

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

Sent on	05	18	2018	Expires on	08	10	2018
---------	----	----	------	------------	----	----	------

From	Bruce Smith
------	-------------

Subject	Takata Airbag Inflator Recall Update 5/18/18
---------	--

Please take a moment to review this important video message from Bruce Smith with information regarding the Takata airbag inflator recalls.

To view the video, please refer to the post titled "Takata Airbag Inflator Recall Update 5/18/18" on the Parts, Service, Sales, or Executive Management landing pages on *iN*. Below is the script for your reference:

Hi everyone, Bruce Smith here with some important information about the Takata airbag inflator recall. We've now surpassed 12 million inflators replaced in vehicles, and we still have many more to replace.

In previous videos, I explained Honda's decision to add over 550 additional staff dedicated to working with dealers, local communities, and going to owner's homes and knocking on the doors of our highest risk Alpha vehicle owners.

We've made great progress since adding the additional staff last year. This addition, combined with our other traditional outreach activities, has significantly reduced our remaining unfixed and unaccounted for Alpha population. Through April, we have fixed and accounted for 95.5% of all Alphas. But, we still have approximately 49,000 unfixed Alphas remaining, and we will continue to be steadfast in our efforts to find, repair, and account for these vehicles.

Fixing the remaining Alpha vehicles remains our number one focus. However, today, I do want to emphasize an initiative that is already underway in addition to our activities on the Alphas.

Last month, we started knocking on doors in search of additional vehicles based largely on age. This new target group includes approximately 1 million Honda and Acura vehicles from the 2001 to 2011 model years.

I also want you to know that in the last two weeks of March, we sent out approximately 1 million reminder recall notices to customers. With this increased outreach activity focused on a larger population of vehicles, demand should stay up and will most likely increase the number of customers coming to your stores. I think this is a manageable number of repairs for dealers, but you do need to know that we are keeping up our efforts to get customers into your stores, and you should expect to see increased traffic.

I want to remind you that we have airbag training modules for the inflator recalls available to help you manage these customers. These modules provide important information, such as customer handling procedures, towing, and other resources from American Honda to assist you with getting these vehicles repaired. The training modules are very important. If you or your staff have not taken them by now, please do so, especially new employees.

Finally, as we have done with Alphas, we will continue to provide owners with an alternative one-day rental and offer towing to get the vehicles repaired at your dealerships if necessary. If the customer will not bring the vehicle to your dealership and doesn't want the vehicle towed, we will maintain our initiatives to go to the customer's home, place of business, or wherever the vehicle is to make the repair. All Honda and Acura dealers should have received a separate *iN* message last month with more details about additional support for dealers who send a technician to the vehicle location to replace the inflator. That message also included instructions on how to submit the warranty claim. Please contact your Zone's management team if you'd like more information on this.

Thank you all for the work that you have put into replacing Takata airbag inflators in our vehicles. Let's continue working together to repair 100% of these vehicles.

As always, I welcome your comments and questions. Thank you.

CONFIDENTIAL COPYRIGHT MATERIAL: This transmission (including any attachments or linked videos) contains confidential information belonging to American Honda Motor Co., Inc. and is intended for use by **internal Honda associates and Honda and Acura dealer personnel only. This material may not be copied, shared, distributed, or disclosed to the public.** If you are not the intended recipient, you are hereby notified that any disclosure, copying, distribution, retention or the taking of action in reliance on the contents of this transmission is strictly prohibited. If you have received this transmission in error, please immediately notify the sender and erase all information and attachments. Enclosed material © 2018 American Honda Motor Co., Inc. All Rights Reserved.