



WARRANTY REIMBURSEMENT OPPORTUNITY SOLD CUSTOMER VEHICLE RECALL DATA MINING

CASE STUDY: Client asked us to identify open safety recalls from **1,556** VINs in their Hyundai sold-customer database, looking for:

Hyundai Recall ID #132: Connecting rod damage causing potential engine failure.
Hyundai Recall ID #162: Premature bearing wear causing potential engine seizing.

Hyundai instructions to dealers: Inspect vehicles and replace engine if found to be defective.

Factory Warranty *Per Vehicle* Reimbursement estimates for recall #132 and #162:

- Engine Inspection = **\$130**: All vehicles to be inspected.
- Replace Engine = **\$5,500**: All affected vehicles – replace engine.

Failure rates estimated by Hyundai to be around 10% of inspected vehicles.

RESULTS → **142** Unrepaired vehicles for Recall # 132 were identified. *(72% open rate)*
606 Unrepaired vehicles for Recall # 162 were identified. *(20% open rate)*

VALUE → **\$97,240** - 748 Vehicles to be inspected @ #130.
\$407,000 - 74 vehicles requiring engine replacement @ \$5,500/ea.
\$504,240 Total warranty reimbursement value.

COST → **\$ 3,200** Total cost for processing.

1,133 additional open safety recalls other than #132 and #162 were identified. Warranty reimbursement Revenue from these additional open safety recalls (more than \$300,000) is not included in total value.

Give us a call or visit us online more information on how we can help you streamline your safety recall compliance and increase your warranty reimbursement revenue.



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