# 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 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**













VEHICLE SHOPPERS

VEHICLE OWNERS

VEHICLE MANUFACTURERS

PARENTS CENTRAL

You are here: Hone / Vehicle Owners / File a Complaint / File a Vehicle Complaint

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















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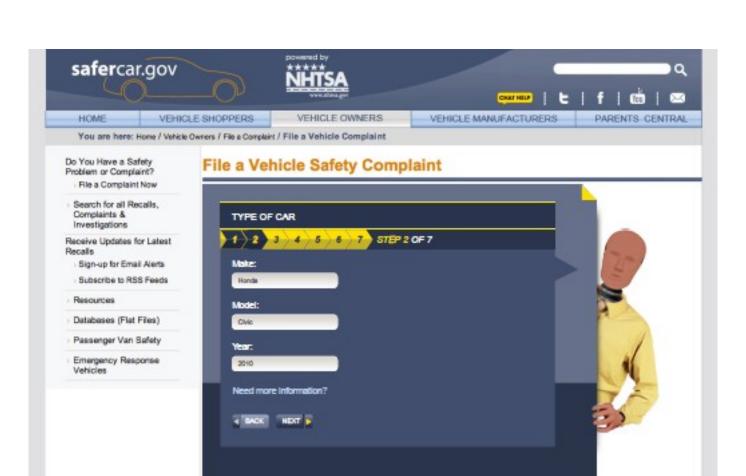
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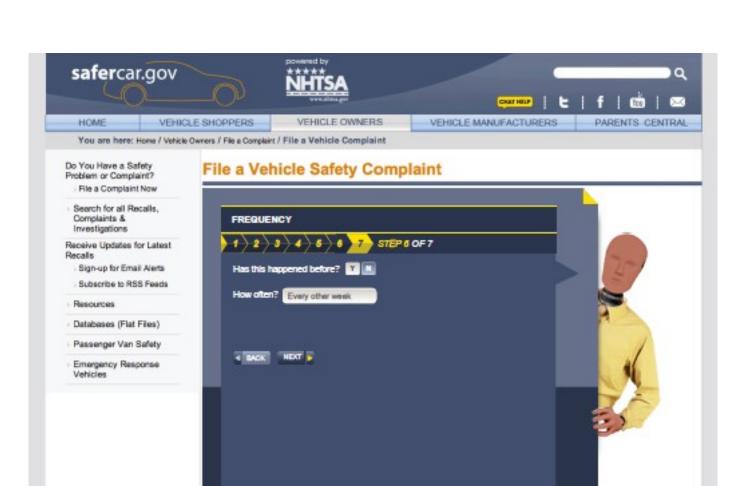
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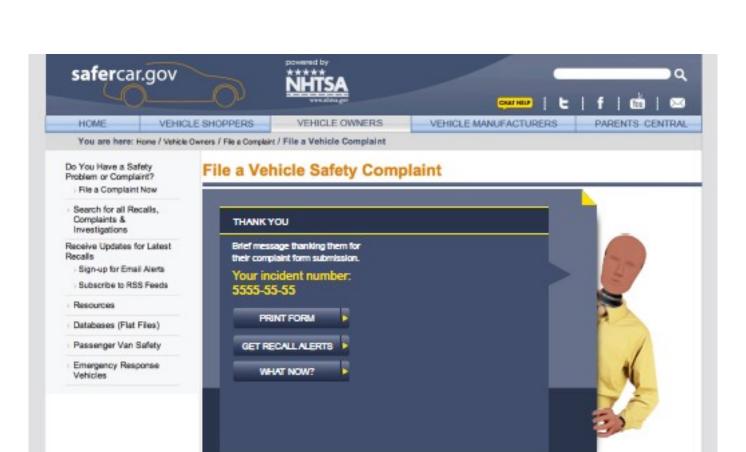
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## Infographics





## **Banner Ads**





### Report Vehicle Problems





#### VEHICLE COMPLAINT?





VISIT SAFERCAR.GOV



safercar.gov tagline goes here

safety is our middle name

# Logos



1 Not Memorable	2	3	4	5 Memorable
1 Unclear	2	3	4	5 Clear
1 Does Not Encourage Me to Act	2	3	4	5 Encourages Me to Act
Α	В	С	D	F



<u>Initial Reactions</u>				
Rate this logo (Circle rating for each me	easure)			
1 Not Memorable	2	3	4	5 Memorable
1 Unclear	2	3	4	5 Clear
1 Does Not Encourage	2	3	4	5 Encourages Me to

C

D

Act

F

Me to Act

Α

В



Rate this logo

(Circle rating for each measure)

1 Not Memorable	2	3	4	5 Memorable
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(Circle rating for each me  1  Not Memorable	easure) <b>2</b>	3	4	5 Memorable
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## **Taglines**

### Car problems? Inform NHTSA.

<u>Initial Reactions</u>			

1 Not Memorable	2	3	4	5 Memorable
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1 Does Not Encourage Me to Act	2	3	4	5 Encourages Me to Act
Α	В	С	D	F

# Share your car troubles and we can investigate.

Initial Reactions

miliai Reactions				
Rate this tagline (Circle rating for each me	easure)			
1 Not Memorable	2	3	4	5 Memorable
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1 Does Not Encourage Me to Act	2	3	4	5 Encourages Me to Act
Α	В	С	D	F

# Have a car problem? We can investigate.

Initial Reactions			

<del>-</del>				
1 Not Memorable	2	3	4	5 Memorable
1 Unclear	2	3	4	5 Clear
1 Does Not Encourage Me to Act	2	3	4	5 Encourages Me to Act
Δ	R	C	D	F

### Car complaints? Tell NHTSA.

<u>Initial Reactions</u>			

,	•			
1 Not Memorable	2	3	4	5 Memorable
1 Unclear	2	3	4	5 Clear
1 Does Not Encourage Me to Act	2	3	4	5 Encourages Me to Act
Α	В	С	D	F

### Car complaints are our expertise.

	<u>Initial Reactions</u>
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1 Not Memorable	2	3	4	5 Memorable
1 Unclear	2	3	4	5 Clear
1 Does Not Encourage Me to Act	2	3	4	5 Encourages Me to Act
Α	В	С	D	F

# Make your car problem our problem.

<u>Initial Reactions</u>				
Rate this tagline (Circle rating for each m	neasure)			
1 Not Memorable	2	3	4	5 Memorable
1 Unclear	2	3	4	5 Clear
_				_

A B C D

3

**Encourages Me to** 

Act

**Does Not Encourage** 

Me to Act