DOT HS-805 145

THE NATIONAL PARTS RETURN PROGRAM
Volume II: The Expansion Study

M. Lowery
P. Karawanny
B. Miller
R. Recard

Kappa Systems , Inc.
1501 Wilson Blvd.
Arlington, Virginia 22209

Contract No. DOT HS- 6-01433
Contract Amt. $90,970

July 1979
FINAL REPORT

Prepared For
U.S. DEPARTMENT OF TRANSPORTATION
National Highway Traffic Safety Administration
Washington, D.C. 20590

Technical Report Documentation Page

1. Report No.	2. Government Accession No.	3. Recipient's Catalog No.
DOT HS-805 145		

4. Title and Subtitle	5. Report Date
NATIONAL PARTS RETURN PROGRAM FINAL REPORT : VOLUME 2 THE EXPANSION STUDY	1 July 1979
	6. Performing Organization Code
7. Author(s)	8. Performing Organization Report No.
M. Lowery, P. Karawanny, B. Miller, R. Recard	KAPPA-DOT-79-01
9. Performing Organization Name and Address	10. Work Unit No. (TRAIS)
Kappa Systems, Inc. 1501 Wilson Blvd. Arlington, Virginia 22209	11. Contract or Grant No. HS-6-01433
	13. Type of Report and Period Covered
12. Sponsoring Agency Name and Address	Final Report 1 July1978 to 30 June 1979
Department of Transportation National Highway Traffic Safety Administration Office of Defects Investigation	14. Sponsoring Agency Code N41-60

15. Supplementary Notes

16. Abstract

The National Parts Return Program involves the voluntary submittal by independent automotive repair facilities of failed automotive components and information. The purpose of the program is to gather information on these components and failure reports to assist the NHTSA in identifying the existence of safety-related manufacturing defects in design, materials, construction or performance of motor vehicles and motor vehicle equipment. Under authority of the National Traffic and Motor Vehicle Safety Act of 1966, as amended, the NHTSA can require manufacturers to conduct safety defect recall remedy campaigns when it has been determined that a defect relating to motor vehicle safety exists. In addition, the information obtained from these parts and reports is valuable in preparing Federal Motor Vehicle Safety Standards.

17. Key Words	18. Distribution Statement
Parts Return Program Defects Investigation	Document is available to the public through the National Technical Information Service, Springfield, Virginia 22161

19. Security Classif. (of this report)	20. Security Classif. (of this page)	21. No. of Pages	22. Price
unclassified	unclassified		

Form DOT F 1700.7 (8-72) Reproduction of form and completed page is authorized

METRIC CONVERSION FACTORS

Approximate Conversions to Metric Measures

Symbol	When You Know	Multiply by	To Find	Symbol
		LENGTH		
in	inches	*2.5	centimeters	cm
ft	feet	30	centimeters	cm
yd	yards	0.9	meters	m
mi	miles	1.6	kilometers	km
		AREA		
in^2	square inches	6.5	square centimeters	cm^2
ft^2	square feet	0.09	square meters	m^2
yd^2	square yards	0.8	square meters	m^2
mi^2	square miles	2.6	square kilometers	km^2
	acres	0.4	hectares	ha
		MASS (weight)		
oz	ounces	28	grams	g
lb	pounds	0.45	kilograms	kg
	short tons (2000 lb)	0.9	tonnes	t
		VOLUME		
tsp	teaspoons	5	milliliters	ml
Tbsp	tablespoons	15	milliliters	ml
fl oz	fluid ounces	30	milliliters	ml
c	cups	0.24	liters	l
pt	pints	0.47	liters	l
qt	quarts	0.95	liters	l
gal	gallons	3.8	liters	l
ft^3	cubic feet	0.03	cubic meters	m^3
yd^3	cubic yards	0.76	cubic meters	m^3
		TEMPERATURE (exact)		
°F	Fahrenheit temperature	5/9 (after subtracting 32)	Celsius temperature	°C

*1 in = 2.54 (exactly). For other exact conversions and more detailed tables, see NBS Misc. Publ. 286, Units of Weights and Measures, Price $2.25, SD Catalog No. C13.10:286.

Approximate Conversions from Metric Measures

Symbol	When You Know	Multiply by	To Find	Symbol
		LENGTH		
mm	millimeters	0.04	inches	in
cm	centimeters	0.4	inches	in
m	meters	3.3	feet	ft
m	meters	1.1	yards	yd
km	kilometers	0.6	miles	mi
		AREA		
cm^2	square centimeters	0.16	square inches	in^2
m^2	square meters	1.2	square yards	yd^2
km^2	square kilometers	0.4	square miles	mi^2
ha	hectares (10,000 m^2)	2.5	acres	
		MASS (weight)		
g	grams	0.035	ounces	oz
kg	kilograms	2.2	pounds	lb
t	tonnes (1000 kg)	1.1	short tons	
		VOLUME		
ml	milliliters	0.03	fluid ounces	fl oz
l	liters	2.1	pints	pt
l	liters	1.06	quarts	qt
l	liters	0.26	gallons	gal
m^3	cubic meters	35	cubic feet	ft^3
m^3	cubic meters	1.3	cubic yards	yd^3
		TEMPERATURE (exact)		
°C	Celsius temperature	9/6 (then add 32)	Fahrenheit tempereture	°F

Acknowledgments

This work was performed under contract number DOT HS-6-01433. KSI's Contract Technical Manager was Mr. Gary Woodford, Engineering Analysis Division, Office of Defects Investigation, National Highway Traffic Safety Administration, whose assistance is gratefully acknowledged. KSI would also like to recognize the support for this project provided by Mr. William Risteen, Acting Chief, Engineering Analysis Division, Office of Defects Investigation, NHTSA. Lastly, we wish to express our appreciation to Ms. Joanna Schneider for her patient secretarial support.

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Section 1

SUMMARY

1.1 PURPOSE AND SCOPE

The National Highway Traffic Safety Administration (NHTSA), under the authority of the National Traffic and Motor Vehicle Safety Act of 1966, is tasked with the responsibility of defects investigation and the monitoring of recall campaigns involving motor vehicles and motor vehicle equipment. In order to adequately fulfill this responsibility, new information on alleged problems in the performance, construction, materials and components of motor vehicles and motor vehicle equipment is always needed.

The National Parts Return Program (PRP), administered by the NHTSA since 1971, satisfies a segment of this need for new information. Through the program, failed automotive components are voluntarily submitted to a NHTSA contractor (Kappa Systems, Inc.) by independent automotive repair shops. These returned parts assist the Office of Defects Investigation in identifying potential safety-related defects in automotive components.

In its 1976 report to the Secretary of the Department of Transportation, the National Motor Vehicle Safety Advisory Council, chaired by Dr. B. J. Campbell, favorably reviewed the National Parts Return Program but suggested that additional sources of information be utilized in the identification of defects in automotive components. In particular, automobile dealerships and high mileage fleets, such as police and taxi fleets, were recommended as potential contributors to the defect/recall process.

Following these recommendations, the NHTSA requested a study to determine the feasibility of active participation by new car dealers, high mileage fleets and automotive parts suppliers in the National Parts Return Program. These new sources would be able to provide information on newer vehicles and components which are still under warranty. Given the fact that parts under warranty are generally returned to the factory for reimbursement, it was determined that the data to be requested from new participants would be primarily information report forms rather than actual failed parts.

The feasibility study, undertaken by Kappa Systems, Inc., for the NHTSA, and hereafter referred to as the "PRP Expansion Study," was from the beginning envisioned as two interrelated phases. Phase I, the enrollment phase, required a personal visit to 300 new car dealers, 300 automotive parts suppliers and 100 high mileage fleets to enlist their voluntary support of the program. Phase II, the motivational phase, requires the use of various follow-up and incentive techniques to develop active participation from the new membership.

As the NHTSA has stressed, there are no other similar data available to the agency which can serve as early warning indicators of potential safety-related defects in motor vehicles and motor vehicle equipment, since the sources here are directly involved in the servicing and repairs of vehicles. It is that "early warning indicator" concept, coupled with the need for additional service and repair inputs, which most strongly encourages the expansion of the information network to include new car dealers, high mileage fleets and automotive parts suppliers.

1.2 METHOD

Phase I of the PRP Expansion Study required personal visits to 700

contacts nationwide: 300 dealers, 300 parts suppliers and 100 fleets. To ensure the even distribution of contacts, the country was divided into ten regions following the existent PRP regional divisions. Major cities were then chosen within each region as focal points. Urban areas were given preference over rural areas in order to take advantage of the larger concentration of dealers, fleets and parts suppliers within the former.

Within each region, a minimum 30 dealers, 30 parts suppliers and 10 fleets were visted. Dealerships were selected by vehicle division according to percentage share of the market figures. Otherwise, no pre-selection criteria were utilized in the case of dealers and parts suppliers. Contacts were chosen in a random fashion by field representatives. No advance notice was given. Fleets, on the other hand, were contacted in advance by mail and/or by telephone. As many as possible were chosen from among the membership of the National Association of Fleet Administrators. The major reason for the distinct treatment of fleets was a practical one -- with no advance contact, it would have been far too time-consuming to locate the individual within an organization with authority to make a decision on participation.

In new car dealerships, owners, general managers or service managers were approached by the field representatives. In automotive parts supply stores, owners or managers were approached. No one else was considered to be in a position of authority to make a decision on participation. Only in those establishments where someone in a position of authority was present was a contact recorded. Otherwise, another establishment was chosen.

In each instance where contact was made, the representative introduced himself as representing the National Highway Traffic Safety Administration and briefly explained the program, stressing that it is a voluntary public safety program which attempts to isolate early warning indications of safety-related problems in motor vehicles and motor vehicle components.

All contacts were offered an introductory packet of information on the program. Those who were willing to participate in the program received a follow-up mailing with specific instructions on reporting procedures. Attitudinal responses were recorded along with the decision of the contact regarding participation. Records of each contact were kept on Enrollment Identification forms, a sample of which is shown in Exhibit 1-1.

1.3 RESULTS

Given initial expectations voiced by a majority of the industry associations visited prior to the field work of Phase I, the enrollment campaign was an overwhelming success. More than three-quarters of the dealers contacted agreed to participate in the program, and virtually one hundred percent of the fleets and parts suppliers were enrolled.

A number of *a priori* assumptions regarding dealer attitudes were overturned. Dealers visited were in general found to be neither anti-government *per se* nor anti-consumer, though many expressed concern over government involvement in all aspects of the auto industry. Furthermore, expressions of strong loyalty to manufacturers, which had been expected, did not materialize. In fact, in a significant minority of cases, dealers were extremely interested in protecting the safety, and in preserving the trust, of their customers. These dealers viewed the program as a means to that end.

High mileage fleets responded in general as was anticipated by preliminary association meetings. Most saw the program as a benefit to their maintenance departments. In addition, many expressed the view that such an

U.S. DEPARTMENT OF TRANSPORTATION
NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION

PARTS RETURN PROGRAM - ENROLLMENT IDENTIFICATION

O.M.B. No. 004-R5651
Approval Expires
August 1982

COMPANY NAME _____ COMPANY ADDRESS _____ DATE _____

P

MANAGER CONTACT _____ _____ TELEPHONE NO. _____

This program is authorized by PL 89-564. Participation is voluntary.

(Contractor complete applicable column)

INDEPENDENT REPAIR SHOP

PRIMARY REPAIRS MADE

BRAKES

☐ STEERING

☐ SUSPENSION

☐ ENGINE

☐ EXHAUST

☐ TRANSMISSION

PRIMARY VEHICLES SERVICED

☐ DOMESTIC

☐ FOREIGN

TOWING SERVICE

☐ YES ☐ NO

NO. OF SERVICE BAYS

_____

AUTOMOBILE DEALER

PASSENGER CARS SOLD/SERVICED

GENERAL MOTORS

☐ CHEVROLET

☐ PONTIAC

☐ BUICK

☐ OLDSMOBILE

☐ CADILLAC

FORD

☐ FORD

☐ LINCOLN-MERCURY

CHRYSLER

☐ CHRYSLER

☐ DODGE

☐ PLYMOUTH

AMERICAN MOTORS

☐ AMC

☐ JEEP

☐ OTHER _____

HIGH MILEAGE FLEET

PASSENGER CARS IN FLEET

MAKE:	NO.
_____	_____
_____	_____
_____	_____
_____	_____

AVERAGE VEHICLE MILEAGE PER YEAR _____

TYPE OF VEHICLE USAGE

☐ POLICE

☐ TAXI

☐ OTHER _____

_____

PERFORM OWN VEHICLE MAINTENANCE:

☐ YES ☐ NO

AUTOMOTIVE PARTS SUPPLIER

COMPONENTS SOLD

☐ NEW ☐ REBUILT

PRIMARY TYPES

☐ BRAKES

☐ STEERING

☐ SUSPENSION

☐ ENGINE

☐ EXHAUST

☐ TRANSMISSION

MAJOR BRANDS REPRESENTED

_____

_____

_____

_____

HS Form 395 (7/77)

Exhibit 1-1. Enrollment Identification Form

information network would assist them in negotiating with a manufacturer for the correction of safety-related problems.

At the close of Phase I of the PRP Expansion Study, only the attitude of the automotive parts suppliers remained an enigma. The vast majority of parts suppliers who were contacted by the field representatives claimed that they have never observed a defect in a component stocked in their stores. Many further argued that the true aftermarket defects are to be found among the mass merchandisers and that most parts returned to independent stores have failed due to faulty installation.

Phase II of the program involved the motivation of newly enrolled members and, specifically, follow-up telephone contacts to all affirmative respondents. Eighteen months after the initial enrollments the following results were achieved. Fifty-six inputs were received from 24% of the fleets enrolled, sixteen inputs from 3.4% of the parts suppliers enrolled and fourteen inputs from 1.9% of the dealers enrolled. Our conclusions based upon these results are included in Section 6 of this volume.

Section 2

PRELIMINARY ACTIVITY

2.1 GENERAL

In order to ensure a fair and useful response from the contacts made during Phase I of the PRP Expansion Study, the approach employed by field representatives required careful consideration. As a first step in defining this approach, correspondence was initiated by the NHTSA to the major auto manufacturing concerns. Secondly, exploratory sessions were held between Kappa Systems, Inc., and relevant associations in order to further develop the approach. Finally, a field representative information packet was organized, ensuring consistency of approach throughout the country.

2.2 AUTO MANUFACTURER CORRESPONDENCE

Prior to the beginning of Phase I, Mr. R. L. Carter, Associate Administrator, Motor Vehicle Programs, NHTSA, informed General Motors, Ford, Chrysler, AMC, Volkswagen of America and Toyota of the proposed PRP Expansion Study and requested from each manufacturer information on the dealer reporting system used by each to obtain field product data. Capsule summaries of each response follow here and in Table 2-1.

General Motors

Each vehicle division within General Motors has its own dealer reporting system. All rely on telephone and personal contact between the zone office and a dealership. Cadillac, Buick and GMC use a standard product report form on a voluntary basis. It is estimated that a total of 260 reports per

	VEHICLE DIVISION
PERIODIC DEALERSHIP PRODUCT REPORTS	None
VOLUNTARY DEALERSHIP PRODUCT REPORT FORMS	Buick, Cadillac, GMC, Select VW Dealers
VERBAL DEALERSHIP PRODUCT REPORTS	All
ZONE OFFICE PRODUCT REPORT FORMS	AMC, Ford, Lincoln-Mercury, VW, Toyota
WARRANTY TREND ANALYSIS FOR PRODUCT DEFECT IDENTIFICATION	VW, Toyota

Table 2-1. Current Dealership Product Reporting Methods

month are received. Special report forms are used by all GM vehicle divisions to gather product information on specific items. These include an "Early Product Information Report" form which is used to report all problems which arise on new vehicles.

All GM dealers are instructed that whenever an accident resulting in property damage or personal injury is attributed to alleged defective parts, the dealer should immediately notify the zone office by telephone or telegram.

Warranty claim information is not considered a part of the product reporting mechanism. Due to sketchy reporting, time delays and the very nature of the claim as a reimbursement rather than a product report, warranty claims are not being used as a source of dealer product reports.

Information obtained independently from the above correspondence with General Motors indicates that all GM dealers are now being offered free of charge the Computerized Recall Identification System (CRIS), which can be accessed by teletypewriter terminal or standard pushbutton telephone. The system enables dealers to quickly determine whether or not a particular vehicle is the subject of a recall.

Ford

Personal and telephone contact between a dealership and the zone office accounts for the initial information on a Ford Motor Company product problem. The information when confirmed as a problem by the zone office, is forwarded to the Division General Office in the form of a "Service Investigation Report." If the reported problem is safety-related, it is referred to the appropriate product engineering safety section for investigation.

Warranty claims are used only as a general guideline for tracking safety-related problems.

Chrysler

Problems involving Chrysler products are verbally reported to the zone office by dealers. Such reports are then forwarded to the Technical Service Departments of Chrysler Center. Chrysler claims, however, that even such verbal reports serve primarily as confirmations rather than initiations relative to product defect investigations.

Warranty claims are designed solely for purposes of reimbursement and are not relied upon by Chrysler for use in identifying potential defect conditions.

AMC

All reports on problems in the servicing of vehicles are submitted by the zone office field service representatives in field product reports. These are filed solely through the initiative of the zone office.

Warranty claims are intended for use as an accounting tool only.

Volkswagen of America

Volkswagen maintains information on problems with vehicles through a "Hot Line" telephone contact with dealers, through trend analysis of warranty claims and through Product Quality Monitoring Reports filed by selected dealers in representative geographical and climatically significant regions of the country. Dealers participating in the Product Quality Monitoring Dealer Reporting System have agreed to report in depth and to furnish information upon verbal or written request.

Toyota

Toyota Dealers report any product deficiencies verbally, and on a voluntary basis, to Toyota field personnel. Based upon the field personnel's

knowledge of the problem reported, a product technical report is prepared and submitted to the main office by the field personnel. Approximately 300 such reports are received each month. In addition, warranty claims are analyzed for trends.

2.3 ASSOCIATION CONTACTS

At the beginning of Phase I of the PRP Expansion Study, correspondence was sent to a number of industry associations briefly introducing the program and asking for comments on its scope and direction. The following associations were contacted:

Dealer-Related Associations

American Association of Motor Vehicle Administrators
Highway Users Federation for Safety and Mobility
Motor Vehicle Manufacturers Association of the United States
National Automobile Dealers Association
National Independent Automobile Dealers Association

Fleet-Related Associations

American Automotive Leasing Association
Automotive Dismantlers and Recyclers Association
Automotive Fleet and Leasing Association
Car and Truck Renting and Leasing Association
International Association of Chiefs of Police
International Taxicab Association
National Association of Fleet Administrators

Automotive Parts Supplier-Related Associations

Automotive Affiliated Representatives

Automotive Exhaust Systems Manufacturers Committee

Automotive Parts and Accessories Association

Automotive Parts Rebuilders Association

Automotive Service Industry Association

Brake System Parts Manufacturer Council

Ignition Manufacturers Institute

National Automotive Parts Association

Specialty Equipment Manufacturers Association

Service-Related Associations

American Automobile Association

Automotive Service Councils

National Association of Service Managers

National Institute for Automotive Service Excellence

Safety-Related Associations

Insurance Institute for Highway Safety

National Association of Women Highway Safety Leaders

National Safety Council

Vehicle Equipment Safety Commission

Other

Automotive Information Council

Automotive Market Research Council

Automotive Booster Clubs International

Exploratory meetings were next held with those associations whose primary functions related to safety and service issues and which were most closely related to the groups to be solicited in the PRP Expansion Study. Each association was asked for an assessment of the program potential and for suggestions on approaches in the field. Appendix A of this report details the various association meetings.

Most associations felt that there would be little cooperation from dealers and parts suppliers. The common opinion regarding potential dealer reactions was that each would feel that cooperation with the NHTSA could jeopardize the franchise relationship between the dealership and the manufacturer. For parts suppliers, it was commonly held that most would argue that they were not in a position to decide whether a problem part was potentially defective. In general, very low levels of enrollment were predicted in these sectors.

Maximum cooperation was expected from fleet contacts. Since fleet administrators purchase new vehicles based upon competitive bids by the major manufacturers, there would be, it was generally assumed, no specific loyalties involved. In addition, most fleets could benefit substantially through participation in an early warning program such as the PRP.

Two association contacts were especially productive and deserve to be highlighted:

National Automobile Dealers Association

NADA represents approximately 21,000 automobile dealers nationwide, 96% of the total population. Based upon their own study of the feasibility of a voluntary product safety reporting program, undertaken in 1974, the NADA representatives were sceptical of dealer cooperation. They felt that the enrollment phase would be quite successful but that active participation would be

extremely unlikely. The possibility of a voluntary reporting program was considered by various committees within NADA and was rejected because (i) dealers in general felt that the manufacturers should supply such information; (ii) most dealers would rather handle problems by going to the factory, thus avoiding adverse publicity; (iii) any serious problem, from a dealer's point of view, would result in a recall regardless of dealer input; and (iv) the burden of a fully operative reporting system on the service manager would be overwhelming. For these reasons, NADA concluded that the information obtained from any program similar to the one they suggested would be sporadic, that only severe problems would be reported, that such problems would already be in the recall stage and that at best the information would relate to about 30% of the recall campaigns currently underway. The program was therefore dropped.

The second major point addressed by the NADA representatives was the issue of product liability. Product liability enjoys today the same controversial status in the legal environment which the malpractice issue enjoyed over the past five years. The issue affects the automobile dealer, according to NADA, due to the fact that in many instances today, the dealer is included with the manufacturer in the product liability lawsuits which can follow serious motor vehicle accidents. In relation to participation in the Parts Return Program, the issue was described as follows: Could participation increase a dealer's liability or might such participation work in his favor? Until that issue is addressed, NADA did not feel that it could endorse the program.

National Association of Fleet Administrators

NAFA currently has a membership of 1,000 active fleet administrators and 400 affiliates. Those members who perform their own maintenance include police, public utility and govenment fleets. Members that do not perform their own maintenance nevertheless maintain records for any expenditure exceeding

a ceiling of $50 to $75. NAFA representatives were quite certain that fleets which were approached would be quite interested in participating in the program. They agreed to offer advanced publicity on the expansion study through their newsletter.

The question of the reliability of data on police vehicles was addressed at this time. It was suggested that police vehicles would be much more reliable data sources than taxi fleets, for example. Abuse of police vehicles is not common, according to the NAFA representatives. If abuse does occur, in most cases the officer responsible for the damage is liable. In addition, police vehicles have already been instrumental in a number of recall campaigns and NHTSA investigations.

2.4 PUBLICITY

In conjunction with the personal visits planned for Phase I of the PRP Expansion Study, a concerted effort was made to obtain publicity within the industry. Each association was asked to consider publishing a press release on the expansion to coincide with the field work of Phase I. Two separate releases were developed, one emphasizing the inclusion of automobile dealers, the other high mileage fleets. In each case it was stressed that the program was voluntary, that it was a public safety effort, and that the ultimate goal was an operative early warning system for the isolation of safety-related defects in motor vehicles and motor vehicle equipment.

As of this report, the following publications have printed information on the expansion study:

Automotive News, 27 February 1978

CATRALA Insider's Digest, Car and Truck Renting and Leasing Association, Winter, 1977

Let's Talk Road Service, American Automobile Association, 1977, Issue #4

NAFA Bulletin, National Association of Fleet Administrators, November, 1977

Status Report, Insurance Institute for Highway Safety, 30 November 1977

2.5 CONTACT CRITERIA AND DISTRIBUTION

The total number of contacts to be made in the PRP Expansion Study was determined by the NHTSA as 300 new car dealers, 300 automotive parts suppliers and 100 fleets. Additional limitations were included for each category. Dealerships were to be limited to U. S. makes in the following numbers: 141 General Motors dealerships, 79 Ford Motor Company dealerships, 58 Chrysler Corporation dealerships and 22 AMC dealerships. Fleets were required to perform their own maintenance and to be comprised of at least 25 passenger cars of U. S. manufacture. The total number of fleets contacted was to include no less than 25% and no greater than 50% police and taxi fleets. Parts suppliers were limited to those which carried more than one line of products and to those which dealt in more than one brand name.

Based upon 1976 vehicle registration figures nationwide, dealership contacts were further specified according to the vehicle division's percent share of the market within a manufacturer category. The number of contacts chosen for each vehicle division is shown in Table 2-2.

Potential fleet contacts were generally categorized as police and government fleets at the municipal, county and state levels, taxi fleets, public utility fleets, university fleets and private fleets. No further limitations in addition to those specified above were placed on the choice of fleets. Similarly, parts supplier contact criteria were not further specified.

GENERAL MOTORS (47.2% OF TOTAL MARKET)

TOTAL GM DEALERS = 141

	% Share of GM Market	# of Dealers
Buick	15.3	20
Cadillac	6.5	9
Chevrolet	44.2	68
Oldsmobile	18.7	23
Pontiac	15.3	21
	100.0	141

FORD MOTOR CO. (22.5% OF TOTAL MARKET)

TOTAL FORD DEALERS = 79

	% Share of Ford Market	# of Dealers
Ford	76.1	57
Lincoln/Mercury	23.9	22
	100.0	79

CHRYSLER CORP. (12.9% OF TOTAL MARKET)

TOTAL CHRYSLER DEALERS = 58

	% Share of Chrysler Market	# of Dealers
Chrysler-Plymouth	63.6	34
Dodge	36.4	24
	100.0	58

AMERICAN MOTORS (2.5% OF TOTAL MARKET)

TOTAL AMC DEALERS = 22

Table 2-2. Distribution of Dealership Contacts by Vehicle Make

(Based upon 1976 new car registration figures compiled by R.L. Polk & Co. Total market percentages include imports.)

The Choice of Regions

The total number of dealerships, fleets and parts suppliers to be contacted were evenly distributed throughout the continental U. S. utilizing the ten existent PRP regions. Contacts within each region were primarily located in major metropolitan areas which offered the highest concentrations of dealers, fleets and parts suppliers, allowed for easy air access and were proximal to features which were felt to be representative of the region as a whole. In most metropolitan areas, both suburban and adjacent rural contacts were made by the field representatives. Exhibit 2-1 shows the regional site locations chosen nationwide.

The itinerary for each region was pre-determined according to population centers:

ITINERARY: REGION O

This itinerary covers the metropolitan areas of southern Connecticut, central Massachusetts and Rhode Island. Population centers vary from 127,800 to 882,200 (Standard Metropolitan Statistical Areas).

The following cities and surrounding areas define the itinerary. Populations are given by SMSA's.

Norwalk/Westport, CT (population 127,800)

Hartford, CT (population 649,000)

Worchester, MA (population 380,600)

Springfield/Chicopee, MA (population 550,800)

Providence, RI (population 882,200)

ITINERARY: REGION 1

This itinerary covers both rural and industrial areas of the region with population centers varying in size from 19,301 to 9,739,000.

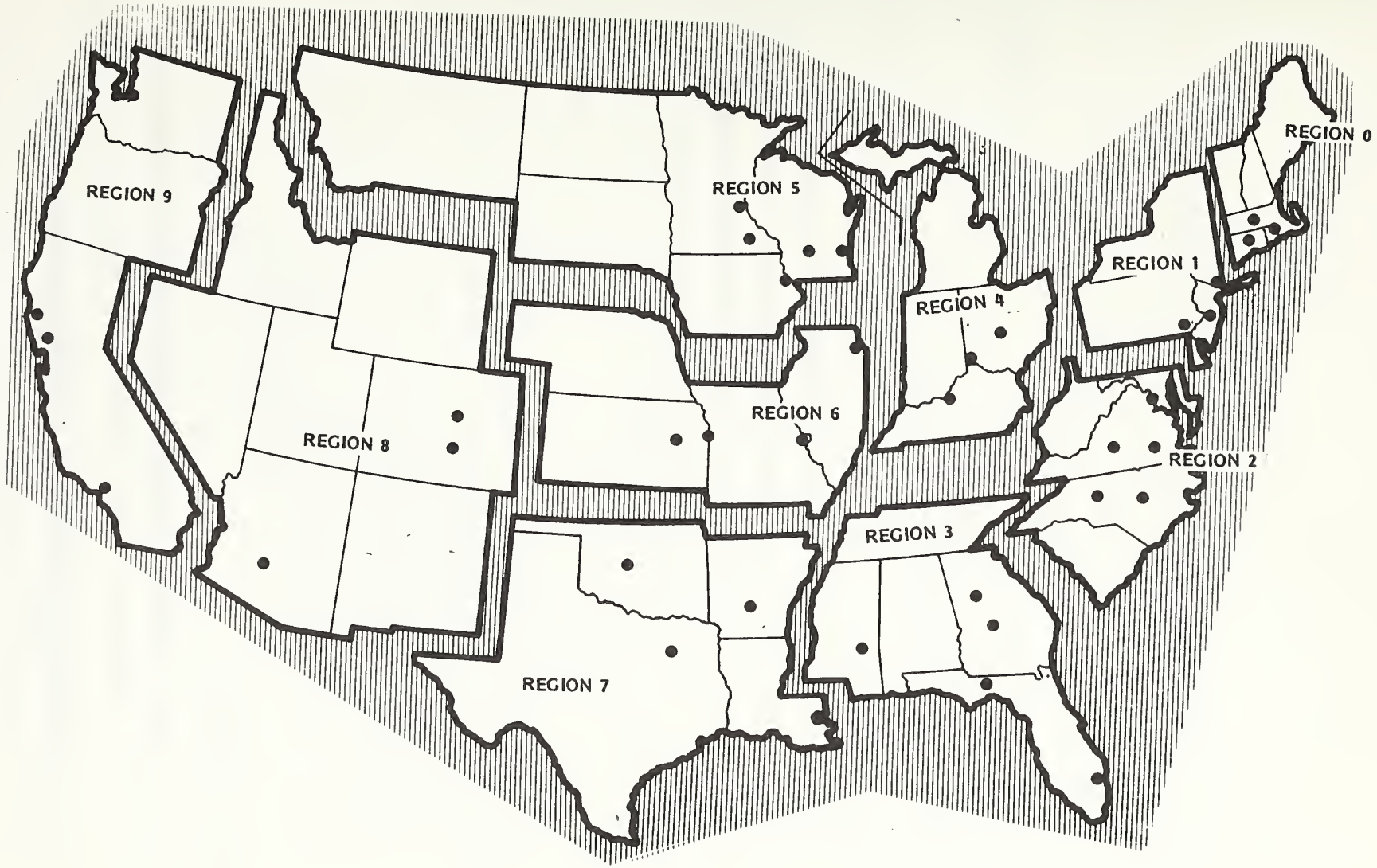


Exhibit 2-1. Regional Site Selections

The following cities and surrounding areas define the itinerary:

Lancaster, PA (population 335,000)

Newark, DE (population 21,300)

West Chester, PA (population 19,301)

Trenton, NJ (population 109,000)

Allentown/Bethlehem, PA (population 611,000)

Metro New York City (population 9,379,000)

ITINERARY: REGION 2

This itinerary covers both rural and industrial areas of Virginia and North Carolina, with population centers varying in size from 14,450 to 563,000, and the metropolitan areas of Washington, D. C., and Baltimore, Maryland.

The following cities and surrounding areas define the itinerary:

Fredericksburg, VA (population 14,450)

Richmond, VA (population 563,000)

Raleigh, NC (population 144,000)

Durham, NC (population 95,438)

Greensboro, NC (population 156,000)

Lynchburg, VA (population 54,083)

Charlottesville, VA (population 38,880)

Baltimore, MD (population 2,157,400)

Metropolitan Washington, D. C. (population 3,037,500)

ITINERARY: REGION 3

This itinerary covers both rural and industrial areas of the region with population centers varying in size from 41,900 to 1,867,800.

The following cities and surrounding areas define the itinerary:

Atlanta, GA (population 1,867,000)

Macon, GA (population 135,800)

Warner-Robbins, GA (population 41,900)

Valdosta, GA (population 62,600)

Tallahassee, FL (population 144,200)

Ft. Lauderdale, FL (population 928,500)

ITINERARY: REGION 4

This itinerary covers both rural and industrial areas of the region with population centers varying in size from 76,500 to 1,383,000.

The following cities and surrounding areas define the itinerary:

Columbus, OH (population 1,057,000)

Springfield, OH (population 76,500)

Dayton, OH (population 848,000)

Cincinnati, OH (population 1,383,000)

Louisville, KY (population 886,000)

ITINERARY: REGION 5

The itinerary covers rural and industrial areas of Wisconsin and Iowa, in combination with metropolitan areas of Minneapolis, St. Paul and Rochester, Minnesota. Population centers vary in size from 62,309 to 2,000,000.

The following cities and surrounding areas define the itinerary:

Kenosha, WI (population 78,805)

Milwaukee, WI (SMSA population 1,417,000)

Madison, WI (population 301,000)

Dubuque, IA (population 62,309

Minneapolis /St. Paul MN (SMSA population 2,000,000)

ITINERARY: REGION 6

This itinerary covers both rural and industrial areas of the Midwest,

including the states of Illinois, Missouri and Kansas. Population centers vary in size from 65,200 to 7,002,000.

The following cities and surrounding areas define the itinerary:

Chicago, IL (population 7,002,000)

Waukegan, IL (population 65,200)

Rockford, IL (population 271,000)

St. Louis, MO (population 2,391,000)

Kansas City, MO/KS (population 1,299,000)

Topeka, KS (population 136,000)

ITINERARY: REGION 7

This itinerary includes population centers varying in size from 60,300 to 910,700.

The following cities and surrounding areas define the itinerary:

Dallas, TX (population 910,700)

Ft. Worth, TX (population 406,700)

Grand Prarie, TX (population 63,400)

Denton, TX (population 47,400)

Oklahoma City, OK (population 397,000)

Midwest City, OK (population 60,300)

Norman, OK (population 73,000)

Little Rock, AR (population 378,900)

ITINERARY: REGION 8

This itinerary is defined by the metropolitan areas of Denver and Colorado Springs, Colorado, and Phoenix, Arizona. Populations are as follows:

Denver, CO (population 1,428,300)

Colorado Springs, CO (population 297,000)

Boulder, CO (population 171,700)

Phoenix, AZ (population 1,127,000)

ITINERARY: REGION 9

This itinerary covers the metropolitan areas of San Jose, San Francisco and Los Angeles, California, and Seattle, Washington. Standard metropolitan statistical areas visited vary in size from 1,157,000 to 6,1927,000.

The following cities define the itinerary:

San Jose, CA (population 523,000)

San Francisco, CA (population 687,000)

Los Angeles, CA (population 2,747,000)

Seattle, WA (population 1,812,700)

Section 3

THE ENROLLMENT CAMPAIGN

3.1 FIELD APPROACH

Considerable emphasis was placed upon the design of an appropriate field approach to each dealer, fleet administrator and parts supplier visited. The design of each approach was to a great extent determined by information supplied by various industry associations. Each approach was then tested with the initial contacts made in the metropolitan areas of Washington, D. C., and Fort Lauderdale, Florida, and was modified accordingly.

The Approach to Dealers

Upon entering a dealership, the field representative identified himself as a representative of the Department of Transportation and asked for the owner, or general manager. If the owner or general manager was not in he spoke to the service manager. When none of these individuals was available, he did not count this as a contact.

In those cases in which contact was made but the individual was unwilling to give an answer regarding program participation, this was counted as a visit with neither negative nor positive results.

The program was described in the following terms:

-- It is a safety-oriented information program.

-- It is a successful program which has for the past six years had the cooperation of independent repair shops, such as local garages, across the country.

-- It is now being expanded to include high mileage fleets, such as local police, and new car dealers nationwide.

-- The expansion of the program is needed in order to have the widest possible basis for making decisions regarding safety-related problems.

The field representative was then given the following guide:

Dealers have not, as yet, been involved in the defect investigation process. They should be given the opportunity to participate. Too often investigations proceed without their knowledge. We already have accident reports and information from consumers and manufacturers. We are quickly developing a new source in fleets. The dealer should not be left out of the system.

The first goal here is dealer participation in the investigation process. We want him to know what investigations are currently taking place so that he can help to close those cases in the most equitable way possible. To this end, we will do our best to keep him informed of current safety-related problems. Secondly, we are looking for dealer participation in the overall early warning system. His input can help to locate safety-related problems before too many vehicles reach the customer. His input can also provide a balance in those cases where no problem really exists.

The Approach to Fleets

Each fleet administrator was contacted by telephone upon arrival in the appropriate city. It was made clear that our visit will take only a brief amount of his time. We were willing to discuss the program with an assistant administrator or with anyone in a position of authority to decide the question of participation. For those cases in which contact over the phone was not successful, a backup list of eligible fleets was provided.

The approach to fleets stressed the following points:

-- We have a successful reporting system now which involves independent repair shops, such as local garages.
-- We need the kind of information which high mileage fleets alone can provide.
-- The time involved for fleet participation is exactly the amount of time it takes to fill out a part identification tag, place the problem part in a mailbag and send the bag to us.
-- The benefit to participating fleets is that they are kept up to date on safety-related problems through our newsletter and will therefore have a unique early warning indicator of problems.

The Approach to Automotive Parts Suppliers

Field representatives were given the following guide:

Use the method described above in the dealer approach. Stress the fact that we are not asking them to be the sole source of defect information. We are, rather, asking them to join an already successful program with participants such as new car dealers, high mileage fleets and local garages. Furthermore, they will receive the monthly newsletter which informs them of problems under investigation and, if they are active participants, a certificate of participation in the PRP which is good for customer relations. Whether they agree to enroll or not, be sure to fill out the enrollment identification form.

It appears that the best approach to parts suppliers is one in which defects are stressed. All parts suppliers know very well what a safety-related defect is. It is in their interest to have such defects detected early. Whenever they receive information from the mechanics to whom they sell, that a part being returned appears to be defective, we would like to know about it.

Once the approaches were finalized, each was described in a "Field

Representative Information Kit" which was distributed prior to the field visits. See Appendix B to this report. This ensured consistency of approaches used throughout the country and hence simplified the evaluation of individual responses. In addition, field representatives were chosen based upon their abilities to communicate with a variety of audiences, their knowledge of the objectives of the NHTSA, their understanding of the defect investigation/recall process and their direct experience with the National Parts Return Program.

3.2 THE ENROLLMENT KIT

Each contact made in the field was offered an enrollment kit with a cover letter from Mr. Lynn L Bradford, Acting Director, Office of Defects Investigation, Motor Vehicle Programs, which introduced the field representative and briefly explained the purpose of the expansion. The kit included the following items:

A sample PRP Newsletter

A news release on the PRP

A listing of defects investigations and recall campaigns (The "Defect Investigatory Cases Report")

Information on the types of parts needed

An "Information Report" form

Copies of each enclosure are included as Appendix C to this report.

Those contacts who agreed to participate received follow-up information by mail which further explained the program. This information included additional Information Report forms and a canvas, postage pre-paid mailbag to be used in the event that a failed part was available. In addition, each new member was then placed on the NHTSA mailing list to receive the monthly newsletter. As new members become active participants in the program each will receive a framed Certificate of Participation. A sample certificate is

included as Appendix D to this report.

3.3 REGIONAL RESPONSE

Responses to the field representatives, as shown in Table 3-1, were overwhelmingly favorable in all categories and across all regions. Fleets and parts suppliers presented the most consistent responses to the program, and virtually all who were contacted agreed to participate. The enrollment level among dealerships visited, however, varied from region to region. Exhibit 3-1 gives an indication of the variance here. Nonetheless, 80.3% of the dealers contacted agreed to participate; and no region had less than a 60% affirmative response.

3.3.1 Dealership Attitudes

Region 0

In this region, covering the New England states, two main concerns were expressed: (i) the possibility that too much paperwork would be involved in the program and (ii) a question of the manufacturer's possible reactions to active participation in the program. Dealers here appeared to be most interested in the idea of an information exchange as exemplified by the PRP newsletter. Although the level of enrollment was 93.3%, very few dealers approached were genuinely enthusiastic about the program.

Region 1

The majority of dealers in Region 1, covering Pennsylvania, New Jersey, New York and Delaware, were interested in the program and were in general eager to participate. One dealership questioned the reliability of factory representatives in such matters. Another dealer expressed the view that the program was long overdue and that the early elimination of safety

	DEALERS	FLEETS	PARTS SUPPLIERS
Region 0	93.3	100.0	100.0
Region 1	86.7	100.0	93.3
Region 2	86.7	100.0	100.0
Region 3	60.0	100.0	100.0
Region 4	80.0	100.0	100.0
Region 5	76.7	100.0	93.3
Region 6	66.7	90.0	96.7
Region 7	66.7	90.0	90.0
Region 8	90.0	100.0	100.0
Region 9	96.7	100.0	96.7
Average	80.3	98.0	97.0

Table 3-1. Level of Enrollments by Region

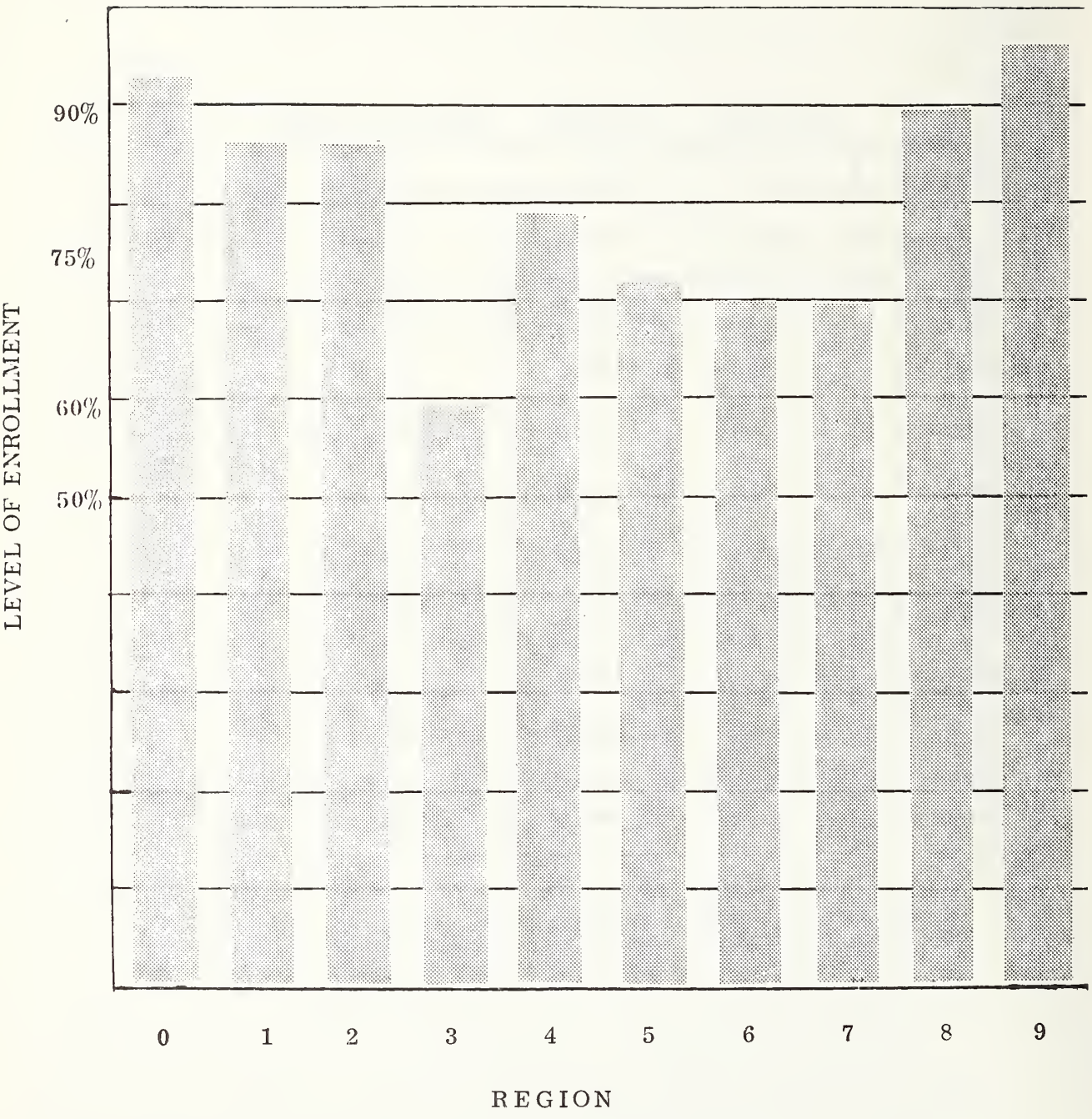


Exhibit 3-1. Level of Dealership Enrollment by Region

problems could only benefit the manufacturer in the long run. It was suggested by one dealership that manufacturers often send memoranda to service managers requesting "intentional oversights" of components that could be faulty. Two dealers expressed the possibility of retaliatory measures from the factory but felt that the program was still worthwhile in the interest of public safety.

Region 2

This region, covering the mid-Atlantic states and the metropolitan Washington, D. C., area, offered varying reactions. The vast majority of dealers contacted in the Washington area were interested in the program, although not outwardly enthusiastic. No one expressed a concern for government interference. Dealers in southern Virginia and North Carolina, however, expressed considerable concern for government involvement in the industry. In addition, some felt that the manufacturer catches all significant problems anyway. Nonetheless, the level of enrollment in Region 2 was 86.7%.

Region 3

This region, covering the South, finished with the lowest level of enrollment, 60%. One possible reason for this was the timing of the field visit. Region 3 contacts were made during the week before Christmas. Many owners were non-responsive at this time. Most responses were neutral regarding the possibility of active participation.

Region 4

Approximately half of those enrolled had no reservations whatsoever about the program. Others, while agreeing to join the PRP, expressed strong opposition to federal involvement in the auto industry. Some thought that the information should properly be obtained from the manufacturer on the grounds that dealers report all such problems to the manufacturer. Three or

four dealers contacted were concerned about their franchise agreements and wanted to talk to the zone representative before making a decision. In contrast, one dealer in Louisville, Kentucky, suggested that the manufacturers were not doing a very good job in isolating defects and that he would be happy to join the program for that reason.

Region 5

The level of enrollment in Region 5, which covers Iowa, Minnesota, Wisconsin, the Dakotas and Montana, was 76.7%. The general response here was one of acceptance of another government program rather than eagerness or real interest in participating actively. It was important in each case to stress that no costs are involved for the dealer and that a minimum of time should be required to report a problem. One dealership in Dubuque, Iowa, took pride in the fact that it had been responsible for certain factory corrections in the past. The same dealership also noted that when a problem arises, they do not always receive satisfaction from the factory. Often they are told that their problem is unique and should therefore be ignored. A dealer in Milwaukee, Wisconsin, expressed similar sentiments and felt that he could contribute valuable information which the factory would not otherwise act upon.

Region 6

Little enthusiasm was noted in this region, which covers the Midwest. Of those dealers who agreed to participate, reactions ranged from friendly and interested to neutral and simply resigned to the inevitability of the program. Negative responses were quite strong. Among the reasons cited for not participating were too much time and effort, violation of the dealer/manufacturer relationship, too much federal involvement in the industry and the fact that information is already available from the manufacturer.

Region 7

The level of enrollment in Region 7, covering Texas, Oklahoma and Arkansas and Louisiana was 66.7%. Reactions were varied among dealers contacted. In one case, a zone office representative was present during the presentation of the program. His response was positive; he felt that there was no reason that a dealership should not get involved in the program.

Region 8

Region 8 dealers and service managers, covering the near Western states, in general expressed a very positive reaction to the program and its goals. Certain dealers made apparent a lack of communication with their respective manufacturers; i.e., a lack of reimbursement for parts replaced under warranty and a lack of timely information bulletins. Some dealers felt that they had become factory scapegoats in recall campaigns due to the fact that replacement parts are not always available at the time a recall is announced and to the fact that work performed under warranty is not always covered by the same "flat rate" as non-warranty work. Dealers in the Phoenix, Arizona, area expressed a conservative view of federal involvement in the industry. Most were nonetheless interested in participating in the program.

Region 9

Region 9, comprising the west coast, had the highest level of enrollment at 96.7%. Enthusiasm was high throughout the region. Dealers in California were extremely cooperative and enthusiastic about the program. One service manager felt that NHTSA was fulfilling an important role in monitoring the factories. In general, the first loyalty of these dealerships was to the customer, not to the factory. Dealers and service managers in the Seattle area appeared to be genuinely concerned to satisfy the growing number of

safety-oriented consumer complaints.

3.3.2 Fleet and Parts Supplier Attitudes

There were too few regional differences among the responses of fleets and parts suppliers to necessitate considering each region separately here. The level of enrollment among parts suppliers was never less than 93%, and all but two of the fleets contacted agreed to participate in the program.

Most fleets immediately observed the benefit to program participation. An early warning system could help them to detect unnoticed problems before they become widespread. In addition, many fleets felt that the commonality of problems uncovered through the program can help them in getting a quicker response from the manufacturer. Too often, a number of fleet administrators have claimed, a manufacturer will treat a problem which one fleet notices as an isolated matter not requiring immediate action. It was clear throughout the country that the attitude of fleets was one of safety in numbers. They believe it is to their advantage to have New York City, for example, keeping an eye out for problems in the same vehicles which they drive.

The attitude of parts suppliers can best be expressed as enigmatic. Most parts suppliers contacted were interested in the program and willing to cooperate should they come across any safety-related problems. Many, however, do not believe that they will ever have information which would assist the PRP. This is so because they do not think that the components which they stock have any chance of being defective.

Many parts suppliers claim that electrical components account for the majority of parts returned. They did not, however, feel that such component failures were safety-related. Three basic beliefs can be isolated among the parts suppliers: (i) they do not stock defective components; (ii) the mass merchandisers are at fault most of the time; and (iii) a part which is returned with

the claim that it is defective has usually been installed wrong. For these reasons parts suppliers in general were unsure that they could ever actively participate in the program.

3.4 NEW PROGRAM MEMBERSHIP

New Car Dealerships

Among the vehicle divisions contacted, no division has less than a 72% level of enrollment. Enrollment levels range from 72.7% for the AMC dealers contacted to 100% for the Cadillac dealers contacted. Table 3-2 illustrates the overall breakdown of enrollment levels.

Within the manufacturer categories, Ford Motor Company led all others with an 82.3% level of enrollment, followed closely by General Motors with an 81.6% level. It must be remembered, however, that these figures do not include a number of undecided contacts.

Fleets

Over 100 fleets were visited, and only two expressed reservations about the program. The composition of the new membership, as shown in Table 3-3, is diverse. It includes approximately 35% police and taxi fleets as well as the cities of New York, Atlanta and Los Angeles. This figure includes those municipalities whose fleets are primarily composed of police vehicles. Many of the fleets have automated maintenance programs, an aspect of their operations which should be further explored.

Parts Suppliers

97% of the parts suppliers contacted are now members of the PRP. Each establishment carries a variety of brand names. Most handle a wide range of components, i.e., steering, brakes, transmissions, etc.

	# of Contacts	# Affirmative	Level of Enrollment
AMC	22	16	72.7%
Chrysler/ Plymouth	34	26	76.5%
Dodge	24	19	79.2%
Ford	57	46	80.7%
Lincoln/ Mercury	22	19	86.4%
Buick	20	17	85.0%
Cadillac	9	9	100.0%
Chevrolet	68	52	76.5%
Oldsmobile	23	19	82.6%
Pontiac	21	18	85 7%
AMC	22	16	72.7%
Chrysler Corp	58	45	77.6%
Ford Motor Co.	79	65	82.3%
General Motors	141	115	81.6%
TOTAL	300	241	80.3%

Table 3-2. Level of Dealership Enrollment by Vehicle Make

POLICE	
Municipal	24
County	2
State	6
GOVERNMENT	
Municipal	25
County	11
State	7
TAXI	5
PUBLIC UTILITY	12
UNIVERSITY	7
PRIVATE	3
TOTAL	102

Table 3-3. Distribution of Fleets Enrolled

Section 4

PHASE II: FOLLOW-UP CONTACTS

By February 1978, virtually all of the expansion study members had been enrolled. Since then, several more members have been enrolled from unsolicited requests for program participation and our solicitation of participants through public releases. Following the completion of the formal enrollment process, Phase II of the expansion program was initiated. This motivational phase was comprised of two major channels of communication with the new membership: 1) postal communication and 2) verbal interaction.

4.1 POSTAL COMMUNICATION

Members received the PRP News on a regular basis and occasionally were sent flyers, posters and brochures. The newsletter has always been a key ingredient to the proper functioning of the PRP. The free flow of information on failed automotive components in both directions, from the membership to the NHTSA and back again, is the foundation of the program. From this viewpoint, the newsletter is its cornerstone. Therefore, the PRP News was expanded to accommodate contributions from and features of interest to the new membership. Central to that modification is the concept of an "information forum". The emphasis which has been placed upon the information aspects of the expansion program, as opposed to the receipt of actual parts, lends itself directly to this approach.

In addition to the newsletter, flyers, a large wall poster and a brochure were sent to the expansion study members as reminders of our interest in their contributions. The wall poster and brochure were also sent to the repair shops and are described in Volume I. The flyers were geared specifically to the new membership as a special plea for active participation in support

of highway safety. It was tailored (see Exhibit 4.1, 4.2, and 4.3) to each type of establishment: dealerships, parts suppliers, and high mileage fleets.

4.2 VERBAL INTERACTION: THE TELEPHONE SURVEY

All of the members have the opportunity to call us collect. However, very few actually do, and they are usually active participants who wish to report information over the telephone or request more mailbags/report forms. In a bid to establish verbal communication with all of the other members (non-active) and, hopefully, motivate them toward active participation, KSI conducted a "survey".

Approximately 5-7 months following enrollment, we contacted the non-contributing expansion study members via telephone and engaged them in primarily question-answer interactions. The purposes of these contacts were to obtain information on whether or not our materials have been reaching them, to solicit opinions and suggestions regarding the PRP News, and to indirectly remind the non-contributing establishments of our continuing desires to receive information or actual-part input from them. As can be seen from our experiences with independent automotive repair facilities (Volume I), we cannot assume that an establishment which voluntarily joins our membership will actively contribute to the program. In fact, only a small percentage of the members actually contribute. Thus, the telephone survey was viewed as a major attempt to motivate non-contributing members to become active.

Exhibit 4.4 shows the basic set of questions included in the follow-up contact by telephone: "Are you receiving the newsletter?", "Do you think the PRP News is helpful and/or interesting to you?" "Does the PRP News circulate to your staff?", "Do you have information report forms?" Any other comments about the newsletter or the program, especially of an attitudinal nature, were also recorded.

As would be expected, many of our contacts within the membership were not easy to reach. In several cases, especially in the dealer membership, our

SUPPORT HIGHWAY SAFETY

The Parts Return Program

JOIN THE NATIONWIDE EFFORT TO PROMOTE HIGHWAY SAFETY through the Parts Return Program. We rely on participation from factory trained technicians and service personnel to provide first hand knowledge about the new car segment of the automotive industry. Your dealership's experience can become a valuable asset to the PRP's growing information system.

The initial response from our new car dealers was encouraging as was the recent follow-up telephone campaign. But the inputs received from dealers have been discouraging to say the least. We are aware of your obligations to your manufacturer, but most important should be your obligations to your customer. Take the few minutes to fill out an information reporting form with the details of a recent safety-related failure your shop has experienced or any suggestions you or your staff may have. Drop it in the mail and you have done your part for highway safety. Or better yet, give us a call (collect) at (703) 524-0900 and pass on your experiences and suggestions. What better way to support highway safety and automotive defect research than active participation in the National Parts Return Program. Highway safety is a commitment we all must make. Make yours through the Parts Return Program.

Exhibit 4.1: Flyer Sent to New Car Dealerships

SUPPORT HIGHWAY SAFETY

The Parts Return Program

JOIN THE NATIONWIDE EFFORT TO PROMOTE HIGHWAY SAFETY through the Parts Return Program. We rely on participation from parts suppliers, as their close over-the-counter relationship with the consumer and the professional mechanic gives us yet another direct avenue towards automotive defect research. The parts suppliers unique position as representative to many manufacturers provides insight to problems not normally encountered in other areas of the automotive industry.

The initial response from our parts suppliers was outstanding as was the recent follow-up telephone campaign. But the inputs received from parts suppliers has been marginal in relation to our other program members. We are aware of your requirement to return defective parts to the manufacturer for credit. For this reason we have supplied all of our program members with information reporting forms which can be submitted in lieu of an actual part. Simply fill out the form with pertinent information concerning the part, recurrent problems you have noticed or any suggestions you or your staff may have and drop it in the mail. Or better yet, give us a call (collect) at (703) 524-0900 and pass on your suggestions and experiences. What better way to promote highway and automotive defect research than active participation in the National Parts Return Program. Highway safety is a commitment we all must make. Make yours through the Parts Return Program.

Exhibit 4.2: Flyer Sent to Automotive Parts Suppliers

SUPPORT HIGHWAY SAFETY

The Parts Return Program

JOIN THE NATIONWIDE EFFORT TO PROMOTE HIGHWAY SAFETY through the Parts Return Program. We rely on participation from high mileage fleets to provide expertise in extensive over-the-road vehicle operation. Your first hand knowledge of high mileage vehicle performance can become a valuable asset to the PRP's growing information system.

The initial response from our high mileage fleets was encouraging as was the recent follow-up telephone campaign. But the inputs received from fleets has been marginal in relation to our other program members. We are aware that a number of fleet vehicles are bound by warranty regulations requiring return of failed parts. For this reason we have supplied all of our program members with information reporting forms which can be submitted in lieu of the actual part. Simply fill out the form with pertinent information concerning the part, recurrent problems you have noticed or any suggestions you or your staff may have and drop it in the mail. Or better yet, give us a call (collect) at (703) 524-0900 and pass on your suggestions and experiences. What better way to promote highway and automotive defect research than active participation in the National Parts Return Program. Highway safety is a commitment we all must make. Make yours through the Parts Return Program.

Exhibit 4.3: Flyer Sent to High Mileage Fleets

PRP EXPANSION STUDY: FOLLOW-UP TELEPHONE CALLS

_____ _____

Establishment Location

_____

Telephone

_____

Contact

Receiving Newsletter? Yes_____ No_____

Find Newsletter Helpful/Interesting? Yes_____ No_____

Does Newsletter Circulate to Staff? Yes_____ No_____

Do You Have Information Reporting Forms? Yes_____ No_____

Suggestions for Newsletter Content?_____

_____

Exhibit 4.4: Follow-up Contact Protocol Sheet

contacts were no longer employed at the same establishment. Many of those needed were busy at the time of the initial call or not in and had to be called again. Of those members who were interviewed (557 in all), the length of the telephone conversation ranged from 5 minutes to 45 minutes. There was a great deal of variability in the interest expressed by the members.

In general, 96% of the members who reported receiving the newsletter provided positive responses about it (see Table 4.1). Almost as many indicated that they circulate the newsletter to their staff and that they do have information report forms. However, only about three-fourths of the respondents reported receiving the newsletters. Dealerships had more problems than the others in receiving materials — both newsletters and report forms. KSI checked the newsletter mailing list and found all of the members who reported not receiving materials to be on the list. In only a few of the cases, the addresses were incorrect. Hence, there must be other explanations for the non-receipt responses. We believe the materials do reach the establishments, but sometimes get "lost" within their organizational structure. This is especially likely to happen during personnel turnover. In several cases, particularly in dealerships, our contacts within the establishments were no longer working there at the time of our call. In the larger organizations, e.g., dealerships, we presume the newsletters may sometimes get screened away by secretaries as "junk-mail". Another explanation for the non receipt responses could be the member's lack of interest in participation. Not receiving the newsletters could be a cover-up excuse for not reading them and/or not contributing to the program.

When applicable, the interviewers' comments on the protocal sheet were coded either as positive or negative. In most cases, the member did not make any comments that could be readily interpreted as either positive or negative with regard to their participatory attitude toward the PRP program. Many were resigned to simply answering "yes" or "no". Others gave rather general statements such as "it's interesting to look over what some of the recalls or defects are" or "it's good to read about defects and to know what to look for " or "it lets me keep an eye out for problems". If the respondents

		Dealerships	Parts Suppliers	Fleets
Receiving Newsletter?	Yes	141 (67)*	202 (82)*	57 1/2 (79)*
	No	69 (33)	44 (18)	15 1/2 (21)
News Helpful/Interesting?	Yes	126 (96)	179 1/2 (96)	54 (96)
	No	5 (4)	7 1/2 (4)	2 (4)
News Circulate to Staff?	Yes	121 (92)	173 (95)	50 (96)
	No	11 (8)	10 (5)	2 (4)
Have Info. Report Forms?	Yes	108 (84)	159 (90)	46 (92)
	No	21 (16)	18 (10)	4 (8)
Participatory Attitude:	Positive	20 (40)	21 (35)	12 (75)
	Negative	30 (60)	39 (65)	4 (25)
TOTAL CONTACTED		220	263	74

Follow-up Contacts with Dealerships, Parts Suppliers and Fleets

Table 4.1

* Numbers in parentheses are percentage figures.

indicated that they will be contributing or sounded truly enthusiastic, then the contact was coded as "positive". If the respondent did not like the newsletter or the program or didn't think any longer that he could contribute, then a "negative" code was assigned. Table 4.1 indicates that a higher percentage of parts suppliers were negative in their participating attitudes than the dealers. The group of fleets was the only category of establishments classified positive more often than negative. As is apparent from Table 4.1, not all the figures add up to "total contacted". Usually, when a respondent indicated non-receipt of the newsletter, then no answers were recorded for the other two questions relating to the PRP News. However, there was an exception: if the member said he received the newsletter before but was not receiving it currently (in this case, a "1/2" score was assigned to the positive and to the negative categories). Also, if the establishments representative did not remember the program or was new to his position and had to be reminded or informed of the PRP, his comments could be interpreted as positive or negative regarding participatory attitude while nothing else was recorded.

Tables 4.2, 4.3, and 4.4 focus on regional differences in the telephone survey data. Since the data base for each region was limited in quantity and variability, it was not possible to come to any significant conclusions about regional differences. In general, though, the dealerships, parts suppliers and fleets in Region 6 were less likely to receive the newsletter than the other regions.

		REGION										
		0	1	2	3	4	5	6	7	8	9	Total
Receiving Newsletter?	Yes	14 (50)*	15 (65)*	14 (67)*	12 (71)*	14 (70)*	15.5 (78)*	10.5 (55)*	15 (79)*	16 (73)*	15 (79)*	141 (67)*
	No	14 (50)	8 (35)	7 (33)	5 (29)	6 (30)	4.5 (23)	8.5 (45)	4 (21)	6 (27)	4 (21)	69 (33)
News Helpful/Interesting?	Yes	11.5 (96)	13 (100)	13 (100)	10 (91)	12 (100)	15 (94)	10 (91)	12 (100)	14.5 (91)	15 (100)	126 (96)
	No	.5 (4)	0 (0)	0 (0)	1 (9)	0 (0)	1 (6)	1 (9)	0 (0)	1.5 (9)	0 (0)	5 (4)
News Circulate to Staff?	Yes	12 (92)	12 (100)	11 (92)	11 (85)	13 (100)	15 (100)	10 (91)	11 (79)	11 (79)	15 (100)	121 (92)
	No	1 (8)	0 (0)	1 (8)	2 (15)	0 (0)	0 (0)	1 (9)	3 (21)	3 (21)	0 (0)	11 (8)
Have Info. Report Forms?	Yes	10 (91)	11 (79)	9 (75)	1 (100)	9 (82)	12 (67)	8 (89)	14 (100)	13 (81)	11 (85)	108 (84)
	No	1 (9)	3 (21)	3 (25)	0 (0)	2 (18)	6 (33)	1 (11)	0 (0)	3 (19)	2 (15)	21 (16)
Participatory Attitude:	Positive	3 (60)	2 (20)	4 (80)	2 (33)	2 (40)	2 (100)	0 (0)	2 (33)	1 (20)	2 (100)	20 (40)
	Negative	2 (40)	8 (80)	1 (20)	4 (67)	3 (60)	0 (0)	4 (100)	4 (67)	4 (80)	0 (0)	30 (60)
	Total	29	26	21	17	23	21	19	19	23	22	220

Dealerships - Follow-up Contacts by Region

Table 4.2

* Numbers in parentheses are percentage figures.

		REGION										
		0	1	2	3	4	5	6	7	8	9	Total
Receiving Newsletter?	Yes	24 (83)*	20 (80)*	24 (83)*	21 (84)*	24 (89)*	17 (90)*	19 (70)*	16 (76)*	19 (86)*	18 (82)*	202 (82)*
	No	5 (17)	5 (20)	5 (17)	4 (16)	3 (11)	2 (10)	8 (30)	5 (24)	3 (14)	4 (18)	44 (18)
News Helpful/Interesting?	Yes	21 (96)	17 (94)	21 (100)	20 (100)	22 (96)	14 (93)	16 (94)	16 (100)	17 (90)	15.5 (97)	179.5 (96)
	No	1 (4)	1 (6)	0 (0)	0 (0)	1 (4)	1 (7)	1 (6)	0 (0)	2 (11)	.5 (3)	7.5 (4)
News Circulate to Staff?	Yes	20 (95)	16 (89)	18 (100)	19 (95)	20 (95)	14 (78)	16 (100)	19 (100)	16 (94)	15 (100)	173 (95)
	No	1 (1)	2 (11)	0 (0)	1 (5)	1 (5)	4 (22)	0 (0)	0 (0)	1 (6)	0 (0)	10 (5)
Have Info. Report Forms?	Yes	18 (90)	16 (89)	18 (100)	18 (90)	19 (91)	14 (88)	15 (83)	13 (93)	14 (82)	14 (93)	159 (90)
	No	2 (10)	2 (11)	0 (0)	2 (10)	2 (9)	2 (13)	3 (17)	1 (7)	3 (18)	1 (7)	18 (10)
Participatory Attitude:	Positive	4 (40)	4 (50)	2 (33)	1 (33)	3 (33)	0 (0)	0 (0)	3 (50)	2 (40)	2 (40)	21 (35)
	Negative	6 (60)	4 (50)	4 (67)	2 (67)	6 (67)	3 (100)	5 (100)	3 (50)	3 (60)	3 (60)	39 (65)
	Total	30	25	29	26	30	26	27	22	23	25	263

Parts Suppliers - Follow-up Contacts by Region

Table 4.3

* Numbers in parentheses are percentage figures.

		REGION										
		0	1	2	3	4	5	6	7	8	9	Total
Receiving Newsletter?	Yes	7 (78)*	6.5 (81)*	1 (100)*	7 (88)*	4 (57)*	7 (100)*	5 (56)*	7 (88)*	6 (86)*	7 (78)*	57.5 (79)
	No	2 (22)	1.5 (19)	0 (0)	1 (13)	3 (43)	0 (0)	4 (44)	1 (12)	1 (14)	2 (22)	15.5 (21)
News Helpful/Interesting?	Yes	7 (100)	7 (100)	1 (100)	7 (100)	4 (80)	7 (100)	5 (100)	5 (83)	5 (100)	6 (100)	54 (96)
	No	0 (0)	0 (0)	0 (0)	0 (0)	1 (20)	0 (0)	0 (0)	1 (17)	0 (0)	0 (0)	2 (4)
News Circulate to Staff?	Yes	7 (100)	6 (100)	- (-)	6 (100)	3 (75)	7 (100)	5 (100)	6 (86)	5 (100)	5 (100)	50 (96)
	No	0 (0)	0 (0)	- (-)	0 (0)	1 (25)	0 (0)	0 (0)	1 (14)	0 (0)	0 (0)	2 (4)
Have Info. Report Forms?	Yes	6 (86)	6 (100)	- (-)	6 (100)	4 (100)	6 (86)	4 (100)	5 (83)	5 (100)	4 (80)	46 (92)
	No	1 (14)	0 (0)	- (-)	0 (0)	0 (0)	1 (14)	0 (0)	1 (17)	0 (00	1 (20)	4 (8)
Participatory Attitude	Positive	1 (50)	3 (100)	1 (100)	2 (100)	0 (0)	2 (67)	0 (0)	0 (-)	1 (100)	2 (100)	12 (75)
	Negative	1 (50)	0 (0)	0 (0)	0 (0)	1 (100)	1 (33)	1 (100)	0 (-)	0 (0)	0 (0)	4 (25)
	Total	9	8	1	8	8	7	9	8	7	9	74

Fleets - Follow-up Contacts by Region

Table 4.4

* Numbers in parenthese are percentage figures.

Section 5

RESULTS

This section analyses the inputs received from our expansion study membership during the 18-month period between January 1978, the first month a contribution was made, and June 1979. Unfortunately, since the amount of input was not substantial enough for fruitful detailed analysis, the contributions were not divided into specific categories such as information vs. actual-part input, component classification, or model year.

5.1 INPUT FLOW

Table 5.1 shows the number of inputs, either information or actual parts, that were contributed monthly by dealerships, parts suppliers or fleets. A note must be made here about the definition of "input". Each actual part that was sent to KSI was counted as a separate input. However, coding information contributions was more complicated. If a member reported that several automobiles of the same model and year contained the same defective parts, then the contribution was counted as only one input. For example, one fleet administrator (from Dollar Rent-A-Car Systems, Sioux City, Iowa) reported in a letter that he had four 1978 Chevettes with shift-arm-assembly problems. This was recorded as only one input. However, if the same type of cars reportedly contained problems with different types of parts, then each problem part was counted separately. If the same defect was detected in cars of the same model but from different years, then the problems would again be counted individually. This conservative coding scheme was intended to produce data that would be most sensitive to the level of active participation from our membership as well as the number of different types of problems reported.

Month	Dealerships	Parts Suppliers	Fleets
January 1978	1	2	5
February	5	0	2
March	0	0	1
April	0	0	2
May	0	0	5
June	0	2	6
July	1	3	1
August	1	1	4
September	0	1	0
October	0	0	3
November	0	0	1
December	0	1	2
January 1979	1	0	6
February	2	3	2
March	0	3	3
April	1	0	3
May	2	0	8
June	0	0	2
Total	14	16	56

Monthly Breakdown of Inputs
From Expansion Study Members

Table 5.1

As Table 5.1 indicates, only 14 inputs were made by dealerships and 16 inputs by parts suppliers in the past 18 months. Most of the contributions, 56 inputs, were made by high mileage fleets. The input flow for each type of establishment does not seem to reveal any particular type of pattern. It would be interesting to test whether or not the follow-up contacts made by KSI (see Section 4.2) were effective in stimulating more contributions, e.g., were there more inputs made in a given period of time after the follow-up contacts as compared to the input flow in the same amount of time before the follow-up contacts? Unfortunately, there were not enough inputs to warrant an effective statistical analysis. Also, the analytical question, as stated above, would be confounded by the effect of "month" on input flow, i.e., there seem to be more inputs made in some months than other months. Since the follow-up contacts were made during the summer season (May-September) the "month" variable would confound the impact analysis because it is known that fewer inputs are normally made at the end of the year as compared to the beginning of the year.

5.2 REGIONAL DIFFERENCES

The distribution of inputs across regions for each establishment type is shown in Table 5.2. The central regions 5 and 6 were the most active and the western regions as a whole (7,8,9) were the least active in terms of total inputs. These differences cannot be explained by anything other than chance factors. There were no apparent differences between regions in their expressed enthusiasm toward the PRP during the enrollment process or during the follow-up contacts.

5.3 MEMBERSHIP ACTIVITY

As has been experienced with the repair shops, few of the total members of dealerships, parts suppliers or fleets actually participate actively, i.e., contribute at least one input. Those which did become "active" contributed on the average of two inputs (see Table 5.2).

Region	Dealerships	Parts Suppliers	Fleets
0	0	2	2
1	0	0	14
2	0	1	3
3	1	2	5
4	5	0	2
5	6	2	17
6	2	7	8
7	0	1	1
8	0	0	2
9	0	1	2
Total	14	16	56
Active Members	5	10	25
Inputs/Active Members	2.8	1.6	2.2

Inputs by Region From Expansion Study Members

Table 5.2

Table 5.3 reveals how many of the overall membership were active in each region. The differences between the establishments were phenomenal. Of the 265 dealerships currently enrolled, only 5 (1.9%) contributed either parts or information in the past 18 months. Parts suppliers were only slightly more active -- 10 contributed out of 294 currently enrolled (3.4%). Fleets, on the other hand, were more active as a group than ever expected. Twenty-five of the 104 fleets currently enrolled have contributed (24.0%). The fleets in regions 2,3,5 have been especially active in making contributions (30.0%, 36.4% and 45.5% respectively).

Exhibit 5.1 lists the members who have contributed inputs during the previous 18 months.

	Dealerships			Parts Suppliers			Fleets		
	Total	Active	% Active	Total	Active	% Active	Total	Active	% Active
Region 0	29	0	0.0	31	1	3.2	10	2	20.0
Region 1	26	0	0.0	29	0	0.0	13	3	23.1
Region 2	26	0	0.0	30	1	3.3	10	3	30.0
Region 3	23	1	4.3	31	1	3.2	11	4	36.4
Region 4	26	1	3.8	30	0	0.0	11	2	18.2
Region 5	27	1	3.7	28	2	7.1	11	5	45.5
Region 6	22	2	9.1	30	3	10.0	9	1	11.1
Region 7	26	0	0.0	28	1	3.6	9	1	11.1
Region 8	30	0	0.0	28	0	0.0	10	2	20.0
Region 9	30	0	0.0	29	1	3.4	10	2	20.0
All Regions	265	5	1.9	294	10	3.4	104	25	24.0

Status of Current Expansion Study Membership

Table 5.3

INPUTS RECEIVED FROM CONTRIBUTING ESTABLISHMENTS

(January 1978 - June 1979)

NUMBER OF INPUTS	DEALERSHIPS	CITY & STATE
6	V&H Ford, Inc.	Marshfield, WI
5	Byerly Ford	Louisville, KY
1	Ben Lindenbush, Inc.	St. Louis, MO
1	Hollywood Lincoln Mercury	Hollywood, FL
1	Fields Cadillac	Evanston, IL

NUMBER OF INPUTS	PARTS SUPPLIERS	CITY & STATE
5	Champion Parts Rebuilders	Oakbrook, IL
2	G&M Auto Supply Supermarket	Bridgeport, CT
2	Riverside Auto Parts	Macon, GA
1	Elmhurst Auto Parts	Elmhurst, IL
1	GTC Auto Parts	Minneapolis, MN
1	Jason Auto Parts	Van Nuys, CA
1	Leach Auto Supply	Dallas, TX
1	Natural Bridge Auto Parts	St. Louis, MO
1	Precision Auto Parts	Lynchburg, VA
1	10,000 Auto Parts	Minneapolis, MN

NUMBER OF INPUTS	HIGH MILEAGE FLEETS	CITY & STATE
8	Scientific Products	McGaw Park, IL
6	Bureau of Motor Vehicles	Lancaster, PA
6	Gotham Auto Lease, Inc.	New Rochelle, NY
6	State of Wisconsin (DOT)	Madison, WI
4	Hennepin County (Dept. of Water Works)	Hopkins, MN

Exhibit 5.1

NUMBER OF INPUTS	HIGH MILEAGE FLEETS	CITY & STATE
3	Dollar Rent-A-Car	Sioux City, IA
3	Minnesota Gas Co.	Minneapolis, MN
2	Pennsylvania State Police	Harrisburg, PA
2	State of Georgia (Motor Vehicle Station)	Atlanta, GA
1	Baltimore County (Garage)	Towson, MD
1	City of Boulder (Equip. Maint. Div.)	Boulder, CO
1	City of Cincinnati (Municipal Garage)	Cincinnati, OH
1	City of Greensboro	Greensboro, NC
1	City of Phoenix	Phoenix, AZ
1	City of San Jose (Dept. of Public Works)	San Jose, CA
1	City of Tallahassee (Garage)	Tallahassee, FL
1	Connecticut State Police	East Hartford, CT
1	County of Dallas	Dallas, TX
1	Jefferson County (Transportation Div.)	Louisville, KY
1	Leon County Sheriff Department	Tallahassee, FL
1	Montgomery City School	Rockville, MD
1	Puget Sound Power & Light Co.	Renton,WA
1	State of Connecticut (DOT)	Hartford, CT
1	State of Florida (Dept. of Gen. Services)	Tallahassee, FL
1	State of Minnesota (DOT)	St. Paul, MN

Exhibit 5.1 (Con't)

Section 6

CONCLUSIONS AND RECOMMENDATIONS

6.1 CONCLUSIONS

6.1.1 Phase I

The enrollment phase, in our estimation, has been an unqualified success. Enrolling 80.3% of the dealerships, 98.0% of the fleets and 97.0% of the parts suppliers contacted was unthinkable.

The very positive, enthusiastic response found among a substantial number of dealers indicated a willingness to be involved in governmental efforts which protect consumers. The initial indications were that the Information Report form fills a gap in the current defects investigation/recall process and that it was indeed the case that dealers or, more properly, service managers were left out of that process. Information from the major manufacturers on their dealer product reporting methods showed that verbal communication was relied upon quite heavily for reporting problems with components. This was confirmed in the field. Since many dealers were quite concerned about the possibility that not all of their reports, verbal or otherwise, are followed-up by the zone office and the factory, NHTSA's Information Report form was seen as a potentially valuable tool to such a dealership. Also, though many dealers felt threatened by "consumerism", the vast majority also claimed that they feel a strong responsibility to their customers, if only from the viewpoint of return business. All of the above seemed to explain many of the dealer's interests in enrollment and led us to believe that they would participate at a fairly active level.

Most of the high mileage fleets we contacted also believed that participation in the PRP would be advantageous, even more so than indicated by

the dealers. Fleets, as consumers, felt most concerned about the safety of the automobiles and had few constraints, unlike the dealers, in participating actively in the NHTSA program. Thus, we expected a high level of activity from the fleets.

The automotive parts suppliers, on the other hand, expressed an attitude that they will not be of much use to the program. The overwhelming opinion was that the PRP is excellent but unsuited to the function of the supplier. The vast majority claimed that they never see defective parts. Even those parts suppliers who also operated repair shops adjacent to their parts stores could readily understand how they could contribute to the PRP as a repair shop but failed to recall a single case in which a new aftermarket part which had been returned to them could be identified as potentially defective. For these reasons, we were somewhat pessimistic about the amount of contributions parts suppliers would make.

6.1.2 Phase II and Results

As expected, parts suppliers did not make very many contributions. The follow-up contacts reinforced previous expressed attitudes by the parts suppliers that the newsletter is interesting, the program is valuable, but they are unable to contribute because they don't come across defective parts. On the whole, then, we were somewhat satisfied that we received some input from them.

Again, as expected, the fleets were relatively very active in the program. In fact, a higher percentage of fleets were active this past year than our affiliated repair shops. As indicated by our follow-up contacts, most of the fleet administrators continue to express very positive thoughts about the virtues of the PRP and its newsletter. Therefore, we conclude that the expansion of the PRP to include fleets was a successful move.

Of the three areas of PRP expansion, dealerships have been most disappointing, especially after their expressed enthusiasm during phase I. On the basis of their activity in phase II, it seems that they have been giving us something similar to a "sales pitch" all along. Unfortunately, many of them probably never intended on following through. During the follow-up contacts, a common excuse for inactivity was as follows: "We haven't seen any defective parts yet, but when we do, we'll send you the information". It does not seem likely that dealership service departments find fewer defective parts than independent repair shops or fleets. Although many of the dealers have expressed enthusiasm for the PRP, we believe their lack of active participation reflects their allegiance to the manufacturers. In retrospect, the results confirm the National Automobile Dealers Association's prediction that the enrollment phase would be quite successful but that active participation would be extremely unlikely.

6.2 RECOMMENDATIONS

On the basis of the input flow during the past 18 months, we recommend strongly that the expansion study be continued, but that non-active dealers and parts suppliers be replaced with additional high mileage fleets. At the current level of activity by fleets, if the 544 non-active dealers and parts suppliers were replaced by 544 new fleet members, we could expect approximately 24% of them, or 130 more fleets, to be active during the next 18 months. Then, if each new active fleet contributed the current average of 2.2 inputs, we would gain approximately 285 inputs more from the expansion study members over the 18 month period. Since this approach is cost-effective, we further recommend that fleet membership be expanded to 1000 total. At current rates of input return, that would mean approximately 530 inputs from 240 active fleets in the next 18 months.

Along with the suggested expansion of the fleet membership, we recommend exploring the feasibility of including a wider variety of fleets in the PRP. The majority of commercial fleets, and the majority of members

of the National Association of Fleet Administrators, do not perform their own maintenance. As such, they are not eligible for participation in the PRP. Nonetheless, most of these fleets keep careful records of all maintenance performed on their vehicles which exceeds a ceiling of $50 to $75. In many cases, these records are automated and are periodically analyzed by the fleet operators.

Given the fact that the expansion study has relied upon the use of Information Report forms rather than the submittal of failed parts, it appears that many of the fleets which are not currently eligible for the program could contribute qualitatively significant information similar to that expected from the initial fleet membership. The main difference would be that information submitted by fleets which do not perform their own maintenance would most likely refer to trends within vehicle types rather than to individual cases.

In addition to the above expansions, we again, as in volume 1, advocate a two-phase enrollment program. In the case of fleets, the first phase would consist of a telephone contact. The second phase could also include a personal visit, but this should be considered optional for cost-effective purposes. The focus of the second phase would be on leaving with the fleets (or sending them) written information about the PRP and having them fill out a short form and sign a formal agreement to participate which they would need to return in the mail. This initial activity on the part of the new members is considered predictive of future participation.

6.3 INCENTIVE PROGRAMS

Although the above recommendations should achieve a highly potentially active PRP membership, we should continue to work on incentives for the membership after enrollment. We recommend to continue making follow-up contacts with the members, but at a more frequent rate. We propose to initiate four contacts with the members per year. At six-month intervals,

we would like to communicate verbally to the fleets over the telephone and also, at six-month intervals but three months apart from the telephone contacts, we believe it would be effective to send a short letter indicating how many inputs we've received from them and if they needed any additional materials. These contacts are viewed as being reminders and the telephone contacts in particular are considered important to establish some degree of rapport which should further motivate the membership.

In addition to the above contacts, material incentives could be further developed. Besides the annual administrator's award, we can offer a "best-input-of-the-month award". If the information inputs are to be considered for such an award, then we would only accept good clear photographs of the defective parts.

ASSOCIATION MEETING REPORT

ASSOCIATION: American Automobile Association

PURPOSE AND FUNCTIONS: Federation of auto clubs; promotes highway and vehicle safety and provides specialized auto services to members.

DATE OF MEETING: 9/28/77

MAILING ADDRESS: 8111 Gatehouse Road
Falls Church, Va. 22042

REPRESENTATIVES IN ATTENDANCE:
John Fobian, Director, AAA Automotive Engineering
Jim McDowell, Managing Director, Automotive Engineering and Road Services

REFER QUESTIONS TO: John Fobian TEL. AAA-6218

KSI REPRESENTATIVES IN ATTENDANCE:
Bruce Beddow
Jonni Peizer
Martin Lowery

SUMMARY

AAA was introduced to the new program in general terms. They were then told that we would be interested in (i) a list of dealers with AAA-approved auto repair services, (ii) publicity through American Motorist and (iii) assistance from regional offices. The discussion centered on participation by auto dealers.

AAA's response was positive. They did not foresee many difficulties in enlisting dealers; they were cooperative and offered constructive suggestions; and they agreed to endorse the program through an introductory letter to be carried by the field representatives.

AAA-APPROVED REPAIR SERVICES

The approved shop program is fairly new. At the present time, approximately 200 shops participate. Each shop must undergo a rigorous inspection involving the range of services available (a minimum of five types of car services must be performed), facility appearance, equipment, community reputation and past customer satisfaction. Every year, participants are re-inspected.

AAA Meeting: 28 September 1977
John Fobian
Jim McDowell

The program is operative in the Washington area, Miami, Orlando, Houston, Rochester, MN, and Orange County, CA. Approximately 60% of the participants are new car dealers. Original enlistments were not necessarily based on sales volume.

While AAA expressed concern to know in advance the approach or approaches to be used with dealers, they agreed to provide a list of dealers with AAA-approved services and to provide a letter of introduction from the national office to those dealers selected from the list. They have asked us to draft the letter.

PUBLICITY

Our draft of a release for the American Motorist was accepted and will be given to the editors for possible inclusion in the October, 1977 issue. The American Motorist is, however, a local publication. Each AAA region publishes its own trade journal under its own name. We will need to contact each relevant regional representative separately in search of publicity. Generally, two months lead time is required; and an additional one month preparation time is to be expected. AAA has agreed to assist us in making regional contacts.

It was suggested to us that we publish an article in "Let's Talk Road Service," which reaches the 20,000 AAA Emergency Road Service contractors (ERS). Approximately 15% of the ERS contractors are auto dealers. Northern and southern California have a particularly large concentration of new car dealers under ERS contract. We agreed to draft a release to be directed toward such dealers. This will eventually be published in "Let's Talk Road Service."

AAA further suggested that we offer PRP press releases to local newspapers and include in those releases coverage of specific dealer participation in the program.

LOCAL AAA CLUBS

AAA agreed to aid us in contacting by letter those local clubs which would be of assistance to us in the regions chosen. In addition to maps and publicity it was pointed out that local clubs could tell us which dealers in their area supply autos to AAA-sponsored driver education programs in the high schools. Such dealers should be initially receptive to a safety-oriented program. We agreed to draft a letter which AAA would then send to local clubs introducing cur field representative.

AAA Meeting: 28 September 1977
John Fobian
Jim McDowell

HIGH MILEAGE FLEETS

AAA of Southern California has a permanent fleet of 400 cars. It was suggested that they would be interested in the program and might be willing to participate in the "fleet" category.

PERSONAL CONTACTS

AAA stressed that the success which they experienced in enlisting dealers in the approved shop program and in receiving industry cooperation was due to the use of a low-key approach. From the beginning, they adopted a positive attitude, stressing the viewpoint that the program was designed to "help give the automotive service industry a better image."

ASSOCIATION MEETING REPORT

ASSOCIATION: Automotive Parts and Accessories Association

PURPOSE AND FUNCTIONS: Liaison between the automotive aftermarket and the federal government; registered lobby representing manufacturers and retailers.

DATE OF MEETING: 10/31/77

MAILING ADDRESS: 1025 Connecticut Avenue Suite 707
Washington, DC

REPRESENTATIVES IN ATTENDANCE:
Julian Morris, Executive Vice President
Linda Hoffman, Director of Government Affairs

REFER QUESTIONS TO: Mr. Morris TEL. (202) 833-3450

KSI REPRESENTATIVES IN ATTENDANCE:
Bruce Carpenter
Martin Lowery

SUMMARY

The PRP expansion was explained in detail to the APAA representatives. The meeting was described as exploratory and as having two central objectives: (i) to determine the structure of the automotive aftermarket in relation to the PRP and (ii) to elicit APAA's opinion of the expansion and potential areas of cooperation. Throughout the meeting, the APAA representatives were cordial but volunteered little or no information . Their concluding suggestion was that APAA did not seem to be the appropriate association for our needs and that we would probably receive more help from the Automotive Service Industry Association. We nonetheless offered a press release for possible inclusion in the APAA Newsletter. This was accepted without any promise of publication.

APAA

The association consists of approximately 1400 members ranging from retailers to manufacturers. About 50% of the membership is made up of manufacturers. For this reason, Mr. Morris felt that he could not endorse the program without considering the possible negative response from this large segment of his association. He did not attempt to justify his belief that their response would be negative. Later in the conversation, however, he presented the following argument: if the retailer began reporting problems to NHTSA, this in itself might cause him to reconsider

stocking a manufacturer's product, even though no defect had been determined. Such a situation, occurring often enough, could, in Mr. Morris' words, "alter a retailer's major sources of supply," to the detriment of various manufacturing concerns.

MASS MERCHANDISERS

The majority of those APAA members who are retailers are mass merchandisers such as Sears, Dart Drug, etc. Their main market is the do-it-yourself (DIY) market. Ms. Hoffman argued that such operations do not have personnel who are qualified to make judgments regarding safety-related defects. If they were asked to return parts, this would be acceptable. But since they are being asked to exercise a judgment regarding safety-related defects, they will assuredly be a poor quality source of information, since most have no experience in the service of automobiles.

WHOLESALER (JOBBER)/RETAILER

The jobber/retailer segment of the industry, it was agreed, is a far better information source than the mass merchandiser. Much of the market here is not DIY but rather garages and service stations. This suggests that the jobber is generally better prepared to make a decision on a problem part. In fact, his background will most often be in automotive service. Unfortunately, APAA's membership does not include jobbers. ASIA, it was suggested, would be a source for jobber information. NAPA jobbers were also suggested. However, they carry only one brand of component -- the NAPA brand. The is also true of companies such as Auto-post, Greenlite, Auto-Quest, etc., which are owned by warehouse distributors.

CURRENT AFTERMARKET DEFECT REPORTING

It was suggested that in the majority of cases, no evaluation is made on a returned part all the way back to the factory level. At that level, the APAA representatives were unsure of the extent to which factory testing was done to verify a safety-related defect.

MISCELLANEOUS

The Magnuson-Moss Warranty Act has caused warranty problems for small manufacturers. Few are able to offer warranties on their products. Nonetheless, factories will generally reimburse a retailer regardless of the warranty situation if consumer dissatisfaction is involved.

ASSOCIATION MEETING REPORT

ASSOCIATION: National Institute for Automotive Service Excellence

PURPOSE AND FUNCTIONS: To improve the quality of vehicular repair through a voluntary mechanic certification program.

DATE OF MEETING: 10/4 /77

MAILING ADDRESS: 1825 K Street, NW
Suite 515
Washington, DC 20006

REPRESENTATIVES IN ATTENDANCE:
Herbert S. Fuhrman, President

REFER QUESTIONS TO: Same TEL. 833-9646

KSI REPRESENTATIVES IN ATTENDANCE:
Jonni Peizer
Martin Lowery

SUMMARY

Mr. Fuhrman is a past associate administrator of NHTSA. Introductory remarks were therefore brief. The general purpose and scope of the PRP was explained, and the meeting was described as being exploratory in nature. Parts suppliers and dealers were then discussed in detail; little was said regarding fleets. Mr. Fuhrman was responsive and helpful but not particularly optimistic about the success of the program.

PARTS SUPPLIERS

We first explored those aspects of the parts jobber relationship to his distributors and warehouses which might either assist or hinder our success. Mr. Fuhrman pointed out that jobber stores (wholesale/retail outlets) operate on a slim margin and depend to a great extent on credit from distributors and warehouses. This leads to two possible problems. First, the parts supplier may not be willing to participate in the PRP because he simply cannot afford the time. A maximum of $10,000 profit can be expected per year from an individual jobber store. Furthermore, there is a high failure rate among such stores. Insofar as time is money, many would therefore be reluctant to participate. Secondly, the parts supplier may not be willing to participate in the PRP because he may feel that it will jeopardize his credit relationship

with the distributor or wholesaler. Therefore, unless jobbers are reimbursed for parts returned, they have little incentive to join and good reason not to join.

Mr. Fuhrman also suggested that mass-merchandisers such as Wards, Sears and Penney's would be least likely to cooperate. They are interested in fast work and high volume and have not supported NIASE in the past. Furthermore, such businesses tend to take control of parts manufacturers through a sort of "market strangulation." They establish themselves as the only customer for a manufacturer and, in effect, own that manufacturer. Thus, they would be acting outside their own best interests if they reported failures to NHTSA.

Goodyear and B. F. Goodrich, however, have been supportive of NIASE goals and might be more cooperative with the PRP expansion.

Several contacts here which might be profitably pursued:

John Nerlinger
Automotive Service Industries Assn.
Chicago, IL

William Raftery
Motor and Equipment Manufacturers Assn
Teaneck, NJ

AUTO DEALERS

The argument against dealer cooperation was equally strong. The service department of a dealership is dependent upon the favors of the factory service representative, located in the zone office, whose primary duty is to act as policeman/fraud detective overseeing warranty claims. Because there is a constant battle regarding the allowance or disallowance of warranty claims, according to Mr. Fuhrman, the service department is eager to curry favor with the factory representative and is hesitant to engage in any activity which might cause swords to be drawn. The point was illustrated by an example: if the service representative disallows some warranty claim, the service manager and, subsequently, the dealer wonders if it was because he gave the representative a bottle instead of a case of whiskey the previous Christmas. The example, of course, points out the possible conflict of interest for a dealer or service manager.

One positive point was made. It was mentioned that any dealer who really understands the business knows that while the new customer is sold on the appearance of a car and the deal available, the return customer is sold on service. Therefore, the more service-oriented a dealership, the better its following.

Contacts to be pursued were also suggested here:

Jack Pohanka
Pohanka Oldsmobile
Marlow Heights, MD
(Past NADA President, NIASE Board Member)

Lee Beaudry
Chrysler -Plymouth
Tucson, AZ
(NADA Service Committee, NIASE Board Member,
HUFSAM Dealer Advisory Panel Chairman)

Greg Sutliff
Sutliff Chevrolet
Harrisburg, PA
(TMQDA winner, strong NIASE supporter)
(717) 234-0181

OTHER CONTACTS

Don Randall
Attorney-at-law
Washington, DC
(Author, The Great American Highway Robbery;
Counsel to Automotive Service Councils of America)
452-8060

Charles Binsted
Executive Vice President
National Congress of Petroleum Retailers
(NIASE Board Member)

MISCELLANEOUS

It was suggested that the diagnostic testing centers operated by DOT in the Washington area be enlisted in the PRP.

ASSOCIATION MEETING REPORT

ASSOCIATION: Insurance Institute for Highway Safety

DATE OF MEETING: 10/25/77

MAILING ADDRESS: Watergate Six Hundred
Suite 300
Washington, D.C. 20037

REPRESENTATIVES: Brian O'Neill, Vice President, Research
Jackson Wong, Senior Automotive Engineer

REFER QUESTIONS TO: Mr. O'Neill TEL. 333-0770

KSI REPRESENTATIVES: Bruce Beddow
Martin Lowery

SUMMARY

The PRP expansion was briefly introduced to Messrs. O'Neill and Wong. Both were quite familiar with the program and with other ODI efforts. The meeting was described as exploratory in nature. Mr. O'Neill agreed to forward our press release to the publications department for inclusion in the Status Report.

THE PRP EXPANSION

There were no negative remarks concerning NHTSA's expansion of the PRP, except that it has been long overdue. There was general agreement that fleets would provide a needed, important input to the program. Mr. O'Neill expressed the opinion that if the dealer aspect of the program began to have teeth, the manufacturers would quickly try to discourage participation. Mr. Wong suggested that the aftermarket aspect of the program might not be successful because of the constant changes and complex structures encountered in that sector.

OTHER DATA SOURCES

Much of the discussion centered upon other sources of information, in particular within the insurance industry. Six sources were isolated as being worthy of further consideration:

(i) Audatex. This is a computerized damage repair estimate system. The relevant damage information is entered into the computer, and the output is a repair estimate including parts and service. The advantage of the system in relation to ODI is that trend analysis could easily be performed on the data. The system originated in Europe and is now being marketed to U.S. insurance companies by a subsidiary of Firemen's Fund:

M.J. Ferguson
Compunet
1675 Sabre Street
Hayward, CA.
(415) 783-4344

(ii) Independent Automotive Damage Appraisers Association. The association consists of damage appraisers hired by insurance companies to substantiate claims. The contact here is:

Bob Cinibauk
Power Appraisal Service, Inc.
1010 N. Filmore
Arlington, VA.
524-4050

(iii) AAA, St. Louis. It was suggested that the diagnostic testing centers in St. Louis might be a useful input to the PRP. The contact here is John Noetle.

(iv) NHTSA. Mr. O'Neill pointed out that much could improve within NHTSA simply from the point of view of departmental interrelations. He suggested, for example, the use of NHTSA diagnostic testing center results as an input to defects investigation. A second suggestion is the diagnostic testing of cars purchased for NHTSA compliance testing. IIHS subjects the cars which it purchases (50 — 100 per year) to extensive diagnostic testing before using the cars in crash tests. Often, IIHS claims, defects can be isolated at this level.

(v) Allstate Insurance. The company's Northbrook, Illinois headquarters has recently opened a repair research facility called the Tech Corp Center. Here repairs are done in a sophisticated monitoring atmosphere for the sake of research. It was suggested that they might be very interested in joining the PRP. The contact is John S. Trees.

(vi) State Farm Insurance. The company has a driving claim center which may be interested in PRP. Contact is Wayne Sorenson.

ASSOCIATION MEETING REPORT

ASSOCIATION: National Automobile Dealers Association

PURPOSE AND FUNCTIONS: Representatives to 21,000 automobile dealers encompassing 96% of the automobiles sold in the United States.

DATE OF MEETING: 11 / 3 / 77

MAILING ADDRESS: 8400 Westpark Drive
McLean, Virginia 22101

REPRESENTATIVES IN ATTENDANCE:
Frank E. McCarthy, Executive Vice President
Jack Neal, Public Relations Director
Thomas C. Webb, Manager, Economic Research Analysis

REFER QUESTIONS TO: Mr. McCarthy TEL. (703) 821-7000

KSI REPRESENTATIVES IN ATTENDANCE:
Bruce Beddow
Martin Lowery

SUMMARY

The meeting was friendly and constructive. NADA feels that the enlistment aspect of the program will be successful but that active participation by dealers is unlikely. They felt that they could only endorse the program if it could be conclusively proven that participation by a dealer in the program would not increase his liability in a product liability lawsuit. At that point, they would only be interested in enlisting their entire membership and not just a select subset of that membership. The ultimate question addressed in the meeting was that of product liability.

NADA'S TRIAL REPORTING PROGRAM

Three years ago, NADA studied the feasibility of developing a product safety program which would involve the voluntary submission of information on safety-related defects by auto dealers nationwide. The suggestion was considered by various committees within NADA and was rejected for the following reasons:

(i) Dealers in general felt that the manufacturers should supply such information;

(ii) Most dealers would rather handle problems by going to the factory, thus avoiding adverse publicity;

(iii) Any serious problem would result in a recall regardless of dealer input;

(iv) If the service manager were to make a significant contribution here, he would need to review all service tickets, pull the possible problems and then quiz the appropriate mechanic on each case to determine the exact nature of the difficulty. Such a process is far too time-consuming and is thus unworkable.

For reasons such as these, NADA concluded that the information obtained from any program similar to the one they suggested would be sporadic, that only severe problems would be reported, that such problems would already be in the recall stage and that at best the information would relate to about 30% of the recall campaigns currently underway. The program was therefore dropped.

THE RECALL PROCESS

In Mr. McCarthy's opinion, the recall process is "a tremendous pain in the neck" for the auto dealer. This is so because the manufacturer tends to cut labor costs for replacing recalled parts far below reasonable estimates. This greatly diminishes profit even on a high volume recall. In addition, recalls are not good for customer relations.

There is another aspect of the recall process which creates a strain on dealer/factory relations. When a manufacturer is required to announce a recall, the manufacturer notifies original owners by letter and then notifies each dealer that he is now responsible for handling the problem. This places the liability on the dealer rather than on the manufacturer.

PRODUCT LIABILITY

By far the most important issue in the automotive industry today, according to Mr. McCarthy, is product liability and product liability lawsuits. The issue has arisen due to the fact that in every instance of a lawsuit today involving an automobile accident, the dealer as well as the manufacturer is sued. The question of participation in the PRP, therefore, is a serious one. Could participation increase a dealer's liability or might such participation work in his favor? This needs to be researched. There is a distinct possibility here that our willingness to keep dealers informed of current NHTSA investigations would decrease a dealer's liability. In that case, NADA would not only endorse the program but would actively support it in the interest of public safety. They would, however, want their entire membership involved.

IMPORT MANUFACTURERS

It was strongly suggested that we enlist import dealers. More cooperation from import dealers could be expected, according to Mr. McCarthy. Secondly, the product liability question is less threatening in this sector because import manufacturers have begun to include a product liability clause in their franchise agreements and now accept full responsibility for defects. This is especially true of Datsun, which was singled out as the best starting point if we decide to include import dealers at a later date. Note: US manufacturers do not currently include a product liability clause in their franchise agreements.

NHTSA AND DETROIT

NADA is of the opinion that we should earnestly solicit the voluntary cooperation of the major manufacturers in reporting potential safety-related problems.

ATTACHMENT 1

ASSOCIATION MEETING REPORT

ASSOCIATION: National Independent Automobile Dealers Association

PURPOSE AND FUNCTIONS: Composed strictly of used car dealers. Government liaison to the used car industry.

DATE OF MEETING: 11/15/77

MAILING ADDRESS: 3700 National Drive
Suite 208
Raleigh, NC 27612

REPRESENTATIVES IN ATTENDANCE:
Charles Neely, Executive Director

REFER QUESTIONS TO: Mr. Neely TEL.(919)781-2350

KSI REPRESENTATIVES IN ATTENDANCE:
S.C. Whiddon

SUMMARY

The meeting was described as being exploratory in nature, one in which we were soliciting Mr. Neely's views on the program both as the executive director of NIADA and as a former General Motors executive. The old and new programs were explained at length. Though Mr. Neely was quite interested in the program and was quite cordial, his impressions of the program's potential were largely negative. NIADA's future support of the program should not be anticipated.

THE APPROACH TO DEALERS

All dealers, according to Mr. Neely, whether new or used car dealers, feel that there is already too much government interference in the industry and far too much paperwork, in particular due to FTC rules and regulations. For this reason, dealers will not cooperate with the program.

No appeal to public safety will work, Mr. Neely believes. The "good samaritan" approach, if it is used, must be tempered by appealing to the business interests of a dealer. Even at this point, few dealers would believe that participation in the program could help business.

PRODUCT LIABILITY

Product liability is one of the newest and fastest growing areas of legal practice and affects all major industries today. Within this context, we informed Mr. Neely of the opinion of the National Automobile Dealers Association expressed to us earlier. NADA argues that new car dealers today are very concerned about product liability lawsuits and would be worried that participation in the program could increase their liability. Mr. Neely felt that even if product liability lawsuits were a problem for new car dealers, PRP participation would not affect this one way or the other. He further stated that used car dealers have no such problem. He himself was only aware of two incidents -- one in Oklahoma and one in Illinois -- in which a product liability lawsuit was initiated against a used car dealer.

THE USED CAR DEALER

It was mentioned, finally, that the used car dealer who also performs maintenance work might be a good information source for the program. Mr. Neely felt that the majcrity of NIADA members would not participate. He felt that they are so "fed up with bureaucracy" that they wouldn't even listen to a description of the program.

ASSOCIATION MEETING REPORT

ASSOCIATION: National Association of Fleet Administrators

PURPOSE AND FUNCTIONS: Representation of the Interest and Provision of a Forum for the Individual Fleet Administrator

DATE OF MEETING: 10/13/77

MAILING ADDRESS: (Executive Director), National Association of Fleet Administrators, Inc.
295 Madison Avenue
New York, New York 10017

REPRESENTATIVES IN ATTENDANCE:
Mr. Robert J. Berke, Executive Director

REFER QUESTIONS TO: Same TEL. (212)689-3200

KSI REPRESENTATIVES IN ATTENDANCE:
Bruce Carpenter

SUMMARY

Mr. Berke was provided with a brief description of the Parts Return Program and the background behind the present feasibility study. The involvement and potential payoff to fleet administrators was also discussed. Mr. Berke was very interested in our program and enthusiastic in cooperating with our work effort.

NAFA

Mr. Berke provided some background on the organization. It has been in existence for 20 years and is dedicated to the full representation of the individual fleet administrator. Presently there are 1000 to 1100 members, who are active fleet administrators and approximately 400 affiliates. Affilates are suppliers such as leasing companies, who may or may not perform their own maintenance. Likewise, members may also not perform their own maintenance. Although there is no simple, exact manner of differentiating, as a rough guide commercial companies do not and police, utilities and government fleets do. For members that don't perform their own maintenance, they still maintain records for any expenditure over a certain dollar limit, for instance $50 — $75.

He felt that a program such as we were representing, could be of a great value to fleet personnel. In fact, he cited a recent case of a NAFA member calling him about information concerning the rate of occurrence of fires under the hood of a certain make car. Although he had no specific data, he directed the individual to DOT's Hotline number, where he stated that the fleet administrator received a satisfactory answer, which enabled her to make an important decision. Thus Mr. Berke thought that an information set with the capability of providing data based upon fleets only could enhance the decision making process for individual fleet administrators.

In stating his desire to work with us on our project, Mr. Berke cited examples of past work with EPA to develop a questionnaire polling NAFA members and pointed to special in-house studies. The results of one of these efforts was provided to us. In a 1975 survey to develop an idealized "NAFA Car", members were asked to itemize problems with their present vehicles. Problems listed involved generally the following areas:

Transmissions
Suspensions and alignment
Air conditioners
Gas Mileage
Rust and Corrosion
Weather Stripping
Tire Mileage

FOR FUTURE REFERENCE

Mr. Berke asked that when we work with NAFA that we always keep both him and Mr. McElhose apprised, when working with one or the other individually. He stated that there would be no problem with submitting articles for publication and that they should be sent directly to Mr. Scott Brier, Director of Publications. Also, Kappa will be put on the mailing list for the monthly publication (two sample copies attached to report).

Mr. Berke also felt that it would be to our advantage and interest to contact Mr. Robert Lundquist, who works for Peterson Heather & Howell, in Baltimore. Mr. Lundquist could possibly provide us with performance data on automobiles.

Mr. Robert S. Lundquist
11333 McCormack
Hunt Valley, Maryland
(301) 667-2361

Peterson, Heather & Howell

ASSOCIATION MEETING REPORT

ASSOCIATION: National Association of Fleet Administrators (Maintenance)

PURPOSE AND FUNCTIONS: Among other things, is concerned for safe operation of vehicles used in fleets for business purposes.

DATE OF MEETING: 10 / 11 / 77

MAILING ADDRESS: (Local -- National Maintenance Chairman)
Baltimore County Central Garage and Transportation
Office of Central Services 100 W. Susquehana Ave.
Towson, MD 21204

REPRESENTATIVES IN ATTENDANCE:
Mr. James F. McElhose, Nat'l. Maintenance Chairman

REFER QUESTIONS TO: Same TEL. (301)494-3920

KSI REPRESENTATIVES IN ATTENDANCE:
Bruce Carpenter
Martin Lowery

SUMMARY

Mr. McElhose was quite interested in the program, had been informed of our request to meet with Mr. Berke, president of NAFA, in New York, and was eager to cooperate both as superintendent of Baltimore County fleets and as National Maintenance Chairman of NAFA. Mr. McElhose is also vice-chairman of the Society of Automotive Engineers. The meeting was extremely profitable.

BALTIMORE COUNTY CENTRAL GARAGE

As Superintendent of Baltimore County Maintenance, Mr. McElhose is responsible for maintaining 1345 vehicles. The total number of vehicles maintained in the Central Garage, including non-governmental accounts, is 3500. Fleets maintained include the Baltimore County Police, the Baltimore County Government, the State of Maryland(Baltimore County) Board of Education, the Baltimore County Fire Department and Towson State University. Each vehicle is overhauled every 4,000 miles. Furthermore, the latest equipment is used to diagnose problems. One machine, called "Autosensor", not only diagnoses problems but also provides a printout of its findings.

There is no doubt that the sophisticated operation we found at Baltimore County will be a major source of early warning indications of defects. Mr. McElhose agreed to join the program and warmly welcomed our efforts in this direction.

NAFA

The National Association of Fleet Administrators has an active membership of 1500. It was Mr. McElhose's suggestion that we send questionnaires to all members, soliciting their participation in the program.

Regarding fleet participation, it was suggested that police fleets would be a much more reliable data source than would taxi fleets. Abuse of police vehicles is rare, according to Mr. McElhose. When it does occur, in the case of Baltimore County, the officer responsible for the damage is personally liable. Furthermore, police fleets have already accounted for a number of recall campaigns. The Baltimore County police initiated the investigation of the Ford lower control arm problem and the short exhaust in 1975 Chryslers which allowed carbon monoxide to enter the driver's compartment through the trunk. Taxis, on the other hand, are not a reliable source because they are poorly maintained. For this reason, defects are less glaring; and in many cases, problems will be due not to a defect but rather to neglect.

Sun Cabs in Baltimore was noted as an exception to the taxi argument.

A good example of why police fleets should not be counted as a sufficient source of information: the radiator recovery system which prevents overheating in vehicles under normal use does not work in police vehicles. This is so because police vehicles rarely are idle for the twenty minutes required in order for the system to work. However, because this situation is unique to police vehicles, it would be a mistake to force a universal change in radiator recovery systems.

Miscellaneous

All Baltimore County Maintenance information is given to IBM for entry into files. At the present time, nothing is done with this information.

Mr. McElhose has worked closely with the Office of Technical Assessment on product durability. Contributed motor vehicle breakdown statistics to the Proceedings of a Workshop on Wear Control to Achieve Product Durability. He is an excellent information source for fleets and safety-related defects in general. We should keep in touch with him throughout the program.

ASSOCIATION MEETING REPORT

ASSOCIATION: Vehicle Equipment Safety Commission

PURPOSE AND FUNCTIONS: A safety agency legally authorized by state law, currently comprised of 43 states and DC. Promotes uniformity in and enforcement of highway and motor vehicle safety standards.

DATE OF MEETING: 10/6 / 77

MAILING ADDRESS: 1030 15th Street, NW
9th Floor
Washington, DC 20005

REPRESENTATIVES IN ATTENDANCE:
Dairl Bragg, Executive Director

REFER QUESTIONS TO: Same TEL. 833-1596

KSI REPRESENTATIVES IN ATTENDANCE:
Bruce Carpenter
Martin Lowery

SUMMARY

The Parts Return Program was explained in detail at the outset. The expansion of the program was then discussed in the context of the Motor Vehicle Safety Advisory Council recommendations. In particular, the dealership enrollment aspect of the program was considered in some detail. While Mr. Bragg is certainly in favor of government safety programs such as the PRP, he felt that we would have little or no success with dealers. On the other hand, he encouraged our enlistment of law enforcement fleets and predicted that this would, in his opinion, be the most successful aspect of the expansion program. Finally, VESC's sponsorship of a specific Vehicle Identification Numbering System and NHTSA's sponsorship of an alternative system were discussed at length. Mr. Bragg was optimistic that VESC's alternative would eventually be accepted by all parties.

AUTO DEALERS

Mr. Bragg mentioned two major problems for dealer cooperation:

(i) The dealer is an extension of the manufacturer. Because of this, very little cooperation and no active participation is to be expected. As an example of the difficulty here, Mr. Bragg cited the intensive lobbying campaign undertaken by the manufacturers against state level enforcement of recall notifications. The

campaign was based upon the general attitude that the greater the response to a recall campaign, the higher the cost to the manufacturer. Similar resistance to the dealer program will undoubtedly arise, since the program is hardly cost-beneficial to the manufacturers. And because a manufacturer can define dealer parameters, such as the kinds of outside products which can be sold, the dealer may be hesitant to cooperate.

(ii) "Warranty" is a "dirty word" in a dealership. Dealers are monitored by manufacturers through computer techniques as a check against fraudulent warranty claims. Furthermore, the factory often pays only a percentage of the labor which the service department bills on warranty work. Too much of the work is therefore overhead to the dealer. The dealer at this point is, in effect, discounting to the manufacturer. To counter this difficulty, warranty work is often given to the lower echelon mechanics on an hourly wage rather than to the more experienced line mechanics who are on piece work and are therefore higher paid. (Senator Hart's investigation touched on this point.) It follows, according to Mr. Bragg, that the quality of information which dealerships would be able to offer on warranty repairs would be at least hastily drawn if not inferior to that offered by the more experienced mechanics.

On a positive note, Mr. Bragg agreed that service has become an important point in dealership success. There is little profit in low volume sales these days due to a cutthroat market,which forces prices far below the "sticker price", and high taxation. Most successful dealerships therefore put a great deal of emphasis on service as a means of turning a greater profit.

FLEETS

Good cooperation can be expected from law enforcement operations. In fact, in Mr. Bragg's estimate, many recalls are initially sparked by law enforcement agencies. This aspect of the program should prove to be quite successful.

MANUFACTURER/NHTSA RELATIONS

Manufacturers do not trust NHTSA. There is no chance, according to Mr. Bragg, that an appeal to manufacturers to support the dealer program would succeed. Manufacturers have adopted this attitude for two major reasons: (i) too often the manufacturers' comments to the docket on proposed rulemaking are ignored and (ii) too often the manufacturers have cooperated with DOT engineers in an investigation only to have their own information used against them in court.

VIN UPDATE

VESC has been intimately involved in the VIN program and seeks the universal adoption of a 16-digit Vehicle Identification Number of fixed format, length and content.

This length represents a compromise with General Motors, which claimed that the original 15-digit VIN could not accomodate the European-manufactured Opel. The vehicle identification section was, under the compromise, increased from three characters to four.

In the third week of July, 1977, VESC's 16-digit VIN proposal was unanimously adopted by its membership. Furthermore, all major manufacturers have agreed that VESC's proposal would be acceptable to them. VESC is currently engaged in attempting, once again, to convince NHTSA that its 17-digit choice for the VIN not only has no support from the public and private sectors but that it is also indefensible (i) because it will require the use of 24 bytes per VIN on most state computer systems and is therefore more costly than the 16-byte VESC alternative. and (ii) because it allows a great degree of variance in content which defeats the purpose of the VIN program.

In late November, 1977, an advanced notice of proposed rulemaking for FMVSS 115 (the VIN standard) should appear in the Federal Register. It is not known at this time whether NHTSA will propose the 17 or 16-digit VIN. Mr. Bragg's attempts to convince NHTSA are now being directed toward Chuck Livingston, recently appointed as liaison between NHTSA and VESC.

Eventually, VIN could have an impact on the defect/recall process at the state level, in relation to vehicle inspection and licensing, for example. VESC believes, furthermore, that states should and could aid in the defects process. Mr. Bragg has already offered, via an unsolicited proposal, to do a feasibility study on state input to and enforcement of defect/recall campaigns. The proposal was recently rejected.

APPENDIX B

FIELD REPRESENTATIVE INFORMATION KIT

NOTE: The material which follows is designed as background information only. While it is not confidential, it should be used with discretion by field representatives at all times.

Field Representative Information

PURPOSE OF NHTSA

The National Highway Traffic Safety Administration (NHTSA) was established under the authority of the 1966 National Traffic and Motor Vehicle Safety Act. The intent of Congress in establishing the agency was to reduce traffic accidents and resulting deaths and injuries.

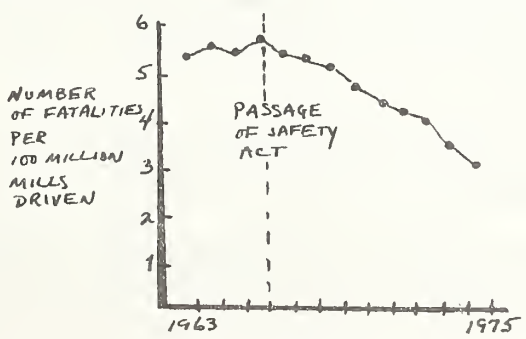
EFFECTIVENESS OF NHTSA

Since 1966, significant reductions in deaths and injuries associated with traffic accidents have occurred. There were 53,000 traffic fatalities in 1966. The Senate Report on the Safety Act predicted that unless appropriate counter-measures were taken, 100,000 people would die as a result of their cars in 1975. Due to the efforts of NHTSA, that number was reduced by more than 50%.

The Insurance Institute for Highway Safety reported in May, 1976 that occupant deaths in post-1967 model cars averaged 27 per 100,000 registered cars yearly, 23% less than in 1964-67 models and 39% less than in pre-1964 models.

The General Accounting Office in July, 1976, using a sample of two million cars, concluded that safety standards alone may have saved 28,230 lives nationwide.

The Center for Auto Safety reported in June, 1976 that while the death rate per 100 million miles driven was 5.7 in 1966, by 1975 it had dropped to 3.47, as shown in the chart below.



DEFECT INVESTIGATION/RECALL PROCESS

One important aspect of the Safety Act involves manufacturer responsibility for defects as detailed in Section 151 of the act:

> If a manufacturer
> "(1) obtains knowledge that any motor vehicle or item of replacement equipment manufactured by him contains a defect and determines in good faith that such defect relates to motor vehicle safety; or,
> "(2) determines in good faith that such vehicle or item of replacement equipment does not comply with an applicable Federal motor vehicle safety standard prescribed pursuant to section 103 of this Act;
> "he shall furnish notification to the Secretary and to owners, purchasers and dealers, in accordance with section 153, and he shall remedy the defect or failure to comply in accordance with section 154."

A safety-related defect might best be described, if necessary, as any defect in the performance, construction, components or material of a motor vehicle or item of motor vehicle equipment which subjects the public to unreasonable risk of accident, death or injury.

When a defect which is safety-related is uncovered, NHTSA has the authority to initiate a recall campaign. Prior to this point, the defect investigation process usually involves three stages -- defect identification, collection and analysis of information, and formal investigation. If the investigation determines that a safety-related defect exists, NHTSA may then (i) order the manufacturer to notify owners of all affected vehicles and (ii) since 1974, order the manufacturer to pay for correcting the defect in any vehicle eight years old or less.

After studying the process as specified above, a Congressional subcommittee concluded in October, 1976 that "the recall program has served significantly to clear the road of hazardous vehicles. It can encourage the manufacturers to exercise care in designing and producing cars and trucks. NHTSA should pursue defects investigations with vigor."

THE PARTS RETURN PROGRAM

One of the data sources utilized by ODI in the identification of potential defects is the Parts Return Program (PRP), maintained and operated since 1975 by Kappa Systems.

The PRP involves the voluntary submittal of failed automotive components from independent automobile repair shops. Currently, 2,000 such repair shops participate in the program. Returned automotive parts are studied by an experienced mechanic and logged into the defects information system accordingly. They then become, along with other relevant data such as customer complaint letters, accident data and manufacturers' service reports, an essential indicator of safety-related defects. The information obtained through the PRP is also valuable in the preparation of Federal Motor Vehicle Safety Standards.

THE NEED TO EXPAND DATA SOURCES

Since 1966, 49 million motor vehicles have been recalled, accounting for 45% of all vehicles produced since that date. Furthermore, nearly 50% of that total were recalled under NHTSA influence. Thus, almost one-half of the cars produced since 1966 have been recalled for various reasons; and almost one-half of that number were NHTSA-influenced.

Given the sheer volume of vehicles involved here, NHTSA must be certain that all appropriate data sources have been tapped in order that each individual case be properly evaluated. Until now, however, three potentially significant sources have been ignored: automobile dealers, high mileage fleets and automotive parts suppliers (the automotive aftermarket).

Another factor enters into this argument: Only 16% of the parts returned in the PRP during the past year have been from vehicles less than three years old. Information on more recent vehicles is clearly lacking.

For these reasons, the PRP is now being expanded to include automobile dealers, fleets and parts suppliers.

THE APPROACH TO DEALERS

Upon entering a dealership, hand the receptionist or a salesperson your business card, identify yourself as a representative of the Department of Transportation and ask for the owner or general manager. If the owner or general manager is not in, talk to the service manager. If none of these individuals is available, go on to the next dealership. Do not count this as a contact.

In those cases in which contact is made but the individual is unwilling to give you an answer regarding program participation, count this as a visit with neither negative nor positive results. We will follow up from KSI's Arlington office.

Describe the program in the following terms:

-- It is a safety-oriented information program.

-- It is a successful program which has for the past six years had the cooperation of independent repair shops, such as local garages, across the country.

-- It is now being expanded to include high mileage fleets, such as local police, and new car dealers nationwide.

-- The expansion of the program is needed in order to have the widest possible basis for making decisions regarding safety-related problems.

Dealers have not, as yet, been involved in the defect investigation process. They should be given the opportunity to participate. Too often investigations proceed without their knowledge. We already have accident reports and information from consumers and manufacturers. We are quickly developing a new source in fleets. The dealer should not be left out of the system.

The first goal here is dealer participation in the investigation process. We want him to know what investigations are currently taking place so that he can help to close those cases in the most equitable way possible. To this end, we will do our best to keep him informed of current safety-related problems. Secondly, we are looking for dealer participation in the overall early warning system. His input can help to locate safety-related problems before too many vehicles reach the customer. His input can also provide a balance in those cases where no problem really exists.

Some possible questions and answers:

Q. You say that this is a Parts Return Program. I can't give you parts. They're all under warranty and have to go back to the factory. So what's your point in contacting me?
A. We're not asking for the parts themselves but only for information about safety-related problems.

Q. Have you talked to the factory about this?
A. Yes. The manufacturers have been notified about our expansion of the program. Each has responded with valuable information about the manufacturer reporting system as it operates today.

Q. Why not get all of your information from the factory?
A. Currently, we do get technical service bulletins from each manufacturer. These bulletins give us information on problems uncovered by the factory. Furthermore, whenever a request is made for information on a specific item, the manufacturer supplies that information to us. What we are looking for beyond this is not really a duplication of that input but rather a source which can give us quicker, day-to-day information on safety-related problems.

Q. But I tell the factory about problems already. Why should I also report to you?
A. We need your input for the following reasons. If we can establish a network of select dealerships across the country we will then have a good system of checks and balances which will help us to complete investigations. Your comments on current investigations of safety-related problems can help to close the case either way.

Q. Doesn't the factory initiate most of the recalls anyway?
A. Yes, and they have a first-rate engineering capacity to make those decisions. But it is also true that many recalls have only come about through NHTSA involvement. It's only natural to expect that the higher the cost to a manufacturer, the lower the likelihood of a voluntary recall.

Q. So the purpose of this program is recalls, right? And this is only going to give me more consumer headaches, right? Why do I need that?
A. If a part is defective, it should be recalled. And if we're doing our job, it will be recalled. That's the whole point of having a reporting system. But investigations do not necessarily lead to recalls. They are opened for many reasons and, in some cases, could be closed for lack of evidence a lot sooner with your cooperation. And if it's consumer complaints that you are worried about, that's exactly the type of input to our system that we want you to balance. We get consumer complaints constantly; but, as you well know, they're not reliable. You can help us to substantiate them or reject them.

Q. How much paperwork is involved?
A. Not enough to burden your service manager. We've developed a short form which asks for a description of the component and of the failure. Whenever your mechanics come across a safety-related problem, we'd like your service manager to make a note of it and to send the form back postage prepaid. In return, you'll be kept up to date on current investigations and problem areas through our newsletters. Finally, you can call us collect to report or comment on safety-related developments.

Q. Am I legally liable for the problems that I report?
A. No.

THE APPROACH TO FLEETS

To qualify as a participant in the program, a fleet must have at least 25 (twenty-five) passenger cars manufactured by one of the four major U.S. manufacturers and must perform its own maintenance. The fleets most likely to meet these criteria include city, county and state government fleets, police fleets and taxi fleets. Public utility companies will also often qualify.

Each fleet should be contacted in advance by telephone. It is most often the supervisor of maintenance who is in a position to make a decision regarding the program. Note: a negative response over the telephone does not count as a refusal to participate. Such a refusal must occur during a personal visit.

The approach to fleets should stress the following points:

-- We have a successful reporting system now which involves independent repair shops, such as local garages.

-- We need the kind of information which high mileage fleets alone can provide.

-- The time involved for fleet participation is exactly the amount of time it takes to fill out a part identification tag, place the problem part in a mailbag and send the bag to us.

-- The benefit to participating fleets is that they are kept up to date on safety-related problems through our newsletter and will therefore have a unique early warning indicator of problems.

Fleets should be asked to send parts. Once again, the decision to participate or not does not affect filling out an enrollment form. It must be filled out in either case.

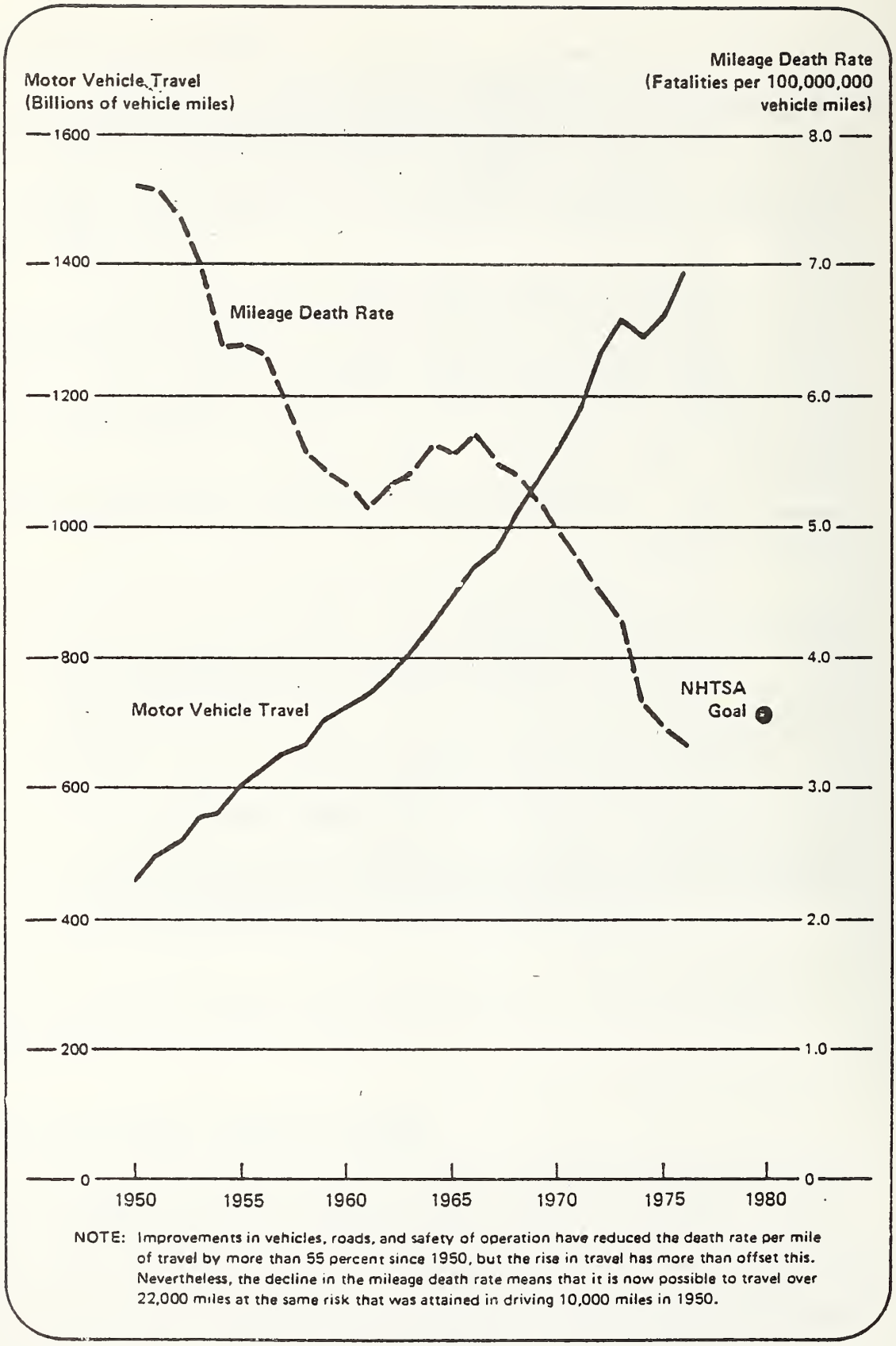
THE APPROACH TO PARTS SUPPLIERS

Use the method described above in the dealer approach. Stress the fact that we are not asking them to be the sole source of defect information. We are, rather, asking them to join an already successful program with participants such as new car dealers, high mileage fleets and local garages. Furthermore, they will receive the monthly newsletter which informs them of problems under investigation and, if they are active participants, a certificate of participation in the PRP which is good for customer relations. Whether they agree to enroll or not, be sure to fill out the enrollment identification form.

Some background information: "The aftermarket" is that segment of the auto industry that supplies replacement parts. In contrast, "original equipment manufacturers" supply Detroit and also produce parts to be installed by service departments in dealerships. This is the "OEM" market. A "jobber" is a wholesaler who receives his parts from a warehouse distributor and who sells primarily to repair shops. Many jobbers also do a retail business to the do-it-yourself market. It is this area of the aftermarket industry that we want to enlist -- the jobber/retailer. Avoid large chains such as Sears, Hi-Gear, Western Auto, etc. The personnel in such chains would not be able to make a decision. Also avoid any parts supplier, such as a NAPA jobber, who stocks only one brand of replacement parts. This violates the contract requirements. We are further limited to parts suppliers who deal in a wide range of replacement parts -- brakes, suspension, engine, exhaust, etc. High performance (speed shops) are acceptable. Primarily however, we want those independent operations which are listed in the Yellow Pages under "Automobile Parts and Supplies - New".

It appears that the best approach to parts suppliers is one in which defects are stressed. All jobbers know very well what a safety related defect is. It is in their interest to have such defects detected early. Whenever they receive information from the mechanics to whom they sell, that a part being returned appears to be defective, we would like to know about it .

Expect to spend no more than ten minutes with a jobber. Most are busy all of the time. Sell him on the early warning aspect of the program, get his business card and move on. Tell him that you will follow up with more reporting cards as soon as you return to DC

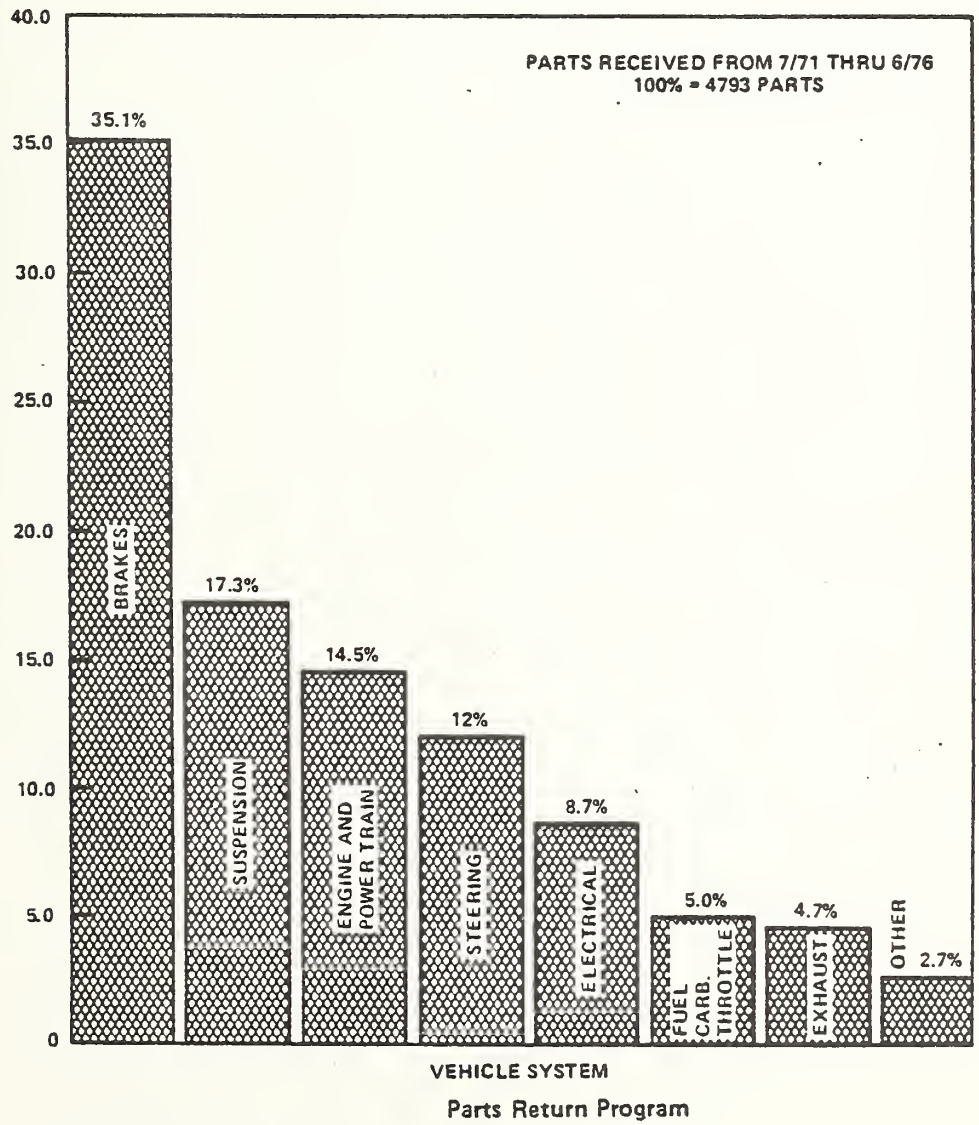


NOTE: Improvements in vehicles, roads, and safety of operation have reduced the death rate per mile of travel by more than 55 percent since 1950, but the rise in travel has more than offset this. Nevertheless, the decline in the mileage death rate means that it is now possible to travel over 22,000 miles at the same risk that was attained in driving 10,000 miles in 1950.

Vehicle Mileage Versus Mileage Death Rate, 1950-1976

Summary of Defect Recall Campaigns

Year	Defect Campaigns		Vehicles Recalled (Thousands)		Defect Recall Campaigns Directly Influenced by NHTSA (Accumulative Percentage Since 1966)
	Domestic	Foreign	Domestic	Foreign	
1969	138	42	7,502	416	4.4
1970	100	54	738	502	5.3
1971	182	53	8,790	630	9.7
1972	277	43	7,814	4,263	14.9
1973	208	43	6,667	334	14.3
1974	208	39	2,338	531	14.9
1975	190	27	1,931	280	14.3
1976	169	40	2,944	451	14.4



Parts Return Program

APPENDIX C

FIELD ENROLLMENT KIT

U.S. DEPARTMENT OF TRANSPORTATION
NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION
WASHINGTON, D.C. 20590

6 OCT 1977

IN REPLY REFER TO:
NMV-62wo

Dear Sir:

The National Highway Traffic Safety Administration needs your help in identifying safety defects in the design, construction, or performance of motor vehicles and motor vehicle equipment.

We would like to have you become a participant in our Parts Return Program. The program, which is authorized under the National Traffic and Motor Vehicle Safety Act of 1966, as amended, has been in operation for over six years. It currently involves the participation of independent automotive repair shops, which during the normal course of their business operation, voluntarily provide us with failed automotive components and information (postage paid) that may indicate the existence of a potential safety defect. There are currently 2,000 shops enrolled in the program.

However, because of the knowledge that businesses such as yours have with respect to the various conditions encountered in the use of motor vehicles and equipment, we are contacting a number of automobile dealers, fleets, and parts suppliers to ask for their support as well. Your participation is strictly voluntary. We ask that you simply pass along your knowledge of potential safety defects to us by way of the enclosed Information Report form, or canvas mail bag if failed parts are available. The telephone is another means by which you can report such information (703-527-4500).

I hope that you will give our representative Mr. Martin J. Lowery, an opportunity to further explain to you how the program operates. By participating in the Parts Return Program you can make your contribution to highway traffic safety. Among the other items enclosed is a copy of a recent news release describing the program, as well as a copy of the latest issue of the monthly program newsletter.

Thank you for your cooperation. We are looking forward to your participation.

Sincerely,

Lynn L. Bradford
Acting Director
Office of Defects Investigation
Motor Vehicle Programs

4 Enclosures

U.S. DEPARTMENT OF TRANSPORTATION
NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION

O.M.B. No. 004–R5651
Approval Expires
August 1982

PARTS RETURN PROGRAM—INFORMATION REPORT

(To be completed when parts are not available)

This program is authorized by PL 89–564. Participation is voluntary

SUBMITTED BY	DATE / P

VEHICLE

MAKE _____

MODEL _____

YEAR _____ MILEAGE _____

OWNER'S NAME & ADDRESS (if applicable)

_____

_____

_____

COMPONENT

MANUFACTURER _____ MILEAGE _____

DESCRIPTION _____ PART NUMBER _____

☐ NEW ☐ REBUILT

Fold

FAILURE DESCRIPTION & RESULT

_____

_____

_____

_____

_____

_____

_____

_____

HS Form 394 (7/77)

parts return program news

U.S. DEPARTMENT OF TRANSPORTATION • NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION

Vol. 2, No. 12 June 1977

CASE OF THE MONTH

Reports of Undercarriage Corrosion, 1970–1974 Fiat Models 850, 124 and 128

A safety investigation of chassis rusting in 1970–1974 Fiat 850, 124 and 128 automobiles has recently been initiated. In a Consumer Advisory, released on August 3, 1977, the National Highway Traffic Safety Administration (NHTSA) cited 71 complaints it has received about chassis deterioration due to rusting in the three Fiat models. The corrosion resembles a problem for which the Company recalled 40,000 1971–1974 Fiat 128 models in 1974. NHTSA will be re-examining the 128's (many were not brought in when the recall was announced) as well as the 850's and 124's.

NHTSA Administrator Joan Claybrook said these Fiat models seem to corrode in the same manner as the recalled models. "In many cases," she noted, "advanced corrosion of vital chassis elements goes undetected until the cars actually become dangerous."

Corrosion damage has been reported in suspension components, wheel attaching points, steering components and floor pans which support the seats. More than 260,000 Fiats were sold in the U.S. between 1970 and 1974. Although many have been junked or repurchased by Fiat, the majority are still in use and may be subject to the corrosion damage.

If any of our PRP members have encountered this condition, we would like to hear from you.

VOLKSWAGEN TO RECALL 1970-74 PORSCHE 914

In a news release dated June 24, 1977, the U.S. Department of Transportation announced that all 1970–1974 Porsche Model 914 vehicles imported into the United States are to be recalled for correction of fuel system problems which could result in engine compartment fires. The actual recall will take place some time in late summer, and will involve approximately 84,000 vehicles imported by Volkswagen of America.

In notifying the National Highway Traffic Safety Administration (NHTSA) of its plans, Volkswagen indicated that the recall cannot take place sooner than late summer because repair kits have to made and assembled by Volkwagen A.G. in Germany and shipped to the United States. Vehicle owners will be notified by the manufacturer when repair kits are available.

NHTSA Administrator Joan Claybrook contacted VW to urge them "to speed up the recall and correction of this very serious safety problem." She advised VW that "a delay of two or three months in correcting a fire problem seemed unwarranted, especially where some of the corrective components may otherwise be readily available."

In February 1977, the NHTSA opened a safety-related investigation involving 1974 Porsche 914 vehicles. The investigation was based on 17 owner complaints alleging the occurrence, without warning, of fuel-fed engine compartment fires.

The investigation shows that the fires are apparently the result of fuel leaks due to fuel hose deterioration from battery acid, or improperly installed sealing rings on fuel injectors. The investigation has also revealed that models other than those produced in 1974 may experience the same problems.

To date, 34 cases of engine compartment fires have been reported; however no reports of injury have been received.

NHTSA Administrator Joan Claybrook repeated an earlier warning to owners of Porsche 914 vehicles. "We urge all owners of Porsche 914 vehicles, regardless of model year, to be alert to any strong odor of gasoline in the passenger compartment, obvious signs of fuel system deterioration, or fuel stains on the surface under parked vehicles. If such symptoms are present, vehicle owners should seek repairs immediately."

Repairs for correction of this problem will include installation of an improved battery cover, installation of a label near the battery warning

U.S. DEPARTMENT OF TRANSPORTATION
NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION

PARTS RETURN PROGRAM

REPLY TO:
U.S. Department of Transportation
c/o KAPPA Systems, Inc.
1501 Wilson Blvd.
Arlington, Va. 22209
(703) 527-4500

SOME TYPICAL PARTS OF INTEREST

Bent Items:	Backing plates Brake shoes Brake pedals or linkage Suspension "A" frames Brake springs Ball joint assemblies
Cracked or Broken:	Wheel cylinder Brake drum Brake (disc.) rotor Welds on brake shoes Power brake check valves Pitman arms (hub splines) Idler arm Coil springs Brake springs
Worn by Rubbing or Loose and Leaking:	Brake hoses or lines Power steering hoses or lines Power brake hoses or lines
Malfunctioning:	Brake Master cylinder Power Steering pump
Faulty Mounting:	Backing Plates Power Steering pump
	Etc. Etc. Etc.

DEPARTMENT OF TRANSPORTATION | NEWS

NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION

WASHINGTON, D.C. 20590

FOR RELEASE TUESDAY
April 19, 1977

NHTSA -- 26-77 (BMA)
Tel. (202) 426-0670

DEFECT INVESTIGATORY CASES REPORT

A report listing all defect investigations, surveys and recall campaign audits in progress as of Jan. 31, 1977, was issued today by the U.S. Department of Transportation's National Highway Traffic Safety Administration (NHTSA).

The federal safety agency report lists 54 active investigations, including six in which an initial or final defect determination has been made. Of the latter, NHTSA findings have been disputed by manufacturers in three cases and these are currently in litigation.

The report also lists 40 surveys and recall campaign audits in progress, including six audits newly opened during January, 1977.

NHTSA's regular report series is issued to provide motorists, as well as the motor vehicle industry, with a complete account of federal defect investigation activity, while at the same time providing defect-related information in the interest of highway safety.

DEPARTMENT OF TRANSPORTATION | NEWS

NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION

WASHINGTON, D.C. 20590

FOR RELEASE WEDNESDAY
January 5, 1977

NHTSA -- 01-77 (DB)
Tel. 202-426-9550

REPAIR SHOP ENROLLMENT IN PARTS RETURN PROGRAM ESTIMATED AT 2,000

Enrollment in the National Highway Traffic Safety Administration's (NHTSA) Parts Return Program by independent automobile repair shops has grown from 160 after the first year of the program's operation to more than 2,000.

The program, which gathers data on failed automotive components from independent repair shops across the country, is now in its sixth year.

Administered by NHTSA's Office of Defects Investigation (ODI), the program involves the voluntary return of failed automotive components to a NHTSA contractor for analysis.

Under the program, failed safety related components discovered during the normal course of business by a participating repair shop are tagged for identification and returned in postage paid canvas bags.

The program is designed to help identify the existence of safety-related defects in the design, performance, construction, components, or materials of motor vehicles and motor vehicle equipment. Motor vehicle and equipment manufacturers can be required, by law, to conduct defect notification campaigns when it has been determined that a safety defect exists.

- more -

APPENDIX D

CERTIFICATE OF PARTICIPATION

& ACKNOWLEDGEMENT LETTER

Certificate of Participation

This is to certify that

_____

is actively participating to improve motor vehicle safety through cooperation in the

National Parts Return Program

for the years 1977 – 1978

U.S. DEPARTMENT OF TRANSPORTATION
National Highway Traffic Safety Administration

ISSUED BY: _____
PROGRAM MANAGER

CONTRACT NO. DOT-HS-6-01433

February 28, 1978

We take this opportunity to welcome you to the National Parts Return Program. The information you provide to this public safety program may be considered significant in increasing safety on our highways.

It is appropriate at this time to make mention that we are as interested in receiving written communications from you as we are receiving a part (hence the name Parts Return Program may be a bit misleading). We understand the warranty procedure and specifically that replaced parts are not usually available. For this reason, we are supplying you five information reports (enclosed) which are postage pre-paid and pre-addressed for your use. We encourage you to participate in the program. The NHTSA solicits your background knowledge and expertise in the automotive performance/repair area to complete the information feedback loop in order to assist in providing more timely and accurate safety decisions. We are also including with this letter one part return mailbag which you can use to send in a part if available.

The procedure to follow in sending in information is simply to complete the information report, fasten the halves of the card together with a staple or tape and mail. This procedure will take a minimum of your service manager's time yet the contribution to public safety in terms of payoff could be very large.

When your information report is received we will forward to you an NHTSA framed "Certificate of Participation" suitable for displaying along side your other safety awards. In the meantime you will be placed on our mailing list to receive the monthly PRP Newsletter and Quarterly Defect Investigatory Cases Report.

We look forward to your becoming an active participant in this public safety program by giving us the benefit of your experience; send in an information report. Thanks again for your support.

Very truly yours,

Bruce E. Beddow
Program Manager

Enclosures

APPENDIX E

LIST OF NEW PARTICIPANTS

NEW PARTICIPANTS, REGION Ø

Dealers

Shorehaven Dodge	Norwalk, CT
Birchwood Motors (AMC)	Norwalk, CT
Westport Lincoln Mercury	Westport, CT
Festival Chevrolet	Westport, CT
O'Keeffe Cadillac-Oldsmobile	Westport, CT
West Fair Ford	Westport, CT
Westport Auto Sales (Buick)	Westport, CT
Robert E. Parsons, Inc. (Chevrolet, Buick)	Farmington, CT
Dworin Chevrolet	East Hartford, CT
Calvin Ford	East Hartford, CT
Hoffman Oldsmobile	East Hartford, CT
Burnside Motors (Chrysler, Plymouth)	East Hartford, CT
United Chevrolet	Worchester, MA
Bob Pion Pontiac	Chicopee, MA
Harold Kent Ford	Chicopee, MA
Casey Chevrolet	Chicopee, MA
Topor Motor Sales (Dodge)	Chicopee, MA
Elmwood Lincoln Mercury	West Springfield, MA
Lawless Cadillac Pontiac	Worcester, MA
Kelly Buick	Worcester, MA
Champagne Bros. Lincoln Mercury	North Smithfield, RI
Union Chevrolet	East Providence, RI
East Providence Chrysler Plymouth	East Providence, RI
Elmwood Dodge	East Providence, RI
Lorber Cadillac Pontiac	East Providence, RI

Tasca Lincoln Mercury	Seekonk, MA
Crocker Ford Sales	East Providence, RI
Adams American (AMC)	East Providence, RI
Rudy Pontiac	Norwalk, CT

Parts Suppliers

Norwalk Auto Parts	Norwalk, CT
American Auto Parts	Norwalk, CT
Cooper's Auto Parts	Westport, CT
G&M Auto Supply Supermarket	Bridgeport, CT
Intercounty Auto Parts, Inc.	Fairfield, CT
JAK Automotive Parts, Inc. (Windsor)	East Hartford, CT
Walters of Bridgeport, Inc.	Bridgeport, CT
Fair Auto Supply, Inc.	Westport, CT
Charles Friedman of Westport	Westport, CT
Fair Auto Supply	Fairfield, CT
Acme Auto Supply	East Hartford, CT
Rio Tool and Auto Supply	East Hartford, CT
JAK Automotive Parts, Inc. (Windsor)	East Hartford, CT
Mr. Auto Parts of East Hartford	East Hartford, CT
Kenyon Bearings and Auto Parts Co.	East Hartford, CT
Larry's Auto Supply, Inc.	South Windsor, CT
Acme Auto Supply	Glast, CT
Perry's Auto Parts and Equipment	Willimansett, MA
Ferrara Springs and Auto Auto Parts	Chicopee, MA
Community Auto Parts	Springfield, MA
Harpie's Auto Parts	Worcester, MA
General Automotive	Worcester, MA

Arrow Auto Stores	East Providence, RI
Thorpe Automotive	East Providence, RI
Autoparts, Inc.	East Providence, RI
Ray's Automotive	Pawtucket, RI
Tru Grind Auto Parts	Seekonk, MA
Young's Auto Parts, Inc.	East Providence, RI
Harold's Motor Parts Co.	East Providence, RI
Dial Battery and Auto Supply	East Providence, RI

Fleets

Fairfield, Connecticut Police Department	Fairfield, CT
City of Bridgeport, Connecticut	Bridgeport, CT
Railroad Construction Co.	Bridgeport, CT
Connecticut State Police	East Hartford, CT
State of Connecticut DOT	Hartford, CT
City of Chicopee, Massachusetts	Chicopee, MA
City of Worcester, Massachusetts	Worcester, MA
Worcester, Massachusetts Police Dept.	Worcester, MA
State of Rhode Island	Providence, RI
Rhode Island State Police	Providence, RI

NEW PARTICIPANTS: Region 1

Dealers

Garden Spot Motor Co. (Ford)	Lancaster, PA.
Faulkner Oldsmobile	"
Lancaster Lincoln-Mercury	"
Jim Wilson Ford	Newark, DE
Newark AMC	"
Rockhill Pontiac	"
William Porter Chevrolet	"
Community Pontiac/Buick	West Chester, PA
West Chester Dodge	"
Gerken Chevrolet	"
Kirk Chevrolet	Newton Square, PA
McCafferty Ford	Langhorne, PA
Pitcairn Oldsmobile	"
Brace-Sooby Motors (Dodge)	"
Weed Chevrolet	Bristol, PA
Cathcart Chrysler-Plymouth	Trenton, N.J.
Scott Chevrolet	Emmaus, PA
Emmas Ford	Allentown, PA
Knopf Pontiac	"
LUV American (AMC)	"
William Gehman (Chrysler)	Emmaus, PA
Bell Chevrolet	Jersey City, N.J.
A C Chevrolet	"
Winfield Motors (Dodge)	"
King Lincoln-Mercury	"
J & F Oldsmobile	"

Parts Suppliers

James F. Wild, Inc.	Lancaster, PA
Cash & Carry Parts, Inc.	"
Automotive Sales Co.	"
Motor Car Service	Newark, DE
Elkton Auto Parts	"
Proud Auto Parts	West Chester, PA
Aviation Automotive Parts	"
Newtown Auto Parts	Newtown Square, PA
M. Auto	"
Sodano's Auto Parts	Penndel, PA
Penndel Motor Parts	"
Taylor Auto Parts	Fairless Hills, PA
Cooper's Auto Supply and Parts	"
Standard Auto Parts	Levittown, PA
Gould's Auto Parts of PA.	"
Trio Auto Supply	Trenton, N.J.
Hopkins Auto Supply	"
Smith & Peifly	Bethelehem, PA
Car Parts, Inc.	"
Bethlehem Auto Parts	"
Valley Auto Parts	"
Alrace	Allentown, PA
Royal Auto Parts	Jersey City, N.J.
Bayonne Auto Parts	"
Miller Auto Gear & Parts	Bayonne, N.J.
Frank Carpenter Co.	"
A & C Auto Parts Co.	"
Bay Auto Supply Co.	"

Fleets

Bureau of Motor Vehicles	Lancaster, PA.
UGI Corporation	Lancaster, PA.
Pennsylvania State Police	Harrisburg, PA.
Bell of Pennsylvania	Lancaster, PA.
Pennsylvania Power & Light	"
Cable T.V. Associates	"
New York Telephone Company	New York City
*City of New York Fire Department	"
Port Authority New York/New Jersey	"
*City of New York Police Department	"
*City of New York, Dept. of Sanitation	"
*City of New York, Dept. of Parks	"
*City of New York, Dept. of Public Works	"

* Contacted through Mr. Jack Charnet, Supervisory Buyer, City of New York Purchasing Department.

NEW PARTICIPANTS: REGION 2

Dealers

DeBose Buick	Richmond, VA
Universal Motor Co. (Ford)	Richmond, VA
Emrick Chevrolet	Richmond, VA
O'Neal Motors Inc. (C-P)	Raleigh, NC
Helmold Ford	Raleigh, NC
Uzzle Cadillac-Olds	Durham, NC
Adams Motor Co. (C-P)	Lynchburg, VA
County Motor Co. (Ford)	Graham, NC
City Motors (AMC)	Greensboro, NC
North State Chevrolet	Greensboro, NC
Vaughan Chevrolet/Cadillac	Lynchburg, VA
Peyton Pontiac/Cadillac	Charlottesville, VA
Piedmont Chevrolet/Olds	Culpeper, VA
Kaplan & Crawford Dodge	Marlow Heights, MD
L. P. Steuart (Chrysler - Plymouth)	Washington, DC
Coleman Cadillac	Bethesda, MD
Wilson Powell Lincoln-Mercury	Marlow Heights, MD
Larry Buick	Arlington, VA
Cherner Lincoln - Mercury	Tyson's Corner, VA
Peacock Buick	Tyson's Corner, VA
Brown's Tyson's Corner Dodge	Tyson's Corner, VA
JKJ Chevrolet	Tyson's Corner, VA
Koons Pontiac	Tyson's Corner, VA
Pallone Chevrolet	Springfield, VA
Templeton Oldsmobile	Arlington, VA
Dick Blanken Ford	Arlington, VA

Parts Suppliers

Richmond Auto Parts, Inc.	Fredericksburg, VA
Fredericksburg Auto Parts	Fredericksburg, VA
Spear Auto Parts	Richmond, VA
Westend Auto Supply	Richmond, VA
Fountain Square Auto Parts	Richmond, VA
G & G Moss Co.	Richmond, VA
Southern Auto Parts	Raleigh, NC
Motor Bearing & Parts Co.	Raleigh, NC
Motor Bearing & Parts Co.	Greensboro, NC
Motor Bearing & Parts Co.	Durham, NC
Garner Auto Parts	Garner, NC
H & S Auto Parts	Durham, NC
Apple Automotive Parts, Inc.	Chapel Hill, NC
Precision Auto Parts	Lynchburg, VA
Bobby Cash Auto Parts	Lynchburg, VA
Coiner Parts Co.	Staunton, VA
Westmont Auto Parts	Arlington, VA
Northern Va. Auto Parts	Arlington, VA
JK Auto Parts	Baileys Crossroads, VA
JK Auto Parts	Falls Church, VA
JK Auto Parts	Clarendon, VA
JK Auto Parts	Vienna, VA
Springfield Auto Parts	Springfield, VA
Murphy Auto Parts	Takoma Park, MD
G.W. Imirie Auto Parts	Silver Spring, MD
AmFor Automotive Parts	Silver Spring, MD
Douglas Speed Sport Center	Silver Spring, MD
Russell's Automotive	Washington, DC
Carolina Auto Parts	Washington, DC
Brightwood Auto Parts	Washington, DC

NEW PARTICIPANTS, REGION 3

Dealers

Boomershine Pontiac, Inc.	Atlanta, GA
Massey-Yardley Dodge	Ft. Lauderdale, FL
Powell Ford	Ft. Lauderdale, FL
King Motor Center (Oldsmobile)	Ft. Lauderdale, FL
Bill Davidson Buick	Atlanta, GA
Lenox Square Dodge	Atlanta, GA
Riverside Ford, Inc.	Macon, GA
Dunlap Chevrolet	Macon, GA
Charlie Pike Chevrolet, Inc.	Warner Robins, GA
Moody Ford	Warner Robins, GA
Bob Lee Lincoln Mercury	Warner Robins, GA
Bosch Oldsmobile Buick, Inc.	Valdosta, GA
Proctor's Pontiac/Cadillac/Honda	Tallahassee, FL
Courtesy Oldsmobile	Tallahassee, FL
Hollywood Lincoln Mercury	Hollywood, FL
Barker & Weeks Dodge	Hollywood, FL
Connor Brown Cadillac	Ft. Lauderdale, FL
Bill Kelly Chevrolet	Hollywood, FL
Carriage House (Chrysler)	Meridian, MS

Parts Supplier

Tuxedo Auto Parts	Atlanta, GA
Lake Wood Auto Parts	Atlanta, GA
Discount Auto Parts	Atlanta, GA
Universal Parts, Inc.	Atlanta, GA

Georgia Auto Parts	Atlanta, GA
Fulton Auto Parts	Atlanta, GA
Buckhead Auto Supply Co.	Atlanta, GA
Butler Supply Co.	Macon, GA
K&K Auto Parts	Macon, GA
Cassidy Auto Parts	Macon, GA
Riverside Auto Parts	Macon, GA
Keenan Auto Parts	Warner Robins, GA
B. H. Bassford Automotive Co.	Valdosta, GA
Sing Auto Parts	Valdosta, GA
Mr. Automotive	Valdosta, GA
Baker-Alford Co.	Tallahassee, FL
Yates Auto Parts (North)	Tallahassee, FL
Keenan Auto Parts	Tallahassee, FL
Yates Auto Parts (West)	Tallahassee, FL
Lcon International Auto Parts	Tallahassee, FL
Tallahassee Auto Parts	Tallahassee, FL
The Megahee Co. of Tallahassee	Tallahassee, FL
B&L Auto Parts	Tallahassee, FL
Johnson's Auto Parts	Tallahassee, FL
Dixie Auto Stores	Ft. Lauderdale, FL
H&S Auto Parts	Ft. Lauderdale, FL
Murphy's Auto Parts	N. Miami Beach, FL
Rose Auto Store	Hialeah, FL
Rose Auto Store	Dania, FL
Rose Auto Store	Ft. Lauderdale, FL

Fleets

State of Georgia Admin. Services	Atlanta, GA
City of Atlanta, Georgia	Atlanta, GA
Fulton County, Georgia	Atlanta, GA
Leon County, Florida	Tallahassee, FL
City of Tallahassee	Tallahassee, FL
State of Florida	Tallahassee, FL
Leon County Sheriff Department	Tallahassee, FL
City of Macon, Georgia	Macon, GA
City of Hollywood, Georgia	Hollywood, FL
Ft. Lauderdale Police	Ft. Lauderdale, FL

NEW PARTICIPANTS, REGION 4

Dealers

Dick Masheter Ford, Inc.	Columbus, OH
Germain Lincoln-Mercy & Toyota	Columbus, OH
Bill Swad Chevrolet	Columbus, OH
Spitzer Dodge	Columbus, OH
Bob Daniels Buick, Inc.	Columbus, OH
Quality Chevrolet	Columbus, OH
Chesrown Oldsmobile	Columbus, OH
Jim Foreman Pontiac/Datson, Inc.	Springfield, OH
Monte Zinn Chevrolet Co.	Springfield, OH
Jack Bowshier Buick-Opel	Springfield, OH
Trenor Motor Co. (Olds)	Springfield, OH
Deniston Oldsmobile & AMC	Dayton, OH
Peffley Ford, Inc.	Dayton, OH
Morningstar Chrysler-Plymouth-Dodge	Dayton, OH
Joseph Chevrolet Co.	Cincinnati, OH
Bennett Ford	Cincinnati, OH
Cross County Chrysler Plymouth, Inc.	Cincinnati, OH
Cooke Pontiac	Louisville, Ky.
Monarch Lincoln & Mercury	Louisville, Ky.
Bob Smith Chevrolet	Louisville, Ky.
Byerly Ford	Louisville, Ky.
Doublemount Chevrolet, Inc.	Louisville, Ky.
Falls City Dodge	Louisville, Ky.
Brown Cadillac	Louisville, Ky.

Parts Suppliers

Earl Auto Parts	Gahanna, OH
Mid Ohio Automotive, Inc.	Columbus, OH
Automotive Equipment Supply Co.	Columbus, OH
Bob's Auto Parts	Reynoldsburg, OH
Forrest Auto Parts	West Jefferson, OH
Pennsy Auto Supply, Inc.	Springfield, OH
Standard Auto Parts	Dayton, OH
Economy Accessories	Cincinnati, OH
B & G Automotive	Cincinnati, OH
Genuine Auto Parts	Dayton, OH
Plaza Parts, Inc.	Dayton, OH
Hub Auto Parts	Dayton, OH
Valley Automotive Parts	Cincinnati, OH
Auto Parts Services, Inc.	Cincinnati, OH
Jobbers Supply Company, Inc.	Louisville, KY
Warehouse Distributors, Inc.	Louisville, KY
Gil Mueller Sales & Service, Inc.	Louisville, KY
Redd's	Louisville, KY
Bluegrass Auto Supply	Louisville, KY
Moore's Auto Parts	Louisville, KY
Miles Auto Parts	Louisville, KY
Broadway Auto Parts	Louisville, KY
Car-Mo Auto Parts	Louisville, KY
Deasy's Automotive	Louisville, KY
Orell Auto Parts	Louisville, KY
Carl Roman, Inc.	Louisville, KY
Louisville Auto Parts	Louisville, KY
General Auto Supply	Louisville, KY
Renn's Auto Parts	Louisville, KY
Mike Hull Auto Parts	Louisville, KY

Fleets

Clark County, Engineering Dept.	Springfield, OH
City of Springfield, Public Works	Springfield, OH
Montgomery County	Dayton, OH
City of Dayton	Dayton, OH
Wright State University	Dayton, OH
Dayton Power & Lighting	Dayton, OH
Hamilton County Sheriff's Dept.	Cincinnati, OH
City of Cincinnati	Cincinnati, OH
Jefferson County	Louisville, KY
City of Louisville	Louisville, KY

NEW PARTICIPANTS: REGION 5

Dealers

Uptown Motors (Lincoln Mercury)	Milwaukee, WI
Mayfair Chrysler Plymouth	Milwaukee, WI
Jack White Ford	Milwaukee, WI
Larry Balistreri Oldsmobile	Milwaukee, WI
Jon Lancaster Chevrolet	Madison, WI
East Towne Ford	Madison, WI
Fairway Ford	Dubuque, IA
Bird Chevrolet	Dubuque, IA
Dan Kruse Pontiac	Dubuque, IA
Clemens Motor Sales (Oldsmobile)	Dubuque, IA
Midway Chevrolet Company	St. Paul, MN
Whitaker Buick Company	St. Paul, MN
Freeway Dodge, Inc.	Bloomington, MN
Harold's Chevrolet	Bloomington, MN
Bloomington Chrysler-Plymouth	Minneapolis, MN
Lyndale Automotive Company (AMC)	Minneapolis, MN
Anderson Cadillac	Minneapolis, MN
Saxon Ford	St. Paul, MN
Capp Lincoln-Mercury Company	St. Paul, MN
Adamson's Chryslertown	Rochester, MN
Borton Motors (Pontiac)	Rochester, MN
Universal Ford	Rochester, MN
Viking Oldsmobile Datsun	Rochester, MN

Parts Suppliers

L & M Auto Parts	Kenosha, WI
Racine Auto Supply	Racine, WI
Olson Auto Supply	Racine, WI
Whitlock Auto Parts	Milwaukee, WI
TBA Inc.	Milwaukee, WI
Ace Auto Parts	Milwaukee, WI
Diamond Auto Supply	Milwaukee, WI
Andrae Automotive	Madison, WI
Thomas C Olson Company	Madison, WI

Parts Suppliers Cond't

Benike & Culver, Inc.	Madison, WI
Acme Auto Parts and Supplies	Dubuque, IA
Dubuque Auto Supply	Dubuque, IA
Rotman Auto Supply	Dubuque, IA
Green Auto Supply	Dubuque, IA
M & L Motor Supply Company	St. Paul, MN
10,000 Auto Parts	Bloomington, MN
B & B Auto Supply	Minneapolis, MN
Motor Parts Service, Inc.	Bloomington, MN
Auto Machine & Supply Company	Minneapolis, MN
GTC Crosstown Auto Parts	Minneapolis, MN
10,000 Auto Parts	Minneapolis, MN
Paulson Auto Supply	St. Paul, MN
G. T. Parts Company	St. Paul, MN
Crown Auto Store	St. Paul, MN
10,000 Auto Parts	Fridley, MN
Automotive Supply Company	Rochester, MN
Don W. Fisher Company, Inc.	Rochester, MN
Doerer's Genuine Parts	Rochester, MN
Southern Minnesota Auto Supply	Rochester, MN

Fleets

Wisconsin Gas Company	Milwaukee, WI
University of Wisconsin Car Fleet Office	Madison, WI
University of Wisconsin Service Garage	Madison, WI
State of Wisconsin Department of Transportation	Madison, WI
Rochester Police Department	Rochester, MN
State of Minnesota (Dept. of Transportation)	St. Paul, MN
St. Paul Police Department	St. Paul, MN
Hennepin County, Dept. of Public Works	Minneapolis, MN
Highway Division, Olmsted County	Minneapolis, MN
University of Minnesota	Minneapolis, MN
Minnesota Gas Company	Minneapolis, MN

NEW PARTICIPANTS: REGION 6

Dealers

Mid-City Chrysler Plymouth	St. Louis, MO
King Dodge	St. Louis, MO
McMahon Ford	St. Louis, MO
University AMC/Jeep	St. Louis, MO
Ben Lindenbush, Inc (Lincoln Mercury)	St. Louis, MO
Galen Boyer Motors (Pontiac/Cadillac/AMC)	Independence, MO
Laird Noller Ford	Topeka, KS
Schneider Ford	Kansas City, MO
Reed Randle Motors (Ford)	Waukegan, IL
Sorensen Chevrolet	Waukegan, IL
ManleyMotor Sales (Ford)	Belvidere, IL
Elgin Chrysler Plymouth	Elgin, IL
Jack Thompson Oldsmobile	Oak Lawn, IL
Van Dahm Lincoln Mercury	Oak Lawn, IL
Disabato AMC	Oak Lawn, IL
Fred/Dan Pontiac	Evanston, IL
Carol Buick	Evanston, IL
Fields Cadillac	Evanston, IL
Jennings Chevrolet	Glenview, IL

Parts Suppliers

Jerry's Auto Supply	St. Louis, MO
Harold's Auto Parts	St. Louis, MO
St. Louis Auto Parts	St. Louis, MO
National Auto Supply	St. Louis, MO
Natural Bridge Auto Parts	St. Louis, MO
Auto Parts Exchange	St. Louis, MO
Car Parts Inc.	St. Louis, MO
Jackson County Auto Supply	Independence, MO
Noland Road Auto Supply	Independence, MO
Car Parts Distributing	Independence, MO
24 Highway Auto Parts	Independence, MO
Sheffield Auto Parts	Independence, MO
Topeka Auto Supply	Topeka, KS
Emergency Service Auto Supply	Topeka, KS
Circle K Auto Parts	Topeka, KS
F & M Auto Parts	Waukegan, IL
Herb's Auto Parts	Zion, IL
Belvidere Auto Parts	Belvidere, IL

Marty's Auto Parts	Elgin, IL
Broadway Auto Parts	Elgin, IL
Wildcat Auto Supply	Chicago, IL
6 Automotive Systems	Oak Lawn, IL
LeMay Auto Parts	Evanston, IL
McNally Carburetor and Electrical	Evanston, IL
Glenview Auto Supply	Glenview, IL
Beverly Auto Parts	Chicago, IL
Elmhurst Auto Parts	Elmhurst, IL
DuPage Auto Supply	Elmhurst, IL
Belfast Auto Parts	Elmhurst, IL

Fleets

Yellow Cab Company	St. Louis, MO
Kansas City Missouri Police Department	Kansas City, MO
City of Independence	Independence, MO
Village of Skokie	Skokie, IL
City of Evanston	Evanston, IL
Northwestern University Motor Pool	Evanston, IL
Village of Morton Grove	Morton Grove, IL
Village of Oak Lawn	Oak Lawn, IL
Central Telephone Company	Chicago, IL

NEW PARTICIPANTS: REGION 7

Dealers

Banner Chevrolet	Denton, TX
Dave Krause Pontiac-Toyota, Inc.	Denton, TX
Bill Utter Ford, Inc.	Denton, TX
Hudiburg Chevrolet	Ft. Worth, TX
French AMC/Jeep	Ft. Worth, TX
Newman Chevrolet	Garland, TX
W.O. Bankston Lincoln-Mercury	Dallas, TX
Westcott Ford, Inc.	Dallas, TX
Dub Richardson Ford	Oklahoma City, OK
Lynn Hickey Dodge	Oklahoma City, OK
Jackie Cooper Lincoln-Mercury	Oklahoma City, OK
Gandara Buick-Opel, Inc.	Oklahoma City, OK
Fred Jones Ford	Oklahoma City, OK
Al Salyer Olds-Cadillac	Norman, OK
Adams Chevrolet	Norman, OK
Furguson Pontiac	Norman, OK
Jerry Baskin Chrysler-Plymouth	Norman, OK
Padgham AMC-Toyota, Inc.	Del City, OK
Hudiburg Chevrolet, Inc.	Midwest City, OK
Ross-Wright Chrysler-Plymouth Co.	Little Rock, AR

Parts Suppliers

Big Discount Auto Parts	Denton, TX
Ace Auto Parts	Denton, TX
The Automotive, Inc.	Denton, TX
Scotty's Auto Supply	Ft. Worth, TX
Taylor Auto Parts	Ft. Worth, TX
Leach Auto Supply	Dallas, TX
Big Discount Auto Parts	Richardson, TX
So-Lo Auto Parts, Inc.	Richardson, TX
Mac's Auto Parts	Richardson, TX
P&R Auto Parts	Richardson, TX
Dub's Auto Parts	Grand Prairie, TX
Ralph Clark Company	Grand Prairie, TX
Ken's Auto Parts	Grand Prairie, TX
Casa Linda Auto Supply	Dallas, TX
Blue Ribbon Auto Supply	Oklahoma City, OK
Discount Auto Parts	Oklahoma City, OK
Severin Northwest Parts	Oklahoma City, OK
Britton Auto Parts Co.	Oklahoma City, OK
Motor Parts Depot	Norman, OK
Palace Auto Supply	Norman, OK
Midwest Auto Parts	Midwest City, OK
Agnew Auto Parts	Oklahoma City, OK
Van's Auto Supply	Oklahoma City, OK
Coleman Auto Parts	Little Rock, AR
555, Inc.	Little Rock, AR
Thrifty Auto Parts	Little Rock, AR

Fleets

City of Denton	Denton, TX
County of Dallas	Dallas, TX
City of Norman	Norman, OK
City of Oklahoma City	Oklahoma City, OK
Arkansas State Police	Little Rock, AR
Black and White/Checker Cads	Little Rock, AR
Dixie/Yellow Cab Co.	Little Rock, AR
City of Little Rock	Little Rock, AR
Little Rock Police	Little Rock, AR

NEW PARTICIPANTS, REGION 8

Dealers

Berge Ford	Mesa, AZ
Tony M. Coury Buick	Mesa, AZ
Brown & Brown Chevrolet	Mesa, AZ
Randall AMC/Jeep	Mesa, AZ
Earnhardt Ford	Tempe, AZ
Chapman Chevrolet	Tempe, AZ
Jack Ross Lincoln-Mercury	Scottsdale, AZ
Ed Moses Scottsdale Chrysler Plymouth	Scottsdale, AZ
Phoenix AMC/Jeep	Phoenix, AZ
Red Noland Cadillac	Colorado Springs, CO
Perkins Motor Co (Chrysler Plymouth)	Colorado Springs, CO
Phil Long Ford	Colorado Springs, CO
Daniels Motors, Inc. (Chevrolet)	Colorado Springs, CO
Jim Carlin Dodge	Colorado Springs, CO
Williams Chevrolet	Colorado Springs, CO
Academy Ford	Colorado Springs, CO
Bill Crouch Chrysler Plymouth	Englewood, CO
Burt Chevrolet	Englewood, CO
Jerry Morris AMC/Jeep	Littleton, CO
Courtesy Ford	Littleton, CO
Dale Buick	Littleton, CO
Chuck Ruwart Chevrolet	Denver, CO
Len Lyall Chevrolet	Aurora, CO
Arnold Brothers Ford	Boulder, CO
Fisher Chevrolet	Boulder, CO

Crouch Motor Co. (Chrysler Plymouth)	Boulder, CO
Hollister Dodge	Boulder, CO

Parts Suppliers

Westwood Auto Supply	Mesa, AZ
Reeves Auto Supply	Tempe, AZ
Tempe Auto Supply	Tempe, AZ
7th Avenue Auto	Phoenix, AZ
7th Avenue Auto	Phoenix, AZ
7th Avenue Auto	Phoenix, AZ
Demland's Auto Supply	Phoenix, AZ
Fred's Auto Parts	Phoenix, AZ
Imperial Auto Parts	Phoenix, AZ
Hensley Battery & Supply	Colorado Springs, CO
Pay Less Auto Parts	Colorado Springs, CO
Burt's Auto Supply	Colorado Springs, CO
Red Rock Automotive	Colorado Springs, CO
American Parts	Colorado Springs, CO
Motor Parts & Supply Co.	Colorado Springs, CO
Auto Equipment Co.	Colorado Springs, CO
H&G Auto Supply	Colorado Springs, CO
Motor Parts	Colorado Springs, CO
Colorado Auto Services, Inc.	Englewood, CO
Genuine Automotive Parts, Inc.	Englewood, CO
Genuine Parts Co.	Englewood, CO
Englewood Motor Supply	Englewood, CO
Bandimere	Englewood, CO
Mr. Automotive of Boulder	Boulder, CO

Boulder Auto Supply, Inc.	Boulder, CO
Skyline Auto Parts	Boulder, CO
Holt Auto Supply	Boulder, CO
A&A Auto Supply	Boulder, CO
Gary's Auto Parts	Boulder, CO

Fleets

City of Phoenix, Arizona	Phoenix, AZ
City of Mesa, Arizona	Mesa, AZ
Arizona State University Motor Pool	Tempe, AZ
Colorado Springs Police Department	Colorado Springs, CO
Colorado Springs, Department of Utilities	Colorado Springs, CO
City of Englewood Police Department	Englewood, CO
Mountain Bell	Englewood, CO
Zone Cab	Denver, CO
City Garage	Boulder, CO
Mountain Bell	Colorado Springs, CO

NEW PARTICIPANTS, REGION 9

Dealers

Billings Chevrolet	San Jose, CA
Dodge Country	San Jose, CA
Bona Sera Chrysler Plymouth	San Jose, CA
Lowell Pontiac	San Jose, CA
San Jose Ford	San Jose, CA
San Jose AMC	San Jose, CA
Hughson Ford Sales	San Francisco, CA
Van Ness Sales (Chrysler Plymouth Dodge)	San Francisco, CA
George Olsen Cadillac	San Francisco, CA
Ellis Brooks Chevrolet	San Francisco, CA
Town & Country Motor (Ford)	Reseda, CA
Rancho Chevrolet	Reseda, CA
Butlin Buick	Reseda, CA
Clem Ruh Chevrolet	Canoga Park, CA
Dependable Dodge	Canoga Park, CA
Canoga Chrysler Plymouth	Canoga Park, CA
Valley Park Ford	Canoga Park, CA
Community Chevrolet	Burbank, CA
Burbank Ford	Burbank, CA
Westlake Chevrolet	Seattle, WA
Bellvue AMC/Jeep	Bellvue, WA
Cascade Ford	Bellvue, WA
Bellvue Dodge	Bellvue, WA
Michael's Buick	Bellvue, WA
Overlake Chrysler Plymouth	Bellvue, WA

Brooks McKnight Chevrolet	Bellvue, WA
Good Chevrolet	Renton, WA
Len Badgby AMC/Jeep	Renton, WA
Sound Ford	Renton, WA

Parts Supplies

California Auto Supply	San Jose, CA
Penniman & Richards	San Jose, CA
American Auto Supply	San Jose, CA
American Auto Supply	San Jose, CA
American Auto Supply	San Jose, CA
University Auto Parts	Santa Clara, CA
Putnam's Auto Parts	San Francisco, CA
Folsom Auto Supply	San Francisco, CA
Civic Center Auto Parts	San Francisco, CA
Saticoy Center Auto Parts	Van Nuys, CA
Rally Auto Parts	Reseda, CA
King Auto Supply	Van Nuys, CA
Bal-Owen Auto Parts	Van Nuys, CA
Jason's Auto Parts	Van Nuys, CA
A&H Auto Parts	Van Nuys, CA
D&J Auto Parts	Van Nuys, CA
College Auto Parts	Van Nuys, CA
Mid Valley Auto Parts	North Hollywood, CA
U-Save Auto Parts	Van Nuys, CA
Reiman Auto Parts	Renton, CA
Renton Motor Parts	Renton, CA
B&B Auto Parts	Renton, CA

Con's Auto Parts	Bellevue, CA
B&B Auto Parts	Bellevue, CA
Eastgate Auto Parts	Bellevue, CA
Regalia Auto Parts	Bellevue, CA
J&B Auto Parts	Bellevue, CA
Reiny's Auto Parts	Bellevue, CA
Station Jobber's Supply	Bellevue, CA

Fleets

City and County of San Francisco	San Francisco, CA
San Francisco Municipal Railway	San Francisco, CA
San Francisco Water Department	San Francisco, CA
Los Angeles Police Department	Los Angeles, CA
City of San Jose	San Jose, CA
City of Los Angeles	Los Angeles, CA
City of Burbank	Burbank, CA
Puget Power	Bellvue, CA
Washington State Patrol	Olympia, WA
City of Bellvue	Bellvue, CA