PLENARY SESSION FOUR

Presentation 1

Improving recall response rates

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Great Britain
Improving Recall Response Rates

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UK and EU Safety Recall Response Rates

Response Rate for safety recalls launched during last ten years

- **UK**: 9 million vehicles; 10% vehicle users fail to respond to recall
- **EUROPE**: 75.5 million vehicles; 90% car users respond to recall

- **UK**: 1 million vehicles
- **EUROPE**: 6.5 million vehicles

*Saving lives, safer roads, cutting crime, protecting the environment*
Vehicle & Operator Services Agency is the responsible authority in the United Kingdom for Automotive Safety.

Work to a Code of Practice developed in 1979 which has been updated and remains in place today.

Vehicle Safety Branch is a department of VOSA who manage safety defect issues on a daily basis.

A dedicated team within VOSA manage vehicle safety recalls and defect investigations.

Accredited to ISO 9001:2008
UK Vehicle Recalls
Response Rate Profile

UK Response Rate for safety recalls launched during 2010

Percentage Response Rate %

Time since Recall Launch

1st Quarter  2nd Quarter  3rd Quarter  4th Quarter  5th Quarter  6th Quarter

Saving lives, safer roads, cutting crime, protecting the environment
To improve response rates.

Make better recalls information easily available.

To reduce the time taken to achieve the completion of the safety recalls.

To improve the overall experience for vehicle users whose vehicles are subject to a safety recall.
Initiatives for Improving Response Rates in the UK

- Re-issue recall communication with incentive
- Fleet/lease/hire company communications
- Used vehicle sales checks
Future Improvements Under Consideration

- Vehicle maintenance point
- Roadside encounter
- Vehicle re-licensing
- Technology solution
- Periodic inspection (PTI)

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Intervention at PTI

Would have a positive impact of safety recall response rates.

How do we obtain information of safety recall completion?

What action could be taken?

Fail at test

Advise owner
UK Age Related Recall Data

UK Response Rate for safety recalls launched during 2010

Percentage Response Rate %

Vehicles under 3 years old
Vehicles over 3 years old

Time since Recall Launch

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How Do We Implement Any Improvement?

To support any of the initiatives we believe an improved safety recall database needs to be developed to allow data on individual vehicles to be available.
Key Points from CITA Survey

- 66% of members have some role in vehicle recall processes.
- 56% of members have a recall process.
- 44% of members have a recall database.
Key Points from CITA Survey

- One member country monitors recalls at PTI.
- 73% of members believe there should be a check of recalls at PTI.
- 63% members agree that consumers would expect a recall check at PTI.
- Recall response rates vary from 23% to 100%.
- 55% of members do not know their response rate.
Summary Of Main Points

What can we expect from the industry?
What can legislators do?
Who pays for any change?
Burden on industry?
What do you think?