

TK Holdings Inc.

“Get the Word Out” Campaign

July 17, 2015



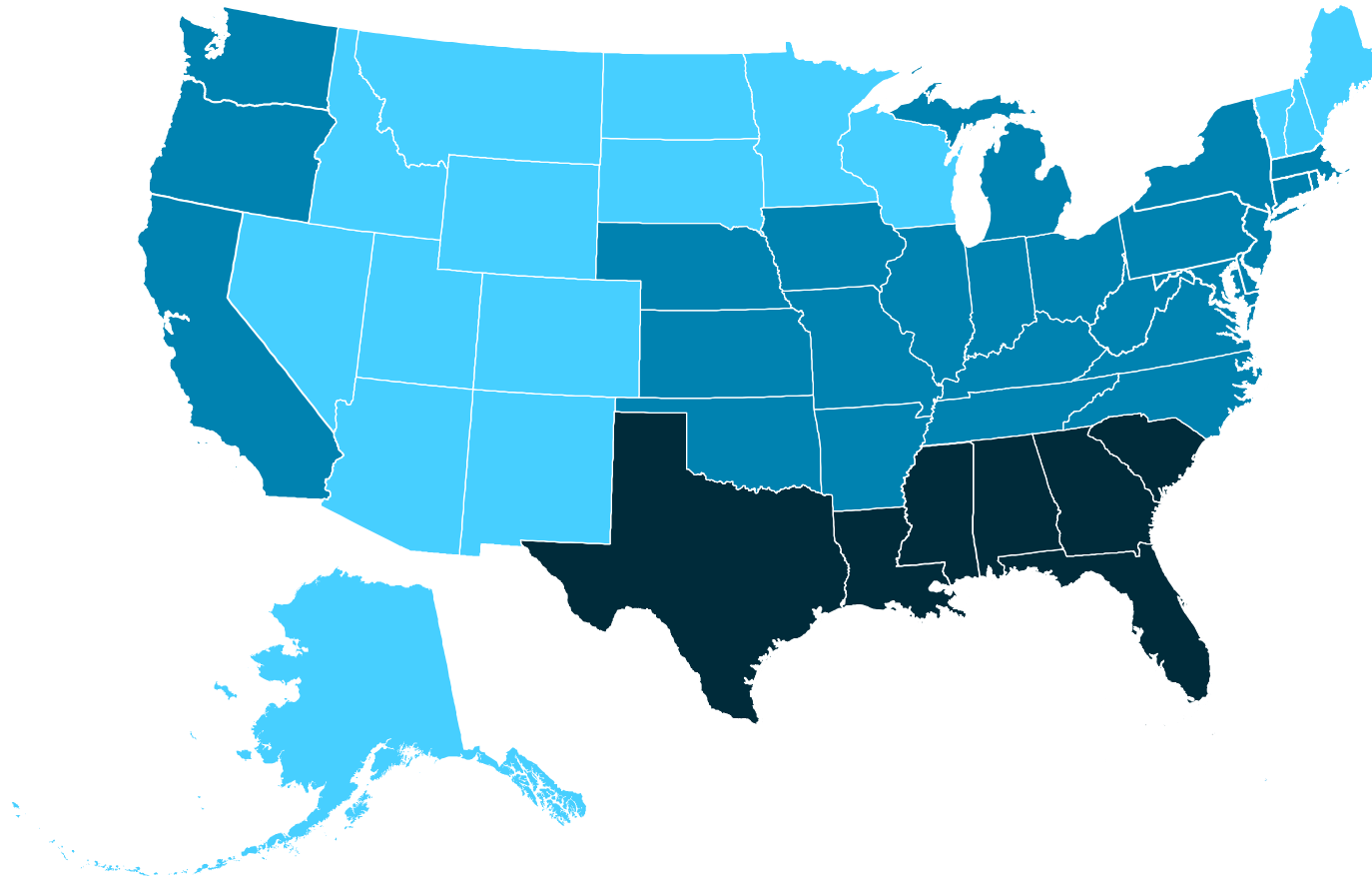
Overview

- This presentation details a phased, scalable and measurable digital advertising campaign by TK Holdings Inc. (“Takata”) designed to maximize airbag recall completion rates.
- Takata has had multiple discussions with OEM representatives on ideas to increase airbag recall completion rates and this campaign is designed to augment and support their efforts.
- Campaign will:
 1. Further raise awareness of the recalls and keep the issue “top of mind” among drivers as media coverage decreases;
 2. Enable vehicle owners to quickly determine if they are affected and, if so, how they can get their airbag inflators replaced; and
 3. Help raise completion rates through a comprehensive outreach plan that addresses all affected vehicle manufacturers.
- Advertisements will drive consumers to a central website where they can click through to individual OEM recall pages or NHTSA’s safecar.gov VIN number lookup page.
 - » Results from the initial 30-day test phase will be used to inform and perfect the campaign.
 - » Different banner, search engine and mobile ads will be tested.
 - » Ads and central website will be in English and Spanish.
 - » Strong focus on delivering measurable results.
- The campaign will be supported by an aggressive public relations “earned media” and social media campaign that will help further drive awareness.
- We are seeking to obtain NHTSA’s support for the plan.
 - » We would like NHTSA’s approval for use of its logo on ads, which will add credibility to the campaign and increase participation.
 - » Coordination with NHTSA and OEMs will be needed to ensure the availability of replacement kits in regions where digital advertising is being targeted at any given time.
- Separately, as discussed with NHTSA, Takata is coordinating with Insurance Institute for Highway Safety on a potential direct mailing to affected vehicle owners. This additional initiative is described on Slide 23.

Digital Campaign Strategy

- Launch “zip code targeted” advertising campaign across multiple digital channels simultaneously in order to generate maximum exposure among impacted drivers across targeted regions.
 - » Phase 1 will target the highest risk geographic regions (11 states/territories).
 - » Phase 2 of the plan will scale-up the campaign, consistent with Takata’s DIR reports, and expand the advertisements to additional states in the U.S.
 - » Phase 3 of the plan will include broader advertising on a national level, additional social media outreach and other communication efforts.
- Takata will leverage opportunities to amplify the message through earned media to further increase awareness and recall efficacy.
 - » Takata will drive coverage of the campaign through media outreach.
 - » Company is discussing potential mailings with OEMs to further increase awareness of campaign and the recall.
- Broad platform of digital channels will be used, e.g.:
 - » **Google/Bing/Yahoo!:** text ads will appear for certain key search words (“recall”, “Takata airbag”, etc.) and unrelated searches.
 - » **Online Publications:** regional publications in impacted areas will include display ads.
 - » **Facebook/Social Media:** targeted ads to users most likely affected by recall.
- Ads will direct people to centralized recall-website (www.airbagrecall.com), and will include:
 - » Links to OEM-specific websites where they can easily find information on their particular vehicle.
 - » Link to NHTSA’s safercar.gov website and relevant NHTSA information.
 - » A FAQ on the recall and important driver information.
 - » The Takata logo clearly displayed on the each page, which was discussed with OEMs.
- Centralized website and ads will be in English and Spanish in order to maximize reach.

Phased Ad Rollout



Phase 1

Phase 2

Phase 3

PHASE 1 STATES:
Florida, Puerto Rico, U.S. Virgin Islands, Hawaii, the Outlying U.S. Territories, Texas, Louisiana, Georgia, South Carolina, Alabama and Mississippi

PHASE 2 STATES:
California, Oklahoma, North Carolina, Virginia, Arkansas, Kentucky, Tennessee, Illinois, Delaware, Maryland, Missouri, Ohio, Indiana, New Jersey, West Virginia, Washington D.C., Kansas, Pennsylvania, Washington, Massachusetts, Connecticut, Michigan, New York, Rhode Island, Oregon, Iowa, and Nebraska

PHASE 3:
National



Outlying U.S. Territories



Hawaii














U.S. Virgin Islands



Puerto Rico

Digital Campaign Implementation

The digital advertising campaign will be simultaneously deployed to reach vehicle owners across a variety of news outlets and other websites in and around the target regions.

Search engine marketing	Social media marketing	News + Display	Mobile	Content Integration
				
				
				
				

Digital Ad Content and Creative – Version 1 (with NHTSA Logo)



Urgent Airbag Recall Notice

Ad www.airbagrecall.com

Click here to determine if your airbag inflator needs to be replaced.

Digital Ad Content and Creative – Version 1 Mockups

Miami Herald

business | Miami Herald

URGENT AIRBAG RECALL NOTICE DOES YOUR AIRBAG INFLATOR NEED TO BE REPLACED? >>>

SBA's free, intensive Emerging Leaders program opens for applications

Owners of existing small businesses poised to grow are encouraged to apply for the free program.

Stop using our phrase, Florida's little known insurance exchange says

Florida Health Choices, the state's little-known insurance exchange, has asked groups to stop using its trademarked phrase – "The Health Insurance Marketplace" – to promote the federally-run health care.gov.

URGENT AIRBAG RECALL NOTICE

Does your airbag inflator need to be replaced? >>>

New stores blend culture, commerce in

Miami foreclosure rate

Google

Google autos

Web News Shopping Images Maps More Search tools

About 467,000,000 results (0.41 seconds)

Urgent Airbag Recall Notice
www.airbagrecall.com
Click here to determine if your airbag inflator needs to be replaced.

Autos Venta - Toyota.com
www.toyota.com/Espanol
Compra amplia gama de nuevos carros Toyota. (Visita un dealer)
Ratings Value 10/10 - Comfort 9/10 - Overall 10/10 - Maintenance cost 10/10
SUVs Toyota - Todos Los Vehiculos - Hibridos Toyota - Accesorios Toyota

Search New & Used Autos - Find Cars For Sale In Your Area
www.autotrader.com
Compare Millions of Listings Now!
Accredited A+ Rating - Better Business Bureau
1,000s of New & Used Cars - Compare Makes & Models - Used Car Research

Autos at CarMax
www.carmax.com
3.8 ★★★★★ - Rating for carmax.com
CarMax is a Great Place To Start.
Search For Your Next Used Car Here.

Auto Buying Guide
www.edmunds.com

Facebook

5 things we learned about digital's effect on TV advertisers

Television still sucks up more media spend than any other medium, but digital media has foisted change on the industry.

Like Comment Share

Write a comment...

Handy Sponsored

Tired of cleaning? Book a professional home cleaning today for only \$19! Book here -> http://bit.ly/1ICxmiJ

Only \$19

Instantly Book a Cleaning Online
Get your home cleaned for just \$19 - our best deal ever!

WWW.HANDY.COM | BY HANDY

Like Comment Share

URGENT AIRBAG RECALL NOTICE

Urgent Airbag Recall Notice
www.airbagrecall.com
Click here to determine if your airbag inflator needs to be replaced

Facebook

Search for people, places and things

URGENT AIRBAG RECALL NOTICE

Like Comment 7 minutes ago via mobile

Airbag Recall Suggested Post

Determine if your airbag needs to be replaced

URGENT AIRBAG RECALL NOTICE

Urgent Airbag Recall Notice
www.airbagrecall.com

Like Comment Share 1 Sponsored

99¢ for 4 Weeks
nytimes.com
Pay just 99¢ for a Times subscription and enjoy unlimited access to our site and apps.

Bird Food Supplies
Reza test

Attend
breedincup.com
Breeders' Cup Nov 1 and 2. Enjoy food, fashion and the world's finest horses.

Earn Your Master's Degree
tc.columbia.edu
Learn more about Teachers College Columbia University - a Graduate School of Education.

Jemimah Espinoza Jones likes this.

Facebook © 2013
English (US) Privacy Terms Cookies More

ICON Union 加州華裔學生聯盟會
「iPad mini with Retina display」已發布! 踴躍註冊非蘋果迷發表一下意見 lol

Digital Ad Content and Creative – Version 2

**URGENT AIRBAG
RECALL NOTICE**

DOES YOUR AIRBAG INFLATOR NEED TO BE REPLACED? >>>

**URGENT
AIRBAG
RECALL
NOTICE**

**DOES YOUR AIRBAG
INFLATOR NEED TO
BE REPLACED? >>>**



Airbag Recall · Suggested Post

Like Page

Determine if your airbag inflator needs to be replaced



Urgent Airbag Recall Notice

www.airbagrecall.com

Like · Comment · Share · 1 · Sponsored

Urgent Airbag Recall Notice

Ad www.airbagrecall.com

Click here to determine if your airbag inflator needs to be replaced.

Digital Ad Content and Creative – Version 2 Mockups

Miami Herald

business | Miami Herald

URGENT AIRBAG RECALL NOTICE DOES YOUR AIRBAG INFLATOR NEED TO BE REPLACED? **NEW**

SBA's free, intensive Emerging Leaders program opens for applications

Owners of existing small businesses poised to grow are encouraged to apply for the free program.

URGENT AIRBAG RECALL NOTICE DOES YOUR AIRBAG INFLATOR NEED TO BE REPLACED? **NEW**

Stop using our phrase, Florida's little known insurance exchange says

Florida Health Choices, the state's little-known insurance exchange, has asked groups to stop using its trademarked phrase – "The Health Insurance Marketplace" – to promote the federally run healthcare.gov.

New stores blend culture, commerce in

Miami foreclosure rate

Google

Google autos

Web News Shopping Images Maps More Search tools

About 467,000,000 results (0.41 seconds)

Urgent Airbag Recall Notice
www.airbagrecall.com
Click here to determine if your airbag inflator needs to be replaced.

Autos Venta - Toyota.com
www.toyota.com/Espanol
Compra amplia gama de nuevos carros Toyota. (Visita un dealer)
Ratings Value 10/10 - Comfort 9/10 - Overall 10/10 - Maintenance cost 10/10
SUVs Toyota - Todos Los Vehiculos - Hibridos Toyota - Accesorios Toyota

Search New & Used Autos - Find Cars For Sale In Your Area
www.autotrader.com
Compare Millions of Listings Now!
Accredited A+ Rating - Better Business Bureau
1,000s of New & Used Cars - Compare Makes & Models - Used Car Research

Autos at CarMax
www.carmax.com
3.8 ★★★★★ Rating for carmax.com
CarMax is a Great Place To Start.
Search For Your Next Used Car Here.

Auto Buying Guide
www.edmunds.com

Facebook

5 things we learned about digital's effect on TV advertisers

Television still sucks up more media spend than any other medium, but digital media has foisted change on the industry.

Like Comment Share

Write a comment...

Suggested Post

Handy Sponsored

Tired of cleaning? Book a professional home cleaning today for only \$19! Book here -> http://bit.ly/1Kcmj

Only \$19

Instantly Book a Cleaning Online
Get your home cleaned for just \$19 - our best deal ever!

WWW.HANDY.COM | BY HANDY

Book Now

SPONSORED

URGENT AIRBAG RECALL NOTICE

Urgent Airbag Recall Notice
www.airbagrecall.com

Click here to determine if your airbag inflator needs to be replaced

Search for people, places and things

Urgent Airbag Recall Notice

Determine if your airbag inflator needs to be replaced

Like Comment Share 1 Sponsored

99¢ for 4 Weeks
nytimes.com

Pay just 99¢ for a Times subscription and enjoy unlimited access to our site and apps.

Bird Food Supplies
Reza test

Attend
breedincup.com

Breeders' Cup Nov 1 and 2. Enjoy food, fashion and the world's finest horses.

Earn Your Master's Degree
tc.columbia.edu

Learn more about Teachers College Columbia University - a Graduate School of Education.

Jemimah Espinoza Jones likes this.

Facebook © 2013
English (US) Privacy Terms Cookies More

ICON Union 加州華裔學生聯盟會

「iPad mini with Retina display」已發布！踴躍註冊非蘋果迷發表一下意見 lol

**DOES YOUR AIRBAG INFLATOR
NEED TO BE REPLACED?**

**FIND OUT IF YOUR VEHICLE IS
PART OF THE RECENT AIRBAG RECALLS** >>>

**DOES YOUR
AIRBAG INFLATOR
NEED TO BE
REPLACED?**

**IS YOUR VEHICLE
PART OF THE RECENT
AIRBAG RECALLS** >>>



Airbag Recall · Suggested Post

Like Page

Determine if your airbag inflator needs to be replaced



Urgent Airbag Recall Notice

www.airbagrecall.com

Like · Comment · Share · 1 · Sponsored

Urgent Airbag Recall Notice

Ad www.airbagrecall.com

Click here to determine if your airbag inflator needs to be replaced.

Digital Ad Content and Creative – Version 3 Mockups

Miami Herald

business | Miami Herald

Home News Sports Business Living Entertainment Opinion Columns Local Deals Classifieds

DOES YOUR AIRBAG INFLATOR NEED TO BE REPLACED? FIND OUT IF YOUR VEHICLE IS PART OF THE RECENT AIRBAG RECALLS

SBA's free, intensive Emerging Leaders program opens for applications

Owners of existing small businesses poised to grow are encouraged to apply for the free program.

HEALTH CARE
Stop using our phrase, Florida's little known insurance exchange says

Florida Health Choices, the state's 50th-anniversary insurance exchange, has asked groups to stop using its trademarked phrase – "The Health Insurance Marketplace" – to promote the federally run healthcare.gov.

DOES YOUR AIRBAG INFLATOR NEED TO BE REPLACED?
IS YOUR VEHICLE PART OF THE RECENT AIRBAG RECALLS

NEW STORES
New stores blend culture, commerce in

NEW STORES
Miami foreclosure rate

Google

Google autos

Web News Shopping Images Maps More Search tools

About 467,000,000 results (0.41 seconds)

Urgent Airbag Recall Notice
www.airbagrecall.com
Click here to determine if your airbag inflator needs to be replaced.

Autos Venta - Toyota.com
www.toyota.com/Espanol
Compra amplia gama de nuevos carros Toyota. (Visita un dealer)
Ratings Value 10/10 - Comfort 9/10 - Overall 10/10 - Maintenance cost 10/10
SUVs Toyota - Todos Los Vehiculos - Hibridos Toyota - Accesorios Toyota

Search New & Used Autos - Find Cars For Sale In Your Area
www.autotrader.com
Compare Millions of Listings Now!
Accredited A+ Rating - Better Business Bureau
1,000s of New & Used Cars - Compare Makes & Models - Used Car Research

Map for autos

Autos at CarMax
www.carmax.com
3.8 ★★★★★ rating for carmax.com
CarMax is a Great Place To Start.
Search For Your Next Used Car Here.

Auto Buying Guide
www.edmunds.com

Facebook

5 things we learned about digital's effect on TV advertisers

Television still sucks up more media spend than any other medium, but digital media has foisted change on the industry.

DIGDAY.COM

Like Comment Share

Write a comment...

Suggested Post

Handy Sponsored

Tired of cleaning? Book a professional home cleaning today for only \$19! Book here -> http://bit.ly/1ICkmj

Only \$19

Instantly Book a Cleaning Online
Get your home cleaned for just \$19 - our best deal ever!

WWW.HANDY.COM | BY HANDY

SPONSORED

Urgent Airbag Recall Notice
www.airbagrecall.com
Click here to determine if your airbag inflator needs to be replaced

Facebook

Search for people, places and things

Urgent Airbag Recall Notice
www.airbagrecall.com
Click here to determine if your airbag inflator needs to be replaced

Like Comment 7 minutes ago via mobile

Airbag Recall Suggested Post

Determine if your airbag inflator needs to be replaced

Like Page

Urgent Airbag Recall Notice
www.airbagrecall.com

Like Comment Share 1 Sponsored

99¢ for 4 Weeks
nytimes.com
Pay just 99¢ for a Times subscription and enjoy unlimited access to our site and apps.

Bird Food Supplies
Reza test

Attend
breedincup.com
Breeders' Cup Nov 1 and 2. Enjoy food, fashion and the world's finest horses.

Earn Your Master's Degree
tc.columbia.edu
Learn more about Teachers College Columbia University - a Graduate School of Education.

Jemimah Espinoza Jones likes this.

Facebook © 2013
English (US) Privacy Terms Cookies More

ICON Union 加州華裔學生聯盟會
「iPad mini with Retina display」已發布! 踴躍註冊和踴躍送發表一下意見 lol

Digital Ad Content and Creative – Version 4 (with NHTSA Logo)

DOES YOUR AIRBAG INFLATOR NEED TO BE REPLACED?

FIND OUT IF YOUR VEHICLE IS PART OF THE RECENT AIRBAG RECALLS >>>

National Highway Transportation Safety Administration **NHTSA**


DOES YOUR AIRBAG INFLATOR NEED TO BE REPLACED?

IS YOUR VEHICLE PART OF THE RECENT AIRBAG RECALLS >>>

NHTSA
National Highway Transportation Safety Administration

Airbag Recall · Suggested Post Like Page

Determine if your airbag inflator needs to be replaced



RECALL NOTICE

[Urgent Airbag Recall Notice](#)
www.airbagrecall.com

Like · Comment · Share · 1 · Sponsored

Urgent Airbag Recall Notice

Ad www.airbagrecall.com

Click here to determine if your airbag inflator needs to be replaced.

Digital Ad Content and Creative – Version 4 Mockups



DOES YOUR AIRBAG INFLATOR NEED TO BE REPLACED? FIND OUT IF YOUR VEHICLE IS PART OF THE RECENT AIRBAG RECALLS 

BUSINESS
SBA's free, intensive Emerging Leaders program opens for applications
 Owners of existing small businesses poised to grow are encouraged to apply for the free program.

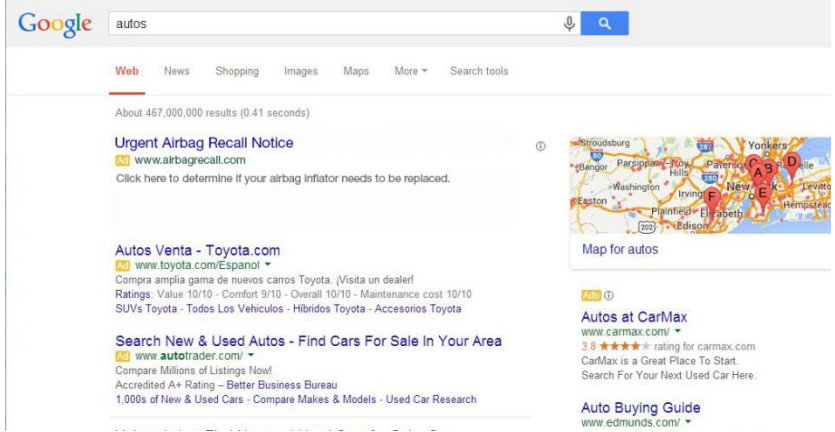
HEALTH CARE
Stop using our phrase, Florida's little known insurance exchange says
 Florida Health Choices, the state's 501(c)(3)-not-for-profit insurance exchange, has asked groups to stop using its trademarked phrase – "The Health Insurance Marketplace" – to promote the federally-run health care.gov.

DOES YOUR AIRBAG INFLATOR NEED TO BE REPLACED?
IS YOUR VEHICLE PART OF THE RECENT AIRBAG RECALLS 

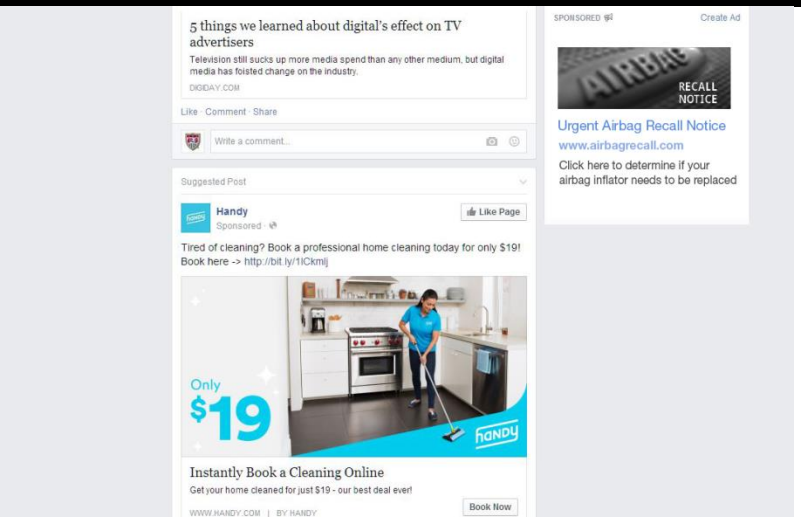
BUSINESS
New stores blend culture, commerce in

BUSINESS
Miami foreclosure rate

Google



Facebook



Digital Ad Content and Creative – Version 5



Urgent Car Airbag Recall Notice

Ad www.airbagrecall.com

Click here to determine if your car airbag inflator needs to be replaced

Digital Ad Content and Creative – Version 5 Mockups



**URGENT CAR AIRBAG
RECALL NOTICE** YOUR CAR AIRBAG INFLATOR
NEEDS TO BE REPLACED? **!!!**

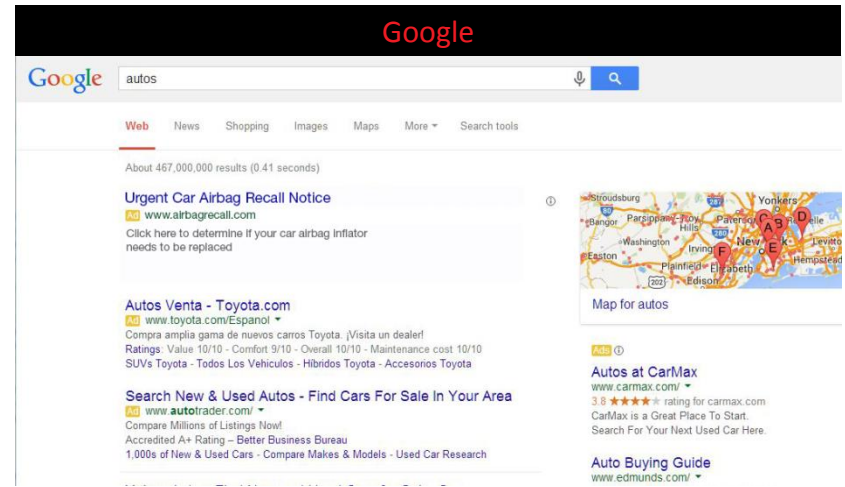
BUSINESS
**SBA's free, intensive
Emerging Leaders program
opens for applications**
Owners of existing small businesses poised to grow are encouraged to apply for the free program.

HEALTH CARE
**Stop using our phrase,
Florida's little known
insurance exchange says**
Florida Health Choices, the state's 2014-known insurance exchange, has asked groups to stop using its trademarked phrase – "The Health Insurance Marketplace" – to promote the federally run healthcare.gov.

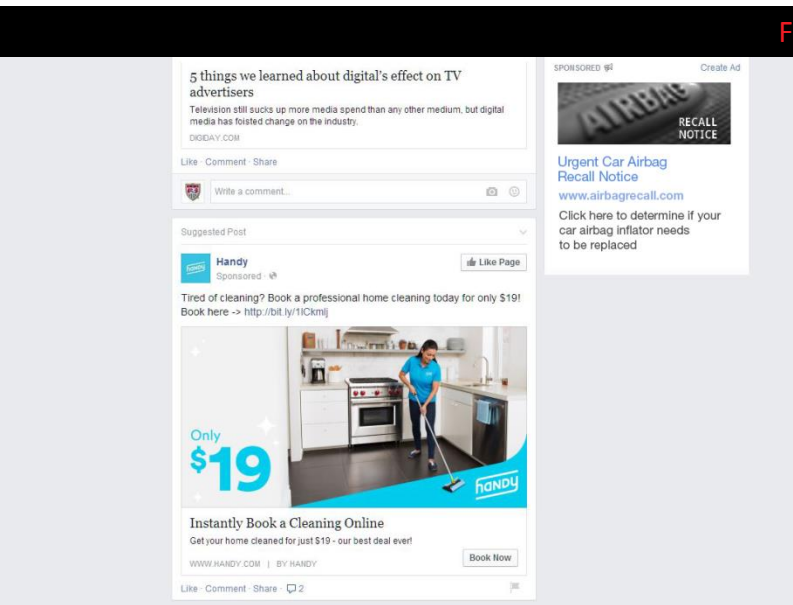
**URGENT CAR AIRBAG
RECALL NOTICE**
YOUR CAR AIRBAG
INFLATOR NEEDS
TO BE REPLACED **!!!**

BUSINESS
**New stores blend
culture, commerce in**

BUSINESS
Miami foreclosure rate



Facebook



Digital Ad Content and Creative – Version 6 (Spanish)

**NOTIFICACIÓN DE LLAMADO URGENTE
A REVISIÓN DE BOLSA DE AIRE** ¿SU BOLSA DE AIRE
NECESITA SER REEMPLAZADA? >>>>

NHTSA
National Highway
Transportation Safety
Administration

**NOTIFICACIÓN
DE LLAMADO
URGENTE A
REVISIÓN DE
BOLSA DE AIRE**

NHTSA
National Highway
Transportation Safety
Administration

¿SU BOLSA DE AIRE
NECESITA SER
REEMPLAZADA? >>>>

Airbag Recall · Suggested Post Like Page

Determine si su bolsa de aire necesita ser reemplazado.



**AVISO DE
RETIRO**

Notificación de llamado urgente a revisión de bolsa de aire
www.airbagrecall.com

Like · Comment · Share · 1 · Sponsored

Notificación De Llamado Urgente A Revisión De Bolsa De Aire

Ad www.airbagrecall.com

Haga clic aquí para determinar si su bolsa de aire necesita ser reemplazada

Digital Ad Content and Creative – Version 6 Mockups



NOTIFICACIÓN DE LLAMADO URGENTE A REVISIÓN DE BOLSA DE AIRE
 ¿SU BOLSA DE AIRE NECESITA SER REEMPLAZADA? **NO**

NOTIFICACIÓN DE LLAMADO URGENTE A REVISIÓN DE BOLSA DE AIRE
 ¿SU BOLSA DE AIRE NECESITA SER REEMPLAZADA? **NO**

SBA's free, intensive Emerging Leaders program opens for applications
 Owners of existing small businesses poised to grow are encouraged to apply for the free program.

New stores blend culture, commerce in

Stop using our phrase, Florida's little known insurance exchange says
 Florida Health Choices, the state's 50th-largest insurance exchange, has asked groups to stop using its trademarked phrase – "The Health Insurance Marketplace" – to promote the federally run healthcare.gov.

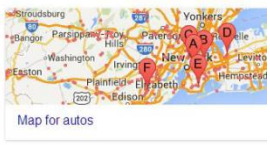
Miami foreclosure rate



Web News Shopping Images Maps More Search tools

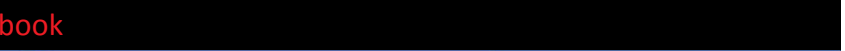
About 467,000,000 results (0.41 seconds)

Notificación De Llamado Urgente A Revisión De Bolsa De Aire
www.airbagrecall.com
 Haga clic aquí para determinar si su bolsa de aire necesita ser reemplazada



Autos Venta - Toyota.com
www.toyota.com/Espanol
 Compra amplia gama de nuevos carros Toyota. (Visita un dealer)
 Ratings Value 10/10 - Comfort 9/10 - Overall 10/10 - Maintenance cost 10/10
 SUVs Toyota - Todos Los Vehiculos - Hibridos Toyota - Accesorios Toyota

Search New & Used Autos - Find Cars For Sale In Your Area
www.autotrader.com
 Compare Millions of Listings Now!
 Accredited A+ Rating - Better Business Bureau
 1,000s of New & Used Cars - Compare Makes & Models - Used Car Research



Search for people, places and things

5 things we learned about digital's effect on TV advertisers
 Television still sucks up more media spend than any other medium, but digital media has foisted change on the industry.
 DIDDAY.COM

AVISO DE RETIRO
 Notificación De Llamado Urgente A Revisión De Bolsa De Aire
www.airbagrecall.com
 Haga clic aquí para determinar si su bolsa de aire necesita ser reemplazada

Handy Sponsored

Tired of cleaning? Book a professional home cleaning today for only \$19!
 Book here -> <http://bit.ly/1ICmij>

Only \$19

Instantly Book a Cleaning Online
 Get your home cleaned for just \$19 - our best deal ever!

WWW.HANDY.COM | BY HANDY

Airbag Recall Suggested Post

Determine si su bolsa de aire necesita ser reemplazado.

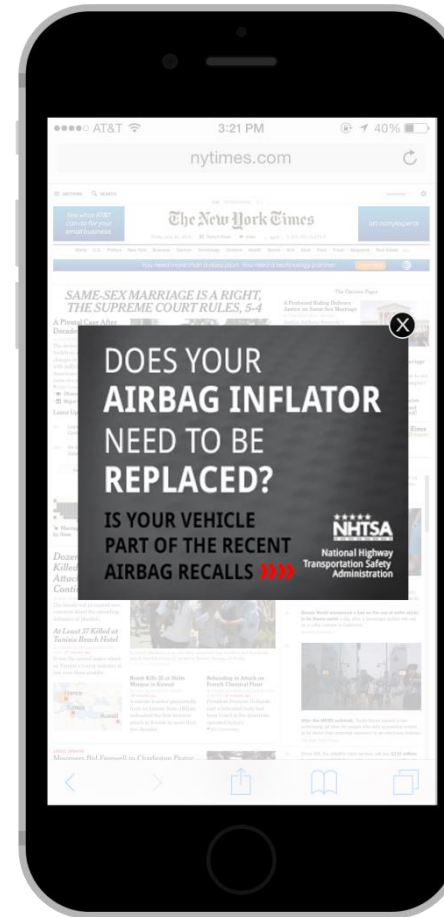


Notificación de llamado urgente a revisión de bolsa de aire
www.airbagsrecall.com

- 99¢ for 4 Weeks**
nytimes.com
 Pay just 99¢ for a Times subscription and enjoy unlimited access to our site and apps.
- Bird Food Supplies**
Reza test
- Attend**
breederscup.com
 Breeders' Cup Nov 1 and 2. Enjoy food, fashion and the world's finest horses.
- Earn Your Master's Degree**
tc.columbia.edu
 Learn more about Teachers College Columbia University - a Graduate School of Education.
 Jerniah Espinoza Jones likes this.



Digital Ad Content and Creative – Mobile Ad Mockups



Takata Recall Website – Mockup*

TAKATA HOME FIND YOUR VEHICLE FAQ NHTSA INFO English / Spanish

AIRBAG RECALL

YOUR AIRBAG INFLATOR MAY NEED TO BE REPLACED

Recently, the National Highway Traffic Safety Administration (NHTSA) announced it had reached an agreement with Takata Corporation regarding U.S. national recalls of vehicles with certain types of driver and passenger frontal airbag inflators.

While the recall is U.S. national in scope, the immediate focus will be on replacing airbag inflators located in geographic areas with persistent heat and high absolute humidity. We want to make absolutely sure all of these are replaced immediately.

IF YOU HAVE A RECALLED VEHICLE, THE AIRBAG INFLATOR WILL BE REPLACED FREE OF CHARGE

We strongly urge drivers to use this website to check if your airbag inflator needs to be replaced, and if so, immediately bring your vehicle to your local dealership.


[Click Here to Find Out if Your Vehicle Has Been Recalled](#)

TAKATA HOME FIND YOUR VEHICLE FAQ NHTSA INFO English / Spanish

CONFIDENTIAL

FIND YOUR VEHICLE

U.S. Drivers Can Click Here to Visit NHTSA's Website and Determine if Your Airbag Inflator Has Been Recalled



U.S. Drivers May Also Click Your Automakers Below to Determine if Your Vehicle Has Been Recalled

Even if you do not see your automaker logo below, we urge you to click the NHTSA logo above to see if your vehicle needs to be recalled


[

TAKATA HOME FIND YOUR VEHICLE FAQ NHTSA INFO English / Spanish

FAQ

- 1. HOW CAN I TELL IF MY VEHICLE HAS BEEN INVOLVED IN THIS RECALL?**
 - To determine if your vehicle is impacted by this recall you can visit this website's "Find Your Vehicle" page and click on the logo of the vehicle you own, or visit NHTSA's website (www.safercar.gov/vinlookup). Please follow the directions on each website to determine if your vehicle is subject to this recall.
- 2. HOW MUCH DOES IT COST TO REPLACE MY AIRBAG INFLATOR?**
 - If your vehicle is subject to a recall, the airbag inflator will be replaced free of charge at your local dealership.
- 3. WHAT IS A VIN NUMBER AND WHERE DO I FIND IT?**
 - Your VIN is the unique identification for your vehicle and contains 17 alphanumeric characters. It may be found on your state vehicle registration, vehicle insurance, or on the vehicle itself – on the driver's side dashboard at the bottom of the windshield or on the driver's side door/jamb. Your VIN will not include the letter "I" or the letter "O", but may include the number "1" or the number "0".

Example of Vin Number


- 4. WHAT DO I DO IF MY VEHICLE HAS BEEN RECALLED?**
 - Please contact your auto manufacturer. You will likely be directed to visit a local dealership that will be equipped to fix the recalled part or portion of your vehicle.

Takata Recall Website – Mockup (Spanish Version)

TAKATA ENCUENTRE SU VEHÍCULO PREGUNTAS FRECUENTES INFORMACIÓN DE NHTSA English / Spanish

LLAMADO A REVISIÓN DE BOLSA DE AIRE

EL INFLADOR DE SU BOLSA DE AIRE PUEDE NECESITAR REEMPLAZO

Recientemente, la Administración Nacional de Seguridad del Tráfico en las Carreteras (National Highway Traffic Safety Administration, NHTSA) anunció que ha alcanzado un acuerdo con Takata Corporation respecto al llamado a revisión nacional de vehículos en EE. UU. con ciertos tipos de infladores de bolsas de aire frontales del conductor y pasajero.

Mientras que este llamado tiene alcance nacional en EE. UU., el enfoque inmediato será reemplazar los infladores de bolsas de aire ubicados en áreas geográficas con calor persistente y humedad alta absoluta, incluida la región de la Costa del Golfo, Hawái, Puerto Rico y las Islas Vírgenes Estadounidenses.

Todos los infladores de bolsas de aire afectados en estas áreas deberán ser reemplazados de inmediato.

SI TIENE UN VEHÍCULO LLAMADO A REVISIÓN, EL INFLADOR DE BOLSA DE AIRE SERÁ REEMPLAZADO EN FORMA GRATUITA

Instamos a los conductores a utilizar de inmediato este sitio web para verificar si su inflador de aire necesita ser reemplazado. En caso afirmativo, lleve de inmediato su vehículo a su concesionario local.


[Haga Clic Aquí Para Saber si su Vehículo ha Sido Llamado a Revisión](#)

TAKATA HOME ENCUENTRE SU VEHÍCULO PREGUNTAS FRECUENTES INFORMACIÓN DE NHTSA English / Spanish

CONFIDENTIAL

ENCUENTRE SU VEHÍCULO

Los Conductores en EE. UU. Pueden Hacer Clic Aquí Para Visitar el Sitio Web de la NHTSA y Determinar si su Inflador de Bolsa de Aire Está Sujeto al Llamado a Revisión



Los Conductores en EE. UU. También Pueden Hacer Clic en el Fabricante de su Vehículo a Continuación Para Determinar si ha Sido Llamado a Revisión


Aun si el logo del fabricante de su vehículo no se encuentra aquí, le instamos a que haga clic en el logo de la NHTSA para verificar si su vehículo debe ser revisado

TAKATA HOME ENCUENTRE SU VEHÍCULO PREGUNTAS FRECUENTES INFORMACIÓN DE NHTSA English / Spanish

PREGUNTAS FRECUENTES

- ¿CÓMO PUEDO SABER SI MI VEHÍCULO ESTÁ SUJETO A ESTE LLAMADO A REVISIÓN?**
 - Para saber si su vehículo está dentro del llamado a revisión, puede visitar esta página del sitio web "Encuentre su vehículo" y hacer clic en el logo de su vehículo, o visitar el sitio web de la NHTSA (www.safercar.gov/vehiclelookup). Siga las instrucciones de cada sitio web para saber si su vehículo está sujeto a este llamado a revisión.
- ¿CUÁNTO CUESTA REEMPLAZAR MI INFLADOR DE BOLSA DE AIRE?**
 - Si su vehículo está sujeto al llamado a revisión, el inflador de bolsa de aire será reemplazado en forma gratuita en su concesionario local.
- ¿QUÉ ES EL NÚMERO VIN Y DÓNDE LO ENCUENTRO?**
 - Su número VIN es la identificación única de su vehículo y contiene 17 caracteres alfanuméricos. Puede encontrarlo en el registro de vehículos de su estado, en el seguro de su vehículo o en el vehículo mismo (del lado del tablero del conductor, en la parte inferior del parabrisas, o en el marco de la puerta del conductor). Su VIN no incluirá la letra "I" o la letra "O", pero puede incluir el número "1" o el número "0".

Example of Vin Number


- ¿CÓMO PROCEDO SI MI VEHÍCULO HA SIDO LLAMADO A REVISIÓN?**
 - Contáctese con el fabricante de su automóvil. Posiblemente, sea dirigido a visitar a su concesionario local que estará equipado para reparar la parte o porción de su vehículo sujeta a revisión.

Measurable Results

- The ad campaign will be regularly monitored, and will be optimized, enhanced, and modified to ensure that we are reaching the target audience.
- We will provide monthly reports that will summarize key data, findings, and proposed adjustments to strategy if needed.
- Digital campaign will continually track visitors to our website.
- Ad diagnostics will help capture as many drivers as possible by shifting budgets to top performing markets and demographics.
- Metrics used to assess effectiveness include, but are not limited to:
 1. Number of impressions by platform and location (banner ads, Google, Facebook, etc.);
 2. Number of people who have clicked ads, including various versions, on multiple platforms;
 3. Most effective ad at generating clicks;
 4. Websites driving the most traffic to airbagrecall.com;
 5. Number of people who clicked NHTSA logo directing users to enter their VIN; and
 6. Which car logo is generating the most “click-throughs”.

ENTIRE PAGE CONFIDENTIAL

Additional Initiative: Auto Insurance Mailing

- Takata has reached out to the Insurance Institute for Highway Safety ("IIHS") to propose a direct mailing to affected auto insurance customers. We understand that IIHS auto insurance members cover approximately 85% of the U.S. market.
- Under the proposal, IIHS would assist in coordinating a mailing by insurers that would encourage affected policyholders to respond to the recalls.
- With NHTSA's approval and possible involvement, IIHS or its members would need access to the relevant 17-digit VINs for vehicles covered by each applicable stage of the remedy program.
- Takata will seek to work with State DMVs in Zone 1 States to see if a similar direct mailing from DMVs is possible.

APPENDIX



Appendix: Proposed Ad Campaign Report

Digital Marketing Campaign

August 1 – August 31



1,749,392

Total Impressions



34,987

Click Throughs

0.20%

Industry Standard: [XX]

Click Through Rate

Visitors by Platform

DESKTOP

85%

MOBILE

15%

Airbagrecall.com

August 1 – August 31



45,005

Unique Visitors



9,578

Total Clicks to NHTSA



4,722

Total OEM Clicks

- CNN was the most effective at driving users to airbagrecall.com
- 30,000 users have clicked the NHTSA logo vs. 20,000 for the most clicked OEM logo

ENTIRE PAGE CONFIDENTIAL