



P01-23: THATCHAM ALARM CLASSIFICATION

06/02/2023

REGION: ALL MARKETS

FOR ATTENTION: DEALER PRINCIPAL, SALES MANAGER & SALES EXECUTIVES

BULLETIN CONTACT: REGIONAL BUSINESS MANAGERS (RBMs)

EXECUTIVE SUMMARY

- Incorrect description for Alarm and Immobiliser feature
- Our customer facing literature states we have Thatcham Cat.1 certification, unfortunately this is incorrect.
- Email to customers will be sent on 7th February. Please DO NOT contact customers until this has been sent.

DETAIL

We'll come straight to it. Our website and brochure have always referenced a Thatcham Category 1 alarm and immobiliser. But this is not correct.

For context, Thatcham are a UK based research organization that are known globally for their alarm certification. In the UK, they are an industry standard point of reference.

It's a mistake on our part, and for that we're sorry. The good news is that the alarm we offer is an advanced anti-theft alarm (complete with independent power source) and immobiliser.

We will email impacted customers on the 7th February. The customers impacted are as follows:

- All UK customers (any variant)
- Any customer with a Belstaff variant
- Any customer that has specified the option with the incorrect description, feature code TTB

We have taken the decision to directly contact customers as we need to be transparent and formally communicate the correct specification of their vehicle.

CUSTOMER Q+A

Q: Why does Grenadier not have a Thatcham-rated alarm?

A: It is not mandatory to have any specific categorisation of security system. The Grenadier is equipped with an advanced manufacturer factory-fit security system. This constitutes an alarm with an independent power source and immobiliser.

Q: Why did the brochures state the Grenadier had a Thatcham Cat.1 alarm?

A: There was an unfortunate error in our brochure.

Q: Will you install a Thatcham-rated alarm system in future?

A: Model year updates give us an opportunity to review all aspects of the vehicle, and the security system may be part of that process.

Q: What alarm systems do the competition offer?

A: There are a range of solutions employed by other manufacturers.