Recalls and Outreach to Target Audiences

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Recalls Overview
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**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

**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