

# TAKATA Airbag Inflator Recall

## Dear Valued Sterling Bullet Owner,

The automotive industry is facing an unprecedented challenge with respect to the recall of Takata airbags. The inflators in these airbags, if defective, could **explode causing injury or even death** in the event of a deployment. Daimler Truck North America has used affected driver-side and passenger-side Takata airbags in Sterling Bullet 2008 – 2009 Models. Your safety and peace of mind are our top priority.

In regards to the Takata Airbag Inflator Recall, Daimler Truck North America, LLC has launched, or is preparing to launch, a number of measures to bolster our current efforts to repair and account for affected Sterling Bullets Takata Airbags. These added efforts include: connecting with customers, working with dealers, third party engagement, as well as Joint OEM efforts.

## Sterling Bullet TAKATA Airbag Recall Outreach Measures:

### Connecting with our Customer

- Ringless Voicemail
- Postcard Mail
- Manual Phone calls
- Priority mails to customers
- Newspaper advertisement

### Working with our Dealers

- Mobile Service
- Dealer Engagement

### 3rd Party Engagement

- Auctions
- Salvage Yards
- Online Listing

### Joint OEM Efforts

- State-level DMV outreach

### Contact Us

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Customer Assistance Center  
Daimler Trucks North America  
(800) 385-4357

# Connecting with our Customers

## Customer Outreach

### Telephone Calls

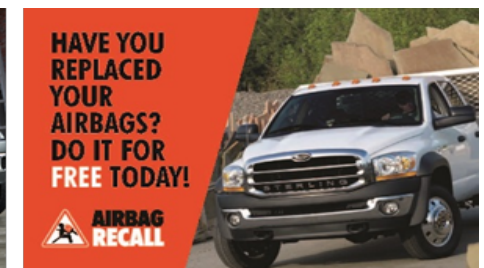
DTNA began calling all owners manually, and records were kept to try and understand why owners may not be bringing their vehicles into repair.

DTNA then switched to ringless voicemail. Ring less voicemail uses an automated system whereby the message automatically go to the voicemail of the recipient.

### Mail

All owners of record were notified by standard recall notification. In total all owners were mailed five times using the official recall process.

DTNA mailed postcards to customers who had not repaired their vehicles.



## Newspaper Articles

DTNA is joining in with a multi OEM initiative to publish advertisement informing customers about the Takata recalls. The article will be place in community, daily, weekly, shopper, green sheet news publications in print and online and will be available in English and Spanish.

# Working with our Dealers

## Dealer Engagement Mobile Service

Daimler Trucks North America's mobile service initiative allows authorized dealerships to dispatch mobile tech teams to make repairs on TAKATA affected vehicles. Dealers will receive an incentive for each vehicle repaired. This measure allows customers to have their vehicles repaired at a location of their convenience rather than going to a dealership.

## Dealer Engagement

DTNA is working closely with our dealer teams on dealer communication, dealer key performance indicators metrics, and dealer to customer relationship building, and dealer incentives.

## Dealer Approval Sublet

All DTNA dealers are approved to sublet repairs to a more convenient local dealer for a customer.

## Dealer information

A flyer has been provide to all dealers, all incentives and actions are communicated to them.

# 3rdParty Engagement

## Auctions

Daimler Trucks reached to auction sites to find sterling bullets for sale at auction sites.

## Salvage Yards

DTNA is exploring option to retrieve Takata airbags from Sterling Bullets 2008 and 2009 models in salvage yards in an effort to record these affected VINs as “scrapped” or “other.”

## Online Listing

VIN information shared with services such as Carfax and online listings such as autotrader.com and cars.com to identified vehicle on sale with open recall.

# Joint OEM Efforts

## DMVs and Inspection Stations

Daimler Trucks North America (DTNA) and other OEMs, with the support of some state DMVs, are collaborating to create awareness among affected customers.

## Notice to customers

DTNA is exploring an option to send priority mail to customers to emphasize importance of airbag recall.

## Dealer Customer outreach

DTNA is reaching out to customers and dealers to set up an appointments based on customer's preference. Customer can get repair done based on their convenience at mobile repair, sublet or at authorized DTNA dealer location.