

# **ODI Focus Group Handouts & Respondent Stimulus**

# **Messaging**

The Office of Defects Investigation, or ODI, is part of the U.S. Department of Transportation's National Highway Traffic Safety Administration, the nation's only agency authorized to conduct defect investigations and administer safety recalls on everything from vehicles and equipment to tires and child safety seats.

Our engineers and investigators look into problems that consumers report to help ensure everyone stays safe on our nation's roads and highways

NHTSA wants to hear from consumers about car safety issues. Consumers can report car safety issues on a complaint form through NHTSA's website, through NHTSA's mobile app, by phone or through the mail.

Safety issues include all safety recalls for cars and car parts.

NHTSA's technical staff reviews complains to identify potential safety problems and looks at previous complaints to determine defect trends. Sometimes this screening leads to a formal investigation. If NHTSA finds a problem, they contact the car manufacturer on your behalf to issue a safety recall.

If a safety-related defect exists in a car or part of a car, the manufacturer must provide a remedy at no cost to the owner.

If a safety recall is initiated, the manufacturer will notify consumers through first class mail and offer to fix it free of charge.

Consumers can find recalls information by using NHTSA's search tool on SaferCar.gov, and can sign up to receive email alerts about future safety recalls.

NHTSA's website, [Safercar.gov](http://Safercar.gov) provides tips and resources for safer driving, 5-Star Safety Ratings for new car buyers, tire maintenance and advanced car technologies.

NHTSA's SaferCar mobile app, available for Android and iPhone users, provides recall information, crash test ratings and child seat installation locations.

# **Complaint Form**





Do You Have a Safety Problem or Complaint?

File a Complaint Now

Search for all Recalls, Complaints & Investigations

Receive Updates for Latest Recalls

Sign-up for Email Alerts

Subscribe to RSS Feeds

Resources

Databases (Flat Files)

Passenger Van Safety

Emergency Response Vehicles

## File a Vehicle Safety Complaint

### YOUR COMPLAINT IS IMPORTANT.

#### WHAT HAPPENS TO MY COMPLAINT?

CHECK STATUS

- ALL complaints are reviewed.
- Some complaints may lead to an investigation.
- Some investigations lead to recalls.

We have a 7-step process for you to complete. Before you get started, find your **17-digit vehicle ID number (VIN)**.



CLICK HERE for Investigations Process video.

START THE FORM





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## File a Vehicle Safety Complaint

### VEHICLE INFORMATION

1 2 3 4 5 6 7 **STEP 1 OF 7**

Vehicle Identification Number:

ABCD1234EFG567890

Test Your VIN

BACK

NEXT





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## File a Vehicle Safety Complaint

### TYPE OF CAR

1 2 3 4 5 6 7 **STEP 2 OF 7**

Make:

Honda

Model:

Civic

Year:

2010

Need more information?

BACK NEXT





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## File a Vehicle Safety Complaint

### AFFECTED PARTS

1 2 3 4 5 6 7 **STEP 3 OF 7**

What part of your car was affected?

Need more information?

BACK

NEXT





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## File a Vehicle Safety Complaint

### INCIDENT INFORMATION

1 2 3 4 5 6 7 **STEP 4 OF 7**

What happened?

*In your own words, tell us what happened*

Include a clear explanation about use of statement, warning not to include personal information

← BACK

NEXT →





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## File a Vehicle Safety Complaint

### INCIDENT INFORMATION

1 2 3 4 5 6 7 **STEP 6 OF 7**

Was there a crash?

 Y  N

Was there a fire?

 Y  N

Was there an injury?

 Y  N

How fast were you going?

About how many miles are on the vehicle?

Need more information?

BACK

NEXT





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## File a Vehicle Safety Complaint

### FREQUENCY

1 2 3 4 5 6 7 **STEP 6 OF 7**

Has this happened before?  Y  N

How often?







## Do You Have a Safety Problem or Complaint?

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## File a Vehicle Safety Complaint

## WE VALUE YOUR PRIVACY

 1 2 3 4 5 6 7 **STEP 7 OF 7**

Include a clear explanation about why we are collecting this information

Name

Last Name

email

Address

City

State

Zip code

The information you provide will be used to identify potential safety-related defects or determine the adequacy of existing safety recalls. We do not share your personal information with the general public. We may share your information with the applicable vehicle manufacturer during an investigation or recall in accordance with the routine uses described in the agency's Privacy Act notice. See 60 FR 22677 (Sept. 3, 2004). LHM-\*

<http://www.govprivacy.gov/74-00-000-0000-0000-0000>







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## File a Vehicle Safety Complaint

### THANK YOU

Brief message thanking them for their complaint form submission.

Your incident number:  
**5555-55-55**

PRINT FORM

GET RECALL ALERTS

WHAT NOW?



# **Infographics**



LOREM IPSUM DOLOR SIT AMET,  
CONSECTETUR ADIPISCING  
ELIT.

THIS IS   
YOUR TAGLINE

MORBI CONVALLIS DOLOR VEL SAPIEN  
ALIQAM PHARETRA, MORBI UT SEM UT  
IPSUM TRISTIQUE TEMPOR AT ID NULLA,  
MORBI CURSUS ERAT TINCIDUNT NEQUE  
PORTTITOR, FERMENTUM CONVALLIS  
NUNC POSUERE, SED GRAVIDA BLANDIT.

.....

# WHAT WE DO

WE INVESTIGATE

VEHICLES  
&  
CAR PARTS

CHILD/CAR  
SAFETY  
SEATS

TIRES  
&  
TIRE DEFECTS

- ✔ Lorem ipsum dolor sit amet, consectetur adipiscing elit
- ✔ Lorem ipsum dolor sit amet, consectetur adipiscing elit
- ✔ Lorem ipsum dolor sit amet, consectetur adipiscing elit
- ✔ Lorem ipsum dolor sit amet, consectetur adipiscing elit



IF WE FIND A  
PROBLEM  
WE REPORT IT!

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[www.nhtsa.gov](http://www.nhtsa.gov)

<http://www.safercar.gov>  
1 (888) 327-4236





THIS IS  YOUR TAGLINE

LOREM IPSUM DOLOR SIT AMET, CONSECETUR ADIPISCING ELIT.

MORBI CONVALLIS DOLOR VUL SAPIEN. MORBI CONVALLIS DOLOR VUL SAPIEN. MORBI CONVALLIS DOLOR VUL SAPIEN. MORBI CONVALLIS DOLOR VUL SAPIEN. MORBI CONVALLIS DOLOR VUL SAPIEN.

# HOW IT WORKS

**SUBMISSION**  
TALK TO OUR EXPERTS

**100%**  
OF COMPLAINTS ARE REVIEWED

- MAIL
- PHONE
- ONLINE

WHEN YOU IDENTIFY A PROBLEM WITH YOUR VEHICLE, CONTACT US THROUGH OUR WEBSITE, BY MAIL, EMAIL, PHONE, OR OUR CONVENIENT AND EASY TO USE APPS. WE INVESTIGATE EVERY SINGLE REPORT!



### OUR INVESTIGATORS MAY

- Call the consumer for more info
- Analyze Trends
- Compare with other complaints
- Locate existing recalls
- Nullam mollis velit consectetur
- Morbi pretium tempor commodo

### FULL REVIEW

## IF WE FIND A PROBLEM

WE REPORT IT ON YOUR BEHALF. THE MANUFACTURER MAY DECIDE TO ISSUE **A RECALL.** IF SO, THE AFFECTED CONSUMERS WILL BE NOTIFIED BY **POSTAL MAIL.**

**0%**  
NUMBER OF DEFECTS WE DON'T REPORT

WE TAKE YOUR VEHICLE COMPLAINT OR DEFECT TO THE MANUFACTURER ON YOUR BEHALF. THE MANUFACTURER DECIDES IF THERE WILL BE A RECALL.

**IN A RECALL, YOUR VEHICLE PROBLEM WILL BE FIXED FOR FREE!**



[www.nhtsa.gov](http://www.nhtsa.gov)  
<http://www.safercar.gov>  
1 (888) 327-4236



# **Banner Ads**

**Car complaint?**

iStock  
by [unreadable]

A silhouette of a person standing next to a car, inspecting it, against a sunset background. The car is a dark SUV or truck. The person is leaning over the side of the car, possibly checking the engine or a tire. The background is a bright orange and yellow sunset sky over a dark horizon.

**Talk to an expert.**

 



# Report Vehicle Problems



For your vehicle's health and safety  
**Visit [SaferCar.Gov](https://www.safercar.gov)**



YOU'RE A SAFE DRIVER.



iStock.  
by Getty Images™

HAVE A SAFER CAR.



VEHICLE COMPLAINT?



**VISIT SAFERCAR.GOV**  
FOR YOUR VEHICLE'S HEALTH AND SAFETY

**VEHICLE  
COMPLAINT?**



**Visit SaferCar.Gov**  
For your vehicle's health and safety



**safercar.gov**  
**tagline goes here** safety is our middle name

**Logos**



Initial Reactions

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Rate this logo  
(Circle rating for each measure)

<b>1</b> Not Memorable	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b> Memorable
<b>1</b> Unclear	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b> Clear
<b>1</b> Does Not Encourage Me to Act	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b> Encourages Me to Act
<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>F</b>



# SAFE CHECK

Have Car Complaints? NHTSA Investigates

## Initial Reactions

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TOGETHER FOR SAFER CARS

Initial Reactions

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# SAFECHECK

Have Car Complaints? NHTSA Investigates

## Initial Reactions

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Initial Reactions

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**Taglines**

# Car problems? *Inform* NHTSA.

Initial Reactions

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# Share your car troubles and we can investigate.

Initial Reactions

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# Have a car problem? We can investigate.

Initial Reactions

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# Car complaints? Tell NHTSA.

Initial Reactions

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**1**  
Not Memorable

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3

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**5**  
Memorable

**1**  
Unclear

2

3

4

**5**  
Clear

**1**  
Does Not Encourage  
Me to Act

2

3

4

**5**  
Encourages Me to  
Act

A

B

C

D

F

# Car complaints are our expertise.

Initial Reactions

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# Make your car problem our problem.

Initial Reactions

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