

August 3, 2010

10V-361
(3 Pages)

Mr. Daniel C. Smith
Associate Administrator for Enforcement
NATIONAL HIGHWAY TRAFFIC SAFETY
ADMINISTRATION
Attn: Recall Management Division (NVS-215)
1200 New Jersey Avenue, SE
Washington, DC 20590

**Re: Recall Notification
2010 Model Year Element
Shift Lever**

Dear Mr. Smith:

On July 30, 2010, Honda Motor Co., Ltd. (HMC) determined that a potential defect relating to motor vehicle safety exists in the shift lever cable of certain 2010 model year Honda Element vehicles, and is furnishing notification to the National Highway Traffic Safety Administration in accordance with 49 CFR Part 573 Defect and Noncompliance Reports.

573.6(c)(1)

Name of manufacturer: Honda of America Manufacturing, Inc. (HAM)

Manufacturer's agent: Jay Joseph
American Honda Motor Co., Inc. (AHM)
1919 Torrance Blvd.
Torrance, CA 90501-2746

573.6(c)(2)

Identification of potentially affected vehicles:

<u>Make/Model</u>	<u>Description</u>	<u>VIN Range/Dates of Manufacture</u>
Honda Element	Certain 2010 model year	5J6YH1H37AL004265 - 5J6YH2H72AL007048 April 1, 2010 to June 25, 2010

Description of the basis for the determination of the recall population:

The recall population was based on manufacturing records and market occurrence of the described condition. The VIN range reflects all possible vehicles that could potentially experience the problem.

573.6(c)(3)

Total number of potentially affected vehicles:

585

573.6(c)(4)

Percentage of affected vehicles that contain the defect: Unknown

573.6(c)(5)

Defect description:

During the assembly process, the cable that connects the shift lever to the transmission was not set correctly at the shift lever bracket. As a result, the driver may move the gear shift lever but the transmission may not be placed in the selected gear. This can cause, for example, the key to be stuck in the ignition switch, an inability to shift into or out of Park, or an inability to shift into Reverse, increasing the risk of a crash.

573.6(c)(6)

Chronology:

April 12, 2010	HAM received market information and initiated an investigation.
June 25, 2010	HAM assembly associates were retrained on the proper installation procedure.
July 30, 2010	HAM completed investigation and HMC determined that a safety-related defect exists.

573.6(c)(8)(i)

Program for remedying the defect:

The owners of all affected vehicles will be contacted by mail and asked to take their vehicle to a Honda automobile dealer. The dealer will correctly set the shift cable bushing, free of charge.

573.6(c)(8)(ii)

The estimated date to e-mail preliminary notification to dealers: July 30, 2010
- Stop sale notice attached

The estimated date to provide service bulletin to dealers: Aug. 6, 2010

The estimated date to begin sending notifications to owners: Aug. 9, 2010

The estimated date of completion of the notification: Aug. 9, 2010

573.6(c)(9)

Representative copies of all notices, bulletins and other communications:

A copy of the dealer service bulletin and text of the final customer notification letter will be submitted to your office as soon as possible.

573.6(c)(10)

Proposed owner notification letter submission:

In order to avoid any customer inconvenience, we are attempting to contact customers by phone to have their vehicles repaired. According to our records, any customer that has had their vehicle repaired will not receive a customer notification letter. A draft of the owner notification letter will be submitted to your office as soon as possible.

573.6(c)(11)

Manufacturer's campaign number:

R45

Sincerely,

AMERICAN HONDA MOTOR CO., INC.

A handwritten signature in black ink that reads "Jay Joseph" followed by a stylized flourish.

Jay Joseph
Senior Manager
Product Regulatory Office

JWJ:nis