



NHTSA

NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION

Recalls and Outreach to Target Audiences

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April 28, 2021



AGENDA

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**Recalls
Overview**

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**Tribal Nations
Outreach**

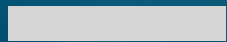
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**Challenges
and Solutions**

4

Next Steps

Recalls Overview



Recalls Overview

Overall Recalls and Air Bags

- In 2020 alone – almost 900 recalls affecting over 55 million vehicles and other automotive equipment
- Approximately 25% are unrepaired
- Takata air bag recall – Largest in U.S. history
 - 18 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 Bag Campaign



Additional Outreach

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States

- Iowa pilot program with Governor's Traffic Safety Bureau (GTSB) – focus on data collection
- DMV car manufacturer letters
- Virginia EZ Pass
- Registration notifications
- Events, e.g. VIN checks

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 Rangers: Do Not Drive
 - Oklahoma State Safety Office outreach to 28 owners
(2 repaired within 2 weeks)
- Mazda B-Series outreach planned
- Most auto manufacturers plan on reaching out to Tribal communities

Tribal Nations Outreach

NHTSA Initiatives

- Facilitate discussions with BIA and HIS
- 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
- Input from Tribal community
- Focus on Community
 - Local media outlets
 - Local events like VIN checks

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
- Tools on Traffic Safety Marketing site
(trafficsafetymarketing.gov)

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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