



IMPORTANT SAFETY RECALL

This notice applies to your vehicle, **9999999999999999**

August 29, 2014

RE: Non-Compliance Recall J041 – Incorrect Tire Placard Label

Vehicle Affected: Jaguar XKR and XKR-S

Model Year: 2013 - 2015

National Highway Traffic Safety Administration Recall Number: 14V-389

Dear Jaguar XKR / XKR-S Owner:

This notice is sent to you in accordance with the requirements of the Federal Traffic and Motor Vehicle Safety Act. Jaguar has decided that 2013-2015 model year Jaguar XK (XKR and XKR-S variant only) vehicles fail to conform to Federal Motor Vehicle Safety Standard (FMVSS) 110 - Tire Selection and Rims – Passenger Cars. Your vehicle is included in this Recall action.

What is the concern?

A non-compliance concern has been identified where a spare wheel and tire has been installed in certain XKR and XKR-S vehicles as original equipment but the tire placard label incorrectly states 'none' for the inflation pressure of the spare wheel. Vehicles where the label does not have the correct tire pressures stated will not comply with the requirements of FMVSS 110.

Where the tire placard label does not include tire pressure information regarding the spare wheel, the customer may inflate the tire to an incorrect pressure. Failure to inflate tires to the correct pressure could lead to loss of vehicle stability and increase the risk of a crash.

What will Jaguar and your Jaguar Retailer do?

Jaguar is carrying out a recall of the vehicles mentioned above. An authorized Jaguar retailer will inspect and, if necessary, replace an incorrect tire placard label with the correct tire placard label.

There will be no charge for this repair

What should you do?

Please contact your authorized Jaguar retailer at your earliest convenience to schedule an appointment to have Recall Action J041 completed on your vehicle.

How long will it take?

The work will be carried out as quickly and efficiently as possible in order to minimize inconvenience to customers and is expected to take approximately 30 minutes, although your retailer may need your vehicle for a longer time due to service scheduling requirements.

Attention Leasing Agencies: Federal regulations require that you forward this recall notification to the lessee within TEN days.

Moved or no longer own a Jaguar?

If you are no longer the owner of this vehicle, Jaguar would greatly appreciate the name and address of the new owner, using the Information Change Form enclosed.

What should you do if you have further questions?

Should you have any questions regarding this Recall Action or need assistance in locating your nearest authorized Jaguar retailer, please contact the Jaguar Customer Relationship Centre at 800-4JAGUAR (800-452-4827).

You can also contact Jaguar by e-mail: Visit the web site <http://www.jaguarusa.com> and send an email from the 'Contact Jaguar' section.

If you have the need to contact Jaguar by mail, please use the following address:

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

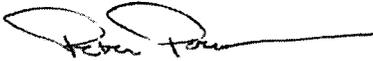
If you are having difficulty getting your vehicle repaired in a reasonable time or without charge, you may write:

Administrator, National Highway Traffic Safety Administration
1200 New Jersey Avenue,
SE Washington, D.C. 20590

Or you may call the toll-free Vehicle Safety Hotline at 888-327-4236 (TTY: 800-424-9153), or log on to <http://www.safercar.gov> to submit a complaint electronically.

We appreciate your confidence in our product and wish to do everything we can to retain that confidence. Jaguar, in cooperation with your authorized retailer, will strive to minimize any inconvenience to you caused by this campaign.

Sincerely,



Peter Pochapsky
Customer Experience Manager