

**Opening Remarks:**  
**NHTSA Retooling Recalls Workshop**  
**Mark R. Rosekind, Ph.D.**  
**Administrator, National Highway Traffic Safety Administration**  
**U.S. Department of Transportation**  
**TRANSCRIPT**  
**Tuesday, April 28, 2015**

Good morning, everybody. Let's do that again: good morning, everybody.

Welcome to NHTSA's Retooling Recalls Workshop. I'm Mark Rosekind and it is my pleasure to serve as Administrator of the National Highway Traffic Safety Administration. And it is a distinct honor to welcome the 17<sup>th</sup> United States Secretary of Transportation, Mr. Anthony Foxx, who is going to be presenting some welcoming remarks. Please welcome Secretary Foxx.

[FOXX SPEAKS]

Good morning. And it's my opportunity now to issue the challenge to us all: we need to achieve 100 percent recall completion rates on vehicles determined to have safety-related defects. Is that clarity for you? And by accepting this challenge, we are going to deliver safer roads for all Americans, this which translates into saving and preventing injuries and helping all of us be safer on the highways.

Currently, as you just heard, recall completion rates can range anywhere from 20 percent to 80 percent, and that depends on the age and type of vehicle. But that's a lot of vehicles on the road with safety defects and every one of them creates a risk on the road. And we can and must do better.

Getting to 100 percent going to be a real challenge, but it must be our ambition. And until the day we hit that mark, we need to look for new ways to get there. It going to require 100 percent commitment from everybody in the room today: automakers, suppliers, dealers, rental car companies, consumers, safety advocates and, of course, NHTSA.

And that's why we have brought everyone together today. We want this to be an open and constructive forum where all ideas are on the table, and we are looking for creative and innovative thinking, encouraging that kind of new idea that's going to help us get to 100 percent.

So today's discussion is going to focus on three main areas where we know that these remain significant challenges to getting to 100 percent. The good news is recently we've seen these areas be the beneficiaries of some innovative ideas, and we're going to be hearing some of those examples from our panelists this morning.

So the main issues we want to explore today are 1) Communicating with customers and managing expectations; 2) Speeding up parts availability and distribution; and 3) Incentives and innovative ideas to get us to 100 percent recall completion rates. Everything is on the table. And we hope all of you here today will be learning from each other.

Safety and addressing recalls is also a clear priority for President Obama and Secretary Foxx, as he just pointed out, and it's reflected in the Administration's GROW AMERICA Act.

We're going to be talking about some of those proposals today. And while getting those provisions into law literally requires an act of Congress, there's nothing that prevents anyone from acting—today. You can act today to improve communications, speed the availability of parts, or innovate the process to better protect Americans from open recalls. The power is in all of our hands, our organizations, and the broader automotive industry and community. We can all make positive lifesaving changes, starting today and not ending until we reach the ultimate goal: 100 percent recall completion rates.

I look forward today to hearing all of the great ideas that come out of the workshop. And please know that NHTSA's going to be watching. We want to highlight all of your implementation successes.

We're going to start today with Gordon Trowbridge who is going to be our master of ceremonies to get the first panel started. Gordon?

###