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<b>Sent on</b>	02	05	2016	<b>Expires on</b>	05	05	2016
<b>From</b>	Jeff Conrad and Ray Mikiciuk						
<b>Subject</b>	Important Update Re: Airbag Inflator Stop Sale/Safety Recall						

Dear Honda Dealers,

We've been working to address the questions and concerns we've received from the National Dealer Advisory Board and members of advisory committees, as well as from many of you through our field representatives related to the driver airbag inflator stop sale and safety recall we announced this week. Thank you for your feedback; it has helped us better understand what American Honda can do to assist you and our customers during this recall.

As our business partners, we are putting in place a number of provisions and programs to support you and our customers during this recall including:

- Floorplan assistance for affected current and future New, Used and CPO units in inventory
- Depreciation assistance for affected current and future New, Used and CPO units in inventory
- Dealer-optional lease extension with loyalty offer
- Flexible used vehicle floorplan accommodations for existing AHFC floorplan dealers
- Support for loaner vehicles affected by the recall

Additional program details will be available early next week. We will also continue to review and assess additional areas of concern and feedback we receive, and will provide frequent updates on our efforts to expedite parts supply and other key information related to this recall. We understand the impact this situation will have on your business, and we're working as swiftly as possible to minimize the impact on both our customers and your dealerships.

To clarify the facts related to this recall and assist you in responding to customer inquiries, we've developed the Q&A below, which includes general recall information, guidance for customer communications, and details regarding sales and service operations. We will update this document as more details are confirmed.

We believe the actions we're taking with these programs are the right thing to do to enable you to maintain your regular operations and take care of our customers. Please continue to communicate with your National Dealer Advisory Board and our field representatives to relay the situation at your dealerships. Thank you for your continued support and for making the safety of our customers your number one priority.

[Airbag Inflator Stop Sale/Safety Recall Q&A](#)

Sincerely,  
Jeff Conrad  
Senior Vice President & General Manager  
Honda Division

Ray Mikiciuk  
Senior Manager  
Honda Field Operations