

2015 Fit Bumper Beam Product Update Q&A	
How did the 2015 Honda Fit perform in IIHS testing?	The 2015 Honda Fit received a 2014 TOP SAFETY PICK from IIHS. This includes a top rating of GOOD in four IIHS crash test modes and an ACCEPTABLE score in the Insurance Institute's stringent small overlap frontal crash test. No other vehicle in its class has received a higher rating than Fit in this IIHS test procedure.
But I thought the 2015 Honda Fit was tested already?	Yes, an early-production 2015 Honda Fit was originally tested in April for the 2014 award year by IIHS and earned a GOOD in four out of five IIHS crash test modes and a MARGINAL score in the challenging small overlap frontal crash test.
Why did you decide to re-test?	Honda's deep-rooted commitment to safety and to our customers is best demonstrated by the fact that we revised the Fit to help assure a top level safety performance.
What changes were made to the 2015 Fit to change its IIHS rating?	Honda engineers responded quickly with a modification to the Fit's front bumper beam structure. Subsequent testing by IIHS confirmed the success of the design change, which has been incorporated into new vehicle production.
How many vehicles are included in the product update?	Approximately 12,000 early-production 2015 Honda Fit vehicles are eligible to receive an improved bumper beam. Vehicles produced on or after June 9, 2014 have incorporated the revised bumper beam.
Was Honda required by law to make this change?	No, Honda voluntarily engineered a product update to ensure all 2015 Honda Fit vehicles earn a 2014 TOP SAFETY PICK rating. This is consistent with Honda's long-term focus on safety and to its customers.
Will Fit vehicles on the road outside North America get the same modification?	Only Honda De Mexico makes Fit for North America. Other markets use bumper beams that are specific to the regulations and specifications for those other markets. There are unique aspects of US regulations, particularly FMVSS 208, that result in different bumper beam designs for North America compared to most of the rest of the world. This is the case for nearly all of our models, not just Fit.
Has Honda ever done this, modified a car for safety reasons during a production cycle and then called back all the cars sold to make the change in them?	Yes, Honda has modified two vehicles in recent years with a safety-related product update. The 2003 Pilot and the 2007 Fit SRS ECUs were updated - both resulting from IIHS tests. Repairs for these product updates were software updates.
What is the product update?	The old bumper beams will be replaced by a redesigned beam, which will be completed free of charge at any Honda dealer in the United States. Honda is announcing this voluntary product update to encourage all owners that purchased an early-production vehicle to take their new Fit to an authorized dealer as soon as they receive notification of this update from Honda.
When will customer notification begin?	Mailed notification to customers with early-production vehicles will begin in late-September 2014. At that time, Fit owners will also be able to determine if their vehicle is eligible for the update or if it already has the updated bumper design from the factory by contacting their local Honda dealer or calling Honda directly. Customers can contact Honda for detailed information beginning in late-September by calling (800) 999-1009, and selecting option 4.
Are pre-production Fit vehicles that are still sitting at dealerships being updated before being sold?	There is not a stop sale on early-production 2015 Honda Fit vehicles currently at dealers, as this is not a safety recall issue. These early-production vehicles will be eligible for a product update at a later date once parts are available and dealers will repair any remaining inventory before sale at that time.
Does the new Fit apply your new ACE body structure?	
How is this safety structure on this Fit different than your other vehicles that achieve a GOOD rating in the small overlap test?	The Fit utilizes the latest version of our Advanced Compatibility Engineering (ACE) body structure, which is designed to absorb and disperse energy in a wide variety of collisions and with vehicles both small and large. But no two models share precisely the same safety structure. There is no simple way to compare models.
What is the ACE Body Structure?	<p>Honda has played a leading role in addressing the issue of compatibility in frontal collisions between vehicles of different size, mass and ride height.</p> <p>In 2005, Honda introduced the Advanced Compatibility Engineering™ (ACE™) body structure on the Acura RL to enhance occupant protection in a frontal collision between vehicles of different sizes and ride heights. Since that point, Honda has incorporated ACE™ into new models at major model change points.</p> <p>Starting with the 2013 Accord, Honda began introducing the next-generation ACE™ body structure, which improves frontal crash energy management through a wider range of offset and oblique collision modes. In addition, other body reinforcements work in tandem with the strengthened body structure to better maintain the occupant compartment volume during frontal collisions by providing additional crash energy pathways to help mitigate the forces transmitted to the passenger compartment.</p> <p>The 2014 Accord, Civic and Odyssey and Acura RLX and MDX feature the next-generation of Honda's ACE™ body structure, which has enabled these vehicles to achieve top level safety ratings, including a score of GOOD in the IIHS' stringent small offset front test.</p>
Where can consumers go to learn more about Honda's safety features?	Viewers can visit www.automobiles.honda.com/safety to learn more about select Honda safety features.