



U.S. Department of Transportation
**National Highway Traffic Safety
Administration**

1200 New Jersey Avenue SE
Washington, DC 20590

July 2, 2019

Bob Demmon
Compliance and Safety Engineer
Morgan Olson Corporation
1801 S Nottawa St
Sturgis, MI 49091

NEF-150MR
19V-430

Subject: Back Up Camera Display Image may be Reversed

Dear Bob Demmon:

This letter serves to acknowledge Morgan Olson Corporation's notification to the National Highway Traffic Safety Administration (NHTSA) of a safety recall which will be conducted pursuant to Federal law for the product(s) listed below. Please review the following information to ensure that it conforms to your records as this information is being made available to the public. If the information does not agree with your records, please contact us immediately to discuss your concerns.

Makes/Models/Model Years:

MORGAN OLSON/P31/2018

Mfr's Report Date: June 7, 2019

NHTSA Campaign Number: 19V-430

Components:

EQUIPMENT

Potential Number of Units Affected: 110

Problem Description:

Morgan Olson Corporation (Morgan Olson) is recalling certain 2018 P31 vehicles equipped with ASA Electronics Voyager monitors used to display the back-up camera image. The affected monitors may revert back to the factory default settings which may cause the camera image to be reversed.

Consequence:

The driver may inadvertently turn the wrong direction to avoid an object behind the vehicle, increasing the risk of a crash.

Remedy:

Morgan Olson will work with ASA Electronics to notify owners and remedy the displays, free of charge. The manufacturer has not yet provided a notification schedule. Owners may contact ASA Electronics customer service at 1-800-384-4400 or Morgan Olson at 1-800-262-3437.

Notes:

Owners may also contact the National Highway Traffic Safety Administration Vehicle Safety Hotline at 1-888-327-4236 (TTY 1-800-424-9153), or go to www.safercar.gov.

By regulation, Morgan Olson is required to notify their customers by first class mail on Morgan Olson letterhead.

Please be reminded of the following requirements:

You are required to submit a draft owner notification letter to this office no less than five days prior to mailing it to the customers. Also, copies of all notices, bulletins, dealer notifications, and other communications that relate to this recall, including a copy of the final owner notification letter and any subsequent owner follow-up notification letter(s), are required to be submitted to this office no later than 5 days after they are originally sent (if they are sent to more than one manufacturer, distributor, dealer, or purchaser/owner).

Please be reminded that under 49 U.S.C. § 30112(a)(3), it is illegal for a manufacturer, to sell, offer for sale, import, or introduce or deliver into interstate commerce, a motor vehicle or item of motor vehicle equipment that contains a safety defect once the manufacturer has notified NHTSA about that safety defect. This prohibition does not apply once the motor vehicle or motor vehicle equipment has been remedied according to the manufacturer's instructions.

Your company must supply the estimated date(s) for which it will notify owners regarding this safety recall. If your company subsequently becomes aware that either the beginning or the completion dates reported to the agency for any of the notifications will be delayed by more than two weeks, your company shall promptly advise the agency of the delay and the reasons therefore, and furnish a revised estimate (49 CFR 573.6 (c)(8)(ii)).

Your company must supply the estimated date(s) for which it will notify dealers and/or distributors regarding this safety recall. If your company subsequently becomes aware that either the beginning or the completion dates reported to the agency for any of the notifications will be delayed by more than two weeks, your company shall promptly advise the agency of the delay and the reasons therefore, and furnish a revised estimate. (49 CFR 573.6 (c)(8)(ii)).

As stated in Part 573.7, submission of the first of six consecutive quarterly status reports is required within one month after the close of the calendar quarter in which notification to purchasers occurs. Therefore, the first quarterly report will be due on, or before, 30 days after the close of the calendar quarter.

Your contact for this recall will be Michelle Rice who may be reached by phone at (202) 366-1060, or by email at michelle.rice@dot.gov. We look forward to working with you.

Sincerely,



Joshua Neff
Acting Chief, Recall Management Division
Office of Defects Investigations
Enforcement