

HONDA

American Honda Motor Co., Inc.
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Dear Collision Repair Professional,

As you know, the average driver will be in a collision once every seven to ten years. The experience can be un-nerving and bewildering. There are many questions to be answered regarding repairs, consumer rights, and what is in their best interest.

Prior research has shown that foremost in the mind of the consumer, is the desire to have their vehicle returned to a pre-loss condition with regard to appearance, performance, durability and safety. However, consumers are largely unaware of what a collision repair involves, what their rights are, the replacement parts that could be used, and the consequences of making an uninformed decision regarding parts or repair procedures.

The enclosed brochure addresses, in a straightforward manner, many of these issues. It is designed to provide consumers with the information necessary to make a more informed decision about their rights as a consumer, and the parts used to repair their Honda vehicle.

Please place this handy display in a convenient spot for easy customer access. Use the brochures to help explain to the consumer, the difference between OE, Aftermarket, Remanufactured, and LKQ parts, and their rights as a consumer.

Additional packages are available free of charge by calling Helm Distribution at 1-800-782-4356. Use the reorder number printed on the back of the brochure, or on the display card.

Help your customers make the right choice, with Honda Genuine parts!

Sincerely,



Gary Ledoux

Assistant Manager

American Honda Wholesale Parts Marketing Department



Insist On Honda Genuine Collision Parts To:

- Return your vehicle to pre-loss condition, so important to your peace of mind.
- Restore your vehicle's structural integrity for optimal safety.
- Reduce the likelihood of a safety system malfunction in the event of a subsequent collision, protecting you and your passengers.
- Protect future vehicle value, so important at trade-in time.

Maintain The Quality



When restoring your Honda to its original condition, be sure to remember:

Honda Genuine Fluids

When a collision repair calls for replacing lost fluids such as antifreeze / coolant, brake fluid, power steering fluid, transmission fluid, or motor oil, choose Honda Genuine Fluids. They are formulated to keep your Honda operating at peak performance, providing optimum protection against excessive wear.

Honda Genuine Tires

When tire replacement is necessary for collision repair, especially if replacing anything other than a full set, be sure that you are getting an exact replacement to ensure proper vehicle handling. This includes not only the same manufacturer, size, and model, but most importantly, the same vehicle manufacturer's part number. Using any tire, other than the designated OE tire, could cause a mismatch resulting in less than optimum performance.

Honda Genuine Batteries

Your car's battery is the heart of all the electrical system's functions. If it becomes collision-damaged and must be replaced, choose a Honda OE battery replacement, backed by one of the industry's best limited warranties – 100 months*.

*See dealer for warranty details



Genuine Parts

www.honda.com

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Reorder part number: Y0769

Restoring Your Honda To Its Original Condition.



A Honda Owner's Guide to Collision Repair Parts.



Genuine Parts

Restoring Your Honda To Its Original Condition.

Today's vehicles are complex, sophisticated and technologically advanced. A multitude of systems must work together to provide an enjoyable and safe driving experience. This includes your car's sheet metal, bumpers, structural body components, and safety related items such as air bags and seat belt retractors.

Honda Genuine Parts:

Honda Genuine parts, also referred to as "OE" or "original equipment" parts are made to the same exacting specifications as the parts used to build the car. Honda Genuine parts, installed by a trained, competent auto body technician, can return your car to its pre-accident condition, and ensure your vehicle's structural integrity for optimal safety as well as help preserve its value.



All Parts Are Not Created Equal.

Insurance companies may specify alternative parts to repair a collision damaged car. Below are examples and definitions of those parts.

Aftermarket Parts:

Parts produced and supplied by other than the original equipment (OE) supplier; in a word, non-Genuine parts. Aftermarket collision parts including but not limited to sheet metal, bumper components, structural parts, and headlamps, may offer a price-based alternative, but may compromise the vehicle's safety in the event of a subsequent collision.

Remanufactured Parts:

Parts removed from an existing vehicle that are refinished, as in the case of some bumper covers or wheels, or remanufactured as in the case of some mechanical parts such as steering racks. Only Honda Genuine remanufactured mechanical parts* provide reliable Honda quality and are backed by Honda's nationwide warranty.**

Like Kind and Quality (LKQ):

In the collision repair vernacular, this term means parts salvaged from vehicle that has been deemed a total loss. This category commonly includes large body assemblies such as a complete bumper assembly or a complete front end. The assumption is these are original equipment used parts. While LKQ parts may offer a price based alternative, they could have been previously replaced with a non-OE part or may be structurally compromised as a result of the collision.

*Honda does not remanufacture bumpers or wheels.

**See dealer for warranty details



Your Warranty

American Honda's factory warranty, replacement parts warranty or extended warranties do not apply to any part other than a Honda Genuine original equipment replacement part. American Honda will not be responsible for any subsequent repair costs associated with vehicle or part failures caused by the use of parts other than Honda Genuine original equipment replacement parts.

Consumer Rights

As a consumer, you have the right to have your collision-damaged vehicle repaired at the body shop of your choice. Other consumer rights may apply, as determined by the individual state, regarding but not limited to, the parts used to repair your vehicle. Refer to your own state's Department of Insurance for full details.

