

Responses to Written Questions Submitted by Honorable Todd Young to Desi Ujkashevic

Question 1. In your testimony, you highlight that you are working closely with NHTSA and the Monitor to implement best practices to encourage consumers to replace their airbags. You also note that you are using data analytics to study the effectiveness of various approaches to accomplish that task.

What lessons have you learned as a result of your data analytics?

Response. The use of data analytics is ongoing and new information is identified by the monitor, other OEMs and Ford as the recalls progress. Some of the key learnings from the use of data analytics include:

Segmentation of recall populations (older vehicles, customer demographics, geographic influences (e.g., urban and rural customer locations) require different owner contact approaches to be effective

Identification of vehicles that are currently owned by a subsequent owner (sometimes the third or fourth owner) and vehicles that are no longer in service

Analysis of different types of notification (i.e., email, phone calls, first class mail, FedEx packaging, post cards, etc.) and the frequency of notification for optimal methods to cause different owner populations to respond to the recalls

Question 2. Has Ford consulted behavioral economists to help understand that data and more effectively tailor a message? If not, do you believe a behavioral economist might play a constructive role in developing a more effective message?

Response. The Takata Independent Monitor has employed a number of resources to consult with the OEMs including experts on integrated marketing communications programs and all aspects of digital, social and mobile media strategy, development and execution. Feedback from those experts has been provided to all of the OEMs and their guidance is being implemented in customer outreach messaging, including owner letters, social media outreach, and targeted experiential events as examples. Ford is also using its sales marketing partner to identify and coordinate messaging in customer outreach for the recall notifications.

Question 3. Has Ford had success engaging with other ancillary industries that have a touchpoint with consumers?

Response. Ford, along with all of the affected OEMs, are using unprecedented outreach methods for the Takata related recalls. Some examples of those include mobile repair services, salvage yards and auto auctions, automotive insurance companies, automotive finance companies (e.g., Ford Motor Credit), enthusiast groups (e.g., Mustang Clubs of America) and private repair facilities such as body shops to make sure customers are aware of the recalls and the importance of having the recall repairs completed. Also, some state motor vehicle authorities are allowing OEMs to coordinate messaging in their facilities (e.g., video messaging in waiting areas, and letters to customers with government agency letterhead).