

IN THE UNITED STATES DISTRICT COURT  
FOR THE SOUTHERN DISTRICT OF FLORIDA

IN RE: TAKATA AIRBAG PRODUCTS  
LIABILITY LITIGATION

Case No. 1:15-md-02599-FAM

THIS DOCUMENT RELATES TO:  
ECONOMIC LOSS TRACK CASES AGAINST  
FORD AND VOLKSWAGEN DEFENDANTS

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| FILED BY <u>MC</u> D.C.  |
| SEP 01 2022  |
| ANGELA E. NOBLE<br>CLERK U.S. DIST. CT.<br>S. D. OF FLA. - MIAMI |

**REPORT BY THE SETTLEMENT SPECIAL ADMINISTRATOR ON THE  
IMPLEMENTATION OF THE OUTREACH PROGRAMS PURSUANT TO THE FORD  
AND VOLKSWAGEN SETTLEMENT AGREEMENTS<sup>1</sup>**

**STATUS REPORT NO. 17 FILED AUGUST 31, 2022**

The Settlement Special Administrator of the Ford and Volkswagen Settlement Agreements (collectively, the “Settlement Agreements”) submits this Report to the Court to provide information and insight as to the ongoing efforts of the Outreach Programs under the Settlement Agreements<sup>2</sup>.

As explained in further detail below, the Outreach Programs have been designed through discussion with the Parties, the National Highway Traffic Safety Administration, and the Independent Monitor of the Takata recalls to utilize techniques and approaches not previously applied in the recall industry, with a focus on personalized, targeted direct campaigns aimed at increasing the volume of outreach attempts per consumer via traditional and non-traditional channels with the goal of maximizing the recall remedy completion rate to the extent practicable

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<sup>1</sup> In light of the fact that the Outreach Programs under the BMW, Honda, Mazda, Nissan, Subaru, and Toyota settlement agreements have now been concluded, future Status Reports and the data and activities contained therein will now pertain to only the Ford and Volkswagen Outreach Programs.

<sup>2</sup> The data and information contained in this report is generally as of the mid-Q3 2022.

given the applicable provisions of the Settlement Agreements. Consistent with this, the Settlement Special Administrator and Outreach Program vendors regularly confer and communicate with the automobile manufacturers to coordinate concerted efforts to ensure that outreach to affected vehicle owners is conducted as efficiently and as effectively as possible and to continually improve the overall process.

**1. Direct Outreach**

a. Current and Future Campaigns in Direct Outreach to Affected Consumers

In the coming months, in addition to recurring themes discussed in prior Status Reports and the continued use of handwritten elements in conjunction with “official” mail pieces which have consistently driven high response rates, the Settlement Special Administrator and Outreach Program vendors will utilize some seasonal materials that have previously been deployed successfully as well as some new outreach pieces, given that fresh material regularly results in an uptick in response rates, despite that the recipients of these outreach materials have often received numerous prior mailings, phone calls, etc. regarding the Takata recall.

First, a “Late Summer Checklist” will be rolled out in the coming weeks, with the theme consisting of a series of items that the recipient will presumably have on his or her end-of-summer to-do list. Included with this list will be to schedule the Takata inflator repair appointment. This theme has previously been utilized periodically and has proven to be successful in generating responses and appointments.

Also being re-deployed are the “mob mentality” letters, which highlight the substantial percentage of the individuals who have already had their Takata inflator remedy performed, thus leaving the recipient of this letter in the minority. By playing off the concept of “missing out,” the

letter encourages these individuals to have the recall remedy performed with a simple proposition: Millions of people have had the Takata recall remedy performed—why haven't you?

Furthermore, in the coming months, the Settlement Special Administrator and Outreach Program vendors will be designing and deploying a new concept of the previously successful “official seal” letter, sending another round of outreach in conjunction with the National Safety Council, and working on a concept of “modular” letters whereby the content of the outreach materials will be personalized to the individual recipient.

b. Continued Efforts with State Departments and Other Entities

As reported, the Settlement Special Administrator and the automobile manufacturers have engaged various state departments to endorse the deployment of letters on behalf of their respective states to inform affected citizens of the Takata inflator recall and its severity, as well as to provide information on how to have the recall repair completed. These efforts generally have resulted in some of the highest response rates and remedy rates of any communications in the Outreach Program. In addition to the states in which these letters have previously been mailed<sup>3</sup>, similar letters have been mailed or are anticipated to be mailed in the coming months in South Carolina (its third mailing), New York (its third mailing), New Hampshire, New Mexico, and Massachusetts. The fact that several states have now re-engaged on this type of effort for second and even third mailings is encouraging considering the significant success of these letters in generating repairs. The Settlement Special Administrator and the automobile manufacturers continue to contact state departments to seek their cooperation in this valuable and effective effort.

c. Overall Deployment and Response

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<sup>3</sup> Louisiana, Michigan, New York, Mississippi, Alabama, Kentucky, Wisconsin, Minnesota, North Carolina, Virginia, Arkansas, Florida, Georgia, Pennsylvania, South Carolina, Ohio, Nebraska, Tennessee, Florida, Texas, Idaho, New Hampshire, California, and Puerto Rico.

A total of 121,012,036 outbound deployments across all available channels have been made by the Settlement Special Administrator and Outreach Program vendors to affected consumers.<sup>4</sup> These deployments are broken out by primary channels below:

| <u>Channel</u>               | <u>Volume</u> | <u>Total Appointments</u> |
|------------------------------|---------------|---------------------------|
| Direct Mail Pieces           | 15,989,937    | 18,577                    |
| Emails                       | 10,279,587    | 954                       |
| Outbound Calls               | 4,441,658     | 63,830                    |
| Digital/Facebook Impressions | 90,214,232    | 4 <sup>5</sup>            |
| Tagging <sup>6</sup>         | 79,908        | 4,220                     |

d. Overall Results

The Settlement Special Administrator and Outreach Program vendors have performed outreach resulting in a total of 246,729<sup>7</sup> appointments and “warm transfers” to allow consumers to schedule appointments directly with dealers, and 609,422 recall remedies have been completed since the transition of outreach to the Settlement Special Administrator and Outreach Program vendors<sup>8</sup>.

<sup>4</sup> As noted in Footnote 1, given that this Status Report now pertains only to the Ford and Volkswagen Outreach Programs, these figures should not be compared to prior Status Reports which also reflected data from other manufacturers’ Outreach Programs that have now been concluded.

<sup>5</sup> Social media deployment on Facebook and other platforms is an extremely low-cost channel used primarily to maintain consumer awareness and a social presence to support other outreach activities which more regularly result in appointments and repairs, such as direct mail and outbound phone calls.

<sup>6</sup> “Tagging” refers to the process referenced in this and prior reports, whereby the Settlement Special Administrator’s Outreach Program vendors actively search for affected vehicles on the road and, when located, place recall notifications on those vehicles.

<sup>7</sup> This figure exceeds the aggregate sum of the Total Appointments by Channel in the chart above because many of the inbound calls resulting from Outreach Program materials for Ford vehicles are currently being routed directly to Ford’s call center for appointment scheduling purposes. Also see Footnote 8 below which is similarly applicable here.

<sup>8</sup> Considering the significant efforts put forth towards indirect outreach methods such as mass media and public relations-type activities, Status Reports now provide the total number of recall remedies performed, irrespective of whether direct outreach had been performed on a vehicle. As previously mentioned, consumers often schedule repair appointments directly with the automobile manufacturer or their local dealership rather than by calling the Outreach Programs’ call center to do so. As such, the total recall remedy completion count presented herein cannot be attributed solely to those direct activities conducted by the Settlement Special Administrator and Outreach Program vendors and exceeds the number of appointments and “warm transfers” set by Outreach Program vendors. This is also consistent

**2. Additional Activities and Efforts**

At the end of 2021, the Settlement Special Administrator discontinued the use of earned media efforts as part of its Takata recall outreach program. Given the significant media coverage over the last several years, these earned media strategies greatly assisted in raising affected vehicles owners' awareness and understanding of the legitimacy and gravity of the Takata recalls. In ongoing consultation with the Parties and the National Highway Traffic Safety Administration, the Settlement Special Administrator and Outreach Program vendors continue to evaluate other activities to be performed in addition to and in conjunction with direct outreach to consumers.

**3. Conclusion**

The Settlement Special Administrator offers this Report to ensure that the Court is informed of the status of the Outreach Programs to date. If the Court would find additional information helpful, the Settlement Special Administrator stands ready to provide it at the Court's convenience.

/s/ Patrick A. Juneau  
PATRICK A. JUNEAU  
Settlement Special Administrator

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with the fact that each automobile manufacturer continues significant and extensive outreach efforts beyond those activities performed by the Settlement Special Administrator in the Outreach Programs under the Settlement Agreements.

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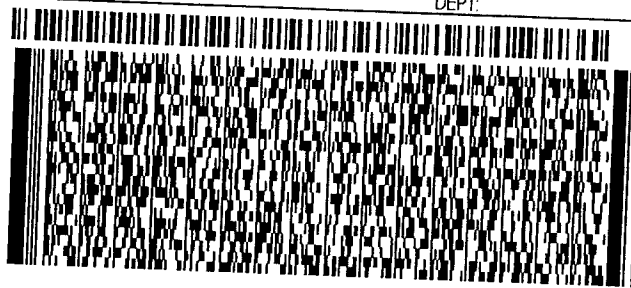
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