

Fact Sheet: NHTSA Actions to Accelerate Takata Remedy

May 2015 Takata Consent Order: NHTSA required Takata to propose a customer outreach plan that assists the original equipment manufacturers (OEMs) in maximizing recall recompletion rates. The agency pushed Takata to come up with innovative means to bring consumer attention to the safety risks posed by the recalled Takata inflators.

Coordinated Remedy Order: NHTSA ordered vehicle manufacturers to accelerate their remedy of defective Takata air bags. NHTSA required the companies to submit recall engagement plans that include innovative methodologies and techniques for maximizing recall completion rates. The agency also appointed a Monitor to develop and implement additional recommendations aimed at enhancing completion rates. In consultation with NHTSA, the Monitor has made numerous recommendations to automakers.

Proactive Safety Principles: NHTSA finalized a historic agreement with 18 automakers to help catch safety defects before they transform into massive recalls, including improving the quality of data. NHTSA has also participated in industry-led forums aimed at sharing best practices to improve recall completion rates.

Safe Cars Save Lives Recall Campaign: NHTSA launched a new public awareness campaign that urges consumers to check for open recalls at least twice a year and to get their vehicles fixed as soon as parts are available. Last year, there were close to 900 recalls affecting 51 million vehicles nationwide. Every year, on average, 25 percent of recalled vehicles are left unrepaired.

Safe Cars Save Lives Bus Tour: NHTSA conducted a five-state, ten-city bus tour—through the highest risk areas for Takata air bag ruptures—to find vehicle owners with open recalls and raise awareness of the SaferCar.gov VIN lookup tool.

Direct Consumer Outreach: In cooperation with the Independent Monitor of Takata and the Coordinated Remedy Program, NHTSA has engaged in direct consumer outreach and coalition building in key high-risk areas.

New Ways to Notify Consumers of Recalls: NHTSA issued an Advance Notice of Proposed Rulemaking to identify additional ways to notify vehicle owners, purchasers and dealers of safety-related defects and noncompliance issues. NHTSA's vision is to achieve a 100 percent completion rate for every single recall by improving communication at every level and every step of the way. NHTSA also issued a Notice of Proposed Rulemaking to require automakers to use electronic forms of communication to notify vehicle owners about recall campaigns, in addition to mailed notices.

Record Civil Penalties: In 2014 and 2015, NHTSA issued a record number of civil penalties, including the largest in history against Takata.

Takata Recall Spotlight Website: NHTSA created a designated website for recalls that provides consumers with information and new developments regarding the Takata air bag

recalls. The site includes FAQs, repair completion rates, and tools consumers can use to find out if their vehicle is under recall.

Takata Public Information Meeting: NHTSA held a public meeting to explain to the public in clear, non-technical terms the issues involving defective Takata air bag inflators.

Retooling Recalls: NHTSA hosted a day-long workshop that brought together leading transportation officials, automotive industry representatives, safety advocates, and researchers to examine how to increase unacceptably low recall completion rates.

Fiat Chrysler Consent Order: Among other performance obligations, NHTSA required Fiat Chrysler to develop and scientifically test a program designed to increase the effectiveness of recall notifications; conduct a comprehensive study on consumer participation in recall and consumer satisfaction campaigns; and develop and implement a program designed to increase customer participation in recalls.

BMW Consent Order: NHTSA required that BMW develop and implement a program to train dealers on the importance of complying with the prohibition of selling unremedied, recalled vehicles, and a program to use information technology to improve dealers' access to information necessary to maximize completion of open recalls on vehicles in the dealers' inventories.

State Pilot Test of Recall Notifications: NHTSA will implement a two-year pilot program to evaluate the feasibility and effectiveness of a State process for informing consumers of open recalls at the time of motor vehicle registration in the State. Up to six States will be able to participate in the pilot program. The Department proposed the pilot in its GROW AMERICA surface transportation reauthorization proposal, and Congress included it in the Fixing America's Surface Transportation (FAST) Act.

Recommendations on Outreach Strategies for Manufacturers: NHTSA has provided recommendations on improving recall completion rates to vehicle manufacturers affected by the Takata recalls. Generally, those recommendations included:

- Adopting alternative communication methods to reach and motivate vehicle owners to repair affected vehicles (particularly focusing on utilizing new and emerging technologies);
- Enhancing dealer programs and incentives to increase remedy completion rates and improve the remedy process for consumers;
- Engaging potential partners in the private sector to identify vehicles that need to be remedied; and
- Recovering parts from salvage vehicles to ensure that they are not reused in other vehicles as a "repair" part.