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INFORMATION SHEET

American Honda Engages Independent Shops to Help Reach Honda and Acura Customers for Airbag Recall

American Honda Motor Co, Inc. is undertaking a unique initiative to contact Honda and Acura owners who may be affected by the recent airbag inflator recalls, reaching out to both independent mechanical repair and collision repair shops. This will be handled with a three-pronged approach.

American Honda will be sending an email message to over 50,000 independent mechanical repair shops and body shops. The email will consist of a video message from American Honda Senior Vice President, Bruce Smith, and downloadable posters in English and Spanish with a cover letter requesting shop owners and managers check each Honda or Acura vehicle that comes through their facility. If the year and model match those identified on the poster it should then be easy for a service writer or estimator to use the toll-free phone number or go to the website identified on the poster to see if that customer has an open airbag inflator recall. [Click here to view the video message.](#)

This will be followed up by a direct-mail initiative where the same poster and letter with a similar request will be shipped to over 120,000 independent mechanical repair shops and 40,000 collision shops.

Lastly, American Honda will reach out to the industry with full-page ads in several trade magazines including those aimed at both the mechanical repair trade as well as collision shops.

“Consumer safety is everyone’s responsibility” said Bruce Smith Senior Vice President for American Honda’s Parts & Service Division. “The purpose of this initiative is to help create awareness for your customers and make it easy for your service writers and estimators to check each customer’s car to see if it has an open recall. With your help, we can ensure our customers, friends, and loved ones are driving a safe vehicle.”

For more information:

Leigh Guarnieri (310) 783-3319
leigh_guarnieri@ahm.honda.com

Desmond Tamaki (310) 783-2560
desmond_tamaki@ahm.honda.com