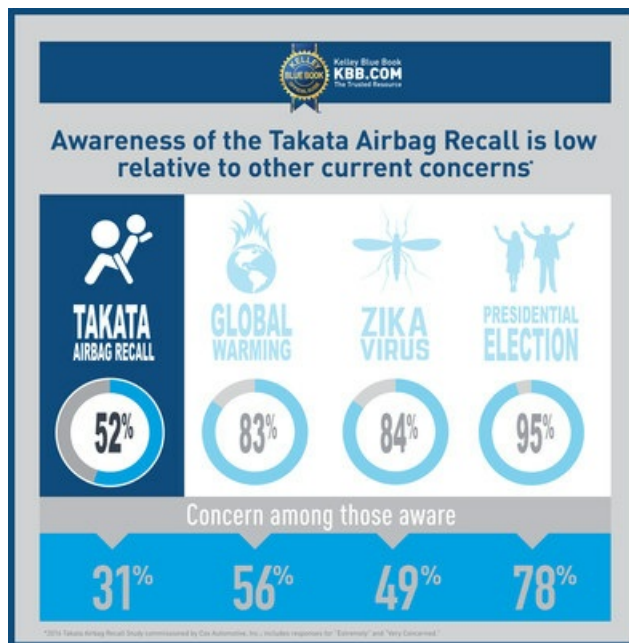


Presidential Election, Hillary Clinton's Email Issue, Zika Virus Outrank Concerns About Deadly Takata Airbag Recall, According To Kelley Blue Book Study

1-in-8 Vehicles Affected, Yet One-Third of Respondents Don't Know If They Are Impacted by Largest Recall in U.S. History; Kelley Blue Book Offers Tips to Ensure Safety Amidst Recalls

IRVINE, Calif., July 13, 2016 /PRNewswire/ -- With more than 32 million vehicles recalled¹ among 33 different automotive brands, the widespread [Takata airbag issue](#) includes more impacted vehicles than the next five largest recalls from the past 20 years combined, according to the experts from Kelley Blue Book [www.kbb.com](#), the vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry. Even though the Takata airbag recall numbers continue to climb along with the severity of this potentially deadly issue, consumer awareness and concern about the Takata recall is low compared to other national and global issues.



According to an all-new study², the Takata airbag recall has the lowest general awareness of current events and issues among all respondents, at just 52 percent, compared to Zika virus (84 percent), Hillary Clinton's email issue (87 percent) and the presidential election (95 percent), among others. Furthermore, only a quarter of respondents believe the Takata airbag recall is very or extremely important, which also ranked lowest among these other national and international issues. Of those familiar with the Takata recall, only 31 percent describe themselves as very or extremely concerned about the Takata recall, falling behind the Zika virus (49 percent), the presidential election (78 percent) and terrorism (79 percent).

"Consumer opinions on the Takata airbag recall seem to be another unfortunate case of people thinking 'it won't happen to me,' but this is easily the largest, most expensive automotive safety issue in U.S. history. In fact, 1-in-8 vehicles on the road are affected by this massive recall³, yet 33 percent of those surveyed don't know if they are impacted," said Karl Brauer, senior analyst for Kelley Blue Book.

"It is vital that all households look up their vehicle's status on the [National Highway Traffic Safety Administration](http://www.safercar.gov) (NHTSA) website [safercar.gov](http://www.safercar.gov) and check with their manufacturer. In vehicles impacted by the Takata recall, the front airbags of the vehicle that are intended to protect riders in the event of a collision, may actually wind up causing injury and/or death by deploying incorrectly."

According to the study², the major Japanese automakers, Toyota Motor Corporation (58 percent), Honda Motor Company (46 percent) and Nissan Motors (35 percent), were most commonly believed to be affected by the recall, followed by General Motors (34 percent), Mitsubishi Motors (29 percent) and Ford Motor Company (28 percent). In addition, three out of four respondents said they would not be likely to purchase a new vehicle from a manufacturer that may still be using Takata airbags.

NHTSA recommends that all car owners check the [safercar.gov](http://www.safercar.gov) website for recall information at least twice a year to ensure the safety of their car. If a vehicle is part of the Takata airbag recall, contact a local dealer for a free repair. Note that repairs are prioritized based on vehicle age, geography and exposure to hot, humid climates. If the driver is not the original owner, he or she should investigate the vehicle's history for proper prioritization (e.g.: if vehicle was used in hot/humid climate). Until your airbag is fixed, stay up-to-date on the status of the recall, be equipped with the vehicle's history report and discuss any options with a dealer, like a possible interim repair or access to a rental vehicle. NHTSA does not recommend disabling your airbags, as they are meant to save lives and reduce injuries.

The 2016 Takata Airbag Recall Study was conducted among 1,000 respondents reflective of the United States Census general population (race, age, gender, income and education) between June 3-6, 2016.

To discuss this topic, or any other automotive-related information, with a Kelley Blue Book analyst on-camera via the company's on-site studio, please contact a member of the Public Relations team to book an interview.

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¹ Total vehicles recalled as of June 2, 2016.

² 2016 Takata Airbag Recall Study commissioned by Cox Automotive, Inc.

³ Calculation based on Experian's vehicles in operation.

About Kelley Blue Book (www.kbb.com)

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