

DRNsights for Auto Recall

LOCATE VEHICLES FASTER. PRIORITIZE RECALL EFFORTS. IMPROVE COMPLETION RATES.

Year over year, auto recalls are on the rise.

DRNsights for Auto Recall brings a new, unique dataset to auto manufacturers struggling to complete recall repairs. Using unique vehicle location data captured from billions of real-time license plate sightings, along with powerful analytics, we allow you to go beyond self-reported and traditional data. Our solutions are proven to help locate vehicles faster, prioritize recall efforts and ultimately improve completion rates of critical repairs in order to save lives.

25%
OF RECALLED VEHICLES
are never repaired.*

20%
OF ALL POSTAL ADDRESSES
change every year.**

64%
OF RECALLED VEHICLES
are detected **at least once** by
DRN's affiliate network***

*<https://www.reuters.com/article/us-autos-safety-recalls-idUSKCN0VJ2HO>

**<https://blog.zoominfo.com/bad-b2b-marketing-data/>

***Based on internal study conducted by DRN.

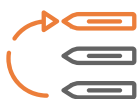


ACCELERATE COMPLETIONS. SAVE LIVES.



Locate Vehicles Faster

Bring speed and efficiency to your recall process by making right-party contact with vehicle owners faster using real-time vehicle location data.



Prioritize Recall Efforts

Maximize your recall efforts by optimizing your campaigns and outreach with case management tools that help you focus on where you can make the biggest impact.

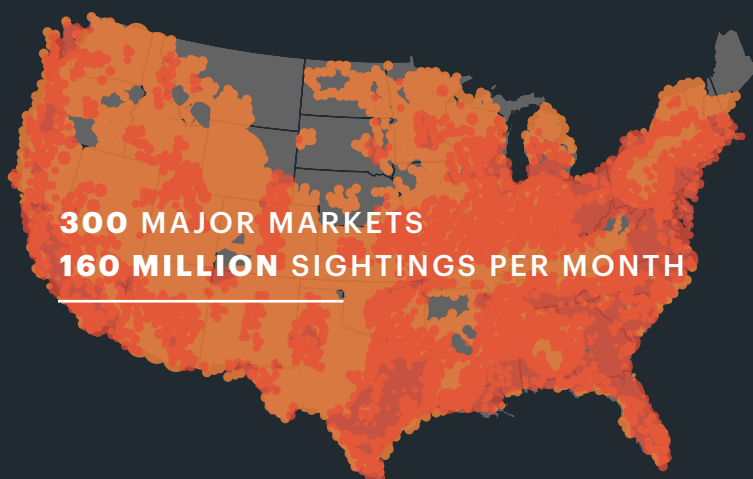


Improve Completion Rates

Optimize your time and resources by expanding your reach with more feet on the street, helping to efficiently locate and notify drivers of vehicles out for recall.

HOW DRNSIGHTS WORKS FOR AUTO RECALL

DRNsights – empowered by DRN's vehicle location data – revolutionized auto lending, collections and repossession by helping recover up to 35% more vehicles in approximately half the time. Now, we are putting that same intelligence to use for auto recall.



300 MAJOR MARKETS

160 MILLION SIGHTINGS PER MONTH

12 BILLION and growing
vehicle sightings across the nation

PATENTED, POWERFUL ANALYTICS THAT HELP YOU MAKE SENSE OF IT ALL

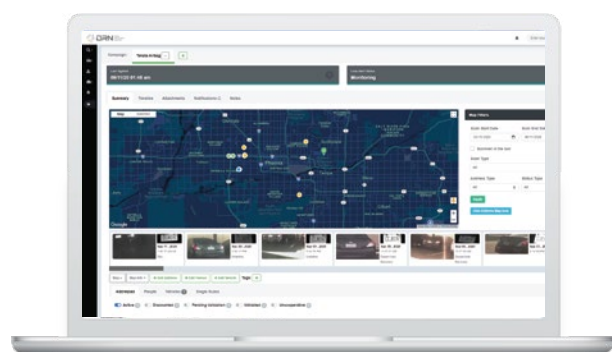
A Powerful Platform for Auto Recall

DRN's *real* alternative data platform uniquely combines billions of license plate recognition records with powerful, patented analytics. This provides auto manufacturers with the ability to locate vehicles faster, prioritize recalls and ultimately improve completion rates. *Real data, real analytics, real results.*

SOLUTIONS

Case Management

Strengthen your recall campaigns and increase your success rate by bringing together billions of license plate detections with NHTSA-approved campaign protocols. Create custom campaigns using the most accurate data available, including information from your own systems along with our vehicle location data. Complete more recalls by using our reporting and notification options to seamlessly monitor performance, improve communication within your team, and stay aware of new vehicle sightings and account updates.



SERVICES

Address Decisioning

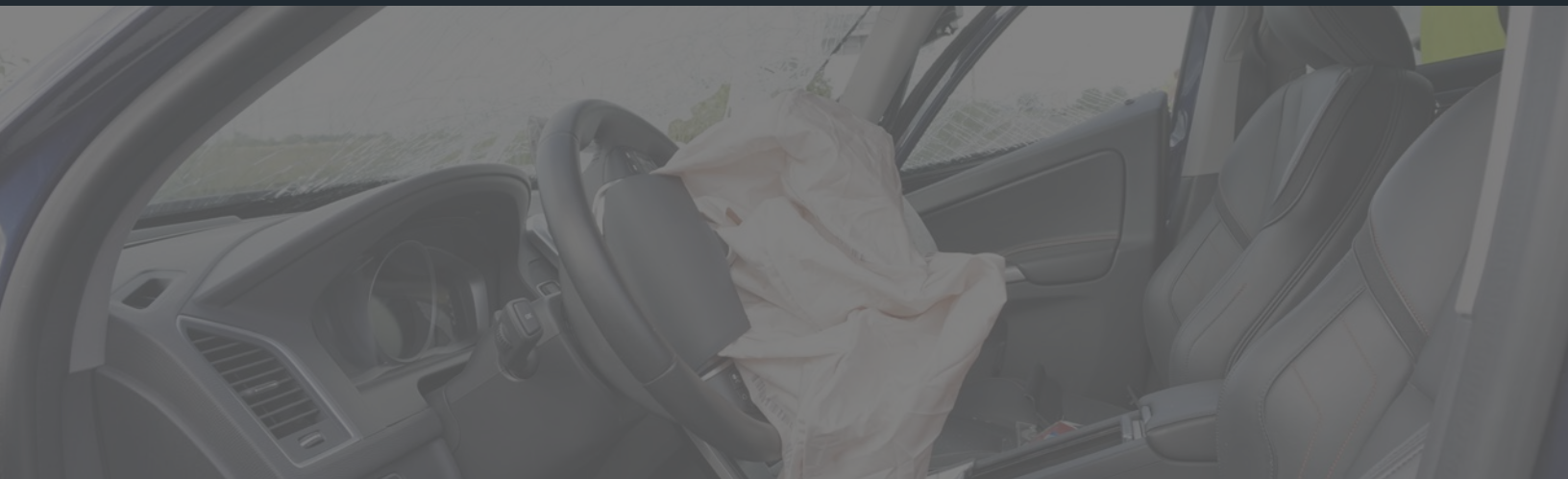
Create better contact strategies by generating a report that cross-references billions of our proprietary vehicle sightings with the owner's given address. This helps you prioritize your efforts and maximize your efficiency by focusing on finding validated vehicles first.

Recall Canvassing

Ensure timely and successful contact, expand your reach and save lives by putting billions of license plate detections to work with our very own canvassing network. Our canvassers use thousands of daily vehicle images to respond to new sightings, boosting your contact and completion rate.

Vehicle Tagging

Use direct, verified contact with drivers rather than mass communications campaigns. Our Vehicle Tagging service puts a nationwide network of affiliates to work for you, providing targeted, direct contact with unrepaired vehicles. You control the message left on vehicles and receive verified, photographic proof of tagging for your records.



Case Study: Takata Airbag Recall

The massive Takata airbag recall began in 2008 and impacted more than 33 million vehicles among 34 brands in the U.S. As with other recalls, automakers struggled to notify owners of the recall so the vehicles could be repaired.

“Relying solely on DMV addresses can mean that up to 50% of recall notices are delivered to a wrong address, putting drivers – and those they share the road with – at extreme risk.”

TODD HODNETT, EXECUTIVE CHAIRMAN AND FOUNDER OF DRN.

“LPR data takes us straight to the source, making delivery of these notices accurate and efficient. The National Highway Traffic Safety Administration has called on automakers to be more creative in their efforts to ensure drivers’ safety and incorporating this technology does just that.”

Real data, real analytics, real results.

DRNdata.com



Contact us today to get started or request a demo!
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