



News Release

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NADA Partners with National Safety Council on Vehicle Recall Campaign

Automotive organization's incoming chairman leads the first auto dealership in joining the public education effort, Check To Protect

Itasca, IL – The [National Safety Council](http://www.nsc.org) is pleased to have a new partner in support of its Check To Protect campaign, which educates the public about the importance of addressing open vehicle recalls.

The National Automobile Dealers Association announced its support of Check To Protect at its annual show in Las Vegas. Wes Lutz, the incoming NADA chairman, will be the first automobile dealer to join forces with the campaign by promoting CheckToProtect.org on his website and during interactions with customers.

In addition, Lutz – whose Extreme Dodge-Chrysler-Jeep-Ram dealership is located in Jackson, Michigan – will encourage fellow auto dealers to follow his lead by using and promoting CheckToProtect.org as the go-to resource for drivers to learn whether a vehicle has an open recall.

“NADA wholeheartedly supports the National Safety Council Check To Protect initiative and is proud to be a partner in its efforts to educate and raise awareness about the importance of getting recall repairs completed,” Lutz said. “I’m honored to be the first dealer to link directly to the Check To Protect website from my dealership home page, and I’m encouraging all franchised dealers, of every brand, to do so as well.”

The Council is grateful for NADA’s support and encourages vehicle owners to go to CheckToProtect.org to review their recall status. Those with an open recall are encouraged to make an appointment with their certified auto dealer today. All recalls are 100 percent free for drivers to have repaired at authorized dealerships regardless of the age of the vehicle.

“For Check To Protect to work on a national level, the National Safety Council knows it needs dealer support,” said Kelly Nantel, vice president of communications and advocacy for the Council. “At the end of the day, dealers are the ones who repair the open recalls and close the loop. This relationship raises awareness about the Check To Protect campaign among dealers, drivers and their communities – all places we want to spread the word.”

FCA US is a founding partner of Check To Protect. Kristen Kreibich, Safety Advocacy, FCA US Vehicle Safety and Regulatory Compliance, thanks NADA for its support of Check To Protect and invites every dealer and automaker to join the effort.

“Recall awareness and compliance are critically important to road safety,” Kreibich said. “FCA US is proud to be working with NSC to develop Check To Protect.”

The Council launched Check To Protect in June 2017. Since that time, more than 100,000 people have visited CheckToProtect.org to learn whether their vehicle has an open recall.

About NADA

The NADA story began in 1917 when 30 auto dealers traveled to the nation's capital to convince Congress not to impose a luxury tax on the automobile. They successfully argued that the automobile is a necessity of American life, not a luxury. From that experience, NADA was born. Today, NADA represents nearly 16,500 new car and truck dealerships, with both domestic and international franchises.

About the National Safety Council

Founded in 1913 and chartered by Congress, the National Safety Council, nsc.org, is a nonprofit organization whose mission is to save lives by preventing injuries and deaths at work, in homes and communities, and on the road through leadership, research, education and advocacy. NSC advances this mission by partnering with businesses, government agencies, elected officials and the public in areas where we can make the most impact – distracted driving, teen driving, workplace safety, prescription drug overdoses and Safe Communities. [Safety+Health](#) magazine, the Council's flagship publication, is a leading source of occupational safety and health information.

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