Recalls and Outreach to Tribal Nations

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AGENDA

1. Recalls Overview
2. Tribal Nations Outreach
3. Challenges and Solutions
4. Next Steps
Recalls Overview
Recalls Overview

Overall Recalls and Air Bags

• In 2019 alone – almost 900 recalls affecting over 38 million vehicles
• 75% are Repaired
• Air Bags Recall – Largest in U.S. History
  • 16 U.S. Deaths and Hundreds of Injuries
  • 19 Auto Manufacturers and Tens of Millions of Vehicles
• Less than 70% completion rate
NHTSA Outreach

- Vehicle Safety Recalls Week
- NHTSA Recalls Campaign
- NHTSA Air Bags Campaign
Additional Outreach

**States**

- Iowa Pilot Program with Governor’s Traffic Safety Bureau (GTSB) – focus on Data Collection
- DMV Car Manufacturer Letters
- Registration Notifications
- Events (e.g. Religious Organizations, Local Community Outreach)
Tribal Nations Recall Air Bag Outreach
Tribal Nations Outreach

Working with Auto Manufacturers

• Identified over 250,000 Unrepaired Vehicles on Tribal Nations
• 2018 – worked with Bureau of Indian Affairs and Indian Health Service and sent a letter to 600 tribal nations contacts (only received 4 responses)
• Letter Message Points included:
  • Repairs are FREE
  • FREE alternate transportation available
  • Urgent Air Bag Recall
Tribal Nations Outreach

Working with Auto Manufacturers

- Ford Do Not Drive Rangers
  - Oklahoma State Safety Office outreach to 28 owners (2 repaired within 2 weeks)
- Mazda B-Series Outreach Planned
Tribal Nations Outreach

**NHTSA Initiatives**

- Facilitate discussions with BIA and IHS
- Attend and Present at Conferences
  - National Tribal Symposium to Advance Transportation
  - Tribal Motor Vehicle Safety Summit
  - National Transportation in Indian Country Conference
Challenges and Solutions
Challenges in Reaching Vehicle Owners

Challenges

• Inconvenience – time, need vehicle
• Trust – dealer upsell
• Distance – no dealer close by
• Mail clutter
Solutions in Reaching Vehicle Owners

Initiatives and Programs

- Messaging
- Free transportation and towing
- Mobile repair
- Events
- Pow-Wows
Next Steps
Upcoming Strategies and Tactics

Strategy

- NHTSA Tribal Working Group
- Focus on Community
Upcoming Strategies and Tactics

**Tactics**

- Continue and expand all ongoing Programs and Initiatives
- Conferences
  - Add National Center for American Indian Development
- Local events
- Local newsletters and flyers
How You Can Help

Outreach and Support

• Social Media Engagement
• NHTSA.gov/Recalls – VIN Look-Up Tool (2X/Year)
• Resources at www.trafficsafetymarketing.gov
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