

[Market Action Standard]

[Core]

1 General Provisions

1.1 Purpose

The purpose of this standard is to define the basic requirements of market action implementations based on the decision of the Global Quality Committee and submission to applicable authorities and to ensure that these are appropriately.

1.2 Scope

This standard applies to the handling of matters involving products, parts and accessories, which are manufactured by Honda (hereinafter referred to as the “products”) and on which the Global Quality Committee has decided to take market action.

1.3 Terms and Definitions

The definitions of terms used in this standard are as follows:

No.	Term	Definition
1	Market action	An action to take remedial action, such as recall or PUD, or to extend the warranty period for a sold product in the market.

1.4 Management System

The process for implementing market action is in accordance with Attachment-1 “Market Action Process Flow Chart.”

2 Implementing Market Action

2.1 Reporting to Facility Head

The quality representative of the facility that manufactured products subject to market action reports the decision of the Global Quality Committee to the head of the facility.

2.2 Notification to Competent Authorities

2.2.1 If submission relating to market quality implementation is necessary by the law of the country which the product is being sold, the responsible person of the sales office in that country notifies the competent authority of the market action.

2.2.2 If there is a report relating to market action in a foreign country by the law of the country which the product is being sold, the responsible person of the sales office in the country notifies the competent authority of the market action.

2.3 Keeping Track of Users and Notification

2.3.1 The sales section and service section of the sales office build a structure that keeps track of users.

2.3.2 The service section of the sales office promptly notifies users of information on market action in a manner that is appropriate to the market action.

2.4 Request for Implementation of Market Action

2.4.1 The service section of the sales office receives instructions on the handling of the problem, identification methods for fixed units, etc., from the section responsible for issuing the materials, and distributes them to parties such as dealers and distributors to request implementation of market action on the product in question.

2.4.2 If market action is required on products manufactured by Honda and sold by other companies, the service section of Honda Motor Co., Ltd. presents instructions on the handling of the problem, identification methods for fixed units, etc., to relevant companies and requests them to implement market action on the product in question.

2.4.3 Remedial actions for unsold products are implemented in accordance with G-HQS In-House Quality Information Handling Standard.

2.5 Implementing Market Action and Measuring Actual Performance.

Implement the following for market action requiring notification to users.

- (1) The service section of the sales office develops implementation plans for market action.
- (2) The service section of the sales office acknowledges the actual performance of market action through parties such as dealers and distributors, etc., and controls the implementation rate of the market action.
- (3) If the implementation rate does not increase, the head of the service section of the sales office determines and implements necessary actions (such as re-informing users).

2.6 Reporting Implementation of Market Action

If there is a report on implementation rate by the law of a country in which product is being sold, the responsible person of the sales office in the country reports to the competent authority the implementation rate.

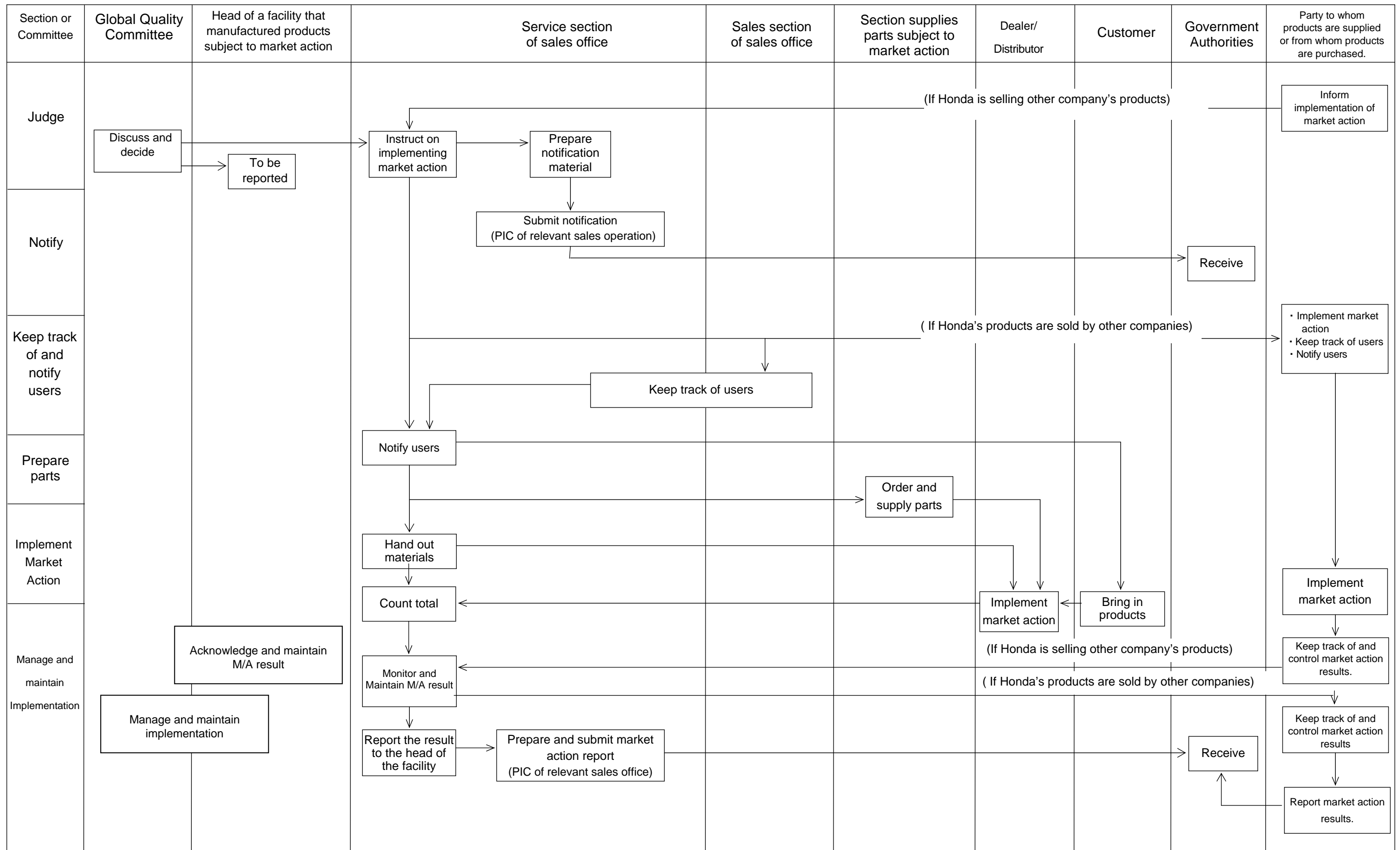
3 Supplementary Provision

3.1 Application

Matters relating to the establishment, revision or implementation of this standard are outlined in G-HQS [Quality Management Standards Control Standard].

Attachment -1 (paragraph 1.4)

Market Action Process Flow Chart



(*1) An abbreviation for "person in charge"

[illegible]