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December 28, 2004

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Acura Client Services
1919 Torrance Blvd.
Torrance, CA 90501-2746

EXECUTIVE SECRETARIA
2005 JAN 14 P 12:55
TRAFFIC SAFETY AGM

RE: My Automobile/ 2001 3.2 CL Type S
Vin Number: 19UYA42611.

Dear Client Services:

In July of 2001 I purchased my first automobile in twenty (20) years. The purchase experience was a: smooth, expedient and most of all, a professional one. This was all do to the professionalism of the salesperson, David Becker. And, most important; his professionalism and attention did not end at the closing of the sale. In addition to David; the Dealership, ACURA of South Florida, always provide the up most service.

I September of 2002 Honda made an announcement (I got it on the Web) that it was extending the Warranty on the Transmission of certain models of both Lines—mine's was one of them. In January 2003, at 18,700 miles, the Transmission on my CL just quit. It was towed to ACURA of South Florida, rental car provided, "x" number of days later the CL had a new Transmission. I figured: it could happen to any car.

This year I began going for Service to Essermann ACURA for personnel convenience purposes. My first, in October was for a scheduled maintenance and to respond to a letter received from ACURA on a "recall" of the Transmission. The Service Advisor, Mr. Martin Gill, could not have been more accommodating and professional, down to the last detail---he made me feel that I was their only customer. So, a second time; it could happen to any car.

This weekend, once again, the Transmission in my CL started slipping. And, again I took it to Essermann ACURA. And, again Mr. Martin Gill assisted me in the same manner as mentioned above. Today he called me for an "update:" the Transmission will in next week and we will take care of everything." He asked if my Rental was O-K; I told him that I did not particularly much like driving a KIA, while having purchased an ACURA. Again, he proposed that I could possibly exchange the Rental for another; however, I told him that the inconvenience would be too much during the Holidays. But, I did appreciate his initiative.

After reading the above you must be inferring that my experience with ACURA Personnel has been a rewarding one. And, you would be correct. You might also be inferring that my experience with an ACURA product has been a pleasant one. And you would be totally incorrect. The people do not fit the product (3.2 CL Type S), especially a product in the "high-end" the luxury and price spectrum.

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When I was shopping for an automobile, my budget allowed me for a good number of them and, naturally I had to reconcile all the requirements: product reputation, product dependability, styling and price. I believed that I was purchasing, again, a "high-end" automobile. But, after three (3) visits to the Service Department involving the same component (Transmission), two of them involving major down-time, I have to give up and admit that I wasted my: decision, money and time when I brought an ACURA.

How can an organization (Honda/ ACURA) be so irresponsible by merely extending the Warranty on Transmissions that need to be replaced, on average, every 20,000 miles. Even automobiles in the past; even ones regarded to be at the "lower-end" of the quality spectrum, did not have to have the second most important component of the Drivetrain replaced every 20,000 miles.

Yes there's Warranty coverage, but, where's the Warranty for the loss of faith in the product or the on-going inconvenience and yes; "paying for an ACURA and driving a KIA. I will not purchase another ACURA product. I will advise friends and family against the purchase of one. It doesn't matter that you have a great team (David & Martin/ ACURA of South Florida & Essermann ACURA) if your product is not up to expected standards. In fact, I hope that I encounter said people employed by your competition at time of my next purchase.

Sincerely,

Miami, Florida

Cc: Federal Trade Commission
National Highway Traffic Safety Administration
~~National Automobile Dealers Association~~
The Council for Better Business Bureaus
The foundation for Taxpayer and Consumer Rights
National Consumer Law Center
Consumer Reports Magazine
David Becker/ ACURA of South Florida
Martin Gill/ Essermann ACURA

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