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<b>From</b>	Jeff Conrad, Ray Mikiciuk & Bruce T. Smith
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<b>Subject</b>	Stop Sale/Safety Recall Update: Multi-model Honda Driver's Airbag Inflator
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Dear Honda Dealers,

On Friday, January 29, Honda informed you of a stop sale and safety recall for approximately 1.7 million model year 2007-2015 Honda vehicles. This recall is due to an issue with driver's airbag inflators. [Click here](#) to read the official press release that was published today.

We understand the impact this latest recall will have on your ability to conduct business and that you have many questions and concerns. We've spoken to the National Dealer Advisory Board and our field representatives to better understand your concerns. We're reviewing the many issues at play and working closely with our finance company to ensure we have the best plan in place.

We know you need answers quickly. Be assured that we're working as swiftly as possible to address this situation. We're working to provide additional information in the coming days to answer your questions and assist you in responding to customer inquiries. Your patience is appreciated while we work on this.

Although this safety recall and stop sale undoubtedly creates a significant challenge for your dealerships, the safety of our customers is always our highest priority. Thank you for your support as we work to minimize the impact of this situation on your dealership and our brand.

Sincerely,

Jeff Conrad  
SVP & GM  
Honda Division

Ray Mikiciuk  
Senior Manager  
Honda Field Operations

Bruce T. Smith  
SVP  
Parts, Service, Technical, Export & Auto Operations