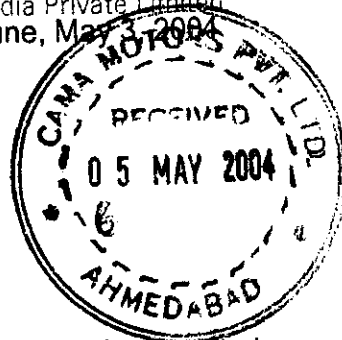


# DAIMLERCHRYSLER

DaimlerChrysler  
India Private Limited  
Pune, May 3, 2004



All Dealer Principals / Operational Heads,  
DC India Dealerships

## Warning Letter

In recent cases of Customer complaints, our legal stand has been observed to be weakened due to incomplete and incorrect documentation such as Pre-orders and workshop orders etc. It is important to note this is a failure of standardised workshop procedures and documentation.

In this context, the importance of correct, legible and complete documentation has been stressed in all our seminars and meetings with you besides our communications dated 19<sup>th</sup> June 2003 (Service Information) and letter dated 25<sup>th</sup> August 2003.

As you are fully aware, the Mercedes-Benz Customers, by virtue of their social status have extremely high expectations in terms of the service delivery from our authorised workshops. So conscious are they in respect of aftersales services that they will not spare any efforts in seeking the due attention from us, and in this process may also not refrain from resorting to the legal recourse. Our experience in the past informs us that our legal stand in any customer complaint case is weakened due to the lack / absence / incomplete workshop records and documents. For example

- Correct and complete details of the Customer and the vehicle are not written.
- Details filled in pre-order and workshop order are not legible.
- Exact Customer complaints are not written on the pre-orders.

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- Complaints stated by Customers are recorded on pre-order without verifying the existence of such a complaint or without understanding the exact nature of the reported complaint.
- Noise related complaints are not confirmed through joint test drives with the Customers.
- Complete inventory of the vehicle is not taken. Body & paint damages are not shown to Customer and not mentioned on the pre-order. Vehicle is not inspected from underchassis and therefore underchassis damages are not noticed and mentioned. Fuel level is not mentioned. Customer signatures are not taken on the pre-order and workshop order. Condition of tyres not inspected.
- Service measures are mentioned on the pre-orders and copy of the same is given to Customers. However, as it has been advised a separate internal workshop order has to be opened in such cases and no document related to Service Measures work order should be handed over to the Customers.
- Diagnosis is not written on the workshop order. etc...

The main cause of this is non-adherence of the required workshop operational procedures by your workshop staff, especially by Service Advisors. The details like Proper, correct, duly endorsed / signed documents are pivotal to encounter any legal cases related to customer complaint.

In view of the foregoing, it is mandatory to ensure that the workshop order which is the most important document of agreement between the workshop and customer is legibly and completely filled by Service Advisor and has been signed by the customer.

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It will be pertinent to note that our service representatives and regional managers are auditing your workshop procedures and documentation and any deviation will result into a negative effect on the Spare Parts performance incentives of your Dealership.

Obviously, this will certainly have a detrimental effect on your bottom line, primarily, due to non-compliance of your workshop personnel to the expected operational procedure. Hence, considering the gravity of the situation, and in our organisations mutual interests, it would be advisable to instruct all the concerned service personnel to diligently the specified workshop procedures.

With best regards,  
DaimlerChrysler India Private Ltd.



A. Faria  
General Manager  
Aftersales



A. Reuss  
Divisional Manager  
Aftersales Marketing