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Sent on	06	16	2017	Expires on	06	25	2017
From	Bruce Smith						
Subject	Honda Issues Mailer to Owners of Vehicles Affected by the Takata Airbag Recall						

Dear Acura Dealer,

With a recall completion rate over 59% percent, and with the help of our dealers nationwide, Honda leads the industry in the repair of vehicles affected by Takata airbag inflator recalls. Nonetheless, despite over 122 million attempts to directly contact owners by mail, phone, text and more, many owners of affected vehicles have not yet pursued the free recall repairs that could save their lives.

In an effort to motivate owners of affected vehicles to initiate the recall repairs, beginning early July, Honda is issuing a new recall mailer to over 2.2 million customers nationwide that includes a graphic image of injuries Lt. Stephanie Erdman sustained from a Takata airbag inflator rupture. We appreciate the active support and cooperation of Lt. Erdman, who provided her permission for the image to be included in the mailer.

A copy of the mailer is attached for your reference: [Acura Airbag Trifold](#)

We realize the image of Lt. Erdman's injuries may be upsetting for some customers. We have developed the mailer as a tri-fold with multiple warnings of the nature of the content included inside. Ultimately, we are including the image of Lt. Erdman in an effort to save lives.

Should you receive inquiries from media(not customer inquiries) regarding the mailer, please refer reporters to Chris Martin at Honda Public Relations at Chris.Martin@ahm.honda.com or contact Chris yourself at 310-783-3170 with the specific questions you're receiving, and he can provide advice as to how to respond.

Please join us in continuing to encourage all Honda and Acura vehicle owners to immediately check for open recalls at www.recalls.honda.com and www.recalls.acura.com, and contact an authorized dealer as soon as possible to schedule the free repair. Any concerned customer can also contact Automobile Customer Service at 888-234-2138.

Should you have any questions or concerns, please contact your District Sales Manager or District Parts & Service Manager.

As always, thank you for your hard work and dedication to take care of our customers as we continue our efforts to find and repair every affected vehicle in operation.

Sincerely,

Bruce Smith
Senior Vice President
Parts, Service & Technical Operations
American Honda Motor Co., Inc.

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