



Driver & Vehicle
Standards
Agency

GUIDE

Manufacturers' Guide to Recalls in the UK Automotive Sector



Foreword

by DVSA Chief Executive



A robust system of managing safety recalls is an essential element of vehicle safety standards in the UK. Over the past 30 years, millions of vehicles have been recalled for rectification under this scheme. The effectiveness of this system demands close co-operation between DVSA, manufacturers and the Trade Associations.

The aim of this guide is to provide a best practice process which will help manufacturers in the UK to achieve high standards of success when conducting a safety recall. I am grateful for the cooperation of all those who have contributed to this document not least producers and/or distributors and dealer-ships.

It is an essential guide to all those involved in safety recall and pays an important contribution to road safety.

A handwritten signature in black ink that reads "Alastair Peoples". The signature is written in a cursive, flowing style.

Alastair Peoples
DVSA Chief Executive

Disclaimer notice

This guide to recalls in the UK automotive sector is intended only as general advice and guidance to producers and distributors who are undertaking recall activity. This best practice guide is based on observations from quality assurance checks undertaken.

This is a revision to the “Guide to recalls in the automotive sector 2007” which was produced as a consequence of the implementation of Directive 2001/95/EC on general product safety and the General Product Safety Regulations 2005 and is not intended to interpret, qualify or supplement English law.

You retain your rights under the regulations and copies can be obtained from The Stationery Office.

The purpose of the guide

This guide has been written to assist producers and distributors in the automotive sector in the construction and execution of a safety recall (as defined in the two Codes of Practice and in line with the General Product Safety Regulations 2005).

This guide is intended to be “best practice” guidance which will contribute to the overall success of the safety recall scheme in the United Kingdom.

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Definitions

Aftermarket parts – means any product manufactured to be fitted to a vehicle after it has left the vehicle manufacturer's production line.

Code of Practice on safety defects and recalls in the vehicle aftermarket - Code relating to safety defects affecting any product manufactured to be fitted to a vehicle after it has left the vehicle manufacturer's production line.

Driver and Vehicle Licensing Agency (DVLA) – is the government agency that manages the vehicle keeper information for all registered vehicles in the UK.

Driver and Vehicle Standards Agency (DVSA) – The government agency responsible for a wide range of services including the management of the safety recall scheme in the UK.

Forthwith – is taken to mean immediately or without delay.

General Product Safety Directive 2001 (GPSD) – the European directive on product safety

General Product Safety Regulations 2005 (GPSR) – the UK product safety legislation from the GPSD.

Producer and distributor – are taken to have the meanings attributed to them in the General Product Safety Regulations 2005

Manufacturers' Guide to Recalls in the Automotive Sector – A document that provides guidance on the implementation of a safety recall.

Non-Code Action – This is a proactive and proportionate action registered with DVSA, which falls outside the scope of a safety recall. The issue may affect the long term safety of the product or its ability to satisfy legislative requirements.

Product – Any vehicle, component, aftermarket part or accessory that is automotive related.

Safety Recall - The action taken when a defect is identified which meets the definition of a safety defect - as described below - that could result in a risk of serious injury. For more information about the UK recall process see the [Manufacturers' Guide to Recalls](#) in the Automotive Sector.

Safety Defect - A safety related defect is a failure due to design and/or construction, which is likely to affect the safe operation of the product without prior warning to the user and may pose a significant risk to the driver, occupants and others. This defect will be common to a number of products that have been sold for use in the United Kingdom.

Unit - describes the affected component/part or vehicle.

User/Owner – is a person, a business or group of people that are owner or final users of goods or services.

Introduction to DVSA and the Safety Recall Scheme



Section 1: Introduction

An introduction to Driver and Vehicle Standards Agency (DVSA)

Background

The Driver and Vehicle Standards Agency (DVSA) is an executive agency of the Department for Transport.

DVSA will be formed in 2014 by the merger of the Driving Standards Agency and the Vehicle and Operator Services Agency. We will improve road safety in Great Britain by setting standards for driving and motorcycling, and making sure drivers, vehicle operators and MOT garages understand and follow roadworthiness standards. We will also provide a range of licensing, testing, education and enforcement services.

Vehicle Safety Branch

DVSA is the competent authority for automotive safety issues in the UK and it has a specific team, the Vehicle Safety Branch (VSB), responsible for this work. This is the main contact for all safety defect and recall matters. Contact details for the team are detailed at the end of this guide.

Legislation

Key features:

- ▶ General Product Safety Directive = EU Directive 2001/95/EC
- ▶ General Product Safety Regulations 2005 = UK Regulations
- ▶ This legislation supports the development of Codes of Practice
- ▶ DVSA's VSB is the competent authority in the UK

The 2001/95/EC General Product Safety Directive was transposed into UK law in the form of the General Product Safety Regulations 2005 (GPSR) and came into force in January 2004.

However, while regulations are in place and retain primacy in matters of safety, they also provide for the development of Codes of Practice and encourage voluntary actions by producer and/or distributors. Therefore, the Codes of Practice provide the producer and/or distributor with an approved and recognised process to follow when a safety issue is identified and it is these codes on which the UK focuses.

DVSA is now recognised as the 'competent authority' in the UK for product safety issues in the automotive sector. A producer and/or distributor is required to inform the competent authority of any issues they have with the safety of their products. It also means that producer and/or distributor may need to inform DVSA at an earlier stage with regard to alleged safety defects that might result in a recall in order to comply with the regulations.

This legislation covers a wide range of products such as white goods, general consumer products as well as motor vehicles. Therefore, it speaks generally about the product. Any definition must be brought by the 'Competent Authority'.

The general product safety regulations 2005 states that where a producer or distributor knows that a product it has placed on the market or supplied poses risks to the consumer, that are incompatible with the general safety requirements, it will **immediately** notify an enforcement authority in writing.

The Codes of Practice

Key features:

- ▶ Two Codes of Practice
- ▶ Supported by legislation
- ▶ Supported by Trade Associations

There are two Codes of Practice:

- ▶ Code of Practice on vehicle safety defects and recalls (this covers passenger cars, commercial vehicles, passenger carrying vehicles, two and three wheeled motorcycles, quadricycles, commercial trailers, agricultural equipment, motor homes/caravans, trailer caravans, private trailers, components fitted as original equipment, parts and accessories supplied to the automotive market)
- ▶ Code of Practice for safety defects and recall in the vehicle aftermarket

In order to understand the codes it is vital to understand the definition of a safety defect as this is core to its aims. The definition of a safety defect is:

“A safety related defect is a failure due to design and/or construction, which is likely to affect the safe operation of the product/aftermarket part without prior warning to the user and may pose a significant risk to the driver, occupants and others. This defect will be common to a number of products/aftermarket parts that have been sold for use in the United Kingdom”

If such a defect occurred it could cause significant risk of serious injury or death and cannot normally be identified by routine maintenance or obvious changes to the normal handling or performance of the vehicle that the driver continues to ignore. It is a sudden and catastrophic failure of a component that occurs with little or no warning to the driver to enable preventative action to be taken.

The Codes of Practice are supported by many of the major Trade Associations and manufacturers from all parts of the industry. These codes have now been revised as a consequence of the amendments to the Directive on General Product Safety (2001/95/EC), and the General Product Safety Regulations 2005.

This guide refers to producer and/or distributor. This is in line with definition in the Code of Practice that says: ‘Producer and/or distributor – are taken to have the meanings attributed to them in the General Product Safety Regulations 2005.’

The codes are available on our website.

DVSA’s work in Europe

DVSA continues to promote and support safety recall schemes across Europe. We engage with other European member states and other countries across the world to discuss recall issues.

Best practice

Key features:

- ▶ Best practice is best described as a technique or methodology that has proven to reliably lead to a desired result
- ▶ It is about the sharing of good ideas to benefit all
- ▶ It is about looking at the process and reaffirming that it produces the best results it can
- ▶ Best practice is about improving quality

DVSA aims to spread good practice throughout the industry to promote the best recall results and consumer protection. This in part, is achieved by conducting quality assurance of producer and/or distributor recall/warranty processes and sharing the results with others in the industry. This is an ongoing process.

Best practice is a process that reliably gives the desired result and this is to the benefit of the overall cause. The aim is to ensure that all producer and/or distributor can use the best administrative practices in order to achieve the optimum results.

Early notification of potential safety recall

Key features:

- ▶ Ensure your parent companies are aware of the UK's early warning system
- ▶ Be prepared to locate information quickly at the request of DVSA
- ▶ Be aware of high media interest and brief DVSA

Increasingly, safety recalls that affect key areas of the world are receiving high media interest and, therefore, DVSA receives enquiries relating to how issues may affect the UK market. It may be necessary to answer questions that may come from a variety of sources and it is important that this information is available to DVSA when necessary.

There are two main areas where a producer and/or distributor may need to notify DVSA at an early stage;

1. **Alleged safety defects affecting vehicles/products/aftermarket parts that have been supplied for use in the UK.**

At this early stage it would be helpful to indicate to DVSA;

- ▶ The make and model of the product/part name and number
- ▶ The nature of the defect and estimated number of units involved
- ▶ The nature of the safety hazard involved

It is appreciated that the information received may not be as complete as the information supplied on the official notification form. However, this brief data ensures that DVSA are aware of the issue at the earliest stage which then complies with Part 2, section 9 of the General Product Safety Regulations 2005. Information supplied will be treated in confidence.

2. **Alleged safety defects affecting vehicles/products/aftermarket parts not supplied for use in the UK**

This occurs when there is an issue affecting products not intended for sale in the UK, but may attract attention. Although there is no legislative mandate for producer and/or distributor to comply, DVSA recommend that notice be provided to ensure there is awareness and to avoid unnecessary communication after the event. At this stage it would be helpful for DVSA to have the following information in order to confirm that this issue does not affect the UK;

- ▶ The make and model of the product/part name and number
- ▶ The nature of the defect and the remedy along with a brief explanation as to why the recall is not to be conducted in the UK
- ▶ Countries affected

In cases where the defect appears to stem from a fault in a component/part produced by another supplier, DVSA should be advised. The producer and/or distributor will also inform DVSA of all subsequent decisions on remedial action.

What is a safety recall under the Code of Practice?

A recall is defined under the Code of Practice on Safety defect defects and recalls as “an action taken when a defect is identified which meets the definition of a safety defect that could result in serious injury”.

This is when an issue with the design and construction of the product has resulted in a potential safety defect. This defect is present in a significant number of units and the product is offered for sale/use in the United Kingdom.

What are the objectives of a safety recall?

There are a number of objectives to conducting a safety recall.

- ▶ Stop the distribution and sale of an affected product
- ▶ Inform the public of the issue
- ▶ Remove effectively and efficiently potentially defective products from the market place
- ▶ Prevent further distribution of the product

What you should have in place

These are the key items you should have in place when conducting a safety recall action.

- ▶ Clear description of the defect and its effect
- ▶ A solution
- ▶ A robust recall process (best practice process detailed in Section 2)
- ▶ Traceability of your product
- ▶ Robust internal quarantine procedures
- ▶ A communication/media plan
- ▶ Effective review strategy “lessons learnt”

Manufacturer’s other actions

A producer and/or distributor may complete a number of actions to respond to issues that arise in service with their product. This could be;

- ▶ Service campaign
- ▶ Customer satisfaction programme
- ▶ Technical upgrade
- ▶ Quality improvement campaign

Non-coded actions

There are some instances where a safety issue may exist which does not meet the definition of a safety defect as defined by the Codes of Practice. DVSA supports these issues by the use of a “non-coded action”.

A non-coded action is defined as “a proactive and proportionate action registered with DVSA, which falls outside the scope of a safety recall”. This issue may affect the long term safety of the product or its ability to satisfy legislative requirements”.

Any proposals to undertake a non-coded action should be discussed and agreed with DVSA. If a non-coded action is agreed, access to the DVLA data to obtain keeper information can be approved to allow you to contact customers to inform them of the repair.

A non-coded action will follow a similar route to a safety recall action. Producers and/or distributors will be required to report completion rates. Non-coded actions will be published bi-annually on DVSA’s website (independently of the safety recalls bulletin).

The Process



Section 2: The process

Introduction

This section looks at the process that needs to be followed when undertaking a safety recall. The key to a successful recall is a robust, professional and accountable process. Process definition is critical in mitigating the risk posed by a safety recall.

The process described below is recommended by DVSA.

Where to begin

We recommend that this guide is read prior to undertaking a recall. DVSA's contact details are at the end of this guide and we welcome contact from producers and/or distributors at any stage in the process for advice and guidance.

Gathering information

The gathering of initial information is crucial to the success of the recall. This is the time when the producers and/or distributors will want to gain as much information as possible. The producers and/or distributors' own customer database may well be adequate to identify the keepers of the vehicles.

This will begin to build up the information that is needed to register the recall campaign with DVSA and to initiate the recall. Data to be collected should include:

- ▶ Make and model
- ▶ Vehicle keeper details
- ▶ Build dates
- ▶ VIN numbers
- ▶ Issue/concern identified
- ▶ Possible consequences
- ▶ The repair
- ▶ Numbers of vehicles/products involved (UK)
- ▶ Parts information
- ▶ Type approval number(s)

Shared components/design and/or production

During the gathering of the initial information, it must be considered whether this issue may affect a number of other models or products. Components, facilities and designs are shared between producers and/or distributors and if this is the case DVSA need to be made aware of this. You will need to confirm this when completing the notification form together with the name of the component producer if necessary.

Converted vehicles

Converted vehicles may have components from varying producers and may need assessment to determine whether the recall is the responsibility of the base producers and/or distributors or the converter who has placed the vehicle for sale and for use in the UK. DVSA may need to work with all parties to clarify this.

The DVSA notification form

Key features:

- ▶ Three forms available for registered and non-registered products and non-coded actions
- ▶ Ensure that all relevant information is given on the form
- ▶ Remember that this information forms the basis for the registration and the website entry
- ▶ The forms are generic, if necessary adapt the form to suit your purposes
- ▶ Copies of forms are available via email

The DVSA notification form is the official notification for the producer and/or distributor to register a recall with the competent authority. This form should be completed as fully as possible, as it will form the official record of the recall with DVSA.

There are three forms available, one for registered products, one for non-registered products and one for non-coded actions. The forms are generic and may not contain sufficient space for all relevant information, therefore the use of a continuation sheet may be necessary. The issue, consequences and the remedy must be given in detail to ensure that the correct engineering description is recorded.

Details of the technical instructions to dealers are required and should, if possible, be attached to the DVSA notification form.

The information is extremely important as it forms the basis for the registration of the recall and is placed in the recalls bulletin and the recalls database available on the DVSA website, www.vosa.gov.uk once the recall has launched. This information is not published until the recall has been placed in the public domain/ has been launched to the public.

It is always a consideration that if the safety concern includes a proprietary component sourced from an outside producer that it may apply to other makes of vehicle. In the interest of safety, you should approach the producer of that component as soon as possible.

When this occurs, the recalling manufacturer needs to give as many details as possible of the subject component e.g. producers' name, address and telephone number, component type and function etc.

Prompt notification to DVSA also expedites the release of keeper information from the Driver and Vehicle Licensing Agency (DVLA).

Type approval number

Key features:

- ▶ Remember to include the type approval numbers for the product on the notification form
- ▶ The Vehicle Certification Agency (VCA) is the UK type approval authority
- ▶ The UK approval number is E11

A type approval number is necessary for many automotive products that are sold within the European Community. Producers must obtain approval prior to being able to sell the product within the community. For products sold within Europe this is called either European Community Whole Vehicle Type Approval (ECWVTA) in the case of large volume manufacture or European Small Series Type Approval in the case of low volumes.

Two approvals can be given for vehicles sold in the UK only. Individual Vehicle Type Approval (IVA) and National Small Series Type Approval (NSSTA). Producers can employ any type approval authority to complete the approval on their product. There are type approval authorities all over Europe and many have offices across the world.

Under Directive 2007/46/EC, producers have the responsibility to notify their type approval authority of any safety recalls on the product that has been approved. Article 32 of the directive specifically deals with this requirement. DVSA informs the UK type approval authority, The Vehicle Certification Agency (VCA) of all safety recalls registered in the UK.

Each type approval authority is designated an “e” reference number – this identifies the country of approval. There may be more than one type approval number for some products. It is essential that the type approval numbers are placed onto the form for all safety recalls.

If the type approval number begins with e11 this signifies a UK type approval and in this case VCA will want to discuss this action with your homologation teams in order to assess if this action has any bearing on the type approval previously granted. Be prepared to provide further information including full information about the parc affected in Europe as VCA will need to provide this to the European Commission under the responsibilities they have under the directive.

In all likelihood your homologation teams will be fully aware of this legislation, but it may be prudent to discuss this with them so that locating the type approval number does not delay the registration of the recall.

Not all products are type approved. If type approval is not required please notate the form to show this.

DVSA reference number

Once all the relevant information has been received by DVSA on the ‘notification form’ the details will be entered onto the DVSA system and a reference number will be produced. This is the producers and distributors official authorisation number and authority for the release of keeper information from the Driver and Vehicle Licensing Agency (DVLA).

This reference number will be used as the official reference for the recall throughout its lifetime.

Driver and Vehicle Licensing Agency (DVLA)

In addition to the producers and/or distributors own keeper information, DVLA data is available to producers and/or distributors who are conducting recalls.

It must be borne in mind that the release of keeper information from the DVLA keeper database is authorised by DVSA under the provisions of the Data Protection Act. Therefore, the same provisions of use apply to anyone who uses it thereafter.

The information from DVLA will be in a standardised format and is available at cost. DVLA will aim to supply this within 20 working days; however any delays will be notified to the producer.

If you choose to use DVLA data, you will need to contact them using form V316 together with the DVSA recall reference. Form V316 is available from DVLA by email.

DVLA require the completed form to be returned by email. The email should include a fully completed V316 form in a PDF format, or similar together with the VIN listings in an Excel or note pad format. Note pad or csv format will be necessary if the VIN file is large. The data will be returned in an agreed format via the postal / courier service.

Email applications should be sent to;

Wayne.Phillips@dvla.gsi.gov.uk, Teresa.Wilkes@dvla.gsi.gov.uk, and Julie.Saunders@dvla.gsi.gov.uk

If you wish to contact the DVLA team to address any enquiries to them please call;

0179 278 2062, 0179 278 2248 or 0179 278 3616.

Form V316 contains guidance notes and sets out the terms and conditions for the release of information. To formulate an accurate scan of DVLA’s vehicle register producers and/or distributors should complete the V316 with full details of the vehicle(s) to be identified. Any inaccurate or missing information may produce incomplete data. The SMMT may be able to assist in providing the correct model codes.

Enquiries for up to 15 records should be submitted on form V888/2. Payment for these records must be paid for in advance. Details of the recall should be given, together with the DVSA recall reference and be sent to:

Driver and Vehicle Record Enquiries (DVRE)
DVLA, Longview Road
Morrison
Swansea SA99 1AJ

Copies of form V888/2 are available at the address above or can be downloaded from www.dft.gov.uk/dvla/forms/onlineforms

Only enquiries relating to vehicles registered in Great Britain or Northern Ireland should be made to DVLA. Enquiries on vehicles not registered in Great Britain or Northern Ireland should be made directly to the relevant authority. These are:

Isle of Man

Dorothy Peverall
Vehicle and Driving Licence Administrator
Highways Licensing
Department of Transport
Sea Terminal Buildings
Douglas
Isle of Man
IMI 2RF
Tel: **0162 468 5627**
E-mail: Dorothy.Peverall@highways.dot.gov.im

Channel Islands

Driver Véhicule Standards Department
La Route De Veulle
La Collette
St Hellier
Jersey
JE1 3UE.
Tel: **0153 448 6223**
E-mail: A.Machin@gov.je

and

Driver and Vehicle Licensing Department
Environment Department
PO Box 145
Bulwer Avenue
St Sampsons
Guernsey
GY1 3HY
Tel: **0148 124 3400**
E-mail: environment@gov.gg

Republic of Ireland

Maurita McDonagh
Data Services
DVCS
Department of Transport and Maritime Affairs
Shannon Town Centre
Shannon
Co. Claire
Republic of Ireland
Tel: **00353 6136 5071**
Email: MauritaMcDonagh@transport.ie

RAPEX

Key features:

- ▶ European Union Initiative
- ▶ Each company should have a process for notification within the EU
- ▶ Respond quickly to requests for information

RAPEX is a European Union initiative under the Directive 2001/95/EC in order to collaborate and share information about serious issues that affect products sold in member states. A network of enforcement authorities within Europe supply information to the Community Rapid Information Service (RAPEX).

In simple terms all consumer product recalls that affect the European Union member states should be reported to RAPEX. It is also a risk evaluation tool that is particularly used for items used in the home i.e.; white goods.

In practical terms most producers have nominated one authority to complete all of their notifications as only one member state can place the RAPEX entry on the site. You should be aware of the process for your company.

If you do wish to have a RAPEX entry completed for your recall and DVSA to act as your nominated authority please confirm this during the initial stages of the registration of the recall and complete the additional documentation DVSA/RAPEX/1 which is on page 47 of this document. You will have to provide European wide information so as to ensure that the European community benefit from this to protect their consumers.

DVSA also has the responsibility to respond to notices from other member states confirming the action that is being taken in the UK. This will necessitate producers and/or distributors responding expediently if a request is made for information.

In certain circumstances DVSA may be obligated to publish a RAPEX entry without producer's and/or distributor's permission.

For more information about RAPEX please go to ec.europa.eu/consumers/safety/rapex/index.

Notification to registered keepers (customers/vehicle owners)

Key features:

- ▶ Make sure the letter is constructed using plain English
- ▶ Make sure you include what the issue is, what can happen and the remedy. This information promotes understanding and compliance
- ▶ Always forward a copy of the customer letter to DVSA's Recalls Manager for opportunity to comment
- ▶ The keeper letter should inform the keeper of the necessary actions they should take

The structure and content of the letter

The safety recall notification letter to the vehicle keeper is the most critical aspect of the recall process. This letter is being distributed to a wide variety of individuals and it needs to be easily understood, using plain English. A letter that uses difficult language and is unclear may be misunderstood. Best practice says that the letter should be no longer than necessary, but contain all the vital elements that will promote understanding and compliance.

Evidence shows that the best success comes from a letter that gives good clear information that prompts the keeper to contact the dealer as soon as possible, but does not promote panic or fear.

All draft customer letters should be forwarded to DVSA for viewing and comment. Please supply a final copy for DVSA's records.

Care should be taken with the wording to avoid encouraging enthusiastic DIY keepers from taking matters into their own hands.

The letter should state clearly in the heading that this is a safety recall notice and what the concern is. It should also note what the keeper is required to do and how to do it. It is helpful to mention that this recall is being monitored by the Driver and Vehicle Standards Agency (DVSA) on behalf of the Department for Transport. It is good practice to make it clear that any work carried out under the recall will be free of charge.

DVSA has produced a sample keeper notification letter detailed in the appendix of this document which contains all the key information necessary for a safety recall letter and encourage using this to form the basis for all safety recall communications.

Despatching the letter

Key features:

- ▶ Best practice is that first class mail appears to be the most effective
- ▶ Remember to include a change of ownership card to give customers opportunity to give you up to date information
- ▶ Ensure that your dealers are aware of the mailing - so this gives them time to prepare

There are various ways of making contact with the keeper. Some examples are:

- ▶ Producer and/or distributor mailing directly to the keeper
- ▶ The dealer network mailing the letter to the keeper
- ▶ The use of mailing houses to mail the letter to the keeper

It appears that best results come from using first class mail as it seems to encourage response within the UK. However, producer and/or distributors could consider using other methods of despatch during the mailing cycle such as registered/ recorded or special delivery.

Remember, that there may be some suspicion that this letter is a marketing circular. This can sometimes mislead people and cause them to ignore the contents. Best Practice is to use either a blank envelope or one with the message URGENT SAFETY RECALL OR IMPORTANT SAFETY RECALL NOTICE.

The use of the DVSA logo in conjunction with your logo can be authorised, subject to certain conditions, for use on recall communications only. Please contact DVSA to request this.

Producers must bear in mind that details may be sent to a person who is no longer the registered keeper so a card or tear off slip on the letter should be attached. This should invite the recipient to give details of the new keepers name and address if known and return this information to you. It is helpful to provide a business reply envelope for customers to return this in – this may encourage compliance.

Alternative methods of contacting the registered keeper

Key features:

- ▶ Understand your customer and their lifestyles - don't just think of mailing if your customers may not be there to receive it
- ▶ Remember, however, that any other means must be in addition to the official letters
- ▶ Ensure uniformity of the message to the customer regardless of the medium

It must be appreciated that consumers are changing the ways that they communicate. Whilst at the present time the letter remains the primary method of contacting customers; producers and/or distributors should also consider other methods in addition to the letter that reflect customers and their lifestyles.

DVSA would encourage producers and/or distributors to consider other methods such as telephone contact, chase letters, text messaging and email etc. This data can be sought from the consumer but does have some limitations. Producers and/or distributors should bear in mind the provisions of the Data Protection Act.

As technology moves forward DVSA hopes that there will be alternative ways of alerting the consumer to safety recalls on their product.

This can be helpful to keepers who are not always in one base and therefore can collect this information from a variety of locations. These methods, if used, should be in **addition** to the despatch of the official correspondence.

Any dealer correspondence should reflect the information in the official letter and should not dilute understanding or promote non-compliance. DVSA believes that dealers should use the key information detailed in the original letter as the basis for any communication.

Other methods include:

- ▶ National and local press articles
- ▶ TV and radio advertising
- ▶ Press statements
- ▶ Posters displayed in relevant outlets, garages and community facilities
- ▶ Official website entry
- ▶ Owners club websites
- ▶ Text messaging
- ▶ Email
- ▶ Telephone calls

Some of these options are better used for recalls where traceability is an issue, for example, non registered items such as component parts, tyres or child protection devices.

Pre-launch dialogue with DVSA

Key features:

- ▶ Recalls should be launched within six weeks of the registration
- ▶ Staggered mailings must be discussed with DVSA
- ▶ If a staggered mailing is necessary the first mailing cycle must be completed within eight weeks of the initial launch date
- ▶ Staggered mailings that will take over eight weeks must be approved by DVSA
- ▶ Remember the draft customer letter should be received prior to the launch for opportunity to comment
- ▶ If there are problems with the recall let us know as early as possible

It is the industry standards to launch a safety recall within six weeks of the official notification, and DVSA monitor this. It is important that producers and/or distributors advise DVSA of any potential delays promptly. This ensures that DVSA can meet with the producers and/or distributors as necessary to review if any other action is appropriate.

If there are any reasons why the target time cannot be met, then please inform DVSA immediately.

Staggered mailings

Staggered mailings should only be used in circumstance where the recall is large and the dealership network would be unable to cope with the volume or the repair time is substantial and it is necessary to stagger customer response. All staggered mailings should be discussed with DVSA. Staggered mailings that exceed eight weeks in duration must be agreed with DVSA.

Interim mailings

An interim mailing is an initial mailing to customers to inform them of an issue and confirm that you will be writing to them again to confirm specific details of the actions that you are taking. You may term it as an early warning.

The General Product Safety Regulation 2005 states that the producer and/or distributor have the responsibility to inform the consumer of the event of a serious risk. Therefore, in order to comply with this it may be necessary to write to customers to inform them of the issue and the steps that you intend to take to rectify the situation.

An interim mailing may be necessary when;

- ▶ Informing the customer will lessen the risk of the concern happening
- ▶ A staggered mailing is required
- ▶ It is clear that an issue/risk exists but sufficient parts have not been sourced to begin the recall
- ▶ An issue has attracted high media in the UK and consumer have expressed concerns with regard to the safety of their vehicle

An interim mailing letter should be passed to DVSA for comment prior to mailing.

The recall launch

Key features:

- ▶ The launch date should be forwarded by email along with the final letter and the service bulletin if this has not already been sent
- ▶ The launch date is the date that the keeper letters are sent or a date agreed with DVSA if the recall has received a large amount of publicity
- ▶ The launch date along with the details of the recall are published on the DVSA website

All recall information received is treated as commercial in confidence. DVSA will not normally reveal details of any recall until the producer and/or distributor has notified them in writing or via email. At this point details of the recall are placed on to the DVSA website and is then in the public domain. DVSA's website address is www.dft.gov.uk/vosa/onlineservices/vehiclerecalls/vehiclerecalls.htm

The launch of the recall is normally considered by DVSA to be the date that the first keeper letter is despatched by the producer and/or distributor however in the interest of consumer safety, recalls that receive a large level of publicity either through press interest or by the release of a statement by the producer and/or distributor may be placed on the website prior to the customer letters being mailed. DVSA will consult with the producer and/or distributor before placing information on to the site.

There have been some instances where producer and/or distributor have initiated and launched recall campaigns, but have only notified DVSA retrospectively. This is **not** acceptable as the regulations require the producer and/or distributor to inform the competent authority as soon as it is established that there is a product safety issue.

Follow up action

A producer and/or distributor is required to take all reasonable steps to contact the keepers who have vehicles subject to recalls.

Depending on the response rate to the first mailing further communications may be considered necessary. You should monitor the recall to see when customer contact begins to reduce initiating further mailings using refreshed keeper data.

Best Practice would suggest that the producer and/or distributor should use the best available data. This may differ at each mailing and this should be reassessed prior to each mailing. It is suggested that there are quarterly reviews of mailing necessity.

It may be that your company data was the best data at point of first mailing. However, this will not be appropriate when approaching your second or third and DVSA would consider that DVLA data should then be sought. You can also use any refreshed data that has come from "change of owner" information.

It is also helpful for customers to have access to a look up facility on producer and/or distributor's websites which can confirm outstanding recalls and assist in improving response rates.

Incentives

The Driver and Vehicle Standards Agency (DVSA) has received a number of requests from producers to consider offering incentives to consumers when issuing safety recall notices. Whilst it would be hoped that instructions to comply with safety recall would be acted on it is clear that, in certain situations, an incentive to the consumer would greatly assist manufacturers in securing positive responses.

DVSA has agreed with the Driver Vehicle Licensing Agency (DVLA) that certain incentive actions are acceptable. It should be borne in mind that the primary function of the mailing is to warn the consumer of risk to their safety and **should not** be used or considered as a marketing exercise. **DVSA's position in this regard has not changed.**

The option to use incentives should only be used exceptionally and not as a standard part of the recall process. It is suggested that it may be an option to consider at re-mailing if the recall response is poor or with recalls with unusual/ difficult circumstances. In all cases the use of incentives should be notified to DVSA giving full details of the offer to consumers prior to mailing.

Below are detailed acceptable and unacceptable options. With this in mind it must be understood that any considerations that do not fall within the acceptable or unacceptable parameters should be discussed with DVSA. DVSA reserves the right to reject the incentive if it considers this would bring disrepute to the scheme.

In addition, there are a number of rules surrounding the use of incentives that a manufacturer must adhere to. If these rules are broken removal of the authorisation for manufacturers to use DVLA data would have to be considered as this may have broken data protection regulations /agreements.

These are;

- ▶ The offer should be detailed on a flyer and not on the main letter.
- ▶ The offer should only be supplied to the consumer after the work has been undertaken.
- ▶ A time limit should be placed on the offer – remember it is an incentive to get the work done quickly!
- ▶ The consumer is entitled to refuse the incentive.
- ▶ This is not a marketing exercise and not about revenue gain and must not be used as such.
- ▶ If you are in doubt that an incentive option is acceptable contact DVSA.
- ▶ You must advise DVSA that an incentive is being used and full details of that incentive.
- ▶ The consumer should be able to receive the safety recall and incentive from any official dealership

This has been agreed on the basis that it may advance recall rates and encourage consumers to comply quickly with producers requests. This policy will be reviewed regularly to ensure that it remains appropriate and does not give rise to criticism or risk to the scheme.

Acceptable

- ▶ Petrol Voucher
- ▶ High street or store voucher
- ▶ Free valet of their vehicle
- ▶ Flowers
- ▶ Food types (ie; Chocolates)
- ▶ Free entry to a competition
- ▶ Free item (sat nav, sunshade, boot tidy etc)
- ▶ Pamper / Activity voucher
- ▶ Meal Voucher

Unacceptable

- ▶ Alcohol (road safety issue)
- ▶ Money off service, repair, checks
- ▶ Money off a new product (ie; vehicles)
- ▶ Money off an MOT test
- ▶ Discount off a service plan or any other plan
- ▶ Money off tyres, parts and accessory parts

Reporting, the dealership and parts disposal



Section 3: Reporting to DVSA

Introduction

As a producer and/or distributor under the Code of Practice you have the responsibility to regularly report accurate recall response rates. The section below details the way in which you must report.

Response rate reporting to DVSA

Key features:

- ▶ Producers and/or distributors should report every three months on all registered recalls that are “live for reporting purposes”
- ▶ They should provide the information detailed below
- ▶ Recalls are monitored closely by DVSA’s Safety Recalls Manager

Under the terms of the Codes of Practice, producers and/or distributors are required to submit details of the response rate on a quarterly basis to DVSA. These figures are required in a standard format which should contain:

- ▶ DVSA reference
- ▶ Company reference
- ▶ Number of vehicles affected
- ▶ Number reworked
- ▶ Current percentage
- ▶ Any vehicles scrapped/written off or exported (not stolen)

DVSA will follow up any non-compliance with these instructions. It is preferable if these figures are submitted by email. Reports are due at the end of March, June, September and December.

Closure of a recall

Recalls are closed for reporting purposes when no further growth has been made for a significant amount of time. This is reviewed by DVSA following receipt of response figures. Each recall is considered for closure taking into consideration a number of factors including;

- ▶ Steps taken to contact the customer by the producer and/or distributor e.g.; number of mailings and other initiatives
- ▶ The risk
- ▶ Growth pattern of the recall
- ▶ The lifetime of the product/part
- ▶ The age of the product

It must be remembered that as far as the producer and/or distributor is concerned the Safety Recall stays open indefinitely and a customer’s recall work should be undertaken free of charge regardless of the length of time that has elapsed after the notification letter. DVSA and the producer and/or distributor aims are to achieve the highest recall response rate possible. Ideally, this would be 100%; however there are a number of factors that can prevent this.

Section 4: The dealership

Introduction

Your customer's day to day contact is through your dealer network. Therefore, the approach that your dealer has to safety recalls can define the customer's view of the scheme. This section discusses the dealer's responsibilities and also the subject of used vehicle sales

Dealership responsibilities

Key features:

- ▶ Have defined instructions
- ▶ Have it clear in your dealer agreement
- ▶ Use your intranet/dealer site effectively
- ▶ Encourage your dealers to be proactive
- ▶ Every vehicle that is in the dealership should be checked

It has become clear that dealerships seek clear guidance regarding the recall process from the producer and/or distributor.

This should be contained in all aspects such as the dealer agreement, training and bulletin instructions.

Best practice considers that it is valuable to have a process in place which is clearly defined in the shape of dealership instructions and flow chart, so that any members of staff that are not clear about the procedure can follow this easily and provides a back drop for standards across the network.

In addition it has become clear that the use of the intranet/dealer website is critical to success and producers and/or distributors are encouraged to use this medium in order to promote their campaigns. However, this should be partnered with strong support from regional / area management teams that visit the dealerships regularly.

The key to a successful campaign appears to be a robust mailing programme, supported by effective capture and proactive behaviour from the dealer network. With this in mind DVSA would like to see producers and/or distributors ensuring that their dealers make an automatic check for outstanding recalls for every vehicle that enters the dealership.

The producers and/or distributors should ensure that their dealerships access all available data on the vehicle and that any outstanding recall matters are dealt with as a matter of priority.

Training of dealership staff

Key features:

- ▶ Make staff accountable
- ▶ Remember it is important to know why the process is important
- ▶ Remember new staff may not know what a safety recall is
- ▶ Give clear guidelines

Initial training is a good time to ensure that all staff involved in the recall process have a good understanding of the importance of this work. This can be achieved through effective training.

Whether it be a member of dealership staff or HQ staff, it is imperative to the success of the recall programme that a full understanding of the process is given.

This understanding may well be part of the warranty training, but can have a real benefit in your response figures.

Ideas such as a welcome DVD training package available at the dealerships, safety recall process charts and process instructions are possible suggestions to aid training.

Used vehicle sales

Key features:

- ▶ GPSR states that no product should be placed on the market in an unsafe condition – this extends to used product
- ▶ The recall activity should be completed prior to the sale of the vehicle
- ▶ This responsibility extends to independent vehicle sales outlets
- ▶ Clear instructions should be given by the producer and/or distributors. The dealers represent your company

Some producers and/or distributors have an agreement that their dealers cannot offer for sale used vehicles that are not of their manufacture. However, many do not have any such restrictions.

Therefore, it is important to understand that the General Product Safety Regulations (GPSR 2005) covers the sale of used products as well as those that are new. The GPSR 2005 states;

“that a distributor shall act with due care in order to help ensure compliance with the applicable safety requirements and in particular he shall not expose or possess for supply or offer or agree to supply, or supply a product to any person which he knows or should have presumed, on the basis of the information in his possession and as a professional, is a dangerous product“

With this in mind DVSA would recommend any dealership considers the following recommendations:

- ▶ The dealership contact the nearest franchise dealer for all used vehicles placed for sale
- ▶ They ask for a check of the vehicle to show whether there are any outstanding safety campaigns
- ▶ This contact is recorded either on the job card or the PDI sheet and simple details like the name of the dealership contacted, person spoken to and date is included
- ▶ If the vehicle requires a safety recall it should be undertaken prior to the sale of the vehicle to a consumer by the franchised dealer for the manufacturer of the vehicle
- ▶ The information is retained

Independent vehicle sales outlets and car supermarkets

Producers and/or distributors should be aware that the responsibilities detailed in the General Product Safety Regulations 2005 extend to independent vehicle sales outlets including auction and car supermarkets. Under the legislation it is interpreted that they become the distributor and similarly should not place anything on the market for sale that has a known safety defect.

Therefore, producer's and/or distributor's dealers may need to give information to independent outlets to discharge their responsibilities. In this case the independent outlet must be treated - for the purposes of the recall - as the vehicle keeper. There may be end user customers waiting to take ownership of the vehicle, so all efforts to assist in a quick resolution should be encouraged.

It may be necessary for an independent outlet to make contact with dealerships to request information on vehicles in their possession. Local arrangements should be put in place to deal with these requests.

These vehicles may be out of the knowledge loop and therefore it is in the producers and/or distributors interests to capture these at this stage.

It is also helpful for independent vehicle sales outlets to have access to a look up facility on producers and/or distributor's websites which can confirm outstanding recalls.

For further information please see DVSA's Guide to safety recalls in the used vehicle industry which is available on our website.

Section 5: Disposal of parts

Introduction

One of the main aims of a safety recall is to remove unsafe parts from the potential to work its way back into the market. Therefore, this section deals with disposal methods.

Disposal of parts

Key features:

- ▶ Give dealers clear storage, disabling and disposal instructions
- ▶ A disabled part presents no risk
- ▶ Make the risk clear to your dealership staff

It is essential that the consequences of a successful safety recall are considered. During many recall actions a “recalled” part is removed and an approved replacement is fitted. Therefore, consideration has to be given to the displaced recalled part, its secure disposal and security. This will safeguard the dealership against the risk of the displaced parts being used for purposes that they were not intended and perhaps finding their way back into the market place.

DVSA would recommend that instructions from the producer and/or distributors should be placed on each safety recall bulletin and should include:

- ▶ Whether the part should be returned to the producers and/or distributors or how it should be stored at the dealership (security instructions) including details of how long it should be retained
- ▶ Instructions on the method to be used to disable the part and when this should occur
- ▶ Security of parts once removed from the parts department i.e. away from public access
- ▶ Disposal should be arranged through an approved disposal agent
- ▶ A receipt should be retained to show safe disposal

Fleets, rental and leasing



Section 6: Fleet, rental and leasing

Introduction

This section discusses the fleet, rental and leasing companies which may be a large part of the producers and distributors vehicle parc and who may need additional contact and support to process a safety recall.

Rental and fleet vehicles

Key features:

- ▶ Give dealers clear storage, disabling and disposal instructions
- ▶ Remember it is important for rental/fleet staff to know why the process is important
- ▶ Have a dedicated member of staff to liaise with the rental/fleet customers
- ▶ Work together with rental/fleet customers to achieve success
- ▶ Make staff accountable

The producer or distributor

A large number of vehicles in the UK are operated by fleet companies and their specific needs, as well as those of the private customer, should be considered when following the recall process. This takes into account daily, long term, and contract hire.

DVSA recommend that producers and/or distributor's work closely with fleet operators to ensure that a satisfactory programme of reworks can take place. Best practice would dictate that you have named contacts within all large fleet operators. This will ensure that you work in partnership to ensure that all affected vehicles are reworked and that notification to the driver of the vehicle is made as easy as possible.

In a similar way to producer and/or distributors fleets will be keen to identify and rectify any vehicles that are under their guardianship. Fleets have a duty of care to the driver of the vehicle and the companies they work with and they will wish to execute this correctly and as quickly as possible.

The producer and/or distributor should ensure that arrangements are put in place to supply information to these customers to ensure the safety of their fleet. Fleet leasing and rental companies will need to prepare for safety recall programmes that affect their fleets and some of these may be large staggered mailings and you will need to work closely with them to achieve this.

One thing is clear fleet, leasing and rental companies do not find it helpful to receive a multitude of separate letters telling them that their vehicles are subject to recall. It should be understood that most fleet, leasing and rental companies IT processes work on the registration number as the main identifier so it is necessary to consider this when looking at what data to pass to the companies.

There are now a number of alternative initiatives to assist producers to transmit data to fleet, rental and leasing companies. DVSA is supportive of any initiative to improve response rates. However, DVSA considers that the use of electronic data is the most efficient method of transfer.

Producers should recognise that discussing the best method of informing fleet, leasing and rental companies and, if necessary, transferring driver details means that the mailing to end users can occur quickly and efficiently. This is key to ensuring that both entities can discharge their responsibilities to the driver of the vehicle to protect them from the recall risk. You may have to consider what data exchange terms and conditions you need to ensure that all parties are content. This may involve discussing this with your legal teams and your IT partners.

If you are using a mailing house or agency to contact fleet operators it is recommended that you make them aware of any agreements you have reached with specific companies and if necessary give them the details of contacts within the company who have been named as responsible for this work.

It is also helpful for Fleet, leasing and rental companies to have access to a look up facility on producer and/or distributor websites which can confirm outstanding recalls.

The British Vehicle Rental Leasing Association (BVRLA – contact details below) represents many of the rental fleet companies. DVSA would recommend that you notify them of each recall that affects their members and this may help increase the speed and penetration of response.

British Vehicle Rental and Leasing Association

River Lodge

Badmington Court

Amersham

Buckinghamshire

HP7 ODD

Tel: 01494 434747

Email: info@bvrla.co.uk

Web: www.bvrla.co.uk

DVSA undertake quality assurance visits to fleet, leasing and rental companies on request. During this visit DVSA looks at the processes that companies have in place for safety recalls and makes recommendations for improvements.

Non-registered Products



Section 7: Non-registered products

Introduction

The recall of non registered product can be complex. A non registered product is anything that can not be identified through formal registration. This is normally anything that is not registered through the DVLA. This section aims to assist producers and/or distributors in completing a safety recall.

Product traceability

Key features:

- ▶ Examine opportunities to maximise the traceability of products throughout the supply chain
- ▶ Make your safety recall notice clear, concise and factual
- ▶ Consider appropriate methods of contact to suit your customer base
- ▶ Have a communication plan

Traceability is the mechanism in production that makes the product identifiable once it is put into service. It provides a chain of information that can direct you to the product and its history.

In the automotive sector, whilst vehicles are registered and therefore traceable, aftermarket and component parts are not and therefore more difficult to trace. An aftermarket part is taken to mean any product manufactured to be fitted to a vehicle after it has left the vehicle producer's production line.

There are various methods of traceability such as data tagging, bar coding, labelling and etching for large parts, but these can be expensive and cannot be used practically on some products.

Therefore, the producers and/or distributors of an unregistered product should have good mechanisms in place to provide traceability and to inform the consumer.

Methods of traceability

A number of methods can be used to record information to trace products should a safety recall be necessary. Some directly involve the keeping of records by the producer and/or distributors and others are dependent on the distributors and retailers who have contact with the product. All are covered under the requirements of the General Product Safety Regulations 2005.

Some ideas for improving traceability are detailed below;

- ▶ Producers' sales records – include batch codes or identifiers of the stock
- ▶ Supplier/distributor records – encourage record keeping which includes locating batch codes to individual customers
- ▶ Retail sales records – encourage the keeping of customer information
- ▶ Warranty information – make it easy for the customer to register any warranties so that you can gather information that may assist you in a recall situation i.e.; website registration
- ▶ Customer loyalty programmes – these can be used to trace product in certain circumstances
- ▶ Payment options – if a customer has paid by store card or by credit card it may be possible to contact them through the card provider

Remember it is in the distributors and/or retailers interests to retain good records as they have responsibility to do so under the legislation. Producers and/or distributors should ensure that they try to educate their customers Producers and/ or distributors to ensure compliance.

Methods of contact

It is important that you control the way information about your product reaches consumers. Ideally, you need to contact the consumer directly. If this is not possible then you need to use other means to contact customers and relay the message that you want to give.

When doing this it is important to consider your audience as this will best tell you where to place your information.

The best practice advice is to split your user groups into categories and then consider their individual needs. Whilst one group may easily pick information up from the web another group may not – you will need to take this into account when considering the use of the following ideas;

- ▶ Adverts at point of sale
- ▶ Information on websites
- ▶ TV/Radio advertising
- ▶ Press adverts
- ▶ Specialist press articles
- ▶ Posters at key sites (i.e.; nursery facilities for baby related items)
- ▶ Press releases

Safety recall announcements

In order to have a successful safety recall you need to ensure that the message that is given to customers is accurate and delivered to them in a way that that they understand and makes them comply with the instructions given.

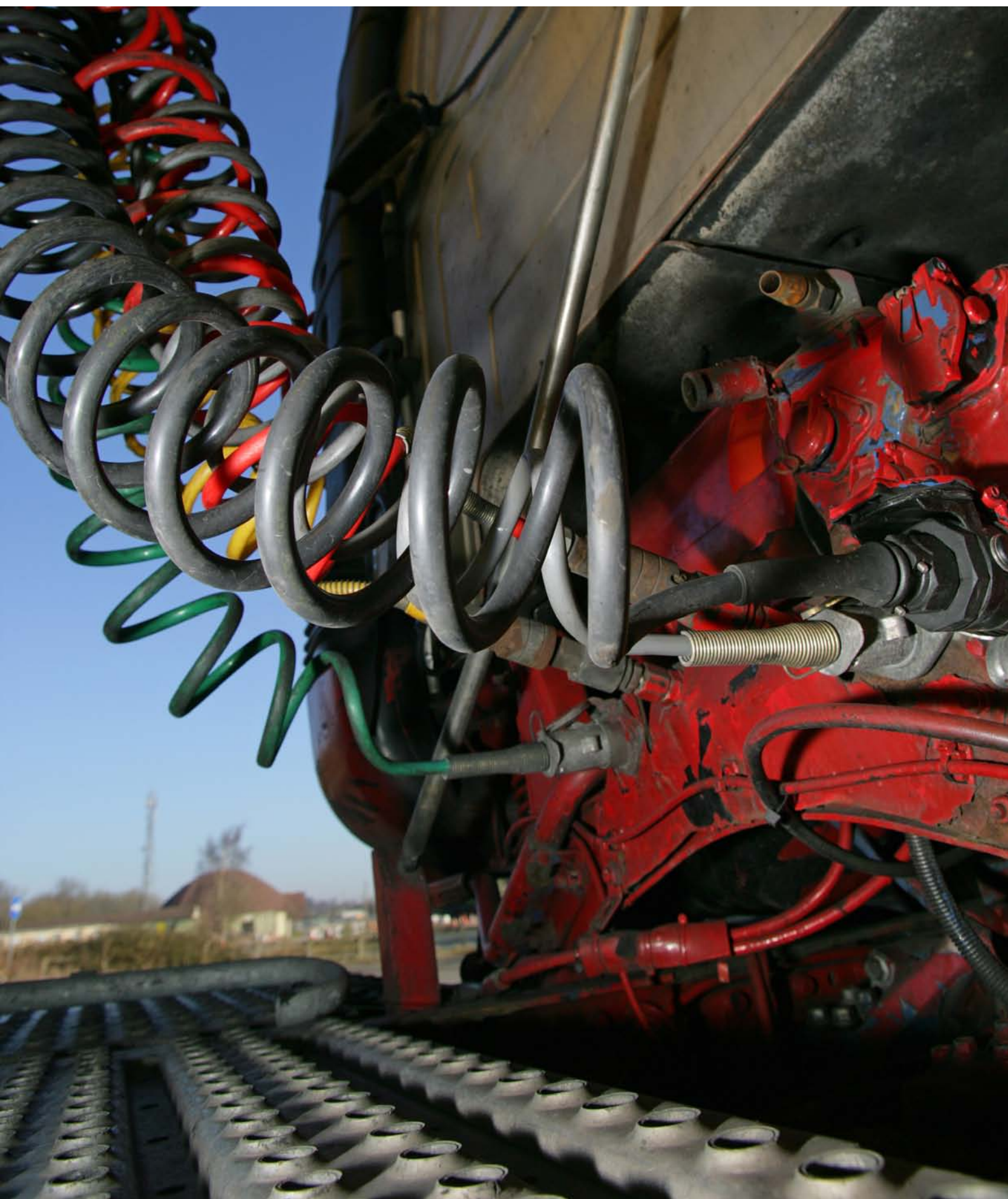
Any communication needs to be clear, concise and factual. You can use colour and signposting to lead the customer through the instruction giving clear pathways to complete the task. **An example is detailed in the appendix to this guide.**

Vehicles remaining at import centres

DVSA is aware that, from time to time, vehicles at import centres may be subject to a recall action. These vehicles should be quarantined within the centre and not released until the recall work has been completed.

As the affected vehicles have not, in effect, been supplied for use, the normal recall process does not apply. If it is suspected that some vehicles may have been released to the network without the recall work being undertaken then a formal notification form.

Monitoring



Section 8: Monitoring

Introduction

Producers and/or distributors should bear in mind the need to ensure that the process that they follow is monitored. Dealership audits should include safety recall work.

Producer and/or distributor auditing

Key features:

- ▶ Have a quality auditing process
- ▶ Ensure your system is accountable
- ▶ Ensure your system can stand up to scrutiny
- ▶ Have good quality control standard recommendations in place

Behind every successful process there has to be a good method for ensuring that the process works and that staff are compliant. Therefore, DVSA would recommend that each producer and/or distributor has in place a system that verifies that safety recall work claimed for has indeed been carried out. The methods employed are for the producers and/or distributors to decide. However, they must be able to provide sufficient evidence to conclude that the work has been carried out.

This will more than likely be part of your warranty audit, but recall work should be among the selection of job cards examined.

Dealing with the customer

Throughout this recall process it should be kept in mind that the customer's needs are to be considered at each stage.

Good practice has identified that you should;

- ▶ Ensure that your correspondence is written in plain English. Put yourself in the customer's position
- ▶ Consider using a thank you letter following a recall. This can be sent to dealers with the bulletin and can be signed by the originator of the recall notice. This can be printed off at the dealership and placed either in the vehicle or given to the customer when the vehicle is collected. This completes the process.
- ▶ Survey your customers to ask how they feel the process went - this can again be left in the customer's vehicle
- ▶ Consider including recalls page in the service booklet - it helps the customer and any subsequent owners of the vehicle
- ▶ Consider an interactive website that keepers can use to check if their vehicle is subject to recall

How DVSA monitor the scheme



Section 9: How DVSA monitor the scheme

Introduction

Under the General Product Safety Regulations 2005 the competent authority also has responsibility for Intelligence and market surveillance activities and ensuring the quality of the scheme. This section will deal with the work that DVSA undertakes.

Intelligence and market surveillance programme

DVSA operates an intelligence and market surveillance programme to look at all areas of the automotive market place to highlight issues of safety that have not been registered as a safety recall under the Codes of Practice and the General Product Safety Regulations 2005.

The programme looks at intelligence from a number of sources including

- ▶ Other EU member states safety recall notifications
- ▶ Other countries safety recalls
- ▶ Producers web sites
- ▶ Press coverage
- ▶ Other sources

If we identify an issue which requires further information we will contact producers and/or distributors for information. This information will be required as a matter of priority. This will include high profile media issues. DVSA will need timely responses to these issues so that we may brief Ministers and other officials who may be questioned regarding DVSA's knowledge of these matters.

Quality assurance programme (QAP)

DVSA operates a Quality Assurance Programme that aims to visit all major producers and/or distributors. Smaller producers and/or distributors that have a safety recall will be added to the programme when they have a registered recall.

The programme looks at the producers and/or distributors safety recall processes from the indication of an issue through to the disposal of displaced parts. It also looks at the dealer's front-end processes to ensure that they reflect the producers and/or distributors requirements/ wishes.

This will normally take one day and findings will be discussed at the conclusion of the visit. Recommendations for improvement to the process will be given. This will be followed up in writing shortly after the visit.

The aim is to ensure that a best practice approach is used across the industry and that the potential of the recall is not diminished by process issues.

If a producers and/or distributors process causes concern an action plan will be developed with DVSA. DVSA will continue to support and will make mutually suitable meetings to follow up and monitor progress of the plan.

Fleet, leasing and rental quality assurance programme

The fleet, leasing and rental QAP differ from the process detailed above. The aim of this programme is to ensure that the process followed by fleet / leasing and rental companies is robust and fit for purpose. Because of the duty of care that they have towards persons driving their vehicles they need to have quality processes that enable them to identify, locate and rework the vehicles quickly to minimise risk.

DVSA offers a QAP which looks at a questionnaire which covers all of the areas that need to be considered. This visit takes one half day and recommendations for improvement will be given. This will be followed up in writing shortly after the visit. QAP's are not programmed in by DVSA but are available on request from the fleet, leasing or rental company.

Customer survey programme

DVSA operates a small customer survey highlighting one safety recall each month. This is to enhance safety recall response rates and assist in understanding problems that may arise that affect the success of the recall. The survey includes customers who have and have not responded. The survey will be analysed and the responses sent to the individual producer and/or distributor together with any recommendations DVSA thinks is appropriate.

This can give us an indication of public opinion with regard the experience that they have of the recall process.

Statistics from all of the surveys will be presented at the Society of Motor Manufacturers and Traders (SMMT) annual recall co-ordinators conference and will report all trends and observations across the industry.

These surveys can only be conducted on registered vehicles as non- registered product cannot be traced normally from the first owner.

Mentoring of new producers and/or distributors

DVSA offers a mentoring service for all producers and/or distributors. It is often the case that the only time we can truly test our processes and knowledge base is when we are thrown into the situation. Many times processes and procedures can be found wanting.

DVSA will visit for one day and discuss safety recall processes giving help and guidance on constructing a process which suits the type of product and size of production. An action plan will be produced to map the way forward.

This enables the producers and/or distributors to get a structure to a potential programme and to continue to develop this with continued support from DVSA.

However, DVSA is available for help and advice on all matters related to safety defect and recall matters. Please see our contact details below.

Contact points for DVSA

Driver and Vehicle Standards Agency
Vehicle Safety Branch
Berkeley House
Croydon Street
Bristol
BS5 ODA

Telephone: 0117 954 3300

Email: VSB@vosa.gsi.gov.uk

DVSA website: www.gov.uk/dvsa

Annexe





NOTIFICATION OF INTENTION TO RECALL A REGISTERED PRODUCT

Notification to the Driver and Vehicle Standards Agency as soon as the vehicle producer and/or distributor has concluded that evidence exists of a safety-related defect which requires remedial action in vehicles that have been sold in the United Kingdom.

Producers contact details		
Producers name:	Producers reference No.:	
Address:	Co-ordinators name:	
Telephone number:	Email address:	
Product details		
Make:	Model type:	
Build dates: (these must be specified as --/--/--- to --/--/----)	Vehicle classification: (i.e.; Car (C), Goods (G)/ PSV (P) Motorcycle (MC), or Component Part etc.)	
Type approval number:		
Number of products affected:		
VIN/ chassis range information:		
RAPEX		
Which Enforcement Authority is completing your producers RAPEX entry? – for an explanation of RAPEX please see page 17 of this guide. Only one RAPEX entry can be submitted to the EU.		
Do you want the UK to submit your RAPEX entry?	YES	NO
If Yes you will need to supply additional information on form DVSA/RAPEX/1 on the page 48		

Defect information

Description of defect: you need to include a full description of the issue and how it may present itself to the owner

Consequences if ignored: you need to include details of the possible consequences to the product if the defect occurs

Details of remedy: you need to include details of the remedy

Estimated repair time:

Have you included a copy of the bulletin?
YES/NO – if no confirm reason

Have you included a copy of the customer letter? YES/NO – if no confirm reason

Do you share these components or producer facilities with any other manufacturer:
YES/NO – if yes give details

Name and address of component producer: (if necessary)

Contacting the consumer

Method of locating owners (e.g. DVLA/company records):

Method of notifying owners (e.g. direct mail/via dealerships/press/website):

Date of launch:

Any other relevant information:

Signature:

Date:

Name:



NOTIFICATION OF INTENTION TO RECALL A NON-REGISTERED PRODUCT

Notification to the Driver and Vehicle Standards Agency as soon as the vehicle producer and/or distributor has concluded that evidence exists of a safety-related defect which requires remedial action in vehicles that have been sold in the United Kingdom.

Producers contact details		
Producers name:	Producers reference no.:	
Address:	Co-ordinators name:	
Telephone number:	Email address:	
Product details		
Product name:	Model type:	
Product description ie tyre/component etc:		
Production dates: (these must be specified as --/--/--- to --/--/----)	Number of products affected:	
Serial number range:		
RAPEX		
Which Enforcement Authority is completing your producers RAPEX entry? – for an explanation of RAPEX please see page 16 of this guide. Only one RAPEX entry can be submitted to the EU.		
Do you want the UK to submit your RAPEX entry?	YES	NO
If Yes you will need to complete additional information on form DVSA/RAPEX/1 on page 47		

Defect information

Description of defect: you need to include a full description of the issue and how it may present itself to the owner

Consequences if ignored: you need to include details of the possible consequences to the product if the defect occurs

Details of remedy: you need to include details of the remedy

Have you included a copy of the customer letter? YES/NO – if no confirm reason

Name and address of component producer: (if necessary)

Contacting the consumer

Method of locating owners (e.g. company records):

Method of notifying owners (e.g. direct mail/via dealerships/press/website):

Date of launch:

Any other relevant information:

Signature:

Date:

Name:



NOTIFICATION OF INTENTION TO CONDUCT A NON-CODED ACTION

Producers contact details	
Producers name:	Producers reference No.:
Address:	Co-ordinators name:
Telephone number:	Email address:
Product details	
Make:	Model type:
Build dates: (these must be specified as --/--/--- to --/--/----)	Vehicle classification: (i.e.; Car (C), Goods (G)/ PSV (P) Motorcycle (MC), or Component Part etc.)
Type approval number(s):	
Number of products affected:	
VIN chassis information:	
Defect information	
Description of defect:	
How this came to light:	
Consequences if ignored:	
Details of remedy:	

Do you share these components or producer facilities with any other producer?

YES/NO – if yes give details including name of producer.

Have you included a copy of the customer letter?

YES/NO – if no confirm reason

Contacting the consumer

Method of locating owners (e.g. company records):

Method of notifying owners (e.g. direct mail/via dealerships/press/website):

Date of launch:

Signature:

Date:

Name:



RAPEX NOTIFICATION FORM

If your company wishes DVSA to complete the RAPEX entry and/ or act as your nominated home authority please confirm this during the initial stages of the registration by showing this on the Recall Registration form and by completing the details below.

Please note that only one entry can be made in the European Union so please ensure that your company has not requested any other Enforcement Authority to complete a RAPEX.

ALL INFORMATION MUST BE COMPLETED IN ORDER FOR A RAPEX TO BE INPUTTED

Producer Information	
Producers name:	Producers Contact details:
Name and email address of Contact Point:	Exporters Contact Details: (leave blank if unknown)
Importers Contact Details: (leave blank if unknown)	Retailers Contact Details: (leave blank if unknown)
Product details	
Make:	Model:
Production dates:	VINS/ Batch range:
Total number of products:	
Country of origin:	
Countries of destination:	
Product description:	
Technical data	
Type of risk: (brief description of the technical defect)	
Summary of test results and conclusions (this is required by the commission)	

Details of any know incidents or accidents:

Scope of action: (EU, Worldwide, UK only)

Entry information

Date of entry into force: (this is either the date that this form is completed or a previous date when it became public information)

Any other relevant information:

Signature:

Date:

Name:

DVSA/RAPEX/1

Suitable heading →

IMPORTANT SAFETY WARNING

Identification of the product →

PRODUCT TYPE MODEL INFORMATION

Picture of the product →

PICTURE OF PRODUCT

Details of the problem and the sales dates →

We have become aware that some {name of product} between {date 1} and {date 2} has a manufacturing defect.

Details of the defect and the consequences →

This defect may cause {issue} and may lead to {consequence}.

How to check →

If you own a {name of product} please check the serial number as shown in the diagram below.

Identification method →

DIAGRAM

Details of serial numbers and outlets used →

The affected models have serial numbers {numerical} to {numerical} and were sold in {state the retailer information} and through mail order from {state the mail order information}.

What to do →

If you have an affected {product name} please stop using it immediately and return it to the retailer it was purchased from for a replacement or a full refund of the purchase price.

Query point →

If you have any queries please do not hesitate to contact {contact information} on Free-phone {telephone number} Mon- Fri 8 am – 8 pm , Sat – Sun 9.00 am – 4.00 pm.

Apology →

We wish to thank you for your co-operation and apologise for any inconvenience.

Contact details →

Address and contact details

Email addresss

Website address

ANYONE
ANY STREET
ANY TOWN
COUNTY
POST CODE

Manufacturer ref:
VOSA ref:
Date:

Dear

IMPORTANT - VEHICLE SAFETY RECALL

Make/model
Chassis number

This notice is being sent to you in accordance with the Code of Practice on safety defects, as agreed between the Department for Transport and the representative Trade Associations and in compliance with the UK General Product Safety Regulations 2005.

This safety recall is being monitored by the Driver and Vehicle Standards Agency (DVSA) who are the government agency responsible for these matters.

We understand from **{either our records or DVLA data received}** that you are the current registered keeper of a vehicle with the chassis number detailed above.

We would like to advise you that during ongoing quality assessment of our product we have identified a possible safety related problem on certain **{product name}** vehicles within a specific production range. It is a possibility that **{description of the defect}** and this could result in **{ultimate failure consequence}**.

Therefore, it is necessary to write to inform you of this and invite you to contact either your **{nearest or preferred dealer /authorised repairer}** (details of nearest dealer optional) as soon as possible to arrange an appointment to have your vehicle inspected.

This inspection and any related work will of course be carried out **free** of charge. The vehicle will be needed for approximately **{mins/hour(s)}**. If you have any questions regarding this letter please speak to your **{dealer/authorised repairer}** or telephone our Customer Services Centre/ Dedicated hotline on **{telephone number}**. You should quote the recall reference detailed at the top right hand side of the letter when calling.

We have sent you this important notice as we are concerned about your safety.

We regret any inconvenience this inspection may cause but I am sure you will realise that it is essential to ensure the continued safe operation of your vehicle.

As you will appreciate we wish to contact all registered keepers of affected vehicles. Therefore, should you no longer own the vehicle referred to above, it would greatly assist us in the important task of tracing and informing the new keeper if you could kindly complete the pre-paid card/slip* enclosed with this letter and return it to us as soon as possible. We can then redirect our correspondence to the correct address.

Thank you for your help with this matter.

Yours sincerely

* Tear off slip with envelope provided

The product is not available because (please tick as appropriate)

- The owner has changed address
- The vehicle is currently under a Statutory Off Road Notification (SORN) declaration
- The vehicle has been sold – please detail the new owner details below (if available)
- The vehicle has been written off
- The vehicle has been stolen

New Address/owner information:

Name:	
Address:	
Post code:	



Driver & Vehicle
Standards
Agency

An Urgent Message from DVSA:

The UK Safety Recalls Scheme



The UK Safety Recalls Scheme – some points to consider

The Driver and Vehicle Standards Agency (DVSA) are the government agency responsible for the UK Automotive Safety Recall Scheme.

Manufacturers and their distributors co-operate under Codes of Practice which protect you from unsafe products in the Automotive Sector.

The General Product Safety Regulations 2005 is the consumer protection legislation that protects you and supports the UK Automotive Safety Recall Scheme.

All products may have the potential to be affected by a safety recall.

Safety Recalls – the facts

What is a Safety Recall?

Is a pro-active action taken by a manufacturer when a critical safety defect is identified that affects a range of on-road and off-road vehicles, including vehicles with an operators license.

Manufacturers will only issue a safety recall for those defects which have the potential to cause serious injury. These are defects that have the potential to put you, your passengers or other road users in danger if not acted upon.

A Safety Recall is normally free of charge.

What happens in a safety recall?

Once a safety recall is registered, the manufacturer must make every effort to notify consumers whose product is affected. This is normally by letter to the registered keeper.

The manufacturer may use keeper data from the Driver and Vehicle Licensing Agency (DVLA) when necessary.

What do you need to do?

Promptly act on a Safety Recall letter - follow the instructions given by the manufacturer.

Keep your keeper record up to date with the DVLA – **this is the data that the manufacturer may use to locate your vehicle during a safety recall.**

If you no longer own the vehicle – be proactive and inform the manufacturer. This will protect the new owner



Remember

You are responsible for ensuring that your vehicle is maintained in a safe condition and that **you** are not driving a defective vehicle/machine.

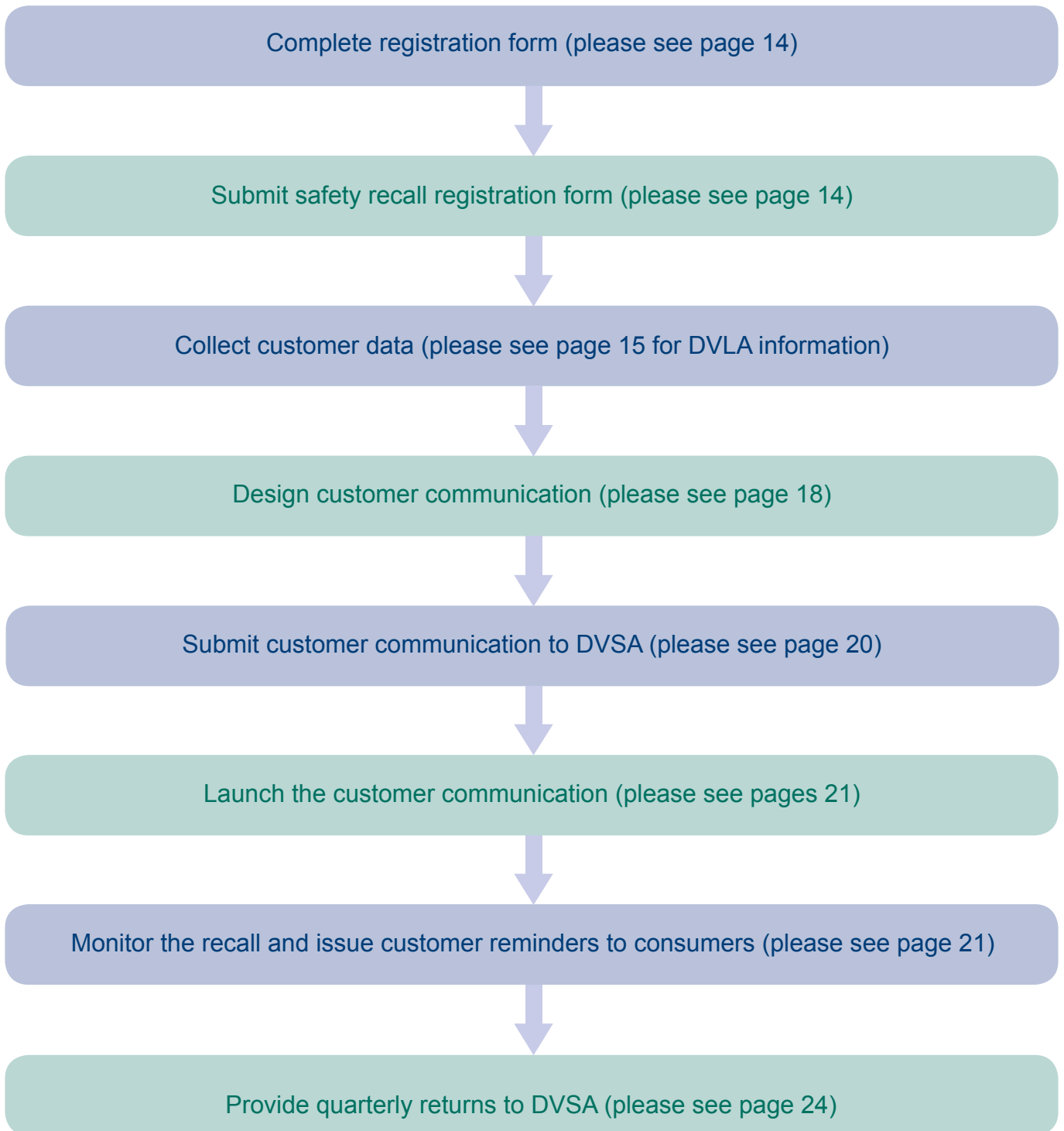
By not promptly acting on a safety recall letter and having your vehicle recall completed you may:

- ▶ Commit an offence of using a defective vehicle, particularly if involved in an accident or other traffic offence.
- ▶ Put your operators license at risk (for vehicles with an operators license).
- ▶ Affect any claims made to your vehicle insurer
- ▶ Put yourself, occupants in your vehicle and others at risk.

Getting this recall completed promptly protects you, your passengers and other road users.

Thank you

Safety Recall - Quick Reference Guide



Visit our websites:

for commercial customers and private motorists
www.gov.uk

for corporate information
www.gov.uk/dvsa

Contact us:

E-mail
enquiries@vosa.gov.uk

National Number
0300 123 9000*

Monday to Friday - 7.30am until 6.00pm
(normal working hours)

Document Reference: VSBCOP003
Issue: 2 (04/14)
Origin: VSB1
Document Review Date: Yearly

Document History
Issue 1 – Oct 2013
Issue 2 – Apr 2014 Amendment from VOSA to DVSA