommended Action




Provides Owner ability to communicate to Chrysler they no longer own vehicle

Provides Owner ability to access response website to locate a dealer and setup a service appointment

- 100,000, (50,000 N45 & 50,000 N46) VINS identified for pilot
- PURL Pages (Customer's Personal URL Web Page) completed 10/15
- Phone Outreach to Start on 10/16 / Email Outreach to Start on 10/17
- Post Card Mailers to Start on 10/21

Step 1: Verify Information    Step 2: Confirm Dealership    **Step 3: Finalize**    Step 4: Done



**Recall notice issued to:**  
Vehicle Owner: [Name]  
Affected Vehicle: 1998 Jeep Grand Cherokee  
VIN: [VIN]

**Recall Program:** Rear Structure Reinforcement (N45)

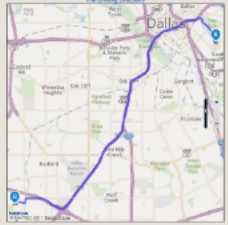
**When do you plan on having your recall service performed?**

1 Week  
 2 Weeks  
 4 Weeks  
 6 Weeks  
 Maybe in future  
 Never

**May we contact you in the future to ensure your satisfaction?**

Yes     No

Driving Directions:



# Claims



- 185 Claims

- Incident report date

- Pre 8/1/2014 (campaign kickoff) – 99
  - ▲ 42 repaired
- Post 8/1/2014
  - ▲ August 2014 – 11
  - ▲ September 2014 – 55
  - ▲ October – 15
  - ▲ November – 5

- Remedy completed – 99
- Remedy scheduled but not complete – 10
- Remedy not scheduled – 76
  - Contact made/apt not yet sched – 27
  - No Contact/no return call – 32
  - No VIN – 17

VIN	Received Date	Incident Date	Description	Repaired Yes / NO	Comments
1J4GL48K1 6W [REDACTED]	12-Nov-14	12-Nov-14	TL* THE CONTACT OWNS A 2006 JEEP LIBERTY. THE CONTACT RECEIVED NOTIFICATION OF NHTSA CAMPAIGN ID NUMBER: 13V252000 (FUEL SYSTEM, GASOLINE, STRUCTURE) AND STATED THAT THE PART NEEDED WAS UNAVAILABLE TO REPAIR THE VEHICLE. THE DEALER WAS UNABLE TO SPECIFY WHEN THE PART WOULD BECOME AVAILABLE. THE MANUFACTURER WAS NOT NOTIFIED OF THE ISSUE. THE CONTACT HAD NOT EXPERIENCED A FAILURE.	Yes	12/9 Tri Country Chrysler, Pottstown Pa., DC 61900,610-367-2941 . <u>Recall completed 12/8 RO 112284, dealer to submit warranty claim</u> Bruce in parts agreed to make the N46 recall part immediately available for this owner. I got the owner on the line with Dave in service, appointment scheduled for 12/8 1:00
1J4GK58K6 2W [REDACTED]	12-Nov-14	12-Nov-14	TL* THE CONTACT OWNS A 2002 JEEP LIBERTY. THE CONTACT RECEIVED NOTIFICATIONS FOR NHTSA CAMPAIGN NUMBER: 13V252000 (FUEL SYSTEM, GASOLINE, STRUCTURE) AND NHTSA CAMPAIGN NUMBER: 12V527000 (AIRBAGS). THE PARTS NEEDED WERE NOT AVAILABLE FOR OVER A YEAR. THE DEALER WAS UNCERTAIN WHEN THE PARTS WOULD BECOME AVAILABLE TO SERVICE THE VEHICLE UNDER THE RECALL. THE MANUFACTURER WAS NOT NOTIFIED. THE CONTACT HAD NOT EXPERIENCED A FAILURE.		12/3 Hayes Dodge Chrysler, Lawrenceville GA, DC 65074: Talked to owner wife and got service advisor on line, <u>appointment scheduled for 12/12 8:00</u> will drop off vehicle evening of 12/11, service advisor Mike Wheatly. William in parts is holding N46 and M35 recall part for owner. Left message for owner that we have the recall part and to please call us so we can schedule the appointment
1J4GL58K1 2W [REDACTED]	10-Nov-14	10-Nov-14	TL* THE CONTACT OWNS A 2002 JEEP LIBERTY. THE CONTACT RECEIVED A NOTIFICATION FOR NHTSA CAMPAIGN NUMBER: 13V252000 (FUEL SYSTEM, GASOLINE, STRUCTURE) AND STATED THAT THE PARTS WERE UNAVAILABLE. THE DEALER WAS UNCERTAIN WHEN THE PARTS WOULD BECOME AVAILABLE TO SERVICE THE VEHICLE UNDER THE RECALL. THE MANUFACTURER HAD NOT BEEN NOTIFIED OF PROBLEM AND THE CONTACT HAD NOT EXPERIENCED A FAILURE.		12/3 Diehl Chrysler, Butler Pa, DC 44530: Owner called back, did warm transfer to Shawn, service, <u>appointment set for 12/12 8:00 AM. Will drop off vehicle on 12/11</u> Shawn has a N46 recall part he is holding for owner. Left message for owner we have recall part and to please call us to schedule an appointment

# Towing



### Releases Towing Capacity Document to Dealers

- Your vehicle has been inspected in connection with the Rear Structural Reinforcement recall campaign, and an Original Equipment Manufacturer (OEM) trailer hitch assembly has been installed. This assembly is intended to upgrade the rear structure and, better manage the crash forces in certain type so low-speed impacts.
- Your vehicle was not equipped with a Chrysler OEM trailer tow package and this campaign trailer hitch assembly does not include the necessary wiring harness and/or other heavy-duty components required to utilized the trailer hitch assembly to the maximum capability. Without these components your vehicle is limited to a 2000 lbs. towing capacity.

# N45/N46 Trailer Hitch Towing Capacity



**NUMBER:**

**GROUP:** Frames & Bumpers

**DATE:** Approval Pending

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**SUBJECT:**

Towing Capacity For Vehicles Modified With N45 Or N46 Trailer-Hitch Assembly

**OVERVIEW:**

This bulletin specifies the approved tow rating for vehicles not equipped with trailer tow package that have received a trailer-hitch assembly as a result of the N45 or N46 Campaign.

**MODELS:**

1993 - 1998	(ZJ)	Jeep Grand Cherokee
2002 - 2007	(KJ)	Jeep Liberty

**DISCUSSION:**

Your vehicle has been inspected in connection with the Rear Structural Reinforcement recall campaign, and an Original Equipment Manufacturer (OEM) trailer-hitch assembly has been installed. This assembly is intended to upgrade the rear structure and better manage the crash forces in certain types of low-speed rear impacts.

Your vehicle may not be equipped with a Chrysler OEM trailer tow package and this campaign trailer-hitch assembly does not include the necessary wiring harness and/or other heavy-duty components required for towing the maximum towing capacity. Without these components your vehicle is limited to a 2000 lbs. towing capacity.

**POLICY:**

Information Only.

# Revised Dealer Instructions

## N45/N46 Dealer Instructions Revision History

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### N45: 1993 – 1998 Jeep Grand Cherokee

- Dealer Instructions released - August 2014
- Dealer Instructions revised – August 2014
  - ▲ Additional Labor Operation (LOP) added for removal of aftermarket hitch
- Dealer Instructions revised – October 2014
  - ▲ Modified instructions to not remove studs on all vehicles, only if required due to corrosion
  - ▲ Added statement, at the request of NHTSA, to remove the ball/receiver before returning the vehicle to the customer

### N46: 2002 – 2007 Jeep Liberty

- Dealer Instructions released – August 2014
- Dealer Instruction revised – October 2014
  - ▲ Added statement, at the request of NHTSA, to remove the ball/receiver before returning the vehicle to the customer

# Corrosion Actual Data

- November 21, 2014 letter, Chrysler stated that trailer hitch installation would not be possible in all cases
- Estimate: ~ 3 % to 6% of subject vehicle population may not be recall feasible
  - Due to corrosion, accident damage, or abuse.
- As of December 15, 2014, actual numbers of vehicles not able to have recall remedy
  - Jeep Grand Cherokee 2% (619 out of 30,775 vehicles processed).
  - Jeep Liberty, 0.3% (346 out of 132,627 vehicles processed).
- Directly related to
  - Vehicle age; and/or
  - These vehicles are more likely to be modified for off-road capability
- Note: in this campaign population
  - Jeep Grand Cherokee average 20 years of age
  - Jeep Liberty average 10 years of age
- Working with MOPAR to better understand claims pertaining to corrosion vs. damage or modification.
  - Small sample of data shows an approximate split of
    - ▲ 80% Corrosion
    - ▲ 20% damaged and/or abuse.