* Takata is…
  + The third largest manufacturer of airbags in the world (
  + Due to the economic downturn many of the smaller companies went out of business, which makes the effect of the recall worse due to them now having a larger market share. As stated in the article “the recession accelerated the consolidation among global parts suppliers.”
* The primary problems are:
  + Lacked effective and efficient internal controls over quality assurance
    - Records in the past ten years have been poorly tracked, leading to them having to recall more airbags than otherwise needed.
  + Spotty safety record
    - In the 1990s faulty seatbelts manufactured by Takata forced manufacturers to recall nearly 9 million vehicles.
  + The mission expressed to the public, as found in Takatas’ annual report, is “your safety”
    - Takata has failed to uphold their high values for safety, which leads me to believe that there are problems somewhere within the company (culture? Structure?)