

CCIE LAUNCHES NEW TAKATA RECALL CAMPAIGN



TAKATA RECALL : ABSOLUTE PRIORITY TO THE SAFETY OF "TOYOTA MARTINIQUE" CUSTOMERS

Since 2014, Toyota has organized numerous Takata recall campaigns around the world. Thanks to its campaigns, the CCIE has been able to change 5747 airbags on Toyota vehicles in Martinique. There are now 1,400 unsafe vehicles still to be found on the island. To this end, on April 8, 2024, the CCIE launched a new recall campaign. Special resources are being allocated not only to telephone and poster campaigns, but also door-to-door canvassing and a collaborative effort with insurance companies and car wreckers. In addition, all 75 CCIE employees are committed to the effort, and are taking part in an internal challenge to find all 1,400 vehicles and bring them into the workshop to change the airbags free of charge.

About the Takata crisis:

The Takata airbag crisis concerns a serious safety problem linked to airbags manufactured by the Japanese company Takata. The crisis erupted following the discovery that some of these airbags could rupture during deployment, posing a potentially fatal risk. These failures have been associated with serious injury and even death. The airbags in question were mainly installed between 2002 and 2015 by 19 automakers, covering 34 brands worldwide. By the end of 2023, there had been more than 30 deaths worldwide, including 26 in the USA, linked to these failures. Takata airbag explosions have injured more than 400 people worldwide.

About CCIE Martinique:

Toyota importer since 1972, CCIE Automobiles also distributes the Lexus and Suzuki brands.

THE CITADELLE GROUP

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