

PLENARY SESSION FOUR

Presentation 1

Improving recall response rates

Alastair Peoples

Chief Executive Officer
Vehicle and Operator Services Agency
Great Britain



Improving Recall Response Rates

Alastair Peoples

Chief Executive Officer

Vehicle & Operator Services Agency

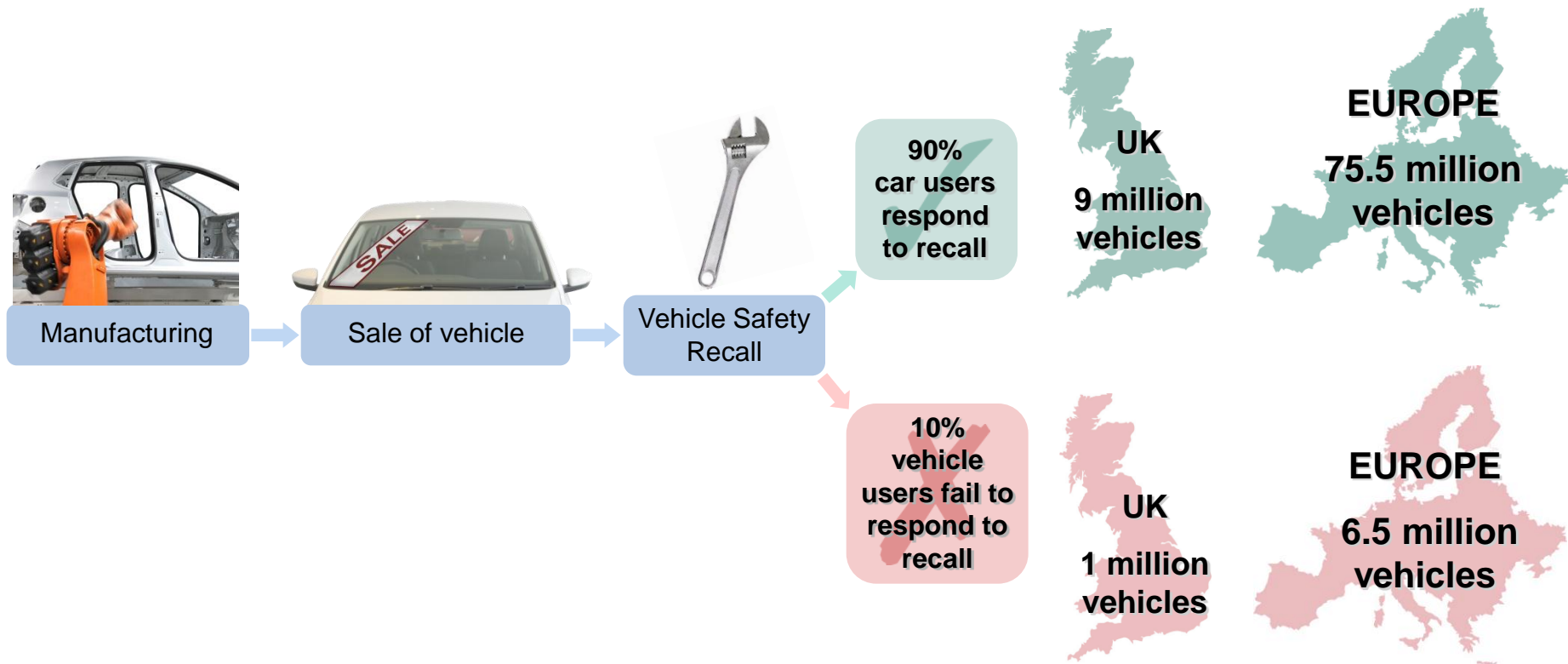
United Kingdom





UK and EU Safety Recall Response Rates

Response Rate for safety recalls launched during last ten years





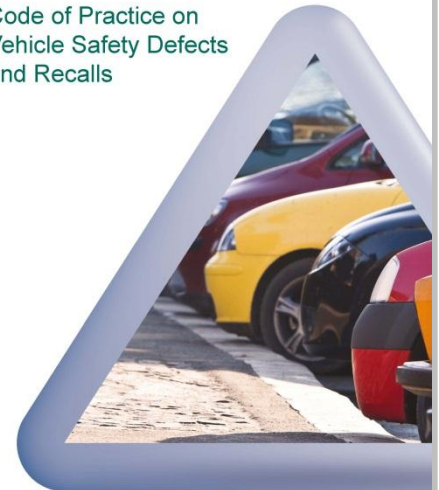
VOSA's Vehicle Safety Branch

- ▶ 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




Vehicle & Operator
Services Agency

Code of Practice on
Vehicle Safety Defects
and Recalls

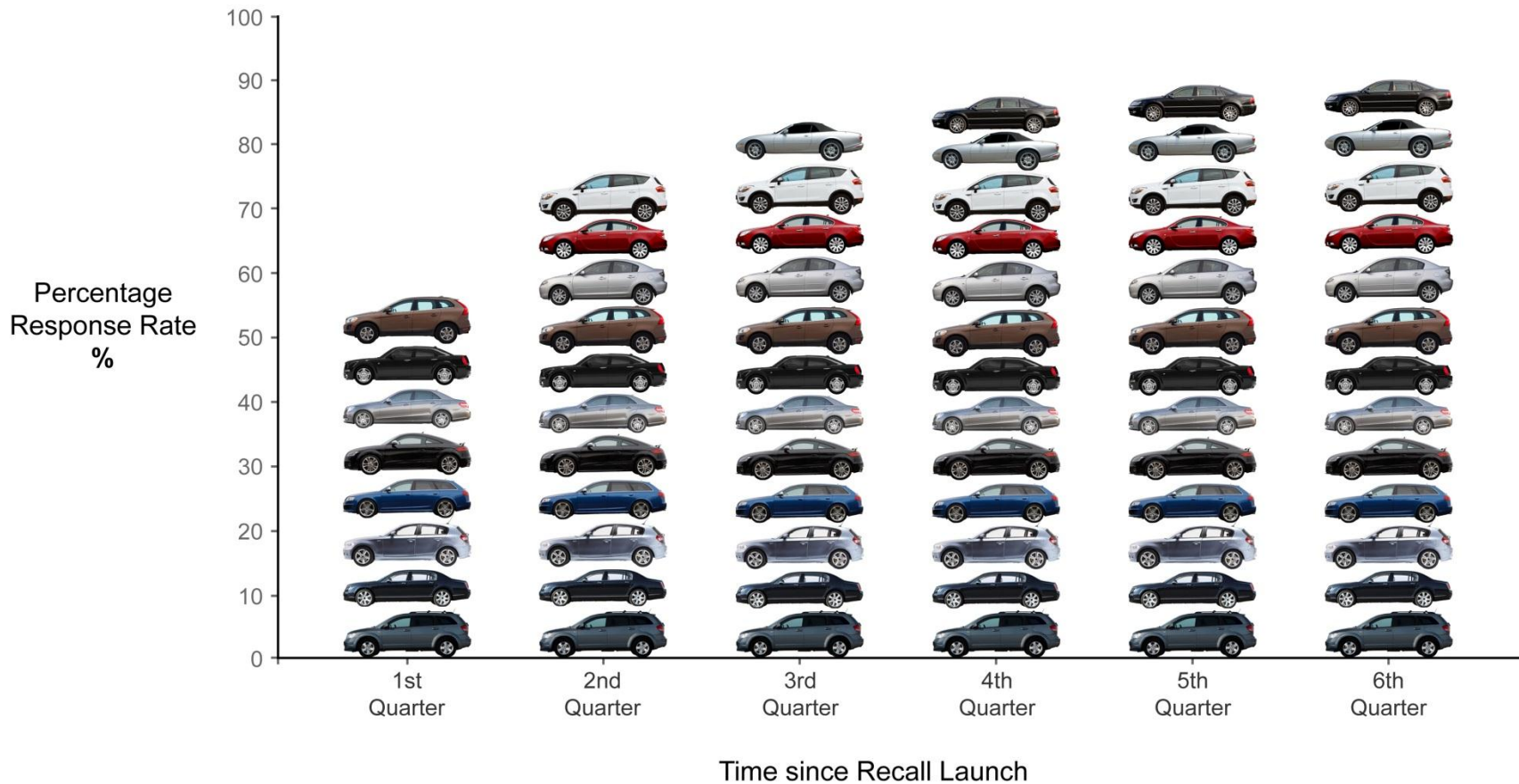


 Saving lives, safer roads, cutting crime, protecting the environment



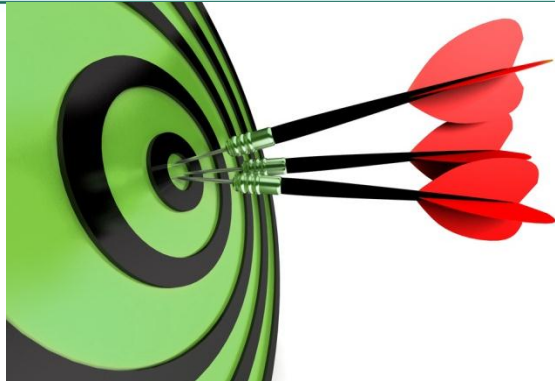
UK Vehicle Recalls Response Rate Profile

UK Response Rate for safety recalls launched during 2010





VOSA's Aims for the Future



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)**



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

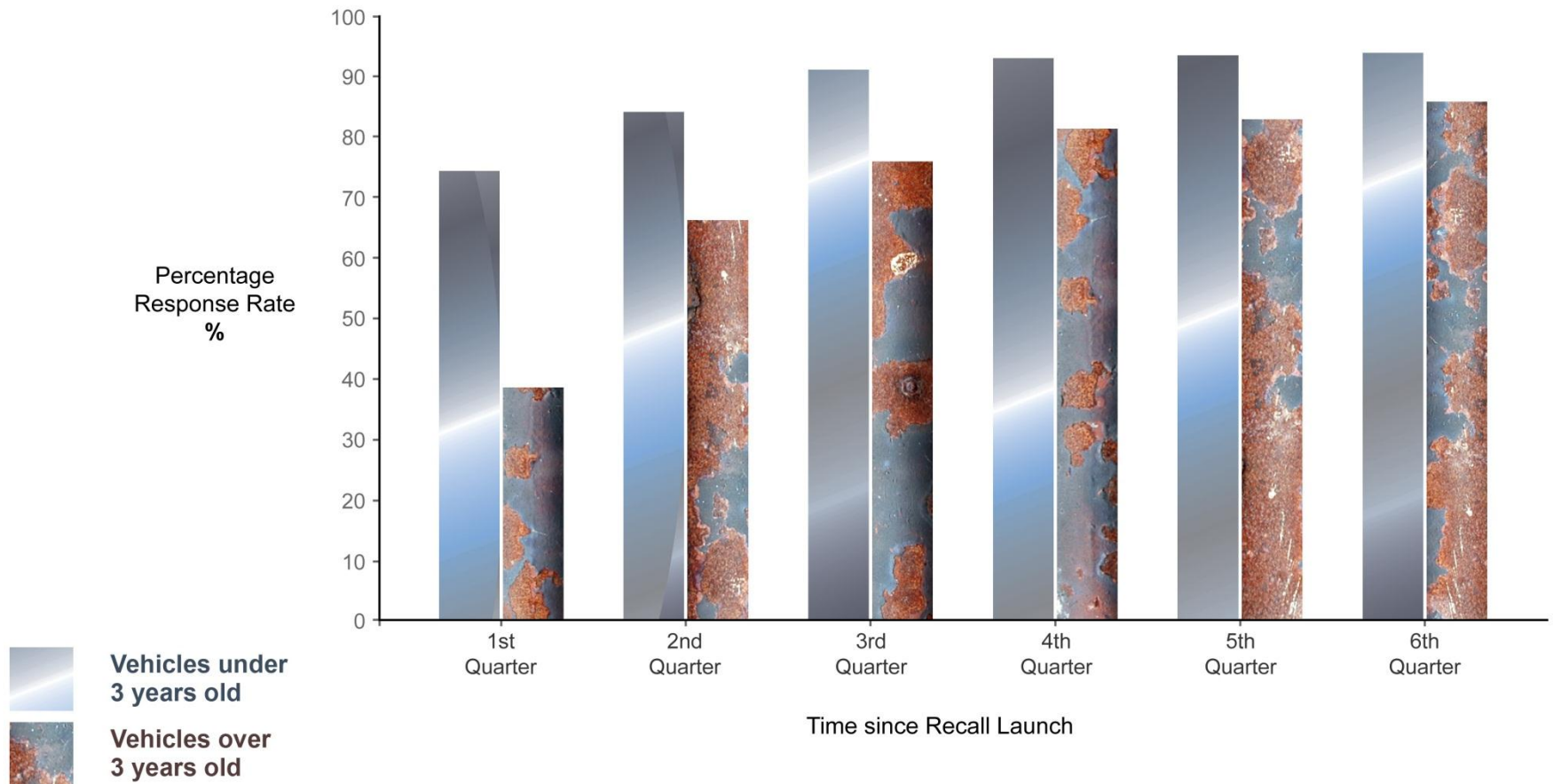


Advise owner



UK Age Related Recall Data

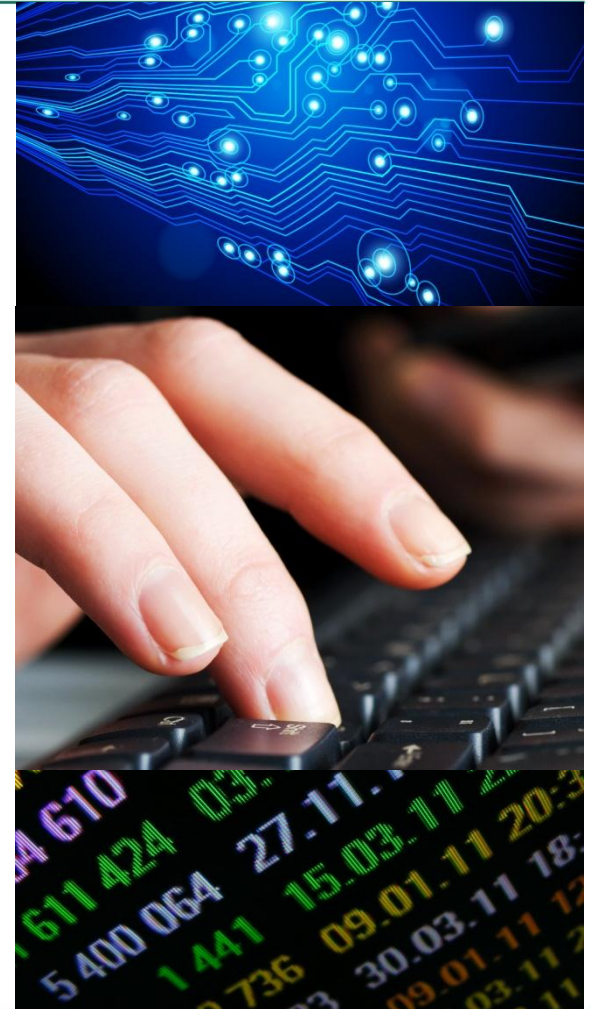
UK Response Rate for safety recalls launched during 2010





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

CITA



- ▶ 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?

