

Founded in 1852  
by Sidney Davy Miller

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# MILLER CANFIELD

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April 29, 2011

**VIA EMAIL ([rmd.odi@dot.gov](mailto:rmd.odi@dot.gov)) and OVERNIGHT MAIL**

Ms. Kelly Schuler  
U.S. Department of Transportation  
National Highway Traffic Safety Administration  
Recall Management Division (NVS-215)  
Room: W48-302  
1200 New Jersey Avenue, SE  
Washington, D.C. 20590

Re: **Quarterly Status Report - NHTSA Campaign No: 10E-038**

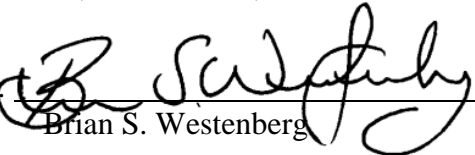
Dear Ms. Schuler:

Enclosed is the 1<sup>st</sup> Quarter 2011 Recall Campaign Status Report that is being submitted on behalf of Webasto Product North America, Inc., and the other entities noted in the enclosed report.

Thank you for your assistance with this recall campaign. As always, please do not hesitate to contact me with any questions.

Very truly yours,

MILLER, CANFIELD, PADDOCK AND STONE, P.L.C.

By:   
Brian S. Westenberg

BSW/cp

Enclosure

*1<sup>st</sup> Q 2010 Quarterly Status Report for 10E-038*

Cc:

Mike Hennessey

## EQUIPMENT SAFETY RECALL QUARTERLY REPORT INFORMATION

Required per 49 CFR Part 573.6

Report Date: **April 29, 2011**

Calendar Quarter: **1st Quarter 2011**

### **Safety Recall Quarterly Report from January 1, 2011 through March 31, 2011**

Manufacturer: **Webasto Product North America, Inc. (and on behalf of the entities noted below)**

Report Author: **Mike Hennessey** Phone: **(810) 593-5960**  
**Director of Operations**

Recall Subject: **Aftermarket Sunroof**

1. NHTSA Safety Recall Campaign Number: **10E-038 (and as noted below)**  
Also, for completeness, if your company has assigned a code number to this campaign, please provide your code: **N/A**
2. (a) The date notification to purchasers began: **10/6/10**  
(b) The date notification to purchasers was completed: **Notification continues as WPNA receives additional VIN and vehicle owner information from its Authorized Installers and processes through R.L. Polk:**  
**143,547 VINs Identified**  
**61,438 VIN Information Outstanding**  
**87,097 VIN or Owner Information Unavailable At This Time**
3. The Total Number of Items of Equipment Involved: **292,867**  
Number of Items Returned from Inventory or Remedied Prior to Sale: **392**
4. (a) Total Number Inspected & Remedied: **17,530 Remedied**  
**19,518 Remedy in Process**  
(b) Total Number Inspected & NOT REQUIRING REMEDY: **0**
5. Items Determined to be Unreachable:  
Total Number Exported: **4**  
Total Number Stolen: **0**  
Total Number Scrapped: **33**  
Total Number Unable to Notify: **87,097 VINs or Owner Information Unavailable At This Time**  
Total Number Otherwise Unreachable: **0**

Describe Other:

- **116,511 Owner Letters Mailed (1st mailing)**
- **193,668 Owner Letters Mailed (1st & 2<sup>nd</sup> mailing)**
- **1,775 VINs require further investigation to identify vehicle owners**
- **Public notification campaign activity:**
  - **35,467 Visits to WPNA’s Website (www.sunroofcheck.com);**
  - **A January press release was distributed via PRNewswire to more than 1,500 US print, online and broadcast outlets resulting in over 200 online placements;**
  - **A January matte release generated an estimated 316 news articles in 22 different states;**
  - **Launched Google AdWords campaign was launched in January that directed more than 3,381 visitors to www.sunroofcheck.com through the paid search campaign; and**
  - **Continued Daily Social Media Monitoring & Outreach (Enthusiast sites, Twitter and Facebook).**

**Additional NHTSA Safety Recall Campaign Numbers**

<b>Authorized Installer</b>	<b>NHTSA Campaign No.</b>
V.I.P. Distributing	10V-421
Auto Upgrade of New England, Inc.	10V-427
Coffman Auto Glass	10V-429
Automotive Improvements	10V-430
Auto Image – Plainwell	10V-431
Solar Vision	10V-432
Lund Cadillac Co.	10V-435
The Finish Line	10V-438
Rod's Custom Body Shop	10V-439
Terry Poe Automotive	10V-462
Stegall Auto Accessories	10V-464
Auto Outfitters	10V-473
Goldworks & Graphics Inc	10V-476
Truck & Auto Elegance	10V-477
Carolina Auto Restyling, Inc.	10V-479

Coach Automotive Restyling LLC	10V-482
Skips Sunroofs	10V-483
Southside Trim & Glass	10V-490
Blue Sky Custom Automotive Restylers LLC	10V-491
San Francisco MAZ	10V-519
Prestige Auto Specialties Inc.	10V-526
Auto Trim Design	10V-527
Auto Trim Restyling	10V-528
CC Top Shop	10V-529
Coach Automotive Accessories	10V-530
Donald's Upholstery & Sunroofs	10V-543
Auto Additions	10V-546 & 11V-242
Attention to Detail	10V-547
Auto Air	10V-549
Precision Auto Upholstery Inc.	10V-602
S & C Automotive Inc	10V-614
Auto Trim Design of Central Virginia	11V-018

***Additional 573 Submissions since Q4 2010***

Galvin Glass Co.	11V-021
AE Sunroofs	11V-024
Top Coverage Inc.	11V-028
Uni-Sun Inc.	11V-033
CC Tops/SC	11V-034
KOI / Wilcox Warehouse	11V-035
Webster's Ultimate Performance, LLC	11V-036
Auto Xtras/Ann Arbor	11V-038
Don Ritacco & Co.	11V-040
M & M Automotive Inc.	11V-041
Accessories Unlimited	11V-042
Auto Options Of Columbus	11V-043
Dealer Works Inc.	11V-044
Texas Auto Top	11V-045
Chuck's Tops & Trim	11V-046
Auto Interior Decorators Inc.	11V-047

Benefit Auto	11V-059
ATD of Siouxland #2187	11V-060
Soft N' Cushy Reupholstery	11V-061
Autohaus Automotive Inc	11V-062
Hams Upholstery & Sunroof	11V-070
Mark Faries Top & Trim	11V-071
E & G Classic	11V-072
Carolina Restyling	11V-076
Florisun Custom	11V-079
Tops Unlimited - (PA)	11V-084
Pops Top Shop	11V-092
Vogue Tyre & Rubber Company	11V-111
Sunroof & Restylers City, Inc.	11V-114
Dutton's Upholstery, Auto Truck & Van Acc's L.L.C	11V-116
Auto Accents	11V-118
Richie Auto Restyling	11V-120
ASC- West Coast/San Diego	11V-121
Rogers Stereo Inc	11V-124
The Auto Boutique, Inc.	11V-125
Integrity Custom Automotive LLC	11V-129
Blaines Auto Accessory	11V-132
Autocraft Restyling	11V-133
Karproducts, Inc	11V-154
Auto Trim Design of The Heartland #2184	11V-155
Sunroof Etc./AZ	11V-162
Sun Line Sunroofs	11V-163
Auto Trim Design of Utah #2120	11V-164
Coach Auto Restyler Inc.	11V-166
Texas Auto Trim/New World Van	11V-198
Dealer Value Services	11V-199
Automotive Elegance	11V-200