

# A Deep Dive into Defects

BEHIND THE RECALL

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# Introduction

# Product Recall Notice - Bahrain

Products Recall	
<div></div>	
Product	Anker A1681 – 405 – Nov 2024 - Jun 2025 Anker A1257 – 2952 – Sep 2024 - Jun 2025 Anker A1647 – 1032 – Sep 2024 - Mar 2025 Anker A1652 – 1608 – Sep 2024 - Mar 2025
Defect	The recall is due to a specific batch of lithium-ion batteries manufactured between September 2023 and June 2025, which were used in the following Anker power bank models: A1257, A1681, A1647, and A1652. These batteries may, in rare cases, exhibit overheating and pose a risk of combustion. Based on our preliminary analysis, the estimated risk probability is 0.037%.
Procedure	The manufacturer will offer one of the following remedies at no cost to the customer: A free replacement, A full refund, or A gift voucher. Customers are advised to check the model number of their power bank against the information provided above and visit the official recall website: <a href="https://anker-mea.com/product-recall/">https://anker-mea.com/product-recall/</a> to verify if their product is affected.
Contact Numbers	Brand: Anker/ أنكر Official Distributor Legal Name: Ashrafs / اشرف Contact Name : Mr. Rufus Pinto Contact No: 17520278 & 17700082 Email : <a href="mailto:rufus@ashrafs.com.bh">rufus@ashrafs.com.bh</a>



# What is a Recall?

Product recalls happen when a manufacturer identifies a safety defect and must fix, replace, or refund the affected part or vehicle, reporting the completion afterward.



# The Problem Statement

So far in 2025, over 3.5 million vehicles and items of equipment have been recalled in the USA for 197 separate safety issues.



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# Objectives

# Objectives

## Understand the **Recalls** and Identify Key Challenges

- Product categories
- Component categories
- Defect types
- Risks

## Identify the **Manufacturers** and scope

- Trends over time
- Volume
- Recall proportion
- Completion rates



# Targeted Audience

**Manufacturers**



**Consumers**



**Authorities**



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# Data Overview

# Data Overview

**Recalls**

**13,306**

**Manufacturers**

**1,423**

**Country**

**USA**

**Reported Years**

**2010 - 2024**

**Potentially Affected**

**AVG 47,264**

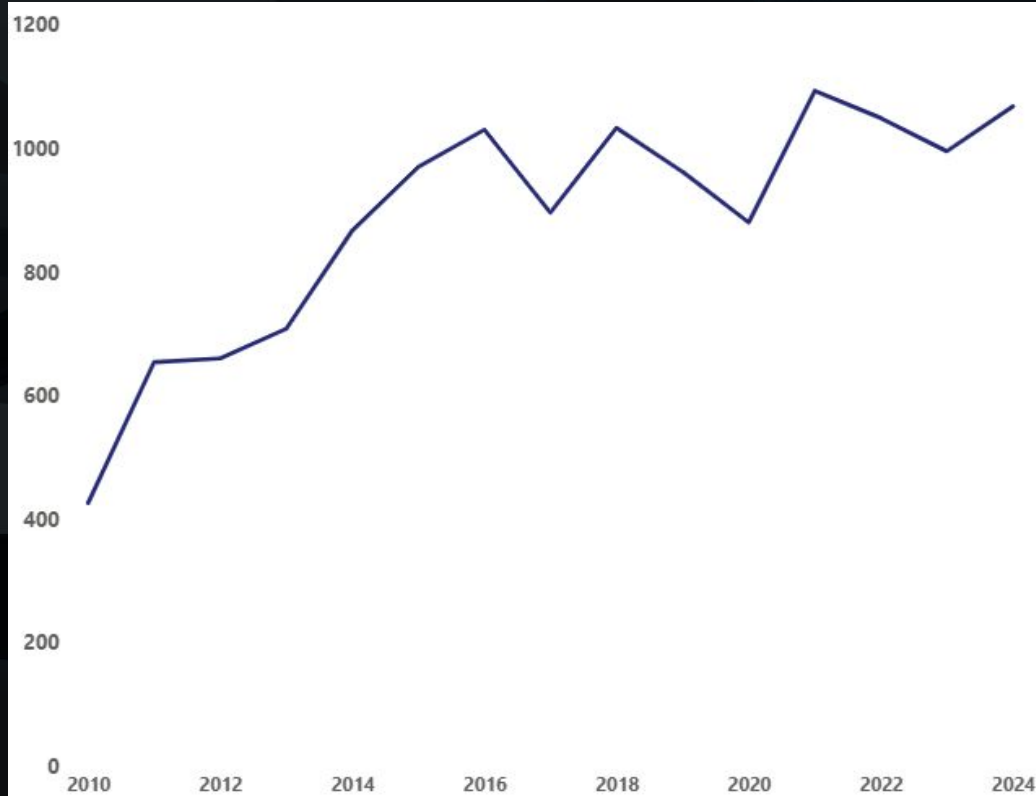
**Recall Types**

**4**

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# The Dive

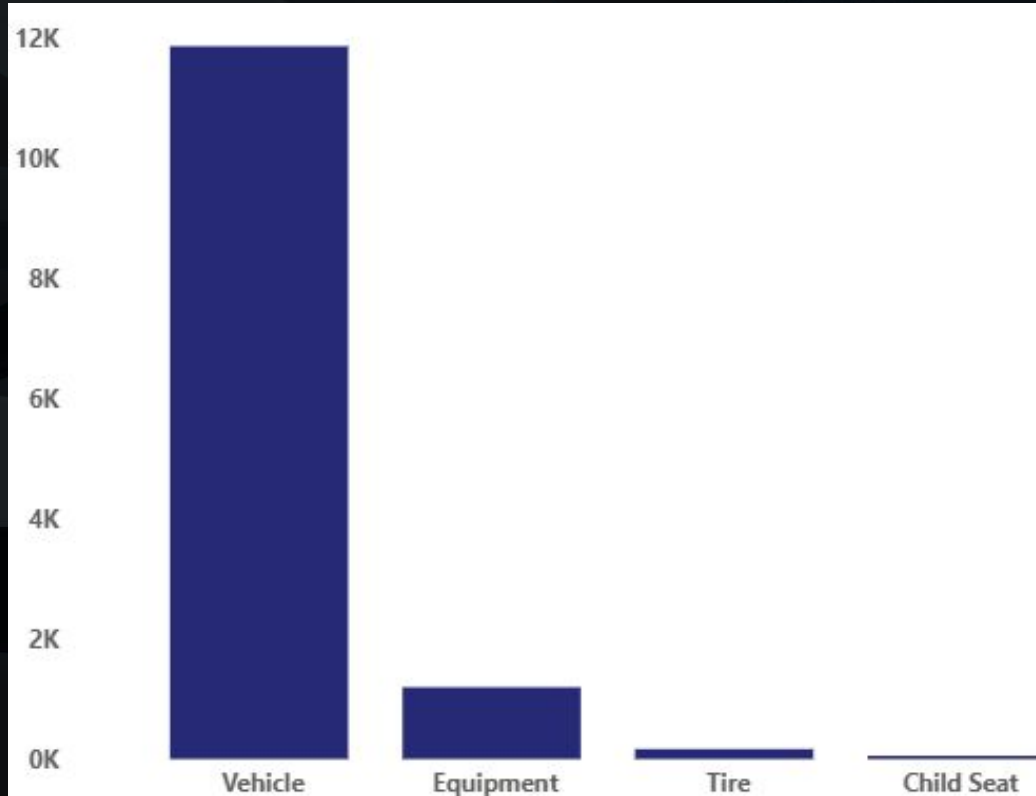
# Increase in Recalls



## The Drop & Spike

- 2017 drop is due to post massive **airbag campaign**
- In 2020, the lowest number of recalls recorded in 2018 to 2025 due to **COVID** and **lack of monitoring**
- The increase was due to **inflation** post COVID

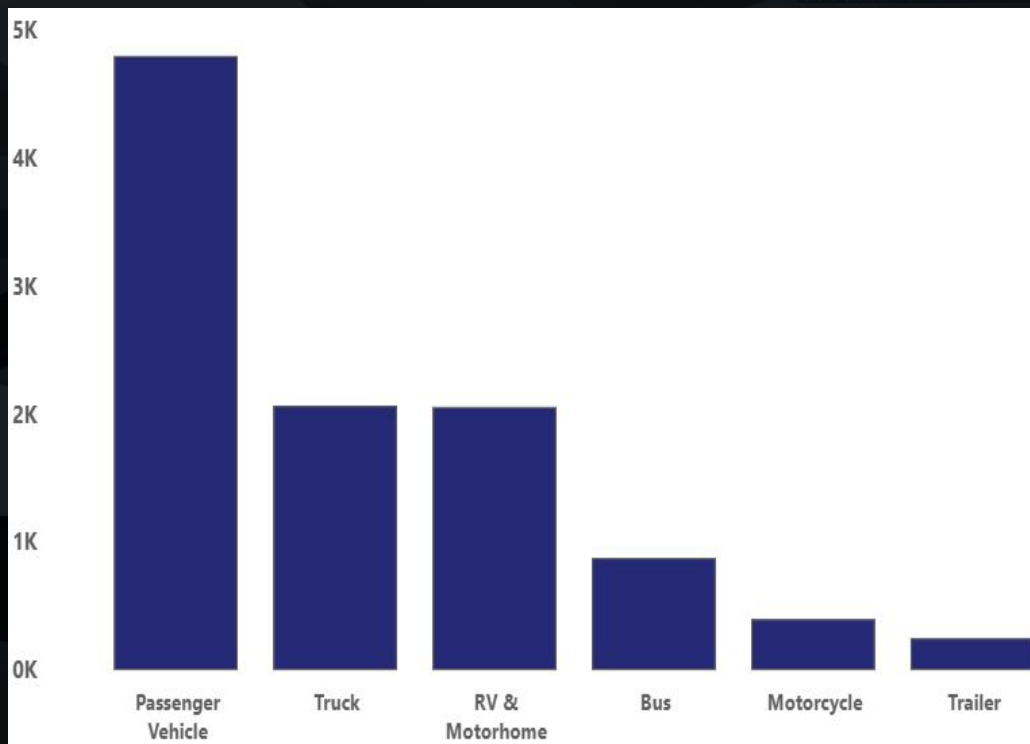
# Vehicles - Majority of Recalls



## Recall proportion

- 89% Vehicles
- 9% Equipments

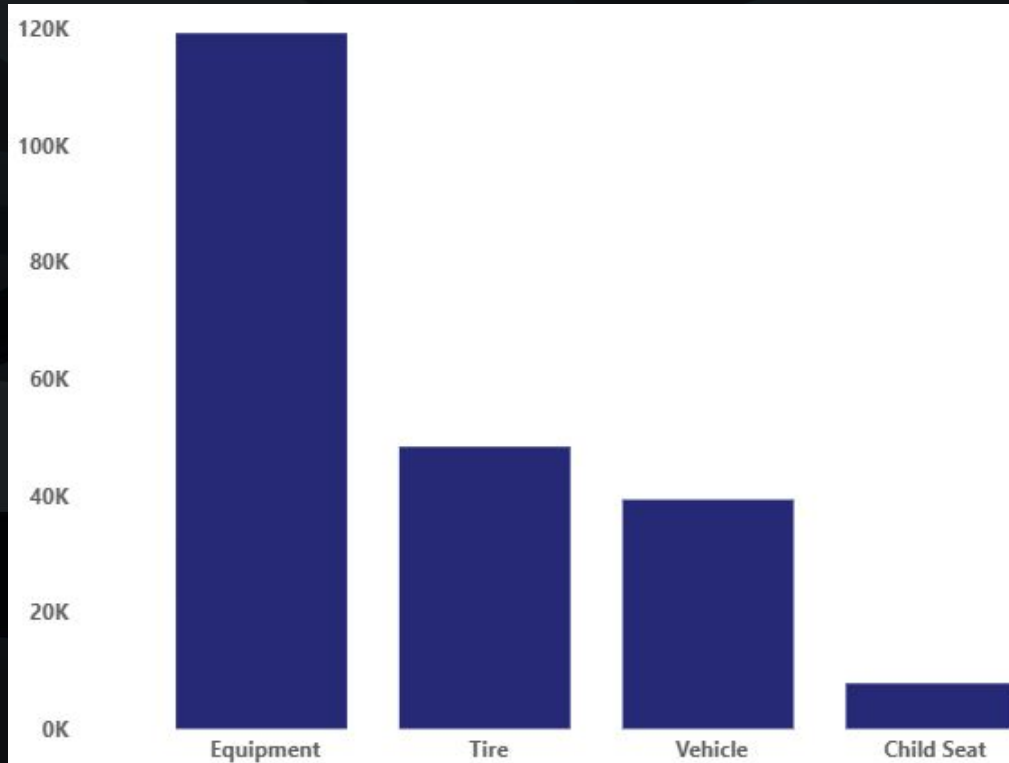
# Type of Vehicles



## Highest Recalls

36% affected **passenger vehicles**

# Equipments - Highly Affected (AVG)

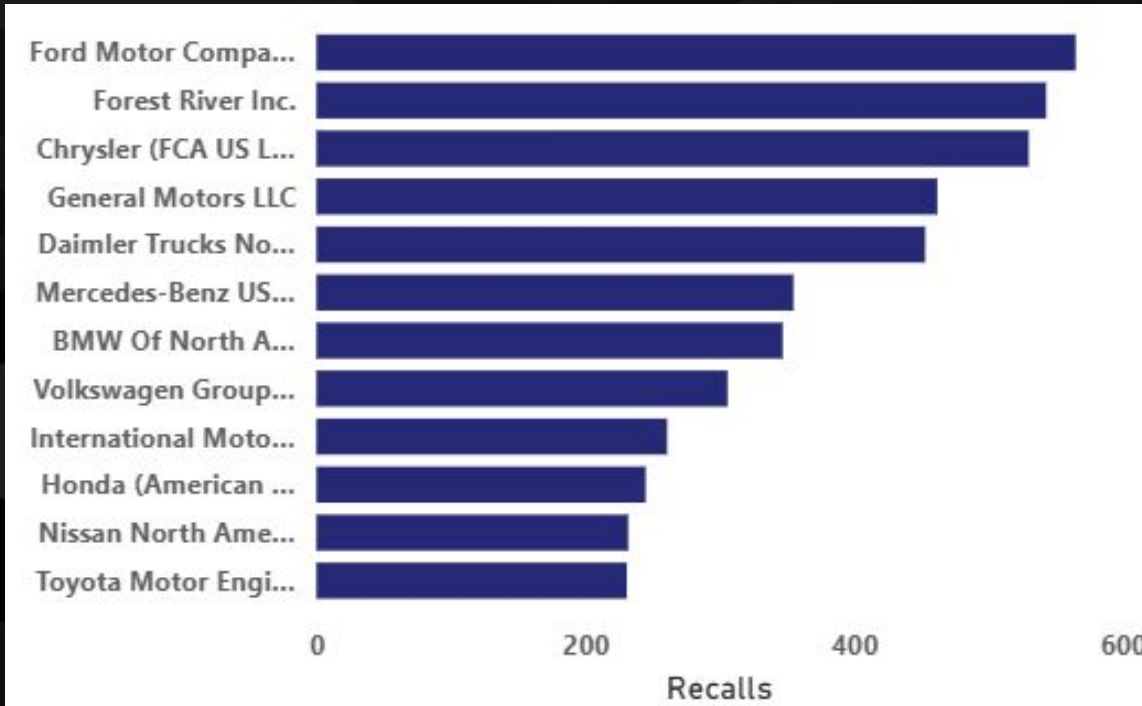


## Potentially Affected

- 56% Equipments
- 21% Tires
- 18% Vehicles
- 5% Child Seat



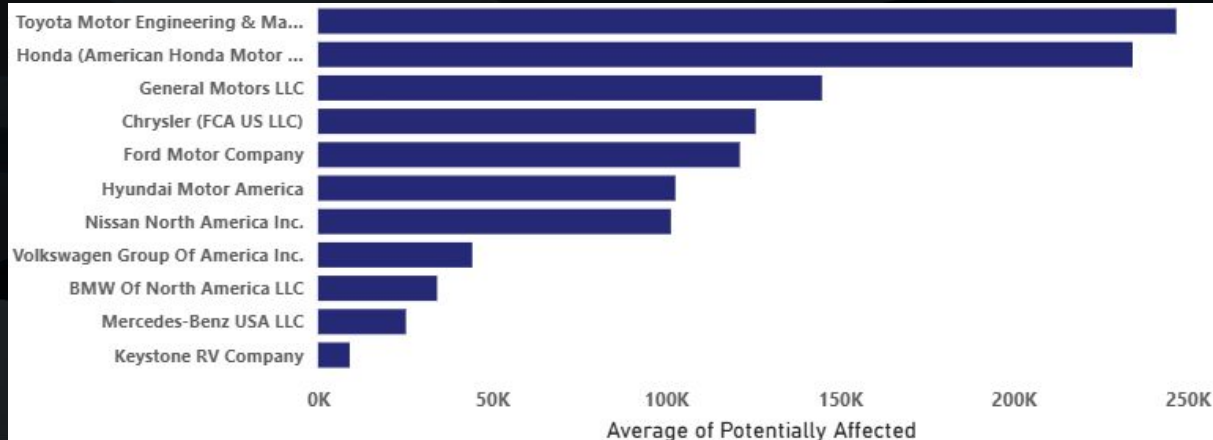
# Top Affected **Manufacturer**



## Impact on Ford

- **Ford, Forest River & Chrysler** had each a campaign of at least 500 recalls in the past 14 years.
- Today, Ford is still holding the most recalls

# Average of Potentially Affected

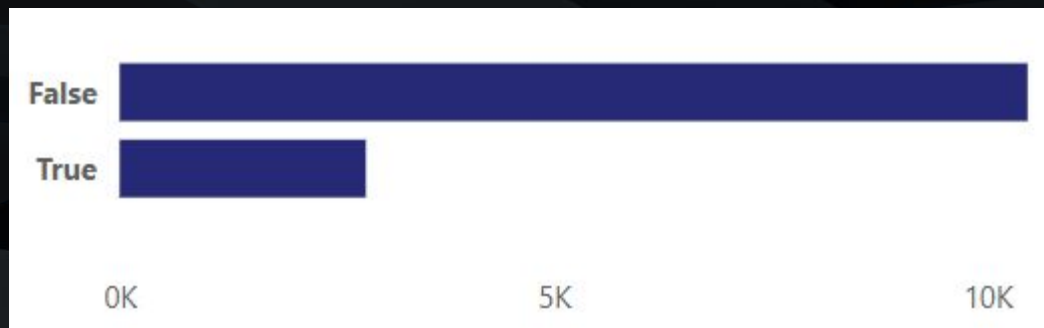


## Volume Sales Cons

- Though the high volume, they are proactive in issuing recalls
- GM's culture of cost-cutting over safety

# The Components

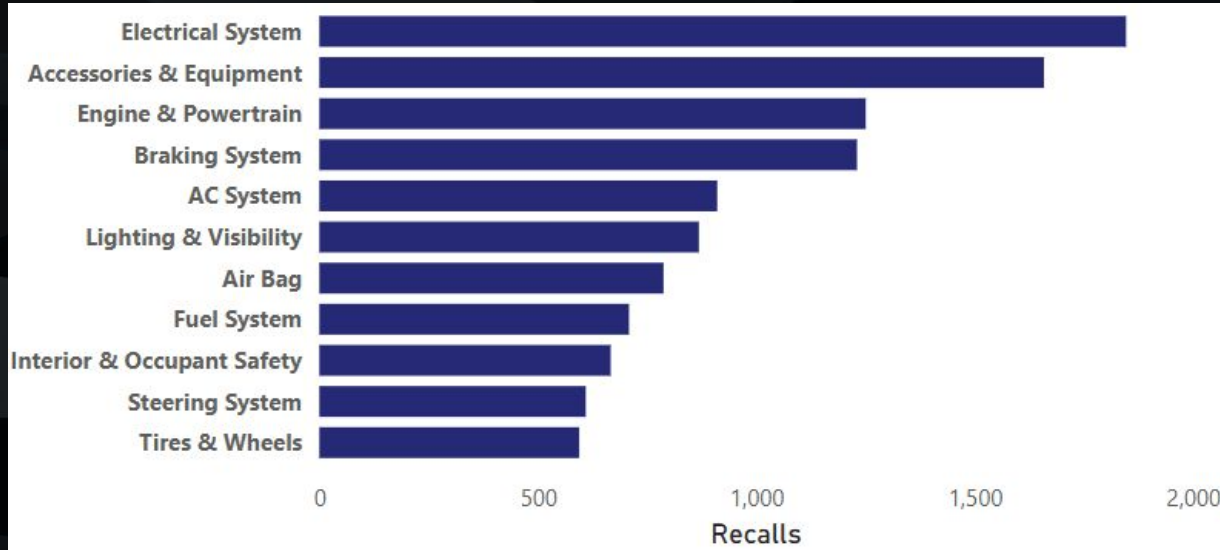
# Serious Recalls



## 2839 Recalls

- Has fire risk
- Park outside advisory
- Do not drive advisory

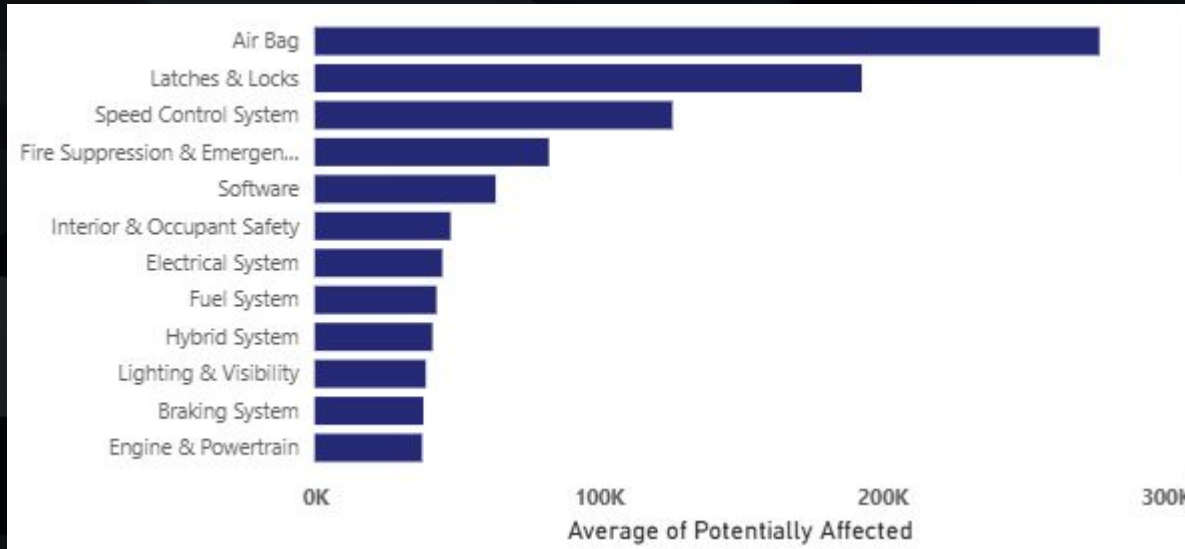
# System Failures



## Safety Risk

- Rapid technological advancements and complex mechatronic systems also introduce new vulnerabilities, while insufficient testing can fail

# Components Group

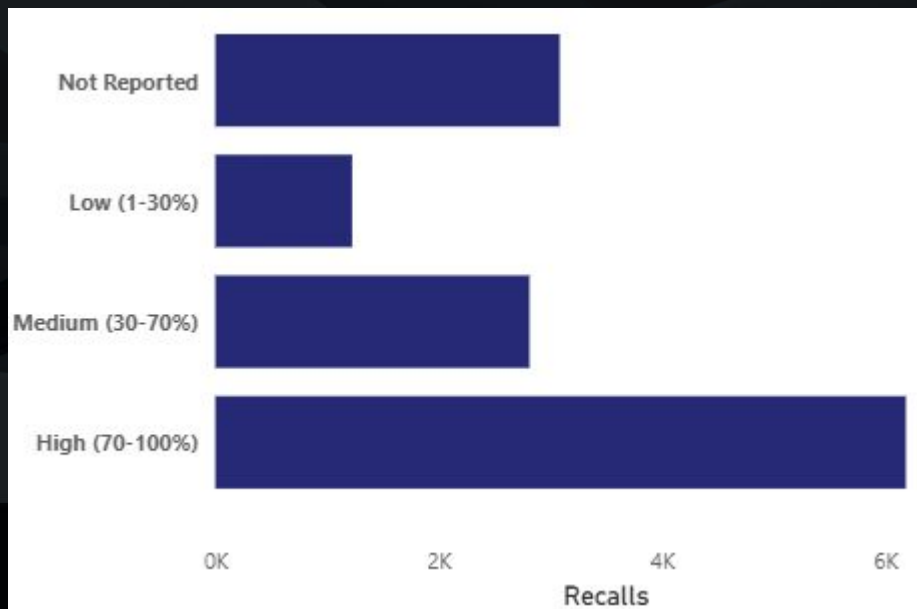


## Safety Risk

- An ongoing issue. Millions of vehicles with **Takata airbags** have been recalled
- Complex global supply chains
- Increasing technological complexity

# Recall Completion

# Completion Rates of Recalls



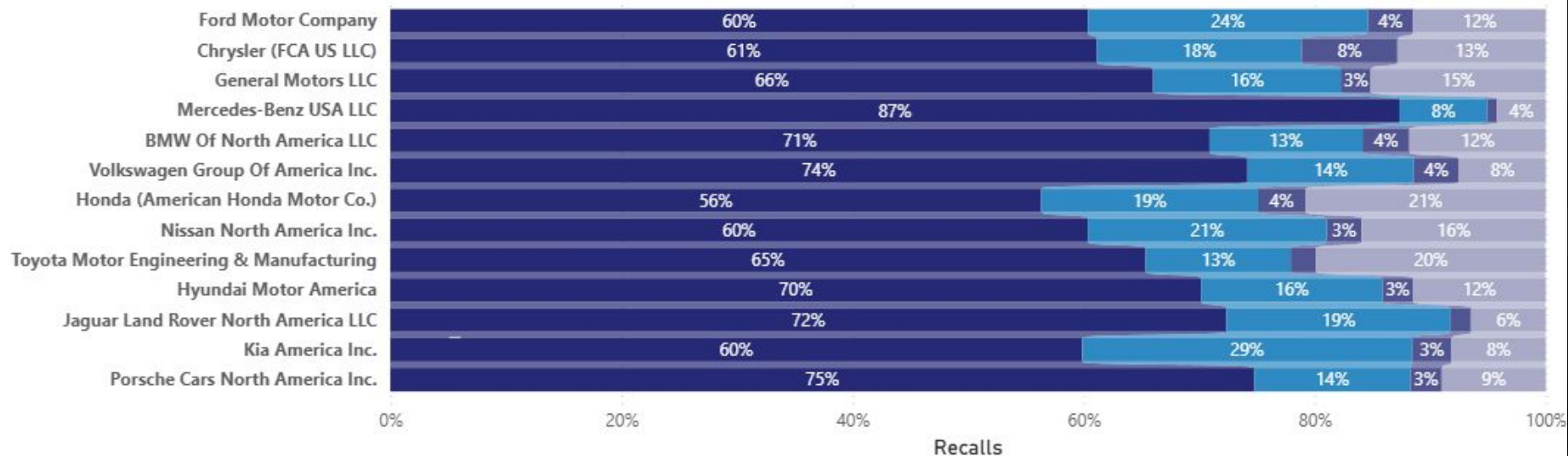
**70% AVG  
Completion Rate**

- NHTSA is responsible for **monitoring** the manufacturer's corrective action to ensure successful completion of the recall campaign



# Completion Rates of Manufacturers

Completion Rate Category ● High (70-100%) ● Medium (30-70%) ● Low (1-30%) ● Not Reported



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# Conclusion

# Conclusion

## Recall increase

Improper Final Quality Control (FQC) magnifies these risks. Cost cutting due to inflation affecting product quality.

## Passenger cars

The vast majority of recalls, 89%, involved vehicles indicating vehicle related issues dominate recalls.

## Volume

Potential number of affected products plays a crucial role in impacting both revenue and reputation which affects financials and public trust.

## Components

High component defects due to complex systems with mechatronic, and poor parts quality.

## Safety

Highlighting the severity of the issues with Airbags, safety remains a concern. Fire, crash & injury are expected due to high product failure.

## Completion

To ensure safety of the consumer and public, strict compliance are set yet slightly below average.

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# Recommendation

# Recommendations

## Recall increase

Strengthen quality control to catch potential defects early. Enhance testing formalities for electrical and mechatronic systems, including simulations.

## Passenger cars

Improve vehicle component testing and oversight, as they represent the majority of recalls.

## Volume

Potential number of affected products plays a crucial role in impacting both revenue and reputation which affects financials and public trust.

## Components

Strengthen supplier audits to reduce the number of affected units.

## Safety

Foster a safety first corporate culture that prioritizes long term brand integrity over short term cost savings.

## Completion

Build recall communication strategies to improve delivery of urgent safety risks notices using digital channels

# Limitations

## Model & Model year

The model, model year or serial number is not clearly stated for all recalls.

## Completion

Some completion rates are blank and some are 0% - this was considered as "not reported".

# Thanks!



Do you have a questions?

