

[Next Unread Message](#)**View Message**

Sent on	10	31	2014	Expires on	11	07	2014
From	John Mendel - Executive Vice President						
Subject	Honda Courtesy Car Program Enhanced to Support Recalls						

Dear Honda Dealer:

Earlier this week I requested your continued support of Honda's commitment to addressing the needs of our customers related to airbag recalls. Today, American Honda is enhancing the Honda Courtesy Car Program (HCCP) as yet another step toward this commitment.

In addition to our standard communications to owners whose vehicles are included in an open recall, we have taken additional steps to ensure our customers are informed of the current recalls of Takata airbags, including a message to our customers on the Honda.com, owners.honda.com and, automobiles.honda.com homepages and on the honda.recalls.com site. This message communicates that Honda has a customer service procedure that addresses individual customer needs and concerns and encompasses, as appropriate, the replacement of airbags and the provision for temporary alternative transportation.

Given the number of vehicles included in these recalls, and our commitment to taking extra measures to communicate about these recalls to our customers, demand for alternative transportation by our customers could significantly increase. The Honda Courtesy Car Program is an existing program that you can use to help meet customers' transportation needs while their vehicles are being repaired.

To augment this program, American Honda is today launching a temporary enhancement to HCCP that will assist you in converting selected vehicles in your current inventory into HCCP vehicles. [Please see incentive program HP-G91 for details.](#)

If you are not currently enrolled in HCCP, I ask that you please enroll in this program as soon as possible to take advantage of this opportunity to support your customers' needs. Contact your District Sales Manager for more information.

You have heard me say time and again that our dealers are the best in the industry. I believe whole-heartedly that this is true because I know you will join American Honda in doing what is necessary to take care of our customers. That is our collective goal and responsibility, and I thank you again for your partnership.

John Mendel
Executive Vice President
Automobile Division

© 2000–2014, American Honda Motor Co., Inc. All Rights Reserved.