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Sent on	02	16	2018	Expires on	04	30	2018
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From	Bruce Smith
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Subject	Takata Airbag Inflator Recall Update 02/16/18
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Please take a moment to review this important video message from Bruce Smith with information regarding the Takata airbag inflator recalls.

Click [HERE](#) to view the video. Below is the script for your reference:

Hi everyone, Bruce Smith here with a Takata inflator recall update.

Our people in the field who are working with dealers and knocking on customers' doors have made terrific progress. Through December, these 550 people knocked on doors over 460-thousand times. With the help of dealers, they made a significant contribution to the repair of Alpha vehicles.

The entire population of Alpha vehicles started at about 1.1 million, and the number of vehicles that remain on the road to repair is now down to under 70-thousand.

These remaining vehicles are the most difficult vehicles to find and repair, but we're not giving up. We want to repair every last one left on the road. Therefore, we continue going door to door to locate and convince each owner to fix their vehicle. And of course, we need your continued help with this effort.

In my video last month, I explained that American Honda notified NHTSA of the next group of vehicles we would recall. The latest expansion of the recall follows NHTSA's directive to bring vehicles in for repair based on geographical regions of the United States and the age of the vehicle.

Included in this portion of the recall are model year '13 vehicles in zone A of the United States, model year 2010 vehicles in zone B of the United States, and model year '09 vehicles in zone C of the United States.

Model years older than the respective years I just mentioned were already recalled in earlier phases.

The added total vehicles we're preparing to bring in is about 720-thousand. This is broken down into 40-thousand Acura vehicles and 680-thousand Hondas. Mailings will begin on February 19th and will continue for 5 days. Therefore, please be prepared for increased traffic into your service department.

VINs are loaded and if a customer goes to our website to look up their VIN for a recall, this newest recall will be shown on the website.

Finally, we've replaced almost 12 million inflators in the U.S. in over 7.3 million vehicles. And as you know, we've got a lot more to do and cars will continue to come into your dealership requiring an inflator replacement.

As I've said repeatedly, check the VIN for a recall on **every** car that comes to your dealership, whether the vehicle is in for service, an appraisal, or for any other reason. And also, make sure every one of your associates has taken the training we offer.

Together we can continue our industry-leading customer care, and repair 100% of these vehicles under recall.

I thank you for all you are doing and, as always, if you have comments or questions, please let me know.