

**From:** [Ambrose, Ann-Marie L](#)  
**To:** [EVOQ \(NHTSA\)](#); [Robertson, Faithia \(NHTSA\)](#); [Lewis, Brenton](#)  
**Cc:** [NHTSA ODI CED](#); [Strasser-King, Marion C](#)  
**Subject:** ODI-11578542  
**Date:** Monday, March 25, 2024 7:06:27 PM  
**Attachments:** [REDACTED]

**CAUTION:** This email originated from outside of the Department of Transportation (DOT). Do not click on links or open attachments unless you recognize the sender and know the content is safe.

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**From:** [REDACTED]  
**Sent:** Friday, March 22, 2024 7:22 AM  
**To:** [nhtsa.webmaster@dot.gov](mailto:nhtsa.webmaster@dot.gov)  
**Subject:** [EXTERNAL] - Fwd: Thanks for Letting Us Know About Your Safety Problem

**CAUTION:** This email originated from outside of the Department of Transportation (DOT). Do not click on links or open attachments unless you recognize the sender and know the content is safe.

My NHTSA case number is: 11578542; My Honda Acura communication case # is: [REDACTED]  
Repair Diagnosis Information Request American Honda Motor Company Inc

----- Forwarded message -----

**From:** <[NHTSA-ODI-Consumer-Communication@service.govdelivery.com](mailto:NHTSA-ODI-Consumer-Communication@service.govdelivery.com)>  
**Date:** Wed, Mar 20, 2024 at 5:14 PM  
**Subject:** Thanks for Letting Us Know About Your Safety Problem  
**To:** [REDACTED]

This email is to confirm we received your vehicle complaint submitted to the National Highway Traffic Safety Administration (NHTSA). Thank you for this public service as it is through actions like yours that together we can save lives on America's roadways.

Your tracking number assigned by NHTSA for this issue is [11578542](#). Please keep this number for your records and for future reference. Once your complaint has been processed, you will be able to view it online and find any related documents. Please allow two business days for NHTSA to review your complaint.

### What happens next?

Your complaint will be reviewed by NHTSA technical staff and entered into our database. If any additional information is needed, a NHTSA investigator will contact you.

Every complaint is taken seriously, reviewed in detail and analyzed for defects trends. Your complaint is important because it helps to inform NHTSA, other vehicle owners and manufacturers about potential safety concerns. Such information helps save lives, and we encourage you to share the resources available at [NHTSA.gov](https://www.nhtsa.gov) with your family, friends and others in your community.

### Will my vehicle be recalled?

When a manufacturer or NHTSA determines that a car or item of motor vehicle equipment creates an unreasonable risk to safety or fails to meet minimum safety standards, the manufacturer is required to fix that car or equipment. That can be done by repairing it, replacing it, offering a refund (for equipment) or, in rare cases, repurchasing the car.

If your vehicle is included in a recall, the manufacturer will contact you. [Sign up to receive recall email alerts from NHTSA](#) if there's ever a recall involving your vehicle, tire or child seat.

If you have any other questions regarding your complaint, please contact NHTSA's Office of Defects Investigation:

- Phone: 888-327-4236, Monday-Friday, 8:00AM to 8:00PM EST(Spanish-speaking representatives available)  
TTY: 888-424-9153  
(Please have your ODI number referenced above available.)
- Email: <https://www.nhtsa.gov/about-nhtsa/contact-us>  
(Please indicate your ODI Number referenced above in the contact form.)

Thank you for contacting us and playing a critical role in helping to keep our roads safe.

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To find out more about NHTSA, visit [NHTSA.gov](https://www.nhtsa.gov), and follow us on [Facebook](#) and [Twitter](#).

[Review our Privacy Policy.](#)

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Thank you

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## How Acura Lost my Business

Acura lost my business.

I thought that I would always purchase Acura's after my daughter totaled my first Acura TSX in Chicago. Miraculously, she came out of the accident without a scratch. Whether it was an act of God or the safety of the car didn't matter to me.

After driving my fifth and most expensive Acura 2021 TLX, I realized safety was no longer a priority for Acura's parent Company, Honda. Nor were its customers.

I could no longer use the front passenger seat. There was a recall on my car that would allow an air bag to deploy prematurely in an accident, causing potential injury. After trying to schedule the service at my local dealership, I learned that Honda did not have the available parts to fix my car.

I was shocked to learn about the recall when looking up Blue Book value. I was considering trading the car in due to multiple safety issues. *Why didn't Acura alert me to the recall via snail mail and email, I wondered?*

This safety recall occurred after I recently got lost trying to tend to a family emergency. There was no place to turn off the road and I tried to use the voice commands to locate a hospital address. The voice control navigation commands do not work reliably. I was panic stricken, lost in a neighborhood I did not know. *Fear set in until I could safely pull over.* I was grateful I could find the address in my phone. However, once located, this required five steps to get to the touch screen in a TLX with an upgraded technology package.

I had already had multiple email exchanges with American Honda Motor Company regarding technology issues with my car to no avail. I even reported car defects to the Florida Attorney General and Honda Headquarters as instructed in the Lemon Law Manual with no reply from either. Before that, I had insulting denials from phone conversations with Honda's Customer Service 800 number. They said, "If the local dealership can't fix it, neither can we."

There were other dangers for anyone getting in and out of the car. I could not use the car for people with mobility issues because it was too low to the ground.

Considering this car cost \$45,145 only a few years ago, and a car is the second largest purchase after a property, I was starting to get upset as the safety issues continued to escalate. The last straw was when the Honda Company told me that they would not reply to me in writing and only via phone conversations. This is not how Corporations can communicate with their customers. This is especially true of safety issues.

*Where was the product testing on the assembly line? Certainly before cars are sold, regardless of it being a safety issue, a manufacturer as reputable as Honda/Acura would check the car for all aspects necessary to meet customer needs, I contemplate.*

*I think about my own commitment to prospects and customers in the high- end marketing research industry where I sold huge projects to the world's most sophisticated marketers; companies including Procter & Gamble, Frito Lay and Kraft, Unilever, and Allstate just to name a few.*

Companies, like Acura, spend sizable funds to research how to get, and keep customers. It's a big deal to lose one or thousands due to a faulty product.

This is not rocket science, it's Marketing 101. If the product doesn't deliver, it will fail.

I've yet to find any personnel to even care.

That's how Acura lost my business.

**Author:**

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**University of Missouri School of Journalism, Kappa Tau Alpha, 1980**