Customer Letter Example

For Earth, For Life
Kubota

Important Mandatory Campaign (Product Recall)

Customer Name
Customer Address
City, State, ZIP

Kubota Unit: Model: xxxxx Serial Number: xxxxxxxxxxxxxxxxxx

Servicing Kubota Dealer: *Dealer Name*
Dealer Address
Dealer City, Dealer State Dealer Zip
Dealer Telephone: (555) 123-4567

Dear *Customer Name,*

WARNING: TO AVOID PERSONAL INJURY, PLEASE IMMEDIATELY STOP USING THE AFFECTED MACHINES UNTIL THE UNIT HAS BEEN INSPECTED AND/OR REPAIRED, AS UNDER SOME CONDITIONS THE STEERING SHAFT CAN SHEAR.

PLEASE CONTACT YOUR AUTHORIZED KUBOTA DEALER FOR INSPECTION AND REPAIR AS SOON AS POSSIBLE

Why have you received this Mandatory Campaign (Product Recall) notice?
This notice is to advise you of Kubota's findings and to advise you to Stop the Use of your RTV-XG850 until your unit can be inspected and, if necessary, repaired.

What was wrong?
The steering shaft on the RTV-XG850 may shear due to misalignment of the electric power steering support bracket on the frame. Shearing of the steering shaft causes a loss of steering, which can cause a loss of machine control.

What to do?
Please reach out to your authorized Kubota Dealership to arrange for an inspection, and if necessary, a timely repair of your unit.

In the event that you no longer own this unit, we ask that you provide this letter to the current owner and that you provide us with the current owner's name, address and telephone number by sending in the enclosed postcard.

Should you have any questions about this program, please contact Kubota Tractor Corporation Customer Satisfaction at 1-888-4Kubota (1-888-458-2682).

Sincerely,

Kubota Tractor Corporation

KUBOTA TRACTOR CORPORATION

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