Subaru of America, Inc. commends our retailers for absorbing the additional workload associated with the current recalls and service campaigns that have affected thousands of Subaru vehicles. As we push forward, let’s challenge ourselves to do more and become better. After all, our brand’s image – and, more importantly, our customers’ safety – hangs in the balance. There are many vehicles that still require attention, especially the ones involved with the Takata Airbag Inflator Recall. So how can we pick up the pace to get more customers handled more quickly? We must start with a plan. Each retailer should strive to grow their capacity to complete these recalls, while ensuring a customer experience that makes them feel welcomed back into the Subaru family. Creative solutions include: extending business hours (evenings and weekends) to perform recall work, and hiring interns from your local technical schools.

Replacement parts (including Takata airbag inflator parts) are in abundant supply, and many notifications have been sent to Subaru owners. However, follow-up communication and capacity issues are some of the reasons delaying repairs. By modifying your internal recall process, your store may be able to resolve these issues while simultaneously experiencing future benefits. Remember, many of these customers are no longer loyal to you for service. Let’s make their visit special so they’ll reconsider your store for all of their service needs.

Here are some ideas:
1. Reach out to Subaru owners with open recalls or service campaigns like you would for any regular service customer, so that there is no disconnect from your overall customer service experience.
2. Take advantage of Care Connect recall communications, and utilize your BDC staff to contact loyal and lost customers during any downtime, to encourage scheduling an appointment.
3. Develop a formal waiting list and a phone-calling strategy to track down vehicles with open recalls. Provide these customers with appointment reminders and weekly updates if you can’t get them in right away.
4. Consider dedicated times of the week for extended service hours where your technicians only work on vehicle recalls. Adjustments like these can accelerate the amount of recalls performed. And in doing so, this has the potential to generate more business. This is a chance to introduce them to your genuine customer care and expertise. You may also capture lost

Create Your Own Recall Process

A NOTE FROM GARY PALANJIAN: VP, PARTS AND SERVICE

“With your continued dedication and commitment, we definitely ‘shone brighter’ in 2016, and continue to establish ourselves as a leader in the automotive industry.”

–Tom Doll, President and Chief Operating Officer, Subaru of America, Inc.
A NOTE FROM GARY PALANJIAN: VP, PARTS AND SERVICE

Continued from the previous page

In some instances, authorization from a Subaru Added Security Claims Representative is required prior to performing repairs. This includes:

▸ Covering repair expenses that exceed $1,500 in total repair costs (excluding any rental and/or towing charges)

▸ Additional labor time exceeding 2.0 labor hours due to unusual repair circumstances. In order to authorize an additional labor claim, a detailed description must be noted on the repair order about the unusual circumstances.

▸ Claiming freight charges that exceed $400.00. Freight shipping charges for parts that are not in stock at the retailer may be claimed when an SAS covered mechanical breakdown has rendered a vehicle inoperative. In the event that a vehicle with a Subaru Added Security service agreement will be in the shop overnight for a covered mechanical breakdown, the repairing retailer may have the necessary parts to repair the vehicle shipped by using the parts department’s standard shipping procedure. This policy does not cover Next-Day Shipping.

For authorization, contact the Subaru Claims Helpline at 1-866-782-2782.

Customers through Equity Connect or trade-up incentives, generate service recommendations, and produce leads by providing them with loaner vehicles.

We know satisfied service customers are more likely to buy their next vehicle from that same retailer. Improving customer service is crucial during recall periods to sustain future business. As we go forward in 2017, we urge everyone to do their part in treating these customers with special care. It’s a huge opportunity!

Recall Support on Subarunet

To help your Parts & Service departments more effectively manage open recalls and service campaigns, we have created a section on Subarunet.com which houses pertinent information in one easy-to-access location. There is a new left menu section titled Recall & Campaigns.

This section will allow you to easily access the following:

▸ The current recall/campaign list

▸ Recall/campaign details that include key announcements

▸ Links to important resources such as the NHTSA website, STIS and the Subaru.com VIN Lookup

▸ The current vehicle report for affected in-stock and recently retailed vehicles

There is also a new page on Subarunet.com under: Claims & Warranty Administration > Warranty Extensions with content for the Oil Consumption Class Action Settlement and Windshield Warranty Extension.

Please reach out to your District Parts and Service Manager (DPSM) if you have any questions or concerns about existing open recalls or service campaigns.

GENUINE SUBARU ACCESSORIES

Start a Subaru from 400 Feet Away!

Our Remote Engine Starters continue to be one of the most popular Genuine Subaru Accessories. Retailers should emphasize to interested customers that the range of our new remote starter is now a TRUE 400 feet for the 2017 Impreza, 2015-2017 Outback and Legacy, and 2014-2017 Forester models!

The Remote Engine Starter works in conjunction with a Subaru’s Keyless Access and Start System.* Owners can start their vehicle by pushing a button on their key fob from the convenience of their home or office from up to 400 feet away (depending on obstructions).

*Applicable to CVT models only. Not for use with manual transmission vehicles.
SMC UPDATES

The Service Media Center (SMC) Auto-Playlist

The Service Media Center (SMC) is now easier to use! Our new Auto-Playlist function automatically updates your SMC ad playlist to keep it current for your service customers without any work on your part, and at no additional cost. All you need to do is make sure your device is online* and connected to Wi-Fi to ensure content is being pushed to your boards.

To sign up for the SMC Auto-Playlist, please use the following link: tinyurl.com/autoplaylist

How It Works:

- Retailer signs up to take advantage of this new feature, and chooses a playlist option determined by the location of their SMC
- On a quarterly basis, Subaru of America, Inc. will pick 8-10 ads based on current initiative and programs to display on their SMC
- After the new playlists are pushed, retailers will still have full control over their boards, with the option to add or remove content from the playlist, as well as the ability to create custom ads

Contact Information & Support

- Subarunet.com > Parts/Service-Prgms/Accessories > Service Media Center (SMC)
- To edit SMC content, use the LiveGuide Portal: client.dcimliveguide.com
- For offline issues, contact LiveGuide Technical Support: 1-866-571-3068 (8 am-5 pm CST)

BULK COOLANT

Get Pumped Up About Genuine Subaru Bulk Coolant

We’re pleased to introduce the NEW 55-gallon drum package size for the Genuine Subaru Long Life Coolant and the Genuine Subaru Pre-Mixed Super Coolant products. With your first purchase of one drum, you will receive a FREE drum pump (included in the picture below). If your first purchase is a drum of each product, you will receive TWO FREE pumps. This promotional offer will only apply to the first 200 orders, with a limit of two pumps per retailer.*

Part Numbers:
SOA868V9211 – Genuine Subaru Long Life Coolant
SOA868V9271 – Genuine Subaru Pre-Mixed Super Coolant

For questions, please contact your District Parts & Service Manager (DPSM).

*This offer is subject to change without prior notice from Subaru of America, Inc.

SNAP-ON TOOLS

FREE Snap-On Tools With Genuine Subaru Chemicals!

We’re pleased to announce the return of the Snap-On Tools promotion for the purchase of select Genuine Subaru Chemicals.

Starting January 1, 2017 and continuing through December 31, 2017, Subaru retailers can earn an assortment of quality Snap-On Metric Flank-Drive Combination Wrenches with the purchase of Genuine Subaru Chemicals.* There will be twelve different wrenches offered during this promotion – one for each month. Retailers will receive a FREE Snap-On Metric Flank-Drive Combination Wrench with each qualifying single order of six cases or more (in any combination) of the products listed in the chart below. Order 12 cases and receive two FREE Snap-On Metric Flank-Drive Combination Wrenches featured for that time period. There is no limit!**

Snap-On Metric Flank-Drive Combination Wrench Promotion – Qualifying Products

<table>
<thead>
<tr>
<th>Description</th>
<th>Part Number</th>
<th>Qualifying amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Soy Industrial Hand Cleaner</td>
<td>SOA868V9380</td>
<td></td>
</tr>
<tr>
<td>N/C Brake Cleaner</td>
<td>SOA868V9110</td>
<td></td>
</tr>
<tr>
<td>SCAQMD Brake Cleaner</td>
<td>SOA868V9115</td>
<td></td>
</tr>
<tr>
<td>Cal-Spec Brake Cleaner</td>
<td>SOA868V9116</td>
<td></td>
</tr>
<tr>
<td>High Performance N/C Brake Cleaner</td>
<td>SOA868V9117</td>
<td></td>
</tr>
<tr>
<td>Climate Control Cleaning Kit</td>
<td>SOA868V9315</td>
<td></td>
</tr>
<tr>
<td>Carbon Clean</td>
<td>SOA868V9165</td>
<td></td>
</tr>
<tr>
<td>N/C Carburetor Cleaner (Pour)</td>
<td>SOA868V9125</td>
<td></td>
</tr>
<tr>
<td>FL Cleaner (Aerosol)</td>
<td>SOA868V9150</td>
<td></td>
</tr>
<tr>
<td>FL Cleaner (Pour)</td>
<td>SOA868V9140</td>
<td></td>
</tr>
<tr>
<td>Top Engine Cleaner</td>
<td>SOA868V9140</td>
<td></td>
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<tr>
<td>Throttle Plate Induction Cleaner</td>
<td>SOA868V9170</td>
<td></td>
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<tr>
<td>Engine Maintenance Kit</td>
<td>SOA868V9340</td>
<td></td>
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<tr>
<td>Glass Cleaner</td>
<td>SOA868V9130</td>
<td></td>
</tr>
<tr>
<td>Silicone Lubricant</td>
<td>SOA868V9200</td>
<td></td>
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<tr>
<td>White Lithium Grease</td>
<td>SOA868V9185</td>
<td></td>
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<tr>
<td>Cleaner Degreaser</td>
<td>SOA868V9370</td>
<td></td>
</tr>
<tr>
<td>Silicone Gasket Remover</td>
<td>SOA868V9175</td>
<td></td>
</tr>
<tr>
<td>Trans Cooler Flush</td>
<td>SOA868V9255</td>
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</tr>
</tbody>
</table>

*Snap-On Metric Flank-Drive Combination Wrenches are shipped separately from the actual chemical products. **This offer is subject to change without prior notice from Subaru of America, Inc.

THINK YOU KNOW SUBARU?

With your help, December 2016 marked the best sales month ever for Subaru. What was the record-breaking number?
a. 63,177  
b. 61,517  
c. 615,132

Answer on pg 5.
TOOLS OF THE TRADE

**Essential Special Service Tool Storage System**

Keep your specialty tools organized and safe with the Stanley Vidmar® Subaru Special Tool System. This program saves valuable shop space, minimizes inventory time, and helps eliminate misplaced tools while maximizing technician efficiency.

The Special Service Tool Storage System: 554-SPL-SUB

554-SPL-SUB includes:
- (2) Cabinets – 30"w x 27¾"d x 59"h
- (1) Overhead Cabinet – 60"w x 27¾"d x 31"h

**Features:**
- As new tools are added or removed, the master index and illustrative catalog is updated regularly and posted to the website.
  - Master index lists every tool number and location
  - Steel partitions are interlocking and repositionable
  - Downloadable Tool Tags are available for print

For complete information, visit: Subarunet.com > Service Operations & Technical > Service Tools & Equipment

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WHOLESALE CONQUEST PROGRAM

**Performance & Support is on a Roll!**

Thanks to all of our wholesale retailers, we’ve had some impressive successes since May 2016 when the Wholesale Conquest Program was launched. In the beginning, we had 166 retailers enrolled. Since then, we have increased enrollment by 52%, raising the total to 253 enrolled retailers. Nationally we’ve seen a $1.6 million increase in retailer profits and have converted over 65,000 parts!

**Continuing Our Wholesale Efforts**

**Field Services:** The Field Services Performance Coaching will help retailers create conqueting goals, identify opportunities, educate staff to build expertise, increase awareness, review key accounts, and help plan for the future. Subaru will subsidize a large portion of the cost of performance coaching, and the remaining cost is SAF eligible.

**Claims Creation Manager (CCM):**
CCM is a great way for retailers to work with body shops that don’t have an automated system like CollisionLink® shops that have automated systems but may not want to add CollisionLink, and shops that might be restricted to using other providers. This way, these types of shops can fax their estimates directly to retailers that have CCM. The cost associated with this is $50 for retailers on CollisionLink, and $30 for retailers on CollisionLink Plus.

**PSX:** Parts Sales Xcellerator (PSX) was recently launched in January, and it’s available for retailers to:
- Analyze existing wholesale customers, and appropriately target the right shops to market to
- Help increase wholesale parts sales by segmenting and analyzing customers to identify trends or gaps
- Create a target market list to export to Profit Boosters for the creation of print marketing materials
- Produce customized reports that are automatically emailed out internally and to sales staff

**Profit Boosters:** A redesigned wholesale marketing platform by Subaru Profit Boosters on spbonline.com offers:
- On-demand marketing mailers and handouts that can be ordered and delivered to wholesale customers to stimulate business
- Five brand-new collision mailers (including one specifically on price-matching) and five brand-new mechanical parts mailers
- Up-to-date digital proofs that reflect current coupons and amenities

For more information about these programs, please contact your DPSM.

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FLOOR MATS

**Let’s Check for Proper Installation**

Many of our Subaru owners have either already installed Genuine Subaru All-Weather Floor Mats, or they are considering purchasing them in the future. As a matter of safety, all retailer personnel should check that these floor mats are installed correctly, whenever they enter customer vehicles. This includes making sure that they are properly secured to the retention hooks in the floor, and educating customers that stacking floor mats can interfere with proper operation of the brake and accelerator pedals. Also, remember to communicate that Genuine Subaru All-Weather Floor Mats are specifically designed and engineered for each individual vehicle application, and Subaru of America, Inc. (SOA) does not endorse the use of any floor mats other than those developed and supplied by SOA’s Parts and Accessories Group.

So please encourage your staff to take a quick glance down at their feet when inside any Subaru to check for floor mat placement. It’s another way we can help look out for the well-being of our customers.
They're only paid with milk and cookies. and the right tools to get the job done – even if they're proud to lend helping hands, expertise assembly in order to relieve some of their stress. The holidays can be a struggle, and they enjoy helping families put together toys that require love. These technicians recognize that customers and members of their surrounding community. These technicians recognize that the holidays can be a struggle, and they enjoy helping families put together toys that require assembly in order to relieve some of their stress. They're proud to lend helping hands, expertise and the right tools to get the job done – even if they're only paid with milk and cookies.

**AMBISSADOR PROGRAM**

**Find Your Passionate Messenger**

We encourage all of our retailers to experience the positive effects of working with a local Subaru Brand Ambassador. This often-untapped resource is a great way to promote your store – including your service center. Take advantage of the opportunity to connect with one of these individuals who can speak on your store's behalf to educate Subaru owners in your community about the benefits of servicing their vehicles with your Factory Trained Teams.

**Who are Subaru Brand Ambassadors?**

Our Ambassadors are passionate owners who volunteer their time to advocate on behalf of Subaru of America, Inc. about our vehicles, our initiatives and our retailers.

**How can I find my own Ambassador?**

You can access a full list of available Ambassadors and their contact information on Subarunet.com under: Marketing > Ambassador Program.

**How are retailers already using Ambassadors?**

- Charity and community event appearances
- Attending New Owner Events
- Providing sales and service testimonials on their websites

**LOVE PROMISE IN ACTION**

**North Pole, U.S.A.**

The holidays can become overwhelming for anyone, and sometimes even Santa needs a little extra help delivering joy around the world. This is why – like in years past – Santa’s Workshop (Wentworth Division) opens for business. Wentworth Subaru in Portland, OR organizes a Santa’s Workshop to assemble toys at no charge. Their technicians take on the role of elves by offering this special service to their customers and members of their surrounding community. These technicians recognize that the holidays can be a struggle, and they enjoy helping families put together toys that require assembly in order to relieve some of their stress. They’re proud to lend helping hands, expertise and the right tools to get the job done – even if they’re only paid with milk and cookies.

**QUALITY ASSURANCE**

**“Hi, Can I Take Your Order?”**

Sounds like a simple question, right? Some form of this basic question gets asked in our service departments multiple times every day. But, what does it actually mean to take an order from a customer? Let’s begin with the proper etiquette:

1. Listen carefully and closely. It’s hard to listen if you’re talking or focusing on something else.
2. Repeat back what they asked for, to confirm that you got it right.
3. Mention the specials you may be offering, and ask if they have any interest in them.
4. Make sure to write down their request correctly, because others need to know it precisely.
5. Check that the order is correct before delivery to the customer.

Let’s carry this analogy a bit further into your service department:

Imagine a place you like to go regularly for breakfast. You enjoy the servers, and have formed genuine relationships with them. Since your first visit, they’ve gotten your orders right, and you’ve had satisfying experiences. You end up recommending them to others, and their business grows. Then suppose something changes – the order you receive is incorrect or the quality of the food isn’t the same. You return for another visit hoping things go back to the way you’re used to. But sadly, they don’t. So you make a comment to the wait staff, believing your concerns will be addressed. If you find nothing changes, you may stop going to this establishment. In the end, even though you expressed your concerns, you’ll no longer want to pay for subpar results. These are the types of customers who visit our service departments that we want to respond to. And the ones who don’t say anything and never return?

They should worry us the most because we’ll never get a chance to correct what went wrong. The suggestion here is that you should regularly review what you and your service staff are doing to meet customers’ expectations. Self-evaluate your processes from a customer’s point of view, and encourage your staff members to do the same. And, if you wonder how your customers view your business, wander around your waiting area and talk with them. Or, take a look on our Reputation Management site by clicking here.

**“Check, please!”**

The lesson here also applies to the end of the service process – the bill. Have you ever been upset because you received the wrong check or found charges on your bill that didn’t belong? Your customers are no different. They want value for the money they spend with you. Is your receipt clear and complete? Do they actually know what they paid for with their hard-earned money? The three Cs (concern, cause and correction) should be written clearly for all repairs, not just warranties. As a customer, you want to know what you’re paying for and why.

The voice of the customer is what keeps us in business. Listen to it carefully, and make sure you actually deliver – not just charge for – a complete service experience if you really want and expect them to return.

**TRIVIA ANSWER:**

3. Ori Theb

63,177

?enner

subaru.com/service-parts-accessories