

## The Largest, Most Complex Recall in U.S. History

**32M**

Cars Affected<sup>1</sup>

**33**

Brands Affected<sup>1</sup>

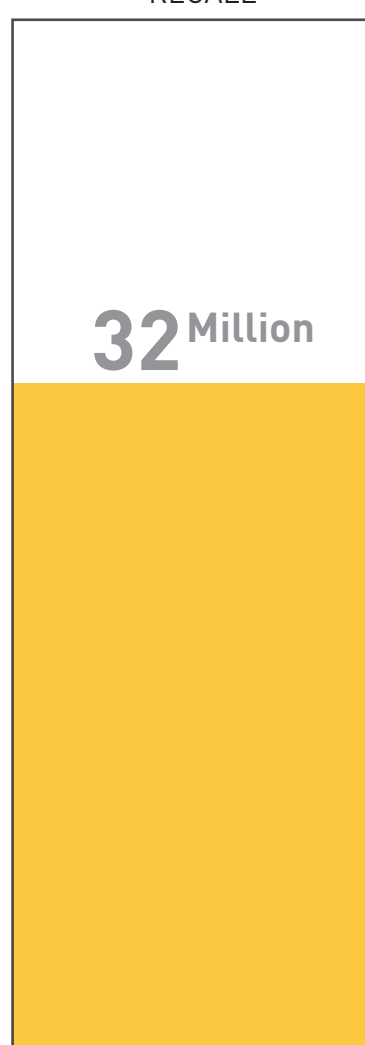
**1-in-8** Cars Affected<sup>2</sup>



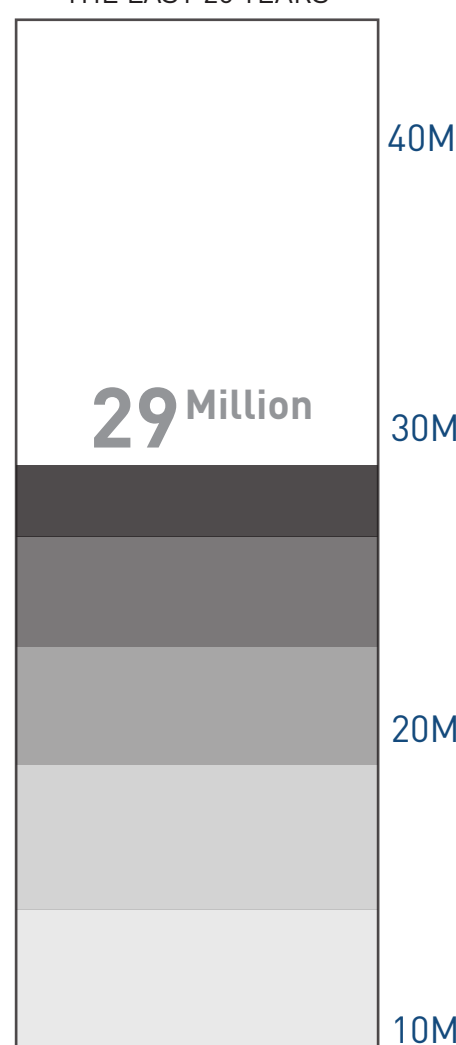
1: Based on information from NHTSA.gov

2: Calculation based on Experian's vehicles in operation

TAKATA AIRBAG RECALL



LARGEST 5 RECALLS DURING THE LAST 20 YEARS

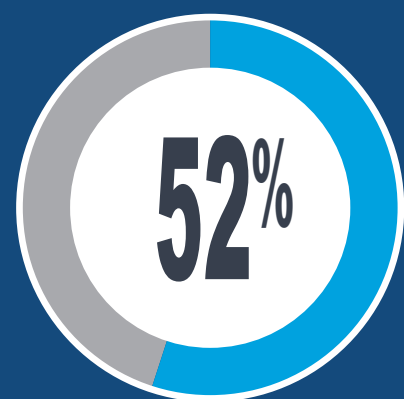


Source: NHTSA.gov as of June 2, 2016.

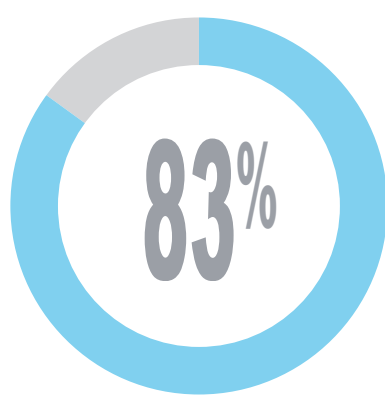
## Awareness of the Takata Airbag Recall is low relative to other current concerns<sup>3</sup>



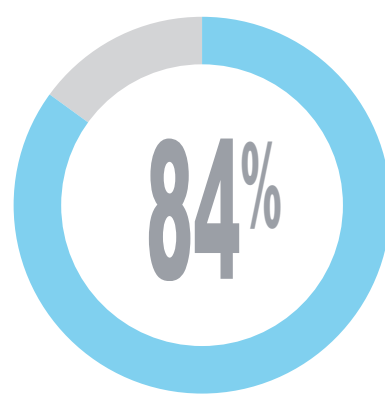
**TAKATA AIRBAG RECALL**



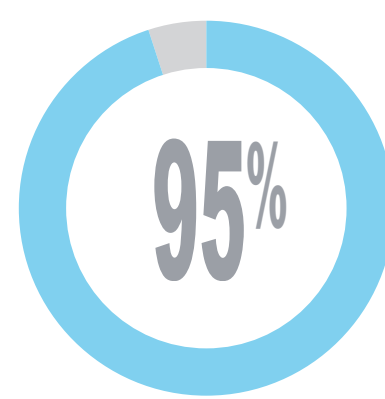
**GLOBAL WARMING**



**ZIKA VIRUS**



**PRESIDENTIAL ELECTION**



Concern among those aware

**31%**

**56%**

**49%**

**78%**

3: 2016 Takata Airbag Recall Study commissioned by Cox Automotive, Inc.; includes responses for "Extremely" and "Very Concerned."

**33%** of consumers don't know if they're affected<sup>3</sup>

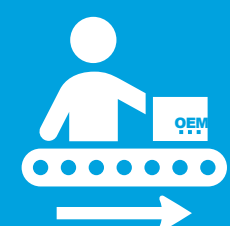
**40%** Have NOT attempted to fix<sup>3</sup>

**Not sure you're affected?**



**NHTSA recommends checking twice per year**

[www.safercar.gov/checkforrecalls](http://www.safercar.gov/checkforrecalls)



**Also check with your manufacturer**

**If you're affected...**



**1. Contact your local dealer for a free repair**

**2. Be aware that repairs are prioritized based on:**



Vehicle Age



Geography



Exposure to Hot & Humid Climates

If you're not the original owner, investigate the vehicle's history for proper prioritization.

3. NHTSA\* says

**DON'T DISABLE AIRBAGS**  
Airbags save lives, reduce injuries

\*National Highway Traffic Safety Administration

**Until your airbag is fixed, stay up to date** on the status of the recall. Be equipped with your vehicle's history report and discuss your options with your dealer.