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<b>Sent on</b>	02	05	2016	<b>Expires on</b>	05	05	2016
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<b>From</b>	From The Desk of Bruce Smith
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<b>Subject</b>	Airbag Inflator Stop Sale/Safety Recall - Message from Bruce Smith
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Dear Honda Dealer,

Today I have an important message about the latest Takata Airbag Inflator recall. Before I begin, I'd like to thank all of you for your many efforts in caring for our recall customers and repairing their vehicles as quickly as possible.

Managing Takata inflator recall repairs will be an ongoing process for some time and I want to assure you that we will fully support you, to repair customer vehicles as we continue to meet this critical challenge together.

On Friday, January 29th, American Honda notified NHTSA of a stop sale and safety recall for approximately 1.7 million model year 2007-2015 Honda vehicles. This recall is due to the Takata driver's side airbag inflators that may experience over-pressurization resulting in a rupture. At this time, we're working to identify the root cause, but we do know that exposure to high temperatures and high humidity is a contributing factor.

The law requires automakers to notify NHTSA within five days of having made a defect determination – regardless whether a root cause is known or repair is available. Once NHTSA is notified, Honda informs field and dealership personnel of the upcoming recall. At that time, NHTSA also takes steps to inform the public of the recall campaigns. Due to these legal requirements, we have announced this recall without repair parts being immediately available.

As of February 1<sup>st</sup>, 2016, there have been no reported ruptures associated with the driver front airbag inflators installed in the Honda or Acura vehicles included in this most recent recall of Takata inflators. However, based on results from tests on inflators from other OEM vehicles, we feel this additional recall is a necessary step.

To support this recall, we have issued Honda Service Bulletin 16-016, titled: *Safety Recall: Takata Driver's Airbag Inflator*. Regarding parts availability, the bulletin does not include parts information. Although I do not have specific delivery schedules at this time, we expect to begin receiving parts sometime in May. Again, this is preliminary information. I will be in Japan next week and will receive more specific information then. After my return, I will update you with more specifics.

To prepare your dealership for this recall, I'd like to share some specific information with you on the recall process.

We have a responsibility to inform every customer affected by any recall. We will begin mailing the initial recall letter mid-March. You can expect some customers to contact your dealership for more information shortly thereafter. We will continue to keep you informed regarding these recalls, and I encourage both you and your staff to relay the information we've provided to your customers.

We're also working to expedite the supply of replacement parts as quickly as possible. Once parts are available, we will send follow-up letters to customers, focusing first on high humidity markets. Dealerships in these regions can then expect affected customers to begin calling for repair appointments. If they wish, they can also contact Automobile Customer Service directly using their dedicated airbag hotline at 888-234-2138.

Additionally, I understand there will be questions and concerns about issues such as the length of time cars remain on the stop sale, loaner policy, and how to manage lease returns. We're reviewing these details, and will offer additional guidance within the next week. Your patience is appreciated while we work on this.

In regards to the older airbag recall, we have sufficient parts in stock for all these vehicles. We're continuing our outreach efforts and don't want to lose momentum on these important repairs. When a customer contacts your dealership, please be sure to clearly identify which recall the vehicle falls under.

We DON'T want to mistakenly turn away vehicles associated with the older recall. I'd also like to remind you that for any

## INTERACTIVE NETWORK

recall, we want dealers to provide a loaner car to any customer that needs one while their vehicle is awaiting repair. Also, an exclusive service offered by Honda is loaner vehicles available for customers under the age of 25.

Remember, all pertinent airbag information has been placed on our dedicated iN Service Page. You'll find a link to the page on the iN drop down menu. If you have any questions or comments, feel free to contact me directly via the iN dealer comment section, or speak to your DSM or DPSM.

As always, we appreciate your hard work and dedication. Let's continue to work together and keep our customers safe.

Sincerely, Bruce Smith Senior Vice President Parts, Service, Technical, Export & Auto Operations