

July 1, 2020

Innovative technology to help vehicle owners identify and track unrepaired safety recalls

CellARide, National Safety Council and automakers launch first-of-its-kind program

The [National Safety Council](#) (NSC) and [CellARide](#), a Springfield, Mo.-based automotive tech firm, have announced a collaboration for a first-of-its-kind service as part of the Check To Protect recall awareness campaign from NSC. The Vehicle Recall Concierge Platform enables consumers to identify and stay up to date on vehicle safety recalls via text message through CellARide's proprietary platform, MyCarRecall.

Instead of going online to enter a 17-digit Vehicle Identification Number, vehicle owners now can learn their recall information by texting RECALL to 99724 to receive English-language communications or REVISA to 99724 to receive Spanish-language communications. Users will be supported through the process by a concierge who can use a photo of the driver's license plate to share their recall information, find the closest dealership, and explain how to get their vehicle repaired.

"This technology will make it easier for vehicle owners to check their recall status and takes just a few moments to use," said Kelly Nantel, vice president, roadway practice at the National Safety Council. "Please check your vehicle in order to protect the loved ones who ride with you – and if you do have an open recall, make sure to schedule a free repair. Dealerships are open and taking appropriate safety precautions to keep drivers and technicians safe."

[Check To Protect](#) is a national campaign that encourages vehicle owners to check their recall status and schedule a free repair as soon as possible. Fiat Chrysler Automobiles, Toyota, Ford, General Motors, Nissan and Volvo support this effort to increase consumer awareness of recall repairs.

"Vehicle safety recalls have sadly become par for the course these days," said Josh Holstein, Founder/CEO of CellARide. "The issue is not only notifying the affected owners, but also providing support to help owners understand the process and complete the repair. That's why we are proud to partner with the National Safety Council and the Check To Protect coalition to help solve this issue."

###

About the National Safety Council

The National Safety Council is America's leading nonprofit safety advocate – and has been for over 100 years. As a mission-based organization, we work to eliminate the leading causes of preventable death and injury, focusing our efforts on the workplace, roadway and impairment. We create a culture of safety to not only keep people safer at work, but also beyond the workplace so they can live their fullest lives.

About CellARide

CellARide has been a pioneer in the automotive marketing tech. space for almost a decade. Located in Springfield, Missouri, CellARide focuses on being the expert in automotive marketing technology, while partnering with local, regional and national agencies and manufacturers to help enhance vehicle sales and increase recall completion rates through mobile messaging.