

EXAMPLE OF U.S. CONSUMER LETTER 13V-003

SAFETY RECALL NOTICE

Recall Campaign: 13V-003

**Subject: 2010-2013 GEM – Parking Brake Handle Replacement
2010-2013 GEM – ALL MODELS
PLEASE READ IMMEDIATELY**

Dear GEM Owner:

This notice is sent to you in accordance with the requirements of the National Traffic and Motor Vehicle Safety Act. Polaris Industries Inc. has determined that a defect which relates to motor vehicle safety exists in some 2010-2013 GEM vehicles. This Safety Recall affects all vehicles in ALL models of 2010-2013 GEM vehicles. Our records indicate that you have purchased a potentially affected vehicle.

The reason for this recall:

Polaris Industries has determined that the parking brake ratcheting lock mechanism can prematurely wear and become mis-aligned when pulled to the side during operator engagement. If the lock mechanism becomes mis-aligned during engagement, the parking brake may not engage. If the parking brake fails to engage while parking, the driver may not be able to prevent the vehicle from rolling away after exiting the vehicle, increasing the risk of a vehicle crash.

What Polaris and your dealer will do:

Polaris Industries has issued *Safety Bulletin L-13-01 / L-13-01A* to all GEM dealers, with instructions to replace the parking brake handle. Repairs will be made by any authorized GEM dealer at no cost to you. The actual repair should take under 1/2 hour to perform; however, it may take longer due to service scheduling requirements.

Polaris believes that the repair kit necessary to perform the parking brake lever repair will be available by February 4, 2013.

What you should do:

Please ensure that when parking your GEM vehicle, you pull straight up on the handle when setting the parking brake. If the parking brake engages properly, the handle will not self-release. If the parking brake releases after you attempt to set it, do not park your GEM vehicle on an incline or decline. Move your GEM vehicle to a flat surface and chock the wheels appropriately to prevent the vehicle from rolling.

Please call your authorized GEM dealer to schedule an appointment to have the bulletin repair performed. Do not attempt repairs yourself. Repairs must be done only by an authorized GEM dealer.

If you have questions or if you need more information:

While your GEM dealer is in the best position to answer your questions, if you have any questions that your dealer cannot address, if you are having difficulty obtaining the recall repair outlined in this letter, or if you need assistance finding a GEM dealer, please visit the GEM web site at www.polarisindustries.com or contact our Consumer Service Department by calling 1-888-704-5290.

This notice was mailed to you according to our most current registration information. If you no longer own your GEM vehicle, please contact your local GEM dealer to have the ownership information changed. The Polaris Consumer Service Department cannot change ownership information without identification. Federal law requires that any vehicle lessor receiving this recall notice must forward a copy of this notice to the lessee within 10 days.

If you have had this repair performed before you received this letter, you may be eligible to receive reimbursement for the cost of obtaining a pre-notification remedy of the problem associated with this recall. For more information regarding reimbursement please contact the Polaris Consumer Service Department using the contact information above.

If you believe that the GEM Division of Polaris Industries Inc. has failed to remedy this defect without charge or is unable to do so within a reasonable time, you may submit a complaint to the Administrator, National Highway Traffic Safety Administration, 1200 New Jersey Avenue SE., Washington, D.C. 20590; or call the toll-free Vehicle Safety Hotline at 1-888-327-4236 (TTY: 1-800-424-9153); or on the web go to <http://www.safercar.gov>.

Please accept our apologies for any inconvenience this may cause you. Your safety and continued satisfaction with your GEM vehicle is our primary concern. Thank you for your prompt attention to this matter.

Sincerely,

GEM Division of Polaris Industries Inc.