

Retooling Recalls: Getting to 100% Completion

Improving Completion Rates

Breakout Session Notes

April 28, 2015

Objective(s): Share best practice and discuss innovative ways to improve recall completion rates.

Background: Different manufacturers are doing different things to try to improve recall completion rates. Earlier presentations and panel discussions were intended to provide information to all about possible ways to improve. This breakout was designed to include varying stakeholders to provide a fresh perspective.

Challenges:

- Getting owner information for older vehicles
- Tire recalls – new solutions are needed; need information on recalled tires
- Need ways to link VINs and TINs
- Raise awareness on:
 - Notification(individual and recycling yards)
 - Responding
 - Repairing
- NHTSA Funding
- Need to understand behavior regarding timing of the notice and parts availability
- How to motivate people to get vehicle recalled
- Ways to overcome consumer apathy/How to get work done around low motivation of consumers
- Lack of linkage between VIN and registration at the State level
- How to notify parts owners (used, salvage, etc.)
- How to better address remedy rates of recalled vehicles at professional automotive recycling facilities
- More easily accessible state registration data
- Why isn't recall info part of vehicle registration?
- Do early letters help or harm ultimate completion rates when parts are as yet unavailable?
- Data challenges with older model vehicles relevant to recall performance – direct vehicle notification (future)
- How independent garages can perform recall work

Possible Solutions:

- Link VINs and TINs
- Get registration of TINs at tire point of sale – could get to 100% notification and recall
- Develop a central location to pull title-holder information
- Require rental agencies and sellers to repair before sale or rental
- Encourage finance companies and registrars to use the VIN lookup – potential secondary notification source
- Service required messages from the car to the driver (make annoying to motivate owner to repair)
- Require dealers to capture email before completing the sale – and use email as secondary notification
- Realize it goes beyond the vehicle to the component parts
- Develop new ways to help consumers
- Collaborate on a common solution
- Work with insurance companies to link VIN, ownership data; encourage higher rates for unremedied vehicles
- Mandatory remedy to register – including potential Federal legislation requiring completion of remedy prior to getting full vehicle registration
- Develop creative incentives to bring people in for recall remedy
- Link recall information to inspection
- Allow different or variable timing for consumer notification with regard to parts availability
- Calculate completion rates based on units in operation
- Equipment, tires, and child safety seats need lookup tools as well
- Need performance metrics for the Office of Defects Investigation to trigger remediation
- Need comprehensive VIN lookup at all points of contact
 - Insurance
 - NMVITIS
 - Registration
- Reach out to insurance companies regarding data and request that they share that information with OEMs so that they can reach the owners of vehicles under recall.
- Use new ways to reach customers (social media, google ads, etc.) with targeted consumer information

- Mandate loaner cars for repair or parts delays of one month or greater – it is an incentive for OEMs to boost production of parts
- Modernize FMVSS 577 to enable better communication with consumers. Also clarify what is allowed.
- Assign risk severity for notices (e.g., if it is a label, it is not a rush, but if it is an airbag, it is the highest priority)
- Modernize collection of contact information for consumers – bring in cell numbers, email addresses, etc.
- NHTSA could support smaller OEMs in accessing state registration data
- The VIN lookup tool could auto-notify holders if previously-searched VINs get new recalls
- Access to BULK DATA – getting recall information on multiple VINs in one search is important for the resale market, rental companies, recyclers, and more. It is a burden to them to type in VINs individually on large numbers of vehicles every day/week.
- Creative inexpensive ways to improve completion rates in lower volume vehicles
- Technological solutions to improve recall rates – alerts to consumers, dashboard lights
- How incentives can affect completion rates on older models
- Insurance renewal process – can we use it to influence recall completion?

Resonating Concepts: These concepts came up repeatedly in conversation:

- Open recalls should prevent mv registration or insurance renewal
- Allow more creativity – open up FMVSS 577 to make different approaches possible
- Link emails to VINs
- Add equipment, tire, child safety seats to lookups
- Link VINs to TINs
- REQUIRE remedy before sale or rental
- MANDATORY remedy to Register – make it a federal requirement, link to inspection
- LINK all – registrars, insurance to VIN lookup

Actions: These are actions that participants indicated that they planned to do to improve recall completion

- Talk to Congress to lead bipartisan consensus – give NHTSA more authority and funding
- Take the results of the meeting and discuss internally
- Follow up on contacts made in the meeting
- Send out supplemental notifications to customers
- Follow up with NHTSA to make the VIN Lookup Tool automated and searchable
- Educate the leadership of the company regarding the importance of the issue
- Advise clients to do more