



## Rising trend of missed recalls reveals ‘systemic breakdown’ in automotive customer engagement strategy, says ADS

**Better data and more intelligently connected systems are needed to change a ‘lose-lose’ situation threatening reputational risk for dealers and costing millions in missed revenues**

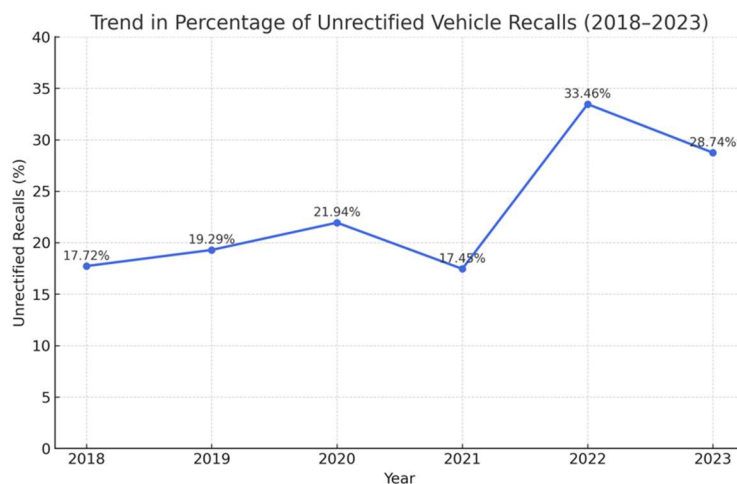
**MAY 13 2025 – FOR IMMEDIATE RELEASE**

**INCREASING FAILURE** to rectify recalled vehicles suggests ‘systemic breakdown’ in customer engagement strategy across the industry, data experts ADS have warned.

The problem not only exposes franchise dealers to reputational damage, it represents a massive missed financial opportunity, ADS says.

ADS (Auto Data Solutions) recently revealed that more than 3.2 million recalled - and potentially unsafe - cars have not been rectified.

And the figures obtained by ADS under the Freedom Of Information Act, show that the trend is rising.



| Year | % unrectified |
|------|---------------|
| 2018 | 17.72%        |
| 2019 | 19.29%        |
| 2020 | 21.94%        |
| 2021 | 17.45%        |
| 2022 | 33.46%        |
| 2023 | 28.74%        |

The figures reveal that while the total number of safety recalls has remained relatively stable since 2018, the rate of rectification has declined, especially in the most recent two years.

ADS argues that poor customer database maintenance, gaps in OEM support for franchise dealers, disconnected data systems and a cultural blind spot in associating more workshop appointments with headline business growth are at the root of the problem.

It means that dealers are missing millions in revenue opportunities at a time when workshops are already seeing fewer cars, due to lengthening service intervals and the growing share of EVs which need less routine servicing.

But ADS emphasises that recalls are an ideal opportunity to secure additional workshop business, such as servicing and MOT, while presenting opportunities for sales staff to discuss the customer’s future purchasing intentions.

ADS is consulting with dealers to identify areas of friction in the recall process and identifying ways to smooth the way for maximising efficiency and opportunities presented by safety recalls.

“Although franchise dealers are the customer’s main point of contact for recall rectification, some of the frictions and inefficiencies they face represent a systemic failure in the wider industry’s appreciation of customer engagement and retention” said Jon Sheard, Operations Director of ADS.

“Franchise dealers are ideally equipped to establish contact and take them through the process – but it’s happening less as time goes on.

“The risk of an unrectified vehicle leading to tragic consequences affects brands as well as their dealers, threatening relationships with customers throughout the industry.

“Failing to protect customer safety while missing revenue opportunities is a lose-lose mindset that must change so that dealers can boost their approach to building long-term loyalty.”

ADS also recently warned that dealers could also face new problems in the event of a missed recall becoming an MOT failure criteria. This would risk reputational damage if dealer workshops were unable to handle a sudden avalanche of unhappy customers, stranded without their cars.

ADS analysis of multiple large dealers reveals that a recall appointment nets an average £309 in additional business. This suggests that in 2023 alone, missed recalls represented more than £120 million in missed revenue.

Jon Sheard added: “As recalls increase and EVs reduce routine workshop visits, this issue will only escalate. Dealers and OEMs who take the lead now, using improved data and better-connected systems, will be the ones who keep customers and revenue coming back.”

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#### **ABOUT ADS**

ADS - Auto Data Solutions - connects motor retail businesses with market and customer data that increases efficiency and boosts revenue. Working with franchised and independent dealers, ADS (Auto Data Solutions), specialises as a 'hub' bringing together significant data sources for customers across the industry. In a fast-moving and fluid market its focus is on helping to prevent dealers from losing track of customers so that they can build stronger and more loyal relationships.

Founded by a team of former senior CAP-HPI managers, ADS partners with all of the leading data and system providers to provide a unique set of services designed to drive growth and profitability for dealers.