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Sent on	08	27	2018	Expires on	09	14	2018
From	National Field Recall						
Subject	Dealer Airbag Inflator Best Practices						

Dear Acura Dealers,

In support of all Dealers’ Takata Airbag Inflator Recall efforts, last spring, we shared a list of Recall Best Practices obtained from Top Performing Dealers, nationwide. Since that time, we have heard more good ideas and, we’re happy to share an updated list of [best practices today](#). Please take some time to review these best practices and consider how they might be helpful at your dealership.

We cannot ease up our efforts on this important recall until we have repaired or accounted for 100% of the recalled vehicles. Please continue to consider new methods to reach customers and efficiently repair recalled vehicles. We need everyone’s continued support on this important recall.

Toward that end, we encourage all Dealers to share any additional best practices that you have discovered through your repair efforts with your District Parts and Service Manager or Zone Recall Manager. Your insights could help save lives.

As always, on behalf of the Honda Team, we thank you for all of your work completing recall repairs and your commitment to the safety of our customers.

Sincerely,
National Field Recall Team

Honda Dealer Airbag Inflator Best Practices

8/27/2018

VIN Inquiries

- Run VIN stat inquiries on every vehicle arriving to the Dealer in Sales, Service and Parts, including trade-in and wholesale vehicles.
- Run VIN stat inquiries for all incoming and outbound outreach calls to customers.
- Run VIN stat inquiries on VINs that are provided to parts counter personnel during over the counter parts transactions.

Alternate Transportation/Shuttle

- Provide complimentary 1 day loaner or rental cars for inflator repairs.
- To reduce time in loaners/rental cars, call customers to ensure prompt pick up of their vehicle upon completion of the recall repair.
- Offer shuttle services to accommodate customers that do not want a loaner/rental vehicle.

Towing

- Offer Free Tow for concerned customers.
- For vehicles that are un-drivable suggest repairing the customer's vehicle while it is still on the tow truck while the customer and tow truck driver wait.

Mobile Repair

- Support mobile repair efforts when needed.

Training

- Ensure all airbag Inflator modules are completed before a tech can do an inflator campaign repair, including recent module (MMC03-Passenger Inflator Installation Guide).
- Ensure all existing and recently hired Honda Dealer Parts & Service Personnel complete the Airbag Inflator Recall training self-study modules.
- Train all staff members on 1 day rental and tow policy.
- Emphasize constant communication among departments to ensure everyone is working towards same goal.

Business Development Center (BDC)

- Dedicate responsible person for managing the DMV RL POLK customer lists (*Excel file available from Zone Recall Manager*).
- Scrub DMV RL POLK lists with Dealers DMS system, White pages, Google, and Facebook as a way to find accurate contact information for customers.
- If phone numbers are not valid send emails to customers with valid email addresses.
- Track status of all outreach attempts to VINs.
- Make 5 to 10 attempts to call each customer to try and secure appointment.
- Don't set limits on Appointments for Inflator Recalls.

- Train all BDC staff on 1 day rental and tow policy.
- Provide BDC staff with list of parts that are on hand weekly.
- Order parts as soon as appointment is made with the customer to ensure Fixed First Visit.
- Utilize a Recall Loading spreadsheet (Honda Service Connect Dealers can use Shop Watch).
- Utilize spreadsheet to follow the process of each vehicle thru completion.
- Make Appointment reminder calls daily for next day appointments.
- Daily follow up on all missed appointments.

Mailers

- Send personalized Dealer first class mailers to customers encouraging them to get their vehicle repaired.

E-responsibility reports & Missed Opportunity

- Review Missed Opportunity report weekly and hold staff accountable for contacting customers who were not informed of an open campaign during their visit to dealership.

Parts

- Have sufficient supply of inflator inventory to be able to accommodate walk in customers
- Ensure parts are available for all scheduled appointments.

Community Engagement

- Actively support localized canvassing activities and help spread awareness about the recall throughout the Dealer's local community.

Used Car Lots

- Actively work with other OEM Branded Dealers and Independent Used Car Operations to search nearby used car lots for affected VINs and offer repair support.

Dealer Website

- Ensure the Honda recall link is added to Dealer's website so customers can do a recall check on their VIN at any time.

General

- Assign dedicated group of techs to perform inflator campaigns as a measure to improve speed, convenience and capacity of inflator repairs.

For specific information or advice about these Best Practices, please contact your Zone Recall Manager or your District Parts and Service Manager.