Example of Customer Letter

December 2004

Safety Recall: Driver's Airbag

Dear Accord Owner:

This notice is sent to you in accordance with the requirements of the National Traffic and Motor Vehicle Safety Act.

What is the reason for this notice?

Honda Motor Co., Ltd., has decided that a defect relating to motor vehicle safety exists in certain 2004–2005 Accords. Your vehicle's steering wheel is equipped with a front airbag to protect the driver in severe crashes. In specific types of crashes, the surface of the driver's airbag may come into contact with the inside surface of the airbag cover and create a tear in the airbag. A torn airbag may not offer the same level of protection, thereby increasing the risk of injury to the driver.

What should you do?

Call any authorized Honda dealer and make an appointment to have your vehicle repaired. The dealer will install protective fabric between the airbag and its cover. This work will be done free of charge. Please plan to leave your vehicle for at least half a day to allow the dealer flexibility in scheduling.

Who to contact if you experience problems.

If you are not satisfied with the service you receive from your Honda dealer, you may write to:

American Honda Motor Co., Inc. Honda Automobile Customer Service Mail Stop 500-2N-7A 1919 Torrance Blvd. Torrance, CA 90501-2746

If you believe that American Honda or the dealer has failed or is unable to remedy the defect in your vehicle, without charge, within a reasonable period of time (60 days from the date you first contact the dealer for a repair appointment), you may submit a complaint to:

Administrator National Highway Traffic Safety Administration 400 Seventh St., SW Washington, DC 20590

Or call the toll-free Auto Safety Hotline at (888) 327-4236.

What to do if you feel this notice is in error.

Our records show that you are the current owner or lessee of a 2004–2005 Accord involved in this recall. If this is not the case, or the name/address information is not correct, please fill out and return the enclosed, postage-paid Information Change Card. We will then update our records.

Lessor Information.

Federal law requires that any vehicle lessor receiving this recall notice must forward a copy of this notice to the lessee within 10 days.

If you have questions.

If you have any questions about this notice, or need assistance with contacting a Honda dealer, please call Honda Automobile Customer Service at (800) 999-1009, and select menu option #2.

We apologize for any inconvenience this campaign may cause you.

Sincerely.

American Honda Motor Co., Inc. Honda Automobile Division