



**February 13, 2017**

**RE: Jaguar Vehicle Enhancement Program**

**Dear Jaguar Owner:**

In our on-going quest to put our owners first, we are excited to share the Jaguar Vehicle Enhancement Program.

Jaguar Land Rover North America, LLC is conducting this no-charge Enhancement Program for owners of 2016 and 2017 model year Jaguar vehicles. This program is designed to further enhance the driving and ownership experience of your vehicle through a series of updates that ensure your vehicle is equipped with the very latest software and features.

Through a single service visit, this program provides the opportunity to enhance the functionality and usability of your Jaguar vehicle, similar to the updates that you may receive for any of your personal electronic devices. The result is a great opportunity for you to take advantage of the on-going engineering and design improvements that our teams have been developing during the time that you've owned this vehicle.

Taking part in this program does require a visit to your preferred Jaguar retailer. As such, please contact your retailer and request a service date to complete the enhancement updates. The number of updates within the program varies by the model and date the vehicle was manufactured. Your retailer will identify which specific updates are available for your vehicle.

During this visit, please also take the opportunity to discuss any aspect of your vehicle's operation or performance with the Retailer team. They will be pleased to assist you with any questions you may have regarding your vehicle in order to ensure that you get the absolute most out of its advanced features and capabilities. We also have an on-going quest to continue enhancing the Jaguar experience, and this thrives on the feedback and recommendations of our customers.

You will also find a brief Q&A on the next page to help you better understand this special program.

We hope that this, and every, experience with your Jaguar, goes above and beyond your expectations. Thank you again for selecting Jaguar!

Sincerely,

Joachim (Joe) Eberhardt  
President & CEO  
Jaguar Land Rover North America, LLC

Eric Johnston  
Vice President Customer Service  
Jaguar Land Rover North America, LLC

## **What will Jaguar and your authorized Jaguar retailer do?**

The program updates vary by the vehicle manufacture date and are designed to update your vehicle in line with the latest vehicle production specification. An example of some of these improvements includes:

- Infotainment software and/or hardware updates to improve system reliability and other enhancements.
- Updated engine software with improved robustness enhancements and addressing possible 'check engine light' illumination.
- Electrical software updates to improve battery performance.

## **How long will it take?**

The work will be carried out as quickly and efficiently as possible in order to minimize inconvenience to customers. The number of updates within the program varies by the model and date the vehicle was manufactured. Total repair time depends on the vehicle and the necessary enhancements required. However, due to service scheduling requirements, your vehicle may be required for a longer period of time. Your retailer can provide you with a better estimate of the overall time for the service visit.

## **What will the program cost?**

There will be no charge for any of these updates. This is being offered as a courtesy to owners to enhance your vehicle ownership experience.

## **What if I have moved or am no longer own a Jaguar?**

If you have moved Jaguar would appreciate your new address to ensure that we can keep you updated on any future programs. In addition, if you need any assistance finding an authorized Jaguar retailer closer to your new home, please contact the Customer Relationship Centre, who would be happy to help you find the most convenient location.

If you are no longer the owner of this vehicle, Jaguar would appreciate the name and address of the new owner (if known).

In either instance, please fill out and return the enclosed postage-paid card with the new information.

## **Further questions or concerns?**

Please contact the Service Manager at your authorized Jaguar retailer for assistance. If there is anything that they cannot address, then please contact the Customer Relationship Centre at 800-452-4827, and one of our representatives will be happy to assist you.

**You may also contact us by email using the following address:**  
**[jagweb1@jaguarlandrover.com](mailto:jagweb1@jaguarlandrover.com).**

Or by mail, at:

Jaguar Land Rover North America, LLC  
ATTN: Customer Relationship Centre  
555 MacArthur Boulevard  
Mahwah, NJ 07430-2327

**Attention Leasing Agencies:** Please forward this notification to the lessee within ten (10) days.