

Media Request(s): NHTSA's response to criticism
Topic: Takata Recall/Consumer Outreach Efforts/NHTSA Actions
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Attributable to the National Highway Traffic Safety Administration:

The U.S. Department of Transportation's National Highway Traffic Safety Administration has no higher commitment than the safety of the American public. NHTSA continues to take proactive action to protect consumers and ensure consumers are notified and kept informed should any part of their vehicle be under recall for posing a safety risk. There is no safety benefit if recalled vehicles are not brought in for repair when it's time to get the free fix.

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.

NHTSA has taken unprecedented steps to get high-risk air bags fixed as quickly as possible under a coordinated remedy program to schedule consumer repairs. The Monitor has piloted canvassing programs in the past and is currently assisting Takata in community efforts in Florida, Texas and California to get these recalled vehicles repaired immediately. [Click here](#) to view a list of NHTA actions to accelerate the Takata recall.

In addition, NHTSA has ordered Takata and automakers that use desiccated inflators to research their safety. Absent proof that the other desiccated inflators are safe, they will also be subject to recall. Takata is required to prove their safety by the end of 2019. The recall of 2.7 million desiccated inflators on July 12, 2017 is the result of this robust and proactive testing. These inflators will be added to the coordinated remedy program and will be replaced before they become dangerous. Because of the proactive nature of these recalls, there are currently no reports of injuries or fatalities resulting from a rupture of these inflators.

NHTSA continues to investigate the safety of Takata's desiccated PSAN inflators, including: (1) receiving regular updates from the research companies conducting the testing and analysis of the desiccated inflators; (2) ensuring that vehicle manufacturers have surveillance plans to test parts returned from vehicles on the road; and (3) monitoring all reports of inflator rupture known to any vehicle manufacturer or inflator supplier.

To assist consumers, NHTSA developed a [comprehensive website](#) to provide information on one of the largest recalls in U.S. history and answer the most commonly asked questions. By visiting [nhtsa.gov](#) consumers can quickly check their cars for recalls using a free online search tool at [nhtsa.gov/recalls](#).

NHTSA provides a large amount of information on its website to assist consumers in understanding the Takata recalls, including information on specific vehicles affected (by make, model, and model year), a timeline of actions taken by NHTSA, and information on recall completion rates.

NHTSA made publicly available the testing that supported its [root cause analysis](#) on September 23, 2016. NHTSA also issued [an advisory](#) when it learned of testing that demonstrated a subset of inflators with a substantially higher risk.

NHTSA has engaged in additional consumer awareness efforts and directed enhanced consumer communications by Takata and the affected vehicle manufacturers. To educate the public, [NHTSA conducted a bus tour](#) through several southern states to highlight the Takata recalls and conduct Vehicle Identification Number checks that educated vehicle owners to open recalls. As part of its obligations under the NHTSA Consent Order, Takata has developed a communications program, including the informational website [airbagrecalls.com](#) and “Airbag Recall” mobile applications available through the Apple Store and Google Play.

Further, NHTSA has directed the vehicle manufacturers to use creative outreach through non-traditional venues including at sporting events, through large employers, and developing mobile repair programs. NHTSA has called on the affected vehicle manufacturers to conduct coordinated advertising similar to the joint campaign in the 1990s to put child car seats in the back seat of vehicles aware from front seat air bags. Also under NHTSA’s direction, the Independent Monitor has provided [coordinated communications recommendations](#) to the affected vehicle manufacturers and works with them to incorporate the recommendations into their individual consumer communications.

In its oversight of the Takata air bag inflator recalls, NHTSA communicates regularly with the affected vehicle manufacturers and has utilized an Independent Monitor to assist in this work. Some tools utilized in this effort include regular recurring telephone calls and recurring in-person meetings, and the issuance of Independent Monitor recommendations on issues like coordinated messaging to reduce consumer confusion and opportunities to enhance dealer networks to speed repairs. NHTSA has also required the vehicle manufacturers to provide enhanced regular updates on the pace of repairs, as well as the availability of repair parts, and initiatives being considered and implemented to improve recall completion rates.

When test data results show that an inflator is unsafe, or is exhibiting degradation that will render it unsafe for consumers, that information will be made public and a recall initiated. This is the proactive process that led to the most recent recall expansion of 2.7 million additional inflators.

NHTSA will continue to provide updates on this latest expansion as new information becomes available.