

FILE IN
'Z'
SECTION
NO.

Recall Campaign Bulletin

SUBJECT:

**DEALER GUIDE
RECALL CAMPAIGNS**

MODELS:

BRITISH LEYLAND

July, 1973

The purpose of this Bulletin is to introduce dealers to British Leyland Motors Inc. newly developed "Recall Campaign Procedure".

The heart of this new procedure is a newly developed computer prepared "Campaign Claim" form. This form supersedes the "Warranty Summary Form" WAR-51, previously used as a campaign claim form.

We solicit your cooperation in forwarding completed "Campaign Claim" forms to your Distributor as quickly as possible. You will receive prompt reimbursement and we will be able to gauge the progress of each campaign more effectively.

We request you read this Bulletin carefully and file it in the 'Z' (Recall) Section of your Technical Service Bulletin Binder for future reference. The contents of this Bulletin are:

- a) Campaign Material Identification.
- b) A newly designed "Recall Campaign Bulletin" (Part Number USA-00001).
- c) A new British Leyland Motors Inc. "Campaign Claim" form (Part Number USA-00002).
- d) A computer prepared "Dealer Vehicle Campaign List".
- e) Direct certified mailing of all dealer recall campaign notification material, from British Leyland Motors in a "Recall Campaign Material" envelope (Part Number USA-00004).

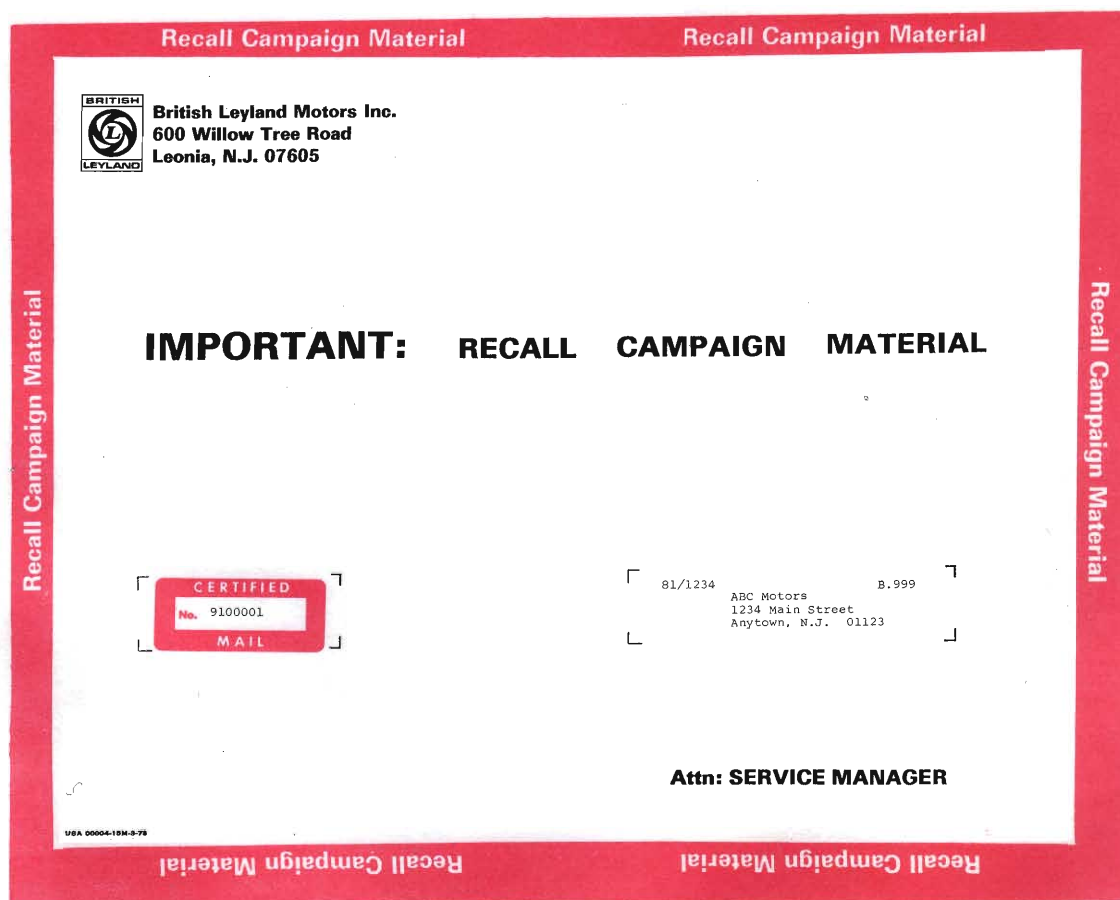
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Effective immediately, new "Recall Campaigns" will be launched under this new procedure. Current Recall Campaigns will continue to be operated and claimed under the old system until closed.

A. Campaign Material Identification

It is realized that a dealer's Service and Parts Department routinely handles a large volume of incoming mail and parts packages. In order to help the dealer distinguish Recall Campaign Material from other incoming material, a unique red on white or yellow color theme has been adopted.

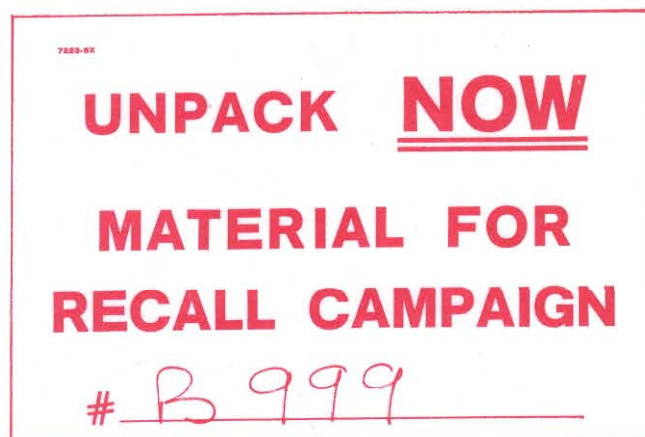
For example, the large "Recall Campaign Material" envelope (Part Number USA-00004) which is used to direct mail dealer recall campaign notification material, has a distinctive red border around it and the words "Recall Campaign Material" printed onto this border, (Fig. 1.)



(Fig. 1.)

This recall campaign Bulletin has the same red border theme.

Recall parts packages will have a red on yellow label on the outside, stating "Unpack Now - Material For Recall Campaign #_____", (Fig. 2.)



(Fig. 2.)

It is felt by identifying and reading this material promptly, you will be able to handle recall campaigns easily and more effectively.

B. "Recall Campaign Bulletin" (Part Number USA-00001)

All dealer notification of recall campaigns will be printed on a newly designed "Recall Campaign Bulletin". Two copies will be sent to each dealer, and it is suggested the Service Manager reads and files one copy in the 'Z' (Recall) Section of his Technical Service Bulletin Binder, for future reference. The second copy may be passed to the Parts Manager for advice of incoming recall campaign parts packages.


Wherever possible, the Bulletin layout will be uniform, the service procedure will be printed on a separate page where it can be copied for each Service Technician, if necessary, and each Bulletin will include a copy of the letter sent to each affected owner of record.

C. "Campaign Claim Form" (Part Number USA-00002)

This newly designed four (4) part computer prepared campaign claim form serves two functions:

1. Retailed Cars.

It will be computer prepared with a campaign number and description, vehicle identification number (Serial Number), retail date, selling Distributor/Dealer, code and Bulletin number, (Fig. 3.)



		British Leyland Motors Inc. CAMPAIGN CLAIM		CAMPAIGN NUMBER B999		CAMPAIGN NAME MISSING WINDSHIELD	
VEND.	YR.	MODEL	VEHICLE IDENTIFICATION NO.		RETAIL DATE	SELLING DIST.	DEALER REFER TO CAMPAIGN BULLETIN #
B	73	1380	GHN5UC	319440 G	7 7 73	91 1234	73/Z/4
SERVICING DEALERS CLAIM NUMBER		MILEAGE		REPAIR ORDER NO.	R.O. DATE MO. DAY YR.		AND TYPE CORRECT REPAIR CODE HERE
							←
IMPORTANT TO THE OWNER: PLEASE REFER TO THE INSTRUCTIONS ON THE LAST PAGE OF THIS FORM.				OWNER'S NAME AND ADDRESS Mr. R. Reynolds 473 Walker Street Fairview, New Jersey 07022			
9100077							
DEALER STATEMENT: WE CERTIFY COMPLETION OF SERVICES REQUIRED UNDER THIS CAMPAIGN FOR THE ABOVE VEHICLE.				I HEREBY AUTHORIZE YOU TO PERFORM THE NECESSARY SERVICES, AND GRANT PERMISSION TO YOU AND YOUR EMPLOYEES TO OPERATE VEHICLE DESCRIBED ABOVE ON STREETS, HIGHWAYS OR ELSEWHERE FOR THE PURPOSE OF TESTING AND/OR INSPECTION.			
X _____ AUTHORIZED SIGNATURE (DEALER OR SERVICE MANAGER)				X _____ SIGNATURE OF OWNER			

USA 00002

FACTORY CLAIM COPY

(Fig. 3.)


It will be sent by certified mail, in a distinctive envelope, (Fig. 4.) to each owner of record along with a letter furnishing specific details of the suspect condition (Owner's Letter).

 British Leyland Motors Inc. 600 Willow Tree Road Leonia, N.J. 07605														
<table border="1"> <tr> <td>MODEL</td> <td colspan="3">VEHICLE IDENTIFICATION NO.</td> </tr> <tr> <td>1380</td> <td>GHN5UC</td> <td>319440</td> <td>G</td> </tr> <tr> <td colspan="2">SERVICING</td> <td>MILEAGE</td> <td>DOB</td> </tr> </table>			MODEL	VEHICLE IDENTIFICATION NO.			1380	GHN5UC	319440	G	SERVICING		MILEAGE	DOB
MODEL	VEHICLE IDENTIFICATION NO.													
1380	GHN5UC	319440	G											
SERVICING		MILEAGE	DOB											
<p align="center">VEHICLE IDENTIFICATION NUMBER</p>														
<div style="border: 2px solid red; padding: 10px; text-align: center;"> CERTIFIED <div style="border: 1px solid black; padding: 5px; margin: 10px 0;"> NO. 9100077 </div> MAIL </div>		<div style="border: 1px solid black; padding: 10px;"> Mr. R. Reynolds 473 Walker Street Fairview, New Jersey 07022 </div>												
IMPORTANT		MOTOR VEHICLE RECALL NOTIFICATION												
<small>USAO0003-100M-3-73</small>														

(Fig. 4.)

The owner will be instructed to make an appointment with his selling dealer, if possible, or the nearest authorized franchised dealer and bring the "Campaign Claim" form with him at the appointed time. He should then sign it in the space provided and turn it over to the dealer.

If the owner does not own the listed vehicle, he is instructed to complete the fourth copy of this form (Owner's Reply Card), (Fig. 5.) provide if possible the new owner's name and address, and mail that copy to British Leyland Motors Inc. Postage will be paid by British Leyland Motors Inc.

		British Leyland Motors Inc. CAMPAIGN CLAIM		NUMBER 9999	CAMPAIGN NAME MISSING WINDSHIELD		
VEND	YR.	MODEL	VEHICLE IDENTIFICATION NO.		RETAIL DATE	SELLING DIST.	DEALER, REFER TO CAMPAIGN BULLETIN #
B	73	1380	GH5UC	319440 G	7 7 73 91	1234	73/z/4

IMPORTANT

TO THE OWNER:

OUR RECORDS INDICATE THAT YOU HAVE PURCHASED THE VEHICLE AS IDENTIFIED ABOVE.

THE ENCLOSED LETTER INDICATES A CONDITION WHICH MAY EXIST ON YOUR VEHICLE. PLEASE CONTACT YOUR AUTHORIZED DEALER IMMEDIATELY FOR AN APPOINTMENT TO HAVE THIS SERVICE PERFORMED, AND PRESENT THIS COMPLETE FORM TO HIM AT THAT TIME.

IF FOR ANY REASON YOU DO NOT NOW OWN THIS VEHICLE, PLEASE COMPLETE THE SECTION BELOW, SEPARATE THIS CARD AND DROP IT IN ANY MAIL BOX. IF POSSIBLE, PROVIDE THE NAME AND ADDRESS OF THE PRESENT OWNER SO THAT WE MAY CON-

OWNERS REPLY CARD

COMPLETE & MAIL THIS CARD ONLY IF YOU DO NOT POSSESS THE VEHICLE IDENTIFIED ABOVE

Mr. R. Reynolds
473 Walker Street
Fairview, New Jersey 07022

I DO NOT OWN THE ABOVE VEHICLE FOR THE FOLLOWING REASON:

I HAVE SOLD THE ABOVE VEHICLE TO:

NAME FRANK B. DUGAN

STREET 118 ROSE COURT APT. _____

CITY BUTLER STATE N.J. ZIP 07605

I HEREBY AUTHORIZE YOU TO PERFORM THE NECESSARY SERVICES, AND GRANT PERMISSION TO YOU AND YOUR EMPLOYEES TO OPERATE VEHICLE DESCRIBED ABOVE ON STREETS, HIGHWAYS OR ELSEWHERE FOR THE PURPOSE OF TESTING AND/OR INSPECTION.


x Robert Reynolds
 SIGNATURE OF OWNER

OWNERS REPLY CARD OR DEALER SERVICE COPY

DEALER: WHEN CAMPAIGN REPAIRS ARE COMPLETED, MAIL FACTORY AND DISTRIBUTOR COPIES OF THIS CLAIM IMMEDIATELY. RETAIN THIS CARD WITH YOUR R.O. HARD COPY.

(Fig. 5.)

After completion of campaign services, it is only necessary for the dealer to type in his claim number (the same numbering system as used on a standard warranty claim), the vehicle mileage, the repair order number and date, and the applicable repair code that corresponds to the actual work done on the listed vehicle, (Fig. 6.).


		British Leyland Motors Inc.		CAMPAIGN		NAME	
		CAMPAIGN CLAIM		NUMBER	B999		
				MISSING WINDSHIELD			
VEND	YR.	MODEL	VEHICLE IDENTIFICATION NO.		RETAIL DATE		SELLING
B	73	1380	GHN5UC	319440	G	7 7 73	91 1234
SERVICING		MILEAGE		REPAIR ORDER NO.		R.O. DATE	
DEALERS CLAIM NUMBER		91 1234 789		4567		11 17 73	
				DEALER: REFER TO CAMPAIGN BULLETIN #			
				73/z/4			
				AND TYPE CORRECT REPAIR CODE HERE			
				CE			
IMPORTANT				OWNER'S NAME AND ADDRESS			
TO THE OWNER: PLEASE REFER TO THE INSTRUCTIONS ON THE LAST PAGE OF THIS FORM.				Mr. R. Reynolds 473 Walker Street Fairview, New Jersey 07022			
9100077							
DEALER STATEMENT: WE CERTIFY COMPLETION OF SERVICES REQUIRED UNDER THIS CAMPAIGN FOR THE ABOVE VEHICLE.				I HEREBY AUTHORIZE YOU TO PERFORM THE NECESSARY SERVICES, AND GRANT PERMISSION TO YOU AND YOUR EMPLOYEES TO OPERATE VEHICLE DESCRIBED ABOVE ON STREETS, HIGHWAYS OR ELSEWHERE FOR THE PURPOSE OF TESTING AND/OR INSPECTION.			
x <u>Peter Wilson</u> AUTHORIZED SIGNATURE (DEALER OR SERVICE MANAGER)				x <u>Robert Reynolds</u> SIGNATURE OF OWNER			
USA 00002				FACTORY CLAIM COPY			

(Fig. 6.)

A list of repair codes (previously called condition codes) will be detailed in the specific "Recall Campaign Bulletin" applicable to that campaign.

The dealer should then sign the claim form and immediately mail the white (Factory Claim) and blue (Distributor Claim) copies to his Distributor.

The dealer may retain the pink (Dealer Claim) copy in his Accounts Department, and the white card (Dealer's Service Copy) stapled to the hard copy of his repair order, (Fig. 7.).

		British Leyland Motors Inc. CAMPAIGN CLAIM				NUMBER B999		CAMPAIGN NAME MISSING WINDSHIELD			
VEND	YR.	MODEL	VEHICLE IDENTIFICATION NO.			RETAIL DATE		SELLING DIST. DLR.		DEALER: REFER TO CAMPAIGN BULLETIN #	
B	73	1380	GHN5UC	319440	G	7	7	73	91	1234	73/Z/4

<p style="text-align: center; color: red;">IMPORTANT</p> <p>TO THE OWNER:</p> <p>OUR RECORDS INDICATE THAT YOU HAVE PURCHASED THE VEHICLE AS IDENTIFIED ABOVE.</p> <p>THE ENCLOSED LETTER INDICATES A CONDITION WHICH MAY EXIST ON YOUR VEHICLE. PLEASE CONTACT YOUR AUTHORIZED DEALER IMMEDIATELY FOR AN APPOINTMENT TO HAVE THIS SERVICE PERFORMED, AND PRESENT THIS COMPLETE FORM TO HIM AT THAT TIME.</p> <p>IF FOR ANY REASON YOU DO NOT NOW OWN THIS VEHICLE, PLEASE COMPLETE THE SECTION BELOW, SEPARATE THIS CARD AND DROP IT IN ANY MAIL BOX. IF POSSIBLE, PROVIDE THE NAME AND ADDRESS OF THE PRESENT OWNER SO THAT WE MAY CONTACT HIM.</p> <p style="text-align: center;">THANK YOU FOR YOUR COOPERATION</p> <p>I DO NOT OWN THE ABOVE VEHICLE FOR THE FOLLOWING REASON:</p> <p>I HAVE SOLD THE ABOVE VEHICLE TO:</p> <p>NAME _____</p> <p>STREET _____ APT. _____</p> <p>CITY _____ STATE _____ ZIP _____</p>	<p style="text-align: center;">OWNERS REPLY CARD</p> <p>COMPLETE & MAIL THIS CARD ONLY IF YOU DO NOT POSSESS THE VEHICLE IDENTIFIED ABOVE</p> <p>Mr. R. Reynolds 473 Walker Street Fairview, New Jersey 07022</p> <p>I HEREBY AUTHORIZE YOU TO PERFORM THE NECESSARY SERVICES, AND GRANT PERMISSION TO YOU AND YOUR EMPLOYEES TO OPERATE VEHICLE DESCRIBED ABOVE ON STREETS, HIGHWAYS OR ELSEWHERE FOR THE PURPOSE OF TESTING AND/OR INSPECTION.</p> <p>x <u>Robert Reynolds</u> SIGNATURE OF OWNER</p>
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OWNERS REPLY CARD OR DEALER SERVICE COPY

DEALER: WHEN CAMPAIGN REPAIRS ARE COMPLETED, MAIL FACTORY AND DISTRIBUTOR COPIES OF THIS CLAIM IMMEDIATELY. RETAIN THIS CARD WITH YOUR R.O. HARD COPY.

(Fig. 7.)

You will note the amount of information required from the Servicing Dealer has been considerably reduced. However, it is essential that what is required is legible, as it is only from the "Servicing Dealer's Claim Number", British Leyland knows which dealer to credit for this work and from the "Repair Code" what parts and labor amount should be credited.

THE WARRANTY SUMMARY FORM WAR-51 WILL NO LONGER BE USED AS A CAMPAIGN CLAIM FORM UNDER THIS NEW PROCEDURE.

2. Stock Cars.

In the "Recall Campaign Material" envelope sent to each dealer, will be a computer prepared campaign claim form for each vehicle that according to our records is in dealer stock and is affected by the specific campaign.

The form will be prepared in the same manner as that sent to each owner, except the retail date will be omitted and the word "Stock" will be printed in the owner's name and address box.

These stock vehicles must be located and campaigned prior to retail sale. Complete the campaign claim form in the same manner as above and mail promptly.

There may be instances where, due to reporting delays, a vehicle listed as in dealer stock has in fact been retailed, prior to dealer receipt of the campaign notification material. If this occurs, the dealer must contact the owner and advise him to return the vehicle for campaign work. Select the correct campaign claim form, cross out the word "Stock" and type in the new owner's name and address and vehicle retail date.

Have the owner sign the form, fill in the remaining information, sign and mail it promptly.

Similarly a vehicle listed as in Distributor stock may have been sold to a dealer, prior to Distributor receipt of the campaign notification material. In this case the Distributor will mail to the affected dealer a suitably completed campaign claim form, together with a letter, advising campaign services must be completed on that vehicle prior to retail sale.

D. "Dealer Vehicle Campaign List"

Each affected dealer will be provided with a computer prepared list of all affected vehicles that, according to our records, are in stock or have already been retailed.

If a dealer does not receive a list, then according to our records, he has not received or retailed any affected vehicles. It is possible, however, a transit owner may request completion of campaign services, so every dealer should make himself familiar with the work required.

The "Dealer Vehicle Campaign List" will include the Distributor and dealer's account number, dealer's name and address, the campaign number and description, the recall campaign Bulletin number and campaign launch date, (Fig. 8.)

BRITISH LEYLAND MOTORS INC.										PAGE 001
DEALER VEHICLE CAMPAIGN LIST										
01-1234		CAMPAIGN NUMBER B999				CAMPAIGN LAUNCH DATE 7/1/73				
British Leyland Sports Cars						THE VEHICLES LISTED BELOW MUST BE CAMPAIGNED IN				
1234 Sarah Wells Blvd.						ACCORDANCE WITH RECALL CAMPAIGN BULLETIN NUMBER				
San Francisco, California 94109						73/Z/4				
CAMPAIGN						1. CAMPAIGN ALL STOCK VEHICLES PRIOR TO DELIVERY				
DESC. MISSING WINDSHIELD						COMPLETE APPLICABLE CAMPAIGN CLAIM ENCLOSED,				
						AND MAIL IMMEDIATELY.				
						2. IF ANY STOCK VEHICLE ON LIST HAS BEEN RETAILED,				
						DEALER MUST CONTACT OWNER.				
YR	VEHICLE IDENT. NO.	CUSTOMER NAME AND ADDRESS								
1342	MG MIDGET									
72	GAN5UC 123456 G	STOCK								
72	GAN5UC 123577 G	STOCK								
72	GAN5UC 123672 G	STOCK								
TOTAL '72		MG MIDGET	IN STOCK 3							
72	GAN5UC 123339 G	A. V. Head	5668 Ocean Blvd.	Berkeley, California 94704						
72	GAN5UC 123488 G	R. E. Jones	5656 Market St.	San Francisco, California 94109						
TOTAL '72		MG MIDGET	RETAIL 2							
73	GAN5UD 124010 G	STOCK								
73	GAN5UD 128092 G	STOCK								
TOTAL '73		MG MIDGET	IN STOCK 2							
73	GAN5UD 125010 G	A. E. Destro	2060 Union St.	San Francisco, California 94101						
73	GAN5UD 125013 G	A. B. Kalbacher	4211 Van Ness Ave.	San Francisco, California 94109						
TOTAL '73		MG MIDGET	RETAIL 2							
TOTAL MODEL		MG MIDGET	IN STOCK 5							
		" "	RETAIL 4							
1380	MGB									
72	GHN5UC 314280 G	STOCK								
TOTAL '72		MGB	IN STOCK 1							
72	GHN5UC 314280 G	M. E. Cook	1527 Base Ave.	Los Angeles	California	95030				

(Fig. 8.)

Vehicles will be listed in Model name/year and V.I.N. (Serial Number) sequence, stock vehicles first and retailed vehicles with each owner's name and address second.

It is suggested this list is used as a work sheet by the Service Manager to locate and campaign all stock vehicles, and any vehicle listed as in stock that has in fact been retailed. Check off each vehicle as it is campaigned and complete and mail the enclosed campaign claim forms promptly. Contact any owner whose name and address appears on the list and who, three weeks after launch date, has not responded to the recall notification.

E. Direct Certified Mailing of Distributor/Dealer Recall Campaign Notification Material

Two copies of the recall campaign Bulletin, a dealer vehicle campaign list (if a particular dealer is affected) and computer prepared campaign claim forms for all dealer stock vehicles (if applicable), will be mailed certified directly from British Leyland Motors to each dealer, up to ten (10) days, prior to the "Campaign Launch Date".

The "Campaign Launch Date" is the actual date British Leyland Motors commences mailing certified "Motor Vehicle Recall Notifications" to all owners of record.

This lead time will give dealers the opportunity to become familiar with the requirements of the specific campaign, isolate any affected stock vehicles and schedule the work load in the Service Department prior to contact by owners of record.

PARTS SUPPLY

In the letter to all affected owners of record, British Leyland Motors is now required to advise the owner our best estimate when an initial quantity of replacement parts will be at his dealership. Every effort will be made to ship parts to you prior to campaign launch date, however, it may occur from time to time that due to the particular nature of the campaign, it may be necessary to warn the owner of a severe safety related defect, and follow up with replacement parts as soon as possible. In this case the owner will be advised of a parts availability date sometime after the launch date.

Normally replacement parts will be shipped automatically to each dealer from his Distributor, based on the number of vehicles on the "Dealer Vehicle Campaign List". However, cases may arise where a variation to this procedure may be adopted. In all cases the particular parts supply or dealer ordering procedure will be detailed in the specific "Recall Campaign Bulletin".

USE OF A STANDARD WARRANTY CLAIM FORM WAR-15 FOR CAMPAIGN CLAIMS

Dealers are urged to make every effort to use the computer prepared "Campaign Claim" form provided to the customer, or dealer in the case of stock vehicles, for campaign reporting.

This new procedure is based on rapid input of legibly completed "Campaign Claim" forms. This form has been designed to reduce the amount of paperwork necessary at dealer level to claim for campaign services, and speed up payments. However, there may be instances where the "Campaign Claim" form is not available. In such cases a dealer may submit a standard warranty claim form (WAR-15) following established procedures for completing this warranty claim form with the following exceptions:

- a) Insert the campaign number, campaign description, and the word "CAMPAIGN" in Box 22 (Description of Fault).
- b) Insert the correct "Repair Code" in Box 25 (Rectification).
- d) Do NOT insert replacement part numbers or description/operation numbers or labor hours.

CAMPAIGN FOLLOW-UP

It may be necessary to follow-up a specific campaign that has not reached a satisfactory completion status, in an effort to complete the balance of the vehicles involved.

Follow-up material will consist of the following:

1. Campaign claim forms and a follow-up letter to all owners of record, that according to our records have not had their vehicles campaigned or have not reported on the "Owner's Reply Card" that the vehicle was stolen, scrapped, exported or sold with no new name and address.

These will be sent by first class mail. The certified mail number will be omitted and the words "Follow-up Notice" added.

2. Updated "Dealer Vehicle Campaign Lists" to all affected dealers listing vehicles that according to our records have not been campaigned. Printed above the words "Campaign Description" will be the words "Follow-up Notice".
3. Computer prepared "Campaign Claim" forms for all dealer stock vehicles that according to our records have not been campaigned.

Your Distributor will be provided with copies of "Dealer Vehicle Campaign Lists", both on initial launch and any follow-up mailings. Your Distributor's Service Engineer will carry these lists with him and check your completion progress during routine service visits.