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Sent on 03 11 2015 **Expires on** 06 08 2015

From John Mendel and Bruce Smith

Subject Airbag Inflator Recalls Advertising Campaign

Dear Acura Dealer,

Today, we want to inform you that Honda is launching a new advertising campaign to urge Honda and Acura owners to check for open recalls and to take action if their vehicles require replacement of the airbag inflator.

Over the past several months, we've shared with you the many efforts Honda is making to reach owners of vehicles affected by the Takata airbag inflator recalls and campaigns and encourage them to bring their vehicles into authorized dealers for repair. With your support, every day we are making progress in getting these inflators off the road. But the reality is that far too many affected vehicles remain unrepaired.

The new advertising campaign will initially target states with consistently high levels of absolute humidly that have been deemed at greatest risk for a ruptured inflator, namely in the southern region of the U.S., including Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, North Carolina, South Carolina and Texas. Full-page color advertisements and 30-second radio announcements will run in both Spanish language and general market media outlets from March 16 to 23 and March 22 to 29, respectively. We've attached the creative for your reference. The print ads will be placed in the main news sections of papers, not in the classified or automotive sections, in an effort to reach a broader audience.

This new campaign is an extension of our ongoing efforts to reach affected vehicle owners through mailed notifications, phone calls, social media, overnight delivery services, and special investigative firms. We are also working with CARFAX, utilizing their vehicle history data to improve our recall efforts, as well as adding open recall alerts to the history reports of affected vehicles. In addition, we've begun searching salvage yards to find and secure recalled inflators so that they can never be re-installed in other vehicles.

The legislation introduced in Congress last week would, if passed, create a new vehicle registration requirement surrounding recall repairs to greatly increase recall completion rates in the future. But, particularly in the areas of highest risk, it is urgent that we continue to work to notify affected owners of the existing risk to their safety. So we are now taking this new action to further expand owner awareness through advertising with the ultimate goal of increasing the completion rate of these necessary repairs.

For most models, replacement inflators are available and customers' vehicles can be repaired with minimal delay. In instances where there is a delay for a replacement inflator, customers should be placed on your waiting lists, not told to call back, with their vehicles repaired as soon as replacement parts are available. As a reminder, Honda has a clear and longstanding policy of providing use of a loaner vehicle or rental vehicle at no charge to customers who request alternative transportation until their vehicle can be repaired.

Honda continues to take significant steps to accelerate the pace of airbag inflator repairs, including securing agreements with two additional inflator suppliers – Daicel and Autoliv to further increase replacement part supply. As a result, we expect replacement inflator capacity to fully meet anticipated demand by later this spring.

We encourage you to review your processes and staffing levels prior to the launch of this ad campaign to properly prepare for and manage the projected increase in service volume. The video messages that were posted on the Interactive Network on January 20 and February 10 are resources to assist you in this regard.

We are investing in this ad campaign in the interests of our customers' safety. Working together with you, it is our goal to save lives and prevent further injuries. Thank you for your support.

John Mendel
Executive Vice President
Automobile Division

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