

# TAKATA RECALL PROGRAM

## TAKATA PROGRAM STATUS – BIG 5 MEETING



### Current Takata Program Status

- **15,781** Open Recalls
- All Program Groups (except PG 10) are behind NHTSA completion schedule
  - PG5 December milestone **missed by 2,635 vehicles**
  - PG4 September milestone **missed by 5,590 vehicles**
- 608 Passenger airbag repairs completed in December
- 576 Passenger airbag repairs completed in January
- \$500 Service Voucher has been extended to ALL customers through April 1, 2020
- \$200 Service Voucher & Oil Change Program have been closed

### Takata Airbag Mailer

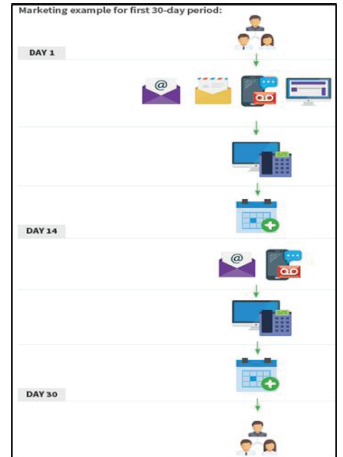
- Mailer folds out to the shape of an airbag
- Deployed passenger airbag is pictured
- Mailed to all customers with an outstanding repair in February 2020
- All Takata recall customers are eligible for the \$500 Voucher



Priority Group	2019								2020				2021				Remaining Open Recall
	Mar		Jun		Sep		Dec		Mar	Jun	Sep	Dec	Mar	Jun	Sep	Dec	
	T	A	T	A	T	A	T	A									
4	90%	63%	95%	70%	100%	72.0%		73.7%		74.6%							5,539
5	85%	71%	90%	70%	95%	78.4%	100%	79.8%		80.4%							2,614
6	80%	80%	85%	83%	90%	84.9%	95%	85.6%	100%	86.2%							1,442
7	70%	83%	80%	87%	85%	88.5%	90%	89.4%	95%	90.0%	100%						998
8	60%	54%	70%	69%	80%	72.6%	85%	75.3%	90%	76.5%	95%	100%					1,193
9	50%	69%	60%	75%	70%	79.5%	80%	82.2%	85%	83.5%	90%	95%	100%				1,679
10		75%	15%	84%	40%	87.0%	50%	89.1%	60%	90.0%	70%	80%	85%	90%	95%	100%	2,316
																	<b>15,781</b>

### Recall Funnel Implemented

- The Marketing Funnel is a 30 days Social Media & Customer Letter blitz.
- Customers received a letter (with \$500 voucher), a text, and a ringless voice mail.
- Customers check their recall status and put in their zip code to get a list of the closest retailers.
- The customer can call the retailer using the website or can book an appointment if online scheduling is available.



### Takata Contact

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