



Safety Recall, Special Service Campaign (SSC) and  
Limited Service Campaign (LSC)  
General Procedures

Updated February 2010

**PREPARING FOR A SAFETY RECALL/SSC/LSC**

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## PREPARING FOR A SAFETY RECALL/SSC/LSC

### Overview

This handbook contains the general procedures dealers should follow for each and every Safety Recall, Special Service Campaign (SSC) or Limited Service Campaign (LSC) Lexus initiates. Campaign-specific details will be included in the dealer notification package sent to each dealer at the launch of a campaign.

### Customer Notification

The customer notification schedule and sample letter will be included in the dealer notification package sent to each dealer at the launch of a campaign.

### Safety Recall/SSC/LSC and Customer Satisfaction

Each Safety Recall, Special Service Campaign or Limited Service Campaign provides us with an opportunity to demonstrate the Lexus commitment to total customer satisfaction. Lexus requests that dealers use the fundamental principals embodied in the Lexus Covenant when servicing these owners and their vehicles. By implementing new campaigns in an organized and efficient manner, we can nurture our on-going relationships with these customers and strengthen these associations. Throughout each campaign, we need to let our customers know that we are genuinely interested in resolving the matter in a timely fashion with as little inconvenience to them as possible.

### Identifying Affected Vehicles

Specific vehicle model, model year and VIN range applications will be included with the campaign-specific dealer notification package sent to all dealers at the launch of a campaign. Please remember that some vehicles may fall within the VIN range yet not be a part of the campaign. Therefore, **dealers should always consult Dealer Daily or TIS to confirm eligibility and to assure the Safety Recall/SSC/LSC is applicable. This will verify the vehicle is involved and has not already been completed by another dealer. TMS warranty will not reimburse dealers for repairs conducted on vehicles that are not affected.**

### Manpower and Facility Requirements

Your dealership must plan carefully to accommodate the additional service volume generated as a result of a Safety Recall/SSC/LSC. In reviewing your dealership's manpower and facility requirements for a campaign, there are several items you need to consider.

- Do you need to develop ways to increase your service capacity?
- Do you need to hire additional support staff for pick-up/delivery, car washes and fuel tank fill-ups?

You will need to hold a meeting with all dealership associates to discuss:

- Importance of Lexus customer care for each Safety Recall/SSC/LSC customer.
- Various procedures such as phone inquiries, pick up and delivery, loaners, etc.
- Campaign specifics including your dealership's assigned quantity, completion objectives, and technical details.

We recommend that one person at your dealership be designated as the campaign coordinator.

Your District Service and Parts Manager will meet with you to answer your questions and monitor the progress of each Safety Recall/SSC/LSC.

## Tools and Equipment

Each dealer notification package will include information on the tools and equipment required to perform the campaign repairs.

## Technical Training

Lexus suggests that all service department staff who will be directly involved in completing a repair or supporting a Safety Recall/SSC/LSC should review the repair procedures in the dealer notification package to prepare for a campaign.

## Parts

Each dealer notification package will contain specific part number information and order procedures. Your dealership is requested to **order only those parts needed to repair vehicles with service appointments**. Individual dealer tracking will be done and irregularities in quantity ordering will be passed on to Lexus Area Offices for follow-up and correction. Lexus will ensure there will be sufficient inventory to accommodate a Safety Recall/SSC/LSC but there will be only enough supply to cover the affected vehicle population. Please only order based upon **true demand**.

### DMS Systems

Labor operation codes will be transmitted to your dealership. (See dealer notification package for specific campaign opcode and labor hour information). DMS dealer files are automatically updated and no further action should be required.

### Planning Your Communication Strategy

It is important that you develop a strategy to communicate effectively. Each dealer notification package will contain a series of Questions and Answers (Q&A) that can be used when explaining a Safety Recall/SSC/LSC.

### Calls to Your Customers

- Customers **involved** in the Safety Recall/SSC/LSC
  - ⇒ Each affected vehicle owner will receive a notification letter. Please let them that the campaign is being undertaken by Lexus to keep their confidence in the Lexus brand.
- Customers **not involved** in the Safety Recall/SSC/LSC
  - ⇒ Assure any customers with vehicles outside of the involved VIN ranges that this repair is not needed.

### Calls from Your Customers

It is important to institute a system to respond to customers calling for more information regarding a Safety Recall/SSC/LSC. We recommend designating an individual to answer these inquiries to ensure that callers get accurate, consistent information.

### Calls from the Media

We ask that you refer any calls from the media or government agencies directly to the Corporate Communications department at headquarters in Torrance, California.

## IMPLEMENTING A SAFETY RECALL/SSC/LSC

### Car Rental and Service Loaners

One of the ways we can demonstrate that Lexus cares is by honoring loaner car requests with the best loaner available for those customers unable or unwilling to wait for this repair.

#### **Lexus Customer Convenience System (LCCS)**

Officially enrolled LCCS vehicles may be claimed at a rate of \$45.00 per day (Lexus vehicles only) only when authorized in specific campaign dealer instructions.

#### **Rental Vehicles (Hertz, Avis, Enterprise)**

A rate of \$45.00 per day may be claimed if using this option only when authorized in specific campaign dealer instructions.

The motivating factor for any of these options is the customer's convenience and consideration. Again please provide the best available vehicle. If extraordinary customer requests are made, please contact your DSPM. In addition, **requests meeting the above stipulations that exceed one day must carry proper DSPM authorization.**

### Remote Area Service Plan

"Remote" is defined as those distances where a customer is 100 or more miles from the nearest Lexus dealership. Your DSPM will work with you to develop and authorize an action plan.

Guidelines to be used in performing remote repairs are:

- If the customer is within 100 miles of the nearest Lexus dealership, the closest Lexus dealership will perform the repair provided that prior authorization for related expenses has been approved by the DSPM.
- If the customer is more than 100 miles from the nearest Lexus dealership, Lexus area associates or, Lexus national associates may perform the repair. Dealerships may also make these repairs but only with the authorization of the Area Coordinator (most likely the F.T.S.).
- Each situation will be handled on a case-by-case basis.

- Lexus will only pay for authorized costs that have been approved by DSPM or area offices.
- Alternatives include pick-up and redelivery of remotely located vehicles.

### The Service Write-Up

Listed below are some general guidelines to use when the customer arrives at your dealership for a Safety Recall/SSC/LSC:

- Explain how long the repair will take. Inform the customer that the special services (refueling, car wash) will require additional time at your dealership.
- Explain the type of repair involved.
- If the customer does not have a Safety Recall/SSC/LSC notice:
  - Check the VIN against the national Service History File or TIS to see if the vehicle has been previously repaired under the Campaign.
  - If the vehicle falls outside of the above guidelines, explain that the vehicle does not require the Campaign repairs.
  - If the vehicle is eligible, explain the Safety Recall/SSC/LSC repair procedure to the customer.
- If the customer has an appointment, pull the work order; otherwise, create a work order reflecting the need to complete the campaign.
- Issue the work order to the technician and include job instructions for the Safety Recall/SSC/LSC.

### Preparing for the Delivery after Safety Recall/SSC/LSC Completion

- Wash/clean the vehicle inside and out.
- Fill the gas tank with the specified unleaded fuel
- Notify customer of completion and arrange for re-delivery or return of rental vehicle.

### Delivery of the Vehicle After Safety Recall/SSC/LSC Completion

The delivery of the vehicle is a very important part of ensuring a high level of customer satisfaction. Explain all Safety Recall/SSC/LSC repairs to the customer and apologize for any inconveniences. Thank the customer for his or her time and their continuing patronage.

### Follow-Up

Complete 100% after-service follow-up is critical to ensure complete customer satisfaction with the repairs performed and the service provided.

### Work Order Closing/ Claim Submission

Each Safety Recall/SSC/LSC dealer notification package will include information that explains the policies and procedures for preparation and submission of a warranty claim for reimbursement of a repair performed under the Safety Recall/SSC/LSC.

**NOTE:** Lexus warranty will only accept one claim per vehicle under the terms of a Safety Recall/SSC/LSC. Please ensure that your dealership checks the National History File to see if the vehicle has been repaired under a Safety Recall/SSC/LSC prior to servicing the vehicle.

### Recap of Claim Submission and General Provisions of a Safety Recall/SSC/LSC

- Lexus will pay for gas tank fill-up (actual cost)
- Lexus will pay for washing the vehicle (not to exceed \$20 per vehicle)
- Lexus will provide a loaner/rental vehicle if authorized in specific campaign dealer instructions (DSPM authorization required for more than one day)
- Lexus will pay for costs associated with remote repairs if required
- Lexus will pay for remote pick-up and delivery if required (DSPM authorization only)

### Claiming Reimbursement for Special Services

You must use sublet to claim any special services required in conjunction with a Safety Recall/SSC/LSC repair.

- Issue “RT” (Rental)
  - Applicable only as authorized and specified with each campaign dealer instructions
  - The loaner vehicle reimbursement rate cap is **one day** per repair unless otherwise authorized by DSPM



- Issue **"GA"** (Gas Tank Fill-Up)
  - Applicable to every vehicle
  - Claim actual fill-up amount
  
- Issue **"CW"** (Car Wash/Administrative Time)
  - Applicable to every vehicle
  - Amount not to exceed \$20.00 per vehicle
  
- Issue **"DE"** (Pick-Up and Delivery/**Remote Repairs**)
  - Applicable only under special circumstances (e.g. more than 100 miles from the nearest Lexus dealership)
  - Claim actual dealer cost
  - **FTS/CSOM/CSFM** authorization is required for this expense
  
- Issue **"DE"** (Pick-Up and Delivery/Remote Repairs)
  - Applicable at dealer discretion
  - Claim actual dealer cost

**Claim Preparation  
Instructions**

NOTE: Each sublet must be a separate entry with:

- Unique invoice number
- Description
- Sublet Type
- Dollar Amount