



U.S. Department of Transportation
**National Highway Traffic Safety
Administration**

1200 New Jersey Avenue SE
Washington, DC 20590

August 29, 2016

Mr. Kurt Bauerly
GM
e-ride Industries
3032 92nd Ave
Princeton, MN 55371

NEF-150TB
16V-570

Subject: Missing Rear Reflector/FMVSS 500

Dear Mr. Bauerly:

This letter serves to acknowledge e-ride Industries's notification to the National Highway Traffic Safety Administration (NHTSA) of a safety recall which will be conducted pursuant to Federal law for the product(s) listed below. Please review the following information to ensure that it conforms to your records as this information is being made available to the public. If the information does not agree with your records, please contact us immediately to discuss your concerns.

Makes/Models/Model Years:

E-RIDE/EXV2/2005-2016
E-RIDE/EXV4/2005-2016

Mfr's Report Date: July 29, 2016

NHTSA Campaign Number: 16V-570

Components:

EXTERIOR LIGHTING

Potential Number of Units Affected: 0

Problem Description:

E-ride Industries (E-ride) is recalling certain model year 2005-2016 EXV2 electric utility vehicles manufactured March 1, 2005, to July 29, 2016, and EXV4 electric utility vehicles manufactured March 3, 2005, to July 19, 2016. The affected vehicles may not be equipped with a red reflector on the back of the vehicle. As such, these vehicles fail to comply with the requirements of Federal Motor Vehicle Safety Standard (FMVSS) number 500, "Low Speed Vehicles."

Consequence:

A missing red reflector on the rear vehicle can make the vehicle less visible to other drivers, increasing the risk of a crash.

Remedy:

E-ride will notify owners, and dealers will install a red reflector to both corners of the rear bumper, free of charge. The recall is expected to begin in September 2016. Owners may contact E-ride customer service at 1-800-950-4351.

Notes:

Owners may also contact the National Highway Traffic Safety Administration Vehicle Safety Hotline at 1-888-327-4236 (TTY 1-800-424-9153), or go to www.safercar.gov.

Under 49 U.S.C. § 30112(a), it is illegal for anyone, including a manufacturer, distributor, dealer, or retailer to sell an item of equipment or vehicle that fails to comply with all applicable Federal motor vehicle safety standards.

We have received E-ride's proposed owner notification letter and have approved it for distribution.

Please update your Part 573 report to provide the population of the affected vehicles as soon as it has been determined.

The owner notification schedule that you provided in your Part 573 report states that owners will be notified by the end of November 2016. Please be reminded that it is required that owners be notified of a safety issue in their vehicles within 60 days of a manufacturer's notification to NHTSA, meaning that all owners must be notified by the end of September 2016.


Please be reminded of the following requirements:

Copies of all notices, bulletins, dealer notifications, and other communications that relate to this recall, including a copy of the final owner notification letter and any subsequent owner follow-up notification letter(s), are required to be submitted to this office no later than 5 days after they are originally sent (if they are sent to more than one manufacturer, distributor, dealer, or purchaser/owner).

As stated in Part 573.7, submission of the first of six consecutive quarterly status reports is required within one month after the close of the calendar quarter in which notification to purchasers occurs. Therefore, the first quarterly report will be due on, or before, 30 days after the close of the calendar quarter.

Your contact for this recall will be Tariq Bond who may be reached by phone at 1-202-366-5472, or by email at tariq.bond@dot.gov or through the office email at rmd.odi@dot.gov. We look forward to working with you.

Sincerely,



Jennifer Timian
Chief, Recall Management Division
Office of Defects Investigations
Enforcement