



August 29, 2017

To DMV Offices: Help Protect the Citizens of the State of Alabama Affected by the Takata Airbag Recalls

Dear DMV Manager:

Mazda North American Operations is reaching out on behalf of the automotive industry to offer assets regarding the Takata Airbag Inflator Recall to be featured in your offices and on your website. As you may be aware, the current Takata Airbag Inflator Recall affects 34 automotive brands and more than 42 million vehicles across the U.S. This is the single largest recall in U.S. automotive industry.

As of July 1, 2017, specifically in the State of Alabama, there are still more than 483,000 recalled Takata airbag inflators that have not yet been repaired in nearly 341,000 vehicles. Many vehicles affected by this recall are older and have changed owners – making the ability to contact these vehicle owners much more challenging – which is why the DMV can play a very important role in assisting.

Why are Takata airbag inflators being recalled?

The recalled Takata airbag inflators were mainly installed in certain vehicles from model years 2001 - 2016. In these vehicles, the propellant (ammonium nitrate) in the driver and/or front passenger airbag inflators may degrade after exposure to high heat and humidity. Degraded propellant can cause the metal inflator to rupture during airbag deployment. The recall involves replacement of the driver and/or front passenger airbag inflators.

How serious is the problem?

The failure of one of these recalled airbag inflators could result in serious injury or death. As of July 2017, there have been 12 deaths in the U.S. and hundreds of injuries linked to faulty Takata airbag inflators. In the event of an inflator rupture, metal fragments could pass through the airbag cushion material, striking the vehicle occupant(s). NHTSA has established a recall schedule based on the risk of potential failure.

What is requested from each DMV Office?

It is extremely important that every affected Alabamian owner schedule this **FREE** repair at their local dealership as soon as possible to ensure their safety. To each DMV facility, please have the following:

1. Print/make multiple copies of the enclosed materials to post in high foot traffic areas and/or share them with customers. These documents have been developed to increase Takata Airbag Inflator Recall awareness, inform customers of how serious this recall is, which vehicle brands are affected, encourage consumers to have the recall repair completed, and provide directions on how and where to get the recall completed for **FREE**. Attached are PDFs of the visual assets to be printed/posted/shared.
2. Have the enclosed assets available on the Alabama DMV website for easy access by Alabama residents.
3. Include the following excerpt on your websites – “There are 42 million vehicles from 19 different vehicle manufacturers (34 brands) affected by the Takata Airbag Inflator Recall. This recall is the largest in US history and affects vehicles between years 2001 and 2016. This safety-related recall is important as your airbag may deploy explosively causing serious injury and even death. Vehicle owners here in the US have experienced hundreds of injuries and 12 deaths caused by the Takata airbag inflator recall. Please go to NHTSA.com or AirbagRecall.com to check your airbag recall status and schedule an appointment with your local dealer for a **FREE** repair IF your vehicle is affected.”
4. A video asset to be featured in your offices and websites – a final version of the video is currently being developed. Please let us know if a video can be displayed in your DMV office and we will be sure to supply this video to you/your team.
5. A recall look-up system that allows employees to input a VIN during a customer interaction and, through a web service, access information on open Safety Recalls for team members to share with the vehicle owner. Through this system, we would encourage your offices to include recall information through renewal notices both on paper and electronically.

We believe the DMV has the capabilities to inform and even encourage affected owners of this safety-related recall. Our goal, through these initiatives, is to help ensure that we are keeping Alabamians safe on the road.

If you have any questions, please direct your inquiry to takata.recall@gmail.com

Have a great day,

Rob Milne

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