

Identify, locate and contact  
hard-to-find owners of  
recalled vehicles

**LexisNexis Recall Clarity helps automotive manufacturers improve recall repair completion rates by delivering more current vehicle ownership data.**

### **Boost recall campaign outreach with LexisNexis Recall Clarity**

With more than 40 million used cars sold in the United States<sup>1</sup> and more than 45 million people moving<sup>2</sup> each year, locating owners and leading them to the dealership for service in the event of a recall can be a challenge. As a result, approximately 20% of all vehicles subject to recall in the U.S. remain unrepaired.<sup>3</sup>

<sup>1</sup>The Car Connection

<sup>2</sup>United States Census Bureau

<sup>3</sup>Carfax

Recall Clarity combines proprietary linking technology with a unique LexID® identifier to leverage reliable vehicle owner information from billions of public records. This allows your customer outreach teams to more easily and accurately identify the true owners of recalled vehicles.

### **LexisNexis Recall Clarity can help you:**

- Improve outreach effectiveness
- Search for owners more efficiently
- Share crucial information with partners
- Reduce organizational risk caused by unperformed recalls
- Increase efficiencies while reducing costs

By assisting you with finding the right owners, right away, Recall Clarity can help lead to safer vehicles and roadways, and greater peace of mind for you, and your customers.



## LexisNexis® Recall Clarity

### A more reliable, configurable, scalable and shareable solution

Traditional data sources are often highly regulated and may not be updated as often as auto manufacturers need them to be. Many alternative sources cannot provide the level of accuracy or scale your outreach team needs to be effective. Recall Clarity is a comprehensive recall outreach solution that gives you the valuable insights you need to reach recalled vehicle owners quickly.

### Features and benefits

#### Improve recall outreach effectiveness by finding the right owner, fast

Recall Clarity provides access to over 80 billion records from 10,000 data sources in the LexisNexis databases along with the ability to leverage 280 million unique identities across the United States. That means LexisNexis Risk Solutions can help you identify and locate current vehicle owners more accurately, quickly and with confidence.

### Better completion rates and improved Return on Investment (ROI)

With more up-to-date vehicle ownership information at your fingertips, you can more quickly and easily contact the correct owner of a recalled vehicle. That translates to reduced costs, better repair completion rates and improved safety.

### Search more efficiently by tailoring owner data to meet your specific needs

You decide which vehicle owner information is the most useful. Whether you rely on street address, phone or email, Recall Clarity provides the information you need, when and how you need it—saving you time and money.

### Easily share crucial information with your partners

Recall Clarity makes it easier to share updated records with your outreach partners and franchise dealerships. Ultimately, the improved rate of meaningful contact by outreach centers can lead to increased completion of repairs, safer owners and safer roadways.



For more information on LexisNexis® Recall Clarity, please contact us at [USConnectedCar@lexisnexisrisk.com](mailto:USConnectedCar@lexisnexisrisk.com)

### About LexisNexis Risk Solutions

LexisNexis® Risk Solutions harnesses the power of data and advanced analytics to provide insights that help businesses and governmental entities reduce risk and improve decisions to benefit people around the globe. We provide data and technology solutions for a wide range of industries including insurance, financial services, healthcare and government. Headquartered in metro Atlanta, Georgia, we have offices throughout the world and are part of RELX (LSE: REL/NYSE: RELX), a global provider of information-based analytics and decision tools for professional and business customers. For more information, please visit [www.risk.lexisnexis.com](http://www.risk.lexisnexis.com) and [www.relx.com](http://www.relx.com).

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