



POSITION STATEMENT

SUBJECT: HONDA AND ACURA VEHICLE SAFETY RECALLS

TORRANCE, Calif., May 19, 2010– In the interest of customer safety and increased customer convenience, American Honda Motor Co, Inc. urges all collision shops, independent repair shops, used car dealers, or any non-Honda or non-Acura auto repair facility to check for any applicable safety recalls each time a Honda, or Acura vehicle is serviced, repaired, or inventoried.

Although American Honda notifies the current registered owner (as identified through state vehicle registration data) each time it conducts a safety recall, not all owners receive such notices (due to change of address or ownership or lack of current registration) and even when notices are received not all owners respond to such notices. If all sales and service facilities were to check for applicable safety recalls for all vehicles that come into their facilities together we can ensure that necessary safety repairs are made to all vehicles owned by our joint customers.

Finding an applicable recall is quick and easy, and your customer will likely view your effort as a value-added service.

To find any applicable recalls for any Honda vehicle:

Go to www.recalls.honda.com

Enter the vehicle VIN

Any recall for that VIN will be noted, including the status of the repair, open or fixed

To find any applicable recalls for any Acura vehicle:

Go to www.recalls.acura.com

Enter the vehicle VIN

Any recall for that VIN will be noted, including the status of the repair, open or fixed

In the event that a recall operation is required, do not attempt to service the vehicle but refer the owner to a local authorized Honda or Acura dealer. The service will be performed free of charge.

If your customer has any questions about a particular recall, please have them contact the following:

Honda Customer Service: 1-800-999-1009, select option 4

Acura Client Services: 1-800-382-2238, select option 4

Thank you for your consideration and help in this matter.

###