

SRAM®

Service Location Warranty Guide

To: SRAM Service locations
Subject: MY20 Warranty Guide Rev. A
From: SRAM
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SRAM Warranty Support Mission Statement

SRAM is committed to providing world class customer service to our riders. We identify with every customer and give consistent, fair support throughout the lifespan of our products.

SRAM Service Values

- Every customer interaction is a chance to create a positive & educational experience.
- We want our customers embrace the Power of Bicycles and share their product & service experience with their friends.

SRAM Service Location Performance Targets

- 24 hour customer response to every Return Authorization request
- 48 hours in-house turnaround for each repair
- 97% On Time Delivery for advanced replacement orders
- Effective communication of quality concerns to SRAM Warranty Coordinators
- Repair of a product to factory specification per the service manual
- Phone Hold Time < 20 seconds
- Handled Calls > 98%

We execute continual learning, share our product knowledge and inspire our customers to better understand and service product. We listen before we speak, diagnose then solve the problem accurately and leave the customer more excited than when they started the interaction.

Warranty Policy

SRAM warranty policy: *"SRAM warrants its products to be free from defects in materials or workmanship for a period of two years after original purchase. This warranty only applies to the original owner and is not transferable. Claims under this warranty must be made through the retailer where the bicycle or the SRAM component was purchased. Original proof of purchase is required."*

Always refer to the latest published policy at: <http://www.sram.com/service>.

Some important details published in our warranty policy:

- Wear and tear parts are not covered
- Crash, impact, abuse, modification and incompatibility are not covered
- Products with altered serial numbers are not covered
- Crash Replacement Process is unique to each market

Proof of Purchase

The end customer is required to provide proof of purchase for all warranty claims in the form of a recognized dealer invoice. Invoices from second hand auction sites or similar are not considered to be a valid proof of original purchase.

- If proof of purchase is unavailable, warranty can be validated by product age based on serial number
- Original owner only—warranty is not transferrable unless local law provides for transfer

SRAM Service locations will service SRAM product to the best of their ability regardless of origin or point of purchase. However, certain markets legally require that the point of purchase chain be followed. If it is a legitimate warranty claim in market, it is supported by both SRAM and the local service location.



Many SRAM products require interval service in advance of the expiration of the warranty period. Users must follow the defined service intervals to guarantee warranty support. Service charts for each product are published online at www.sram.com/service.

Service requirements:

- Service performed by a qualified SRAM Service Center
- or
- Other proof of service history – Dealer or Consumer performed service are all suitable if performed to specifications in technical manuals found at the SRAM Service Pages.

Goodwill

SRAM Service locations are authorized to extend reasonable goodwill support. Some examples of goodwill reasons are:

- Education of retailer
- Brand building situations
- Compensation in unusual circumstances

Communication

It is expected SRAM Service location communicate any new concerns or a local increase in warranty activity to their SRAM Warranty Coordinator via e-mail or phone. Communication allows SRAM to assist in solving new concerns or specific needs quickly; when discussing a new issue it is expected to be as detailed as possible at the initial communication. Your SRAM Warranty Coordinator should be the primary contact point between the service location workshop manager and SRAM; this will speed response.

For large scale concerns SRAM may issue a Service Information Bulletin (SIB) providing specific instructions and market facing communication. These also serve as notifications for specific additional stock needs or adjustments. SIBs are intended for service department use and should not be forwarded outside of your organization unless directed.

Inventory

SRAM Service locations must forecast and inventory spare parts and finished goods to support warranty & service requirements in their market. Specific assistance can be requested from a SRAM Aftermarket Account Manager or SRAM Warranty Coordinator however each service location is ultimately responsible for forecasting and appropriate spares inventory.

- The forecast will be market specific due to the nature of OEM bike distribution
- SRAM Regional Warranty Coordinators will help answer forecasting questions as part of a cadenced S&OP process

Quality Data and Return of Warranty Samples

Collection of data during the warranty process is critical to our quality system. The Distributor Claim Manual following this overview defines the requirement to validate each claim.

- Generic Part Number – This allows SRAM to analyze warranty information for broader trends; accuracy in entering this number is a key requirement.
- Symptoms should be entered as reported by the dealer/consumer and not based on technician judgement or an attempted failure analysis.
- Product which has been replaced under warranty must be available on SRAM's request for 30 days after submitting the claim number to your regional SRAM Warranty Coordinator. After this time product should be scrapped in a manner which would prevent it from re entering the market. Recycling of base material should occur if possible.

Repair vs. Replace Process

It is expected service locations repair product rather than replace based on SRAM support guidelines by maintaining a functional workshop and appropriate stock of spare parts. Guidelines for repair are communicated via the service manual/guides found at the SRAM Service pages (www.sram.com/service), Service Information Bulletins and training provided by SRAM.

Key Data Points for Repair vs. Replace are provided by the dealer on submission of claim:

- Product information (Serial Number, Model)
- Symptom information
- Pictures of failure if applicable
- Rider details if applicable
- Riding conditions and time in use if applicable

Should there be specific questions these should be directed to your SRAM Warranty Coordinator with the above information.

OEM Custom Product

SRAM produces custom products for OEMs; these can vary from standard products in cosmetic changes or be co-developed products. Selected custom items are available on the AM price list such as rear shocks; these should be stocked appropriately based on OEM brand size in distribution markets.

Products which are cosmetically different but the functional equal of standard product should be repaired or replaced with the equal AM item as required; paired items such as shifters or brake levers should be replaced as a matching set as required. Product with a technical difference in fitting or a specific performance requirement such as certain rear shocks which is not available on AM price list can be requested from DSD stock. Please contact your regional warranty coordinator for availability of these items or to clarify a specific handling agreement with the involved OEM.

Legal Claims and Product Safety Concerns

If a SRAM Distributor is presented with a legal liability claim due to a failed product you should contact your regional SRAM Warranty Coordinator with as many details as possible before any action to the dealer or consumer. Your regional SRAM Warranty Coordinator will consult with the SRAM legal department on handling the claim. Agreements entered into by SRAM Service Locations without the consent of SRAM will remain the responsibility of the service location making the agreement and cannot be passed to SRAM.

Counterfeit Product

If a product returned to a service location is believed to be counterfeit then your regional SRAM Warranty Coordinator should be contacted with the below details prior to any action.

- Brand and model of counterfeit product – e.g. Zipp 404 wheel, Truvativ aluminum stem
- Multiple clear, close up photographs of counterfeit product
- Place of purchase – e.g. online or brick and mortar retailer, Amazon, DHGate.com, etc.
- Retailer name/handle if purchased from third party, auction or classified site – e.g. Craig's List, Pinkbike, Amazon, eBay etc.

Your regional SRAM Warranty Coordinator will confirm the item to be either genuine or counterfeit and advise on next steps. SRAM is under no obligation to replace counterfeit product with genuine product. Distributors should NOT replace the counterfeit product with genuine SRAM product unless directed to do so by their coordinator.

The counterfeit product can be returned to the customer if they request it. SRAM can cover the return shipping costs as a gesture of support for the authorized retailer affected by the counterfeit product. The distributor service representative should also express their understanding to the consumer over the counterfeit purchase and encourage them to purchase through only authorized retailers in the future.



Submitting a claim

Claims are processed monthly and are to be confirmed by the 15th of each month for processing. When a claim is ready to be processed change the status to 'Submitted' and save your claim. Claims will be reviewed by the end of each month.

When the claim is approved a credit note confirmation with the final value will be forwarded by your SRAM Customer Service Representative. Credit notes will be issued on approval of the claims-withdrawal of claim amounts from invoices is not allowed. Questions on release of credits should be directed to your SRAM Customer Service Representative.

Labor Rates and Claims

Distributor service center labor rates are based on 10 minute units per repair, these are entered during the claim process. 1 unit equals 10 minutes of time. Items which are replaced complete with finished goods are allowed a maximum of 2 units of labor.

SRAM may communicate specific labor rates to be used based on a model code and symptom.

SRAM does not offer labor compensation to dealers for warranty claims; dealers requesting labor compensation for products supplied on OE bicycles should be directed to the involved OE brand. For aftermarket product labor compensation is not supplied by SRAM; any labor compensation amounts are the responsibility of the distributor and may not be claimed to SRAM. Compensation requests by an OE brand distributor should be directed back to the OE; OE brands would discuss any claims directly with their SRAM representative.

Free of Charge Repair Product

In certain cases SRAM will provide free of charge product or spare parts to Distributors as support is required. For repairs using these parts please enter the item code and serial number/date code of the product involved along with the labor rate used. Product supplied free of charge cannot be claimed.

Freight Allowance

A freight credit is calculated as a percentage of parts used based on item origination by the following values:

- Product from Germany: 6%
- Product from Taiwan: 15%
- Product from Portugal: 6%
- Product from Indianapolis: 12%

No additional freight allowances are provided without prior agreement. Claims for additional freight without prior approval will be returned and will result in delays in processing. Freight amounts are calculated during the review process of each claim and will not appear on the entry screen.

OEM Build Support

Should an OEM in your market contact you regarding build support due to a quality concern please direct the OEM to their SRAM Account or Customer Service Representative. SRAM service locations handle dealer based concerns; SRAM has a specific process for supporting OEM factory assembly.