



AUSTRALIAN COMPETITION
& CONSUMER COMMISSION

Communication ideas: reaching consumers affected by the Compulsory Takata Recall

February 2019

The information below may assist Suppliers in communicating with consumers affected by the compulsory Takata Recall. These ideas may help maximise replacement of affected Takata airbag inflators by improving a Supplier's reach.

These ideas are an opportunity for Suppliers to learn from the experiences of others and are not exhaustive. We will continue to provide updates. In the next update, we will provide information from behavioural insights research and the Federal Chamber of Automotive Industries led mandatory consumer awareness raising campaign.

Channels for consumer outreach

Possible channels that could be used by Suppliers to communicate with consumers include:

- **social media**—to inform consumers about the recall and encourage them to advise family and friends of the recall
- **digital and print content**—videos, posters, flyers, newsletters, billboards and postcards
- **high impact images**—convey the risk of serious injury or death
- **existing programs and events**—raise awareness through product launches, motor shows, press conferences, roundtables, drive days, car clubs, car enthusiast groups and customer loyalty programs
- **evidence-based advertising campaigns**
 - tailored to the local area and community and informed by geographic analysis, for example,

Aboriginal and Torres Strait Islander and culturally and linguistically diverse audiences

- targeting areas of high heat and humidity
- targeting areas where many consumers have not presented vehicles for replacement
- **in-vehicle communications**—directed to the driver/owner
- **in-person visits**—directed to consumers who are not responding to letters, emails, calls or text messages
- **fuel vouchers**—in return for booking an airbag replacement
- **apps**—to enable consumers to check their VIN on different devices
- **postage paid cards or envelopes**—to encourage consumers to update their contact details if required.

Actions by Suppliers

Further actions that could be taken by Suppliers to maximise replacement include:

- **financial incentives**—for dealers to schedule and complete replacements
- **training**—for dealers, independent repairers and partners
- **extended opening hours and open days**—with mobile technicians to facilitate replacements
- **dedicated Takata staff and warm handovers**—to facilitate scheduling of replacements
- **offering loan cars**—in a wider range of circumstances than required under the compulsory recall.

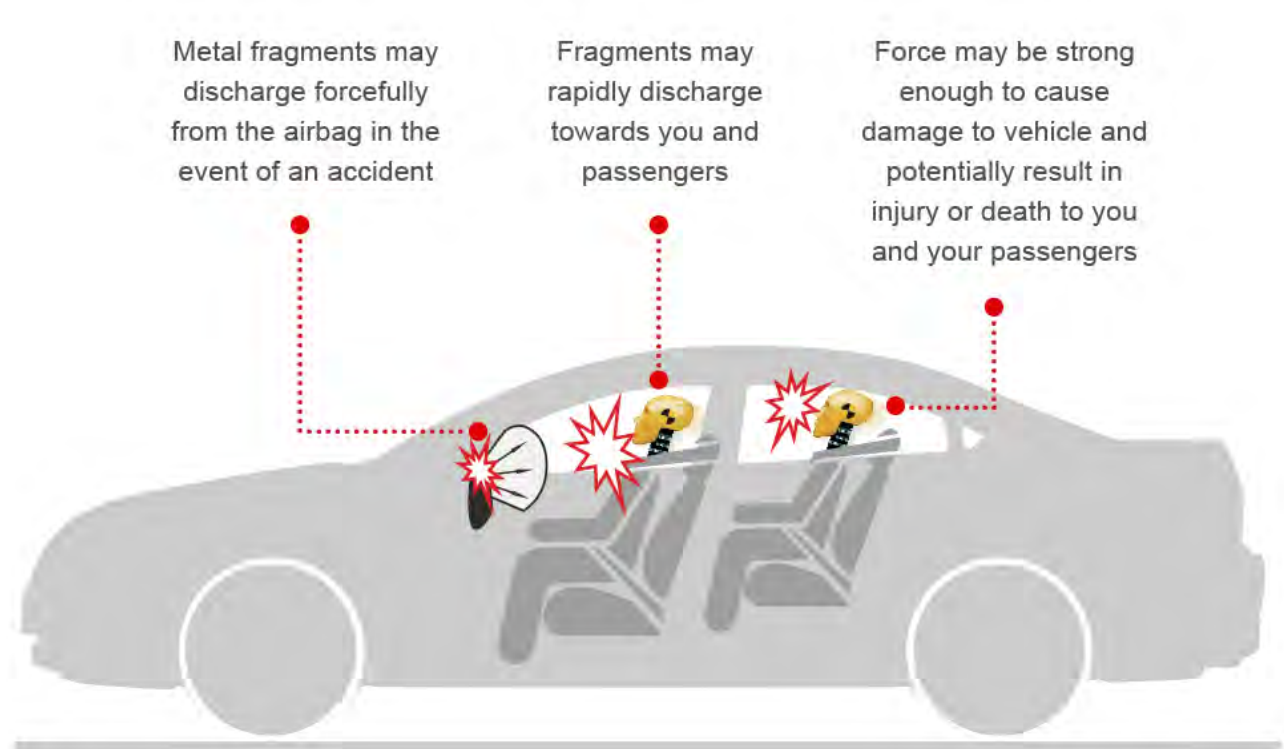
Consumer contact details

The information below may assist Suppliers to identify and reach affected consumers:

- **identifying consumer contact details**—use a range of sources (e.g. State and Territory Registration Authorities, insurance companies, auction houses, toll road providers, road side assistance, information services providers, the Australia Post deceased and change of address registers, and/or the White Pages)

- **reaching affected consumers**—advertise on online platforms (e.g. Carsales.com, Gumtree, eBay, Buy Swap & Sell) or contact consumers directly when an affected vehicle is listed privately online.

Examples of high impact images



Source: Mazda Australia Pty Ltd

See also: <http://recalls.toyota.com.au/#/>

Examples of social media


 **BMW Australia**
March 26, 2018 at 7:00pm

The updated Takata Recall list is now available. Please visit www.bmw.com.au/recall to check if your vehicle is affected.




Like Comment Share

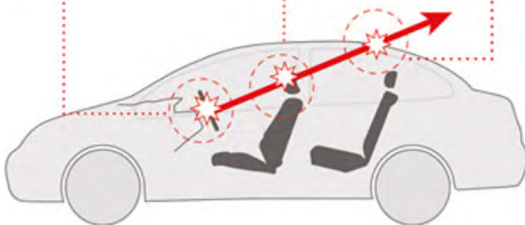
Source: BMW Group Australia

 **Honda Australia** ✓
13 July

URGENT RECALL: The airbag in your Honda may be faulty! Check if your vehicle is affected and call 1800 957 444 to book your repair now.



METAL FRAGMENTS SHOOT FROM AIRBAG TOWARDS YOU AND YOUR LOVED ONES HARD ENOUGH TO PUNCTURE THE ROOF



HONDA.COM.AU
Urgent Takata Airbag Recall
Check your rego now

Learn More

Source: Honda Australia Pty Ltd

Examples of postcards



URGENT AIRBAG RECALL

Stop driving your vehicle immediately!

FOR YOUR SAFETY CALL **1800 243 675**



Metal fragments can kill or seriously injure you or other people in your vehicle.

Call now for a **FREE** repair that can save a life.

B-AU-0418-R-01



ONE QUICK CALL CAN SAVE A LIFE

CALL **1800 243 675** VISIT **bmw.com.au/recall**

2002 BMW X5 VIN: 1234567
PRA No: 2017/12345
Recall Campaign: 0072123456

John Smith
123 Main Street
Anywhere, Vic, 3999

Please refer to this information when scheduling your **FREE** repair.

Stop driving your vehicle immediately!

Your vehicle's airbag is faulty and it could **kill or seriously injure** you and other people in your vehicle. Please urgently call your preferred authorised BMW dealer or the BMW Australia Takata Hotline to arrange the immediate and **FREE** rectification of your vehicle's affected Takata airbag inflator.



Figure 1.
Airbag deployment
w/ inflator rupture.

Your vehicle is installed with the most dangerous type of faulty Takata airbag. If you are involved in a collision, the airbag can go off with too much explosive force, causing sharp metal fragments to shoot out and **kill or seriously injure** people in the vehicle.

Your preferred authorised BMW dealer can arrange to have your vehicle towed to the workshop for urgent repairs so you do not need to drive the vehicle. If the replacement of the inflator will take longer than 24 hours you can request alternative transport, which may include a loan car or funding of other reasonable transportation (e.g. hire car or cab charge).

In the event that the BMW vehicle is no longer in your possession please advise BMW. Thank you in advance for your prompt attention to this urgent safety recall.

Source: BMW Group Australia

TAKATA AIRBAG RECALL

**DO YOU LIVE IN
THE ALICE SPRINGS
REGION AND
DRIVE A MAZDA?**

**YOU MAY BE AFFECTED BY
THE TAKATA AIRBAG RECALL**



As part of the global Takata Airbag Recall, many Mazdas are affected and require serious attention to replace potentially faulty airbag inflators. A Mazda Technician will be in the Alice Springs region soon to check and repair affected vehicles.

**Consult your Owner's Manual for location of your
Vehicle Identification Number, or VIN, and if it starts with
JMO or MMO, call 1800 931 024 and quote your location.**



TAKATA AIRBAG RECALL

**SORRY WE MISSED YOU.
URGENT SAFETY RECALL
REPAIR THAT AFFECTS
YOUR MAZDA**



Examples of videos

[Holden - Urgent Takata Recall](#)



Source: GM Holden Ltd

[Nissan - Takata airbag recalls affecting Nissan owners](#)



Source: Nissan Motor Co. (Australia) Pty. Ltd