

*La Mentira**

An Investigative Report on GM's Lack of Concern for Safety in Mexico

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*Spanish for The Lie

Executive Summary

Key Findings

- Mary Barra the CEO of GM told the public in September of 2014, according to *Consumer Reports*, “If we identify an issue that could possibly affect your safety, we will act quickly.” It was a lie.
- Of the three U.S. automobile makers, *only* GM does *not* offer driver or passenger airbags as a standard safety feature on all their passenger vehicles sold in Mexico.
- Since November of 2015, consumer advocacy groups and safety organizations have asked Barra to end the unsafe practice of selling cars without airbags in Mexico. Barra has ignored these requests repeatedly.
- In January, Mary Barra defended GM’s inexcusable and unsafe practices, saying, “We also have to look at affordability otherwise you cut people out of even having the availability of transportation.” Airbags making a car unaffordable is a myth. Pricing is more greatly impacted by transmission types, and other upgrade features, rather than life-saving airbags.
- Of the 297 versions of 96 light commercial and passenger vehicles sold by the three U.S. automakers in Mexico, nine passenger vehicles do not have airbags and are *exclusively* sold by GM.
- The nine versions of passenger vehicles that GM sells without airbags as of March 8, 2016 are all sold by Chevrolet, and according to industry statistics, are all versions of the top three best-selling U.S. models in Mexico for 2015, a whopping 11.2 percent of market share.
- We conclude that GM and Mary Barra are engaging in economic racism against Hispanics, relishing the culture of cost and justifying unsafe practices while ignoring respected voices in Latin America, Mexico, and the United States.

Recommendations

- Mary Barra must apologize to the Mexican people for her egregious, callous behavior that put lives at risk and for lying to the general public about her phony commitment “to make our vehicles safer, to make our whole company a safer organization and focused on the customer’s safety.”
- GM is a global company that should be incorporating the highest U.S. safety standards domestically and abroad, and acknowledging that Hispanic lives matter.
- GM should put safety over profits and must offer—now, today, this very moment—driver and passenger airbags on all their vehicles sold in Mexico (and anywhere in the world) as a standard safety feature, and discontinue offering any model or version without them.
- Hispanic lives do matter. Economic racism cannot be tolerated and we recommend that GM begin a broad and deep look into their unsafe and unfair practices in Mexico and throughout Latin America.

Introduction and Background

For a decade, General Motors (GM) let customers die or be seriously injured due to a lack of concern for safety and worry about costs of fixing the problem related to a faulty ignition switch.

In February of 2014, GM recalled 778,000 cars for the faulty ignition switch that caused the death of possibly hundreds of people if not more. A few weeks later, the recall was almost doubled to 1.4 million cars, and by the end of March of 2014, it mounted up to 2.6 million cars going back 10 years.

On April 1, 2014, Mary Barra, who took the helm of GM just weeks before the recall was announced, vigorously defended the company before Congress even though she did not have an explanation why it took 10 years to bring the safety issue to light, and she even apologized to the families who suffered death or injury.

CNN Money reported at the time:

“Barra said the statements in GM documents from 2005 showing that GM decided it was too expensive to implement a fix were ‘very disturbing.’ ‘If that’s the reason the decision was made, that is not acceptable,’ she said. ‘That is not the way we do business today.’ Barra admitted the company had been operating under a ‘cost culture’ in the days before the 2009 bankruptcy, but said today it is operating under a ‘customer culture.’”¹

Nine days after her testimony, GM announced a new “Speak Up for Safety Program” and Barra stated it was established “to make sure everyone knows how serious we are about speaking up and about safety....to make our vehicles safer, to make our whole company a safer organization, and focused on the customer’s safety.”²

Although some saw this as a public relations stunt, Barra declared, “We need to drive cultural change to make sure people are going to go that extra mile in this area.”

In September of 2014, speaking to readers of *Consumer Reports*, Barra declared, “If we identify an issue that could possibly affect your safety, we will act quickly.”³

But was it a lie?

Was safety just as the critics said, a public relations stunt?

Was GM really operating now with “customer culture” in mind?

¹ Chris Isidore and Katie Lobosco. *CNN Money*, “[GM CEO Barra: 'I am deeply sorry.'](#)” April 1, 2014.

² GM Video, [GM Corporate Newsroom](#), April 10, 2014.

³ *Consumer Reports*, “[Q&A With GM’s CEO, Mary Barra](#),” September, 2014.

Inequality on the Assembly Line

The auto industry knows when it comes to safety, not all auto assembly lines are equal. On November 28, 2013, the *Associated Press* reported,

“In Mexico's booming auto industry, the cars rolling off assembly lines may look identical, but how safe they are depends on where they're headed. Vehicles destined to stay in Mexico or go south to the rest of Latin America carry a code signifying there's no need for antilock braking systems, electronic stability control, or more than two air bags, if any, in its basic models.”⁴

As unfathomable it may seem, automakers have been offering versions of cars without airbags in Mexico for over a decade. Unlike the ignition switch error which was buried and pushed aside by GM bean counters, this issue has been out in the open.

In July of 2013, Max Mosley, the head of Global NCAP (New Car Assessment Program), called on GM “to apply the UN's minimum crash safety standards to their global passenger car production.” His goal, according to his news release, was for GM to “ensure that by 2015 all vehicles meet international standards for seatbelts...and for front and side impacts.”⁵

Obviously that deadline has passed and gone.

In November of last year, the New Car Assessment Program for Latin America and the Caribbean (Latin NCAP) dispatched an urgent letter to Barra after the Chevrolet Aveo without airbags received a zero rating for safety. (Zero. Nothing. Nada.)

“Latin NCAP, the regional safety standards assessment body, said the Aveo performed badly in a 40 mph frontal impact test, adding that the body shell was ‘unstable’ and the lack of airbags meant the car carried a ‘high risk of life threatening injury’. That judgment flies in the face of a high-profile safety campaign launched by GM in the wake of a damaging global recall over fatal ignition switch defects.”⁶

And what was Barra's response? Her spokespeople said, “We take all global safety issues very seriously and will do a thorough review of the Latin America NCAP report.”⁷

But what makes this all the more alarming is what Latin NCAP's cover letter bluntly said:

“It is clear from these 2006 and 2015 crash tests that ***GM has known for nearly ten years that the Aveo without any airbags provides inadequate crashworthiness*** and also would be likely to fail the frontal impact regulations applied by either the United States

⁴ Gomez Licon, Adrian. *Associated Press*, “[Unsafe Cars Part of Mexico's Booming Auto Industry](#),” November 28, 2013.

⁵ PR Newswire, “[Global NCAP Chairman Max Mosley Asks Car Industry Chiefs to Give Latin America Safer Vehicles](#),” July 24, 2013

⁶ Sharman, Andy. “[General Motors safety record in Latin America under attack](#),” *Financial Times*, November 16, 2015.

⁷ Ibid.

or the European Union. More than a year after you announced the 'Speak Up for Safety' program it is hard to understand how GM can still sell a non-airbag version of the Aveo in Mexico with a high fatality risk and which falls below these minimum safety standards. Unfortunately, the Aveo is typical of a poor overall GM safety performance revealed in five years of independent crash testing carried out by Latin NCAP. We have now compared the results achieved by all the manufacturers involved in our test activities since 2010. I am sorry to say that ***the GM brand Chevrolet performs the worst of all the major global car companies.***⁸

Then a month later, in December, four consumer groups put pressure on Barra calling on her to make airbags in Mexico (and around the world) standard.

“Four American consumer-advocacy groups, including Consumer Reports and Public Citizen, have sent a letter to GM Chief Executive Mary Barra calling on the company to make air bags a standard feature globally. At least one of those groups said the company hasn't responded. The GM spokesman said the company is committing to invest \$5 billion to develop a new car for emerging markets, including India and Mexico, that has standard front and side air bags, but that car isn't due until the 2019 model year”⁹

2019? Really?

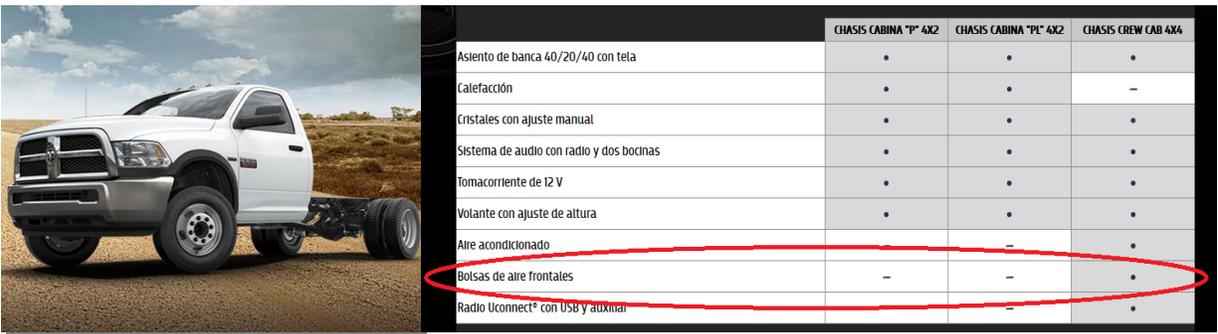
⁸ Rodriquez, Maria Fernanda. Latin NCAP, [Letter to Mary Barra](#), November 13, 2015. Emphasis added.

⁹ Nagesh, Gautham. *The Wall Street Journal*, [“GM urged to make Air Bags Standard in Mexico,”](#) December 27, 2015.

The Big Three in Mexico

After we decided to investigate the airbag issue more closely, we examined each of the three major U.S. automakers in Mexico: Fiat Chrysler, Ford, and GM. We visited each Mexican website in February of 2016 and verified the data again on March 8, 2016. (Please see Appendix A for a more detailed list.)

At Fiat Chrysler of Mexico, we examined 70 versions of 23 models for 2016. We found that all passenger cars included front driver and passenger airbags. Only two versions of the Ram 4000, a commercial pick-up chassis, offer front airbags as optional. The brands reviewed include Chrysler, Dodge, Ram, and Jeep. (Photo below: Ram 4000 and the lack of standard front airbags)



We then reviewed 132 versions of 30 models at Ford and this included 2016 and some 2015 models. We were pleased to learn that all Ford products and versions had airbags as standard. All passenger cars included front and passenger airbags.

On the commercial chassis F-350 2016, commercial chassis F450/550 2016, and the commercial van Transit Custom 2015, only a driver side airbag was included. The brands we reviewed included Ford and Lincoln. (Photo below: Some of the Ford Models sold in Mexico.)



Finally, we reviewed 75 versions of 43 models at GM and this, too, included 2015 and 2016 models. We found that 9 versions of three of the Chevrolet model passenger cars did not include airbags. No airbags. These models include the Spark Classic 2015 and 2016, the Aveo 2016, and the Sonic Sedan 2016. The brands reviewed included Chevrolet, Buick, Cadillac, and GMC.

The nine versions of passenger vehicles that GM sells without airbags according to industry statistics, are all versions of the top three best-selling U.S. models in Mexico for 2015.

According to Focus2move.com, an international automotive trade website, these three GM models ranked first, eighth, and tenth and had a whopping 11.2 percent of market share in 2015.

Rank 2015	Rank 2014	Model	Sales 2015	Sale 2014	2015 Var	Share 2015	Share 2014
1	1	Chevrolet Aveo	76.695	65.394	17,3%	5,7%	5,8%
2	2	Nissan Versa	64.454	53.777	19,9%	4,8%	4,7%
3	3	Nissan Pick-up	58.876	50.608	16,3%	4,4%	4,5%
4	5	Volkswagen Vento	53.096	38.474	38,0%	3,9%	3,4%
5	6	Volkswagen Jetta	51.030	37.474	36,2%	3,8%	3,3%
6	7	Nissan March	49.658	36.565	35,8%	3,7%	3,2%
7	4	Nissan Tsuru	49.134	45.524	7,9%	3,6%	4,0%
8	8	Chevrolet Spark	42.829	36.479	17,4%	3,2%	3,2%
9	9	Nissan Sentra	35.996	30.627	17,5%	2,7%	2,7%
10	13	Chevrolet Sonic	31.120	22.619	37,6%	2,3%	2,0%

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Of the three U.S. automobile makers, **only** GM does **not** offer driver or passenger airbags as a standard safety feature on all their passenger vehicles sold in Mexico.

Of the 297 versions of 96 light commercial and passenger vehicles sold by the three U.S. automakers in Mexico, 11 versions do not offer airbags of which 9 are passenger vehicles **exclusively** sold by GM. (Please see Appendix A for a more detailed list.)

The Cost Culture Returns

In late January of this year, Barra was asked while at the World Economic Forum in Davos, Switzerland about the lack of airbags on GM cars in Latin America.

Barra unequivocally defended the unsafe and deadly practice of selling cars without airbags. Her response to the *International Business Times* was: “We also have to look at affordability otherwise you cut people out of even having the availability of transportation.”¹⁰

But the issue of affordability is deceptive.

The significant cost savings to assemble a car without airbags do not exist. Actually, a car with safety features and one without them, cost about the same to assemble, to manufacture. As reported by the *Associated Press*, “because the price of the two versions of the cars is about the same, the dual system buttresses the bottom lines of automakers such as General Motors....”¹¹

And *The Wall Street Journal* points out that the actual cost of the airbags is \$100 to install:

“GM installs air bags in every Aveo and other vehicles exported to the U.S. and other markets that require them, according to Stephan Brodziak, a vehicle-safety expert at Poder del Consumidor, a consumer-advocacy group based in Mexico City. About 80% of Mexican-made light vehicles are exported, mostly to the U.S. Installing two air bags in a vehicle costs manufacturers about \$100, Mr. Brodziak said.”¹²

Barra also claims that people in Mexico will be cut from “having the availability of transportation” if airbags are included.

But let’s look at the hard numbers. They tell a different story.

The Chevrolet Aveo is GM’s best-selling vehicle in Mexico. There are three versions (LS, LT, and LTZ) of the Aveo that are further divided by transmission type: automatic or stick shift.

Model	Amount in US Dollars ¹³	Airbags
Aveo LS Manual Aire	\$8,756	No
Aveo LS Automático	\$9,961	No
Aveo LT Manual	\$9,789	No
Aveo LT Automático	\$10,717	No
Aveo LTZ Manual	\$11,289	Yes
Aveo LTZ Automático	\$12,100	Yes

¹⁰ Sirota, David. *International Business Times*, “[General Motors CEO Mary Barra Defends Marketing Cars That Do Not Include Airbags](#),” January 20, 2016.

¹¹ Gomez Licon, Adrian. *Associated Press*, “[Unsafe Cars Part of Mexico’s Booming Auto Industry](#),” November 28, 2013.

¹² Nagesh, Gautham. *The Wall Street Journal*, “[GM urged to make Air Bags Standard in Mexico](#),” December 27, 2015.

¹³ Discounted retail prices were obtained from the Chevrolet Mexico website in Mexican pesos and then divided by 18, the exchange rate with the U.S. dollar as of March 8, 2016 rounded to the nearest whole number. See Appendix B for actual website information about the Aveo pricing.

The average cost difference between an automatic and stick shift for each of the three versions is \$981 USD. That means the pricing difference between a stick shift and automatic on the same version increases the price by 10 percent on average.

Looking at the base models, the price difference between the two are the greatest, \$1,205 USD.

Model	Amount in US Dollars	Airbags
Aveo LS Manual Aire	\$8,756	No
Aveo LS Automático	\$9,961	No

Did the transmission cost go through the roof? No. Why the big difference? Because the LS Automático includes a radio, four speakers, and an antenna—a charge we estimate to be approximately \$300.

Comparing the base model LS to the next version LT, we see increases of \$1,031 between the stick shift versions and \$756 between the automatic versions. If you adjust the stick shift for a radio, the average difference between the LS and LT versions is \$744 USD. ***Please note that none of these four vehicles have airbags. None.***

Model	Amount in US Dollars	Airbags
Aveo LS Manual Aire	\$8,756	No
Aveo LS Automático	\$9,961	No
Aveo LT Manual	\$9,789	No
Aveo LT Automático	\$10,717	No

So why the \$744 difference? According to Chevrolet of Mexico website, the LT comes with the following upgrades:

- Vehicle alarm.
- Bluetooth capabilities.
- Electric windows.
- Electric locks.
- Remote lock and trunk opener.
- Chrome door and trunk handles.
- Three-point front seat belts.

Now let's look at the following two high-end versions: one with airbags and the other without airbags that have a \$1,383 USD difference.

Model	Amount in US Dollars	Airbags
Aveo LT Automático	\$10,717	No
Aveo LTZ Automático	\$12,100	Yes

Are airbags solely to blame? Actually the difference is for the following upgrades:

- Chrome headlights.
- Front fog lights.

- Aluminum rims.
- 60/40 folding rear seat.
- Electric side-view mirrors.
- Adjustable steering wheel.
- Audio control on steering wheel.
- Silver panel console.
- ABS brakes.
- Front airbags.

Even if you were to divide these items evenly, the airbags would simply cost \$138 USD, but then again you have four aluminum rims, fog lights, other electric items that probably absorb a good percentage of the difference.

Finally, and most importantly, the difference has been marked up by GM and is a gross price, *not the actual cost*.

As you can see, airbags making cars unaffordable is a myth. Affordability is more greatly impacted by transmission types and other features rather than life-saving airbags.

Barra is wrong. Dead wrong.

Conclusion

Two weeks ago, *Bloomberg News* reported GM's insidious response to the hundreds if not thousands of deaths caused by their faulty ignition switch that led to 2.6 million recalls:

“Sometimes, accidents just happen,’ a lawyer for General Motors Co. told a U.S. jury in defense of the carmaker at a test trial over a deadly flaw in millions of ignition switches.”¹⁴

The arrogant comment that “sometimes accidents just happen” is indicative of a hypocritical corporate culture that speaks out of both sides of their mouth: making safety a priority in one breathe, denial of unsafe practices in the other.

Mary Barra appears to have deceived us all. Her reluctance to address or change the unsafe practices in Mexico promptly or swiftly demonstrate that she herself will not speak up for safety.

Instead of grabbing the bull by the horns when Latin NCAP approached her in November, Barra's spokespeople have provided canned answers of little substance.

In January, she defended GM's unsafe practices and showed her true colors. The *International Business Times* headline says it all:



As we have shown, Barra has been peddling a myth that airbags increase the cost of models and make them unaffordable.

Mary Barra must apologize to the Mexican people for her egregious, callous behavior that has put lives at risk and for lying to the general public in 2014 about a bogus “cultural change” that

¹⁴ Larson, Erik. *Bloomberg News*, “[GM argues 'accidents happen' in new ignition switch flaw trial](#),” March 14, 2016.

was “to make [GM] vehicles safer, to make our whole company a safer organization and focused on the customer’s safety.”

We all know that GM is a global company that should be incorporating the highest U.S. safety standards domestically and abroad, and acknowledging that Hispanic lives matter.

GM should put safety over profits and must offer—now, today, this very moment—driver and passenger airbags on all their vehicles sold in Mexico (and anywhere in the world) as a standard safety feature, and discontinue offering any model or version without them.

Hispanic lives do matter. As a leading advocacy group, we have fought economic racism for over 15 years; economic discrimination against others because of their race, ethnicity, or national origin is repugnant.

Blind or eyes-wide-open, GM appears to have been engaged in economic racism for over a decade in Mexico.

GM and Barra’s behavior these last few months is even more appalling. Ignoring Latin NCAP, leading U.S. consumer groups, and other respected voices, Barra appears to be relishing the culture of cost.

Economic racism cannot be tolerated and we recommend that GM begin a broad and deep look into their unfair and unsafe practices in Mexico and throughout Latin America.

Appendix A

Big Three	Make	Model	Versions	Without Airbags
FCA	Chrysler	200	3	
FCA	Chrysler	300 C	2	
FCA	Chrysler	Town & Country	4	
FCA	Dodge	Attitude	4	
FCA	Dodge	Vision	2	
FCA	Dodge	Dart	1	
FCA	Dodge	Challenger	3	
FCA	Dodge	Charger	2	
FCA	Ram	700	3	
FCA	Ram	1500/2500	5	
FCA	Ram	Crew 1500/2500	9	
FCA	Ram	Crew 2500 HD	2	
FCA	Ram	4000	3	2
FCA	Ram	Promaster	4	
FCA	Jeep	Patriot	4	
FCA	Jeep	Compass	2	
FCA	Jeep	Wrangler	3	
FCA	Jeep	Wrangler Unlimited	3	
FCA	Jeep	Cherokee	4	
FCA	Jeep	Grand Cherokee	4	
FCA	Jeep	Grand Cherokee SRT	1	
FCA	Jeep	Wrangler Un. Black Bear	1	
FCA	Jeep	Wrangler Un. Backcountry	1	
Ford	Ford	Figo Hatchback	4	
Ford	Ford	Figo Sedan	6	
Ford	Ford	Fiesta 2016	9	
Ford	Ford	Focus 2015	7	
Ford	Ford	Focus ST 2015	1	
Ford	Ford	Focus 2016	8	
Ford	Ford	Fusion 2016	6	
Ford	Ford	Mustang 2016	5	
Ford	Ford	Ecosport 2016	3	
Ford	Ford	Escape 2015	6	
Ford	Ford	Escape 2016	6	
Ford	Ford	Edge 2015	3	
Ford	Ford	Explorer 2016	5	
Ford	Ford	Expedition 2016	5	

Ford	Ford	Ranger	6	
Ford	Ford	Ranger 2016	4	
Ford	Ford	Lobo 2015	4	
Ford	Ford	Lobo 2016	6	
Ford	Ford	F-150 2015	3	
Ford	Ford	F-150 2016	6	
Ford	Ford	F-250 2016	1	
Ford	Ford	F-350 2016	5	
Ford	Ford	F-450/550 2016	4	
Ford	Ford	Transit Custom 2015	5	
Ford	Ford	Transit 2015	5	
Ford	Ford	Transit Gasolina 2015	2	
Ford	Lincoln	MKZ	2	
Ford	Lincoln	MKC	2	
Ford	Lincoln	MKX	1	
Ford	Lincoln	Navigator	2	
GM	Chevrolet	Spark Classic 2015	4	2
GM	Chevrolet	Spark Classic 2016	3	2
GM	Chevrolet	Spark 2016	2	
GM	Chevrolet	Aveo 2016	6	4
GM	Chevrolet	Sonic Sedan	4	1
GM	Chevrolet	Cruze	6	
GM	Chevrolet	Malibu	4	
GM	Chevrolet	Trax	3	
GM	Chevrolet	Equinox	3	
GM	Chevrolet	Traverse	1	
GM	Chevrolet	Tahoe	5	
GM	Chevrolet	Suburban	4	
GM	Chevrolet	Tornado	3	
GM	Chevrolet	S10	3	
GM	Chevrolet	Colorado	3	
GM	Chevrolet	Silverado 3500	3	
GM	Chevrolet	Cheyenne 2015	5	
GM	Chevrolet	Express	1	
GM	Chevrolet	Silverado 3500	2	
GM	Chevrolet	Corvette Stingray	1	
GM	Chevrolet	Camaro	2	
GM	Chevrolet	Spark EV	1	
GM	Chevrolet	Volt	1	
GM	Cadillac	SRX	1	
GM	Cadillac	Escalade	2	

GM	Cadillac	ATS Sedan	1	
GM	Cadillac	ATS Coupe	1	
GM	Cadillac	CTS	1	
GM	Cadillac	ATS V	2	
GM	Cadillac	CTS V	1	
GM	Buick	Verano	2	
GM	Buick	Regal	1	
GM	Buick	Enclave	1	
GM	Buick	LaCrosse	1	
GM	Buick	Encore	2	
GM	GMC	Terrain	1	
GM	GMC	Terrain Denali	1	
GM	GMC	Sierra Denali	1	
GM	GMC	Sierra Regular	1	
GM	GMC	Acadia	2	
GM	GMC	Acadia Denali	1	
GM	GMC	Sierra All Terrain	1	
GM	GMC	Yukon Denali	1	
		TOTALS	297	11

Appendix B

Aveo®		
Precios 2016	Precio de lista sugerido	Precio de contado sugerido
LS, Manual con A/A, sin radio.	\$167,600	\$157,600
LS, Automático con A/A, con radio.	\$189,300	\$179,300
LT, Manual con A/A, alarma, radio, Bluetooth y vidrios eléctricos	\$186,200	\$176,200
LT, Automático con A/A, alarma, radio, Bluetooth y vidrios eléctricos	\$202,900	\$192,900
LTZ, Manual, Bluetooth, Bolsas de aire y ABS.	\$213,200	\$203,200
LTZ, Automático, Bluetooth, Bolsas de aire y ABS.	\$227,800	\$217,800

We did not use the suggested list price but the suggested cash price (right column) which Mexican consumers use to negotiate the best deal. These figures are in Mexican pesos and then divided by 18, the exchange rate with the U.S. dollar as of March 8, 2016 rounded to the nearest whole number.

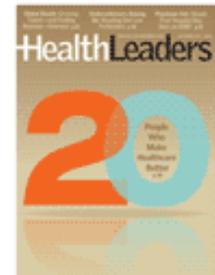
About the Consejo de Latinos Unidos

The [Consejo de Latinos Unidos \(CDLU\)](#), is a national nonprofit organization and consumer advocacy group which educates and assists Latinos and others in many areas including health care, immigration, education, and police protection. Founded in 2001, the CDLU's has been a leader in defending and assisting the public from abuses by irresponsible businesses and inept government agencies. The investigative reports and efforts of the CDLU have provoked several U.S. congressional probes including hearings by the U.S. House Energy and Commerce Committee and the U.S. Senate Finance Committee. Staff of the CDLU have been interviewed by numerous leading media outlets and testified or provided documentation to several governmental bodies and agencies including the U.S. House Energy and Commerce Committee, the California Legislature, the Pennsylvania Civil Rights Enforcement Division, the Colorado Civil Rights Commission, the Chicago City Council, and the Florida Legislature.



About the Author

For over 15 years, K.B. Forbes has been the Executive Director of the Consejo de Latinos Unidos, a leading Latino consumer advocacy group and public charity. In 2007, Forbes was named by [HealthLeaders Magazine](#) as one of the top 20 people making health care better in the United States for his work defending the sick. Forbes has written and published nine investigative reports on hospital price gouging, pharmaceutical company abuses, religious intolerance, and police abuse. The investigative reports on hospital price gouging provoked three U.S. congressional probes on healthcare abuses, and over a dozen state and local hearings across the country.



Over 400 news articles have been written about Forbes' work, including articles in the *Los Angeles Times*, *The Denver Post*, *USA Today*, *People Magazine*, and *The Washington Post*. Likewise, over 500 television reports have been broadcasted about his advocacy work, including on all major U.S. cable and broadcast networks. [CBS' 60 Minutes](#) profiled K.B. Forbes' work on behalf of self-paying Latino patients seeking reasonably priced healthcare.

Born and raised in California, Forbes taught English as a Second Language to Hispanic students at a post-secondary vocational school near Watts, South Los Angeles, California. Son of a Latino immigrant, Forbes is fluent in Spanish. He has lived in Chile and Mexico.