

March 27, 2020

Dear Honda and Acura Dealers:

I am writing to thank each and every one of you, our Honda and Acura dealer partners, who continue to strive every day to meet the ongoing needs of your dealerships and dealership employees, and of course, the needs of our customers who continue to count on you, even during these challenging times. Our leadership team here at American Honda, including the leadership in our Zone offices, have been in touch with many of you one-on-one, and we will continue reaching out and responding to you as always, and as we do all we reasonably can to support your continued operations.

As part of our effort to support you and your dealerships, one of the important things the leadership team here has done is to instruct that American Honda immediately take all steps reasonably necessary to have both the Honda and Acura brands listed on the Franchise Directory maintained by the Small Business Administration ("SBA"). This listing with the SBA is critical at this time because, as you know, the Coronavirus Aid, Relief, and Economic Security (CARES) Act appears very close to being passed in Congress. The CARES Act will make available through the SBA urgently needed funds for loans and potentially other relief that previously has not been sought, needed or available to many or most automobile dealerships. But as a condition of access to these funds, the OEM/distributor for each brand must be approved and listed on the SBA's Franchise Directory. Through our own internal efforts, and through ongoing communications with the diligent team at NADA, American Honda has taken the steps necessary to help ensure that you and your dealerships can be eligible for these potentially critical SBA funds.

I am pleased to share with you that yesterday afternoon, Thursday, March 26, 2020, American Honda submitted to the SBA all required information and documents to have both the Honda and Acura brands reviewed and approved for inclusion in the SBA Franchise Directory. We are now awaiting confirmation of approval, and we will advise you as soon as approval is received. At that point, any of our dealers who choose to do so may submit applications to the SBA for loan consideration consistent with the CARES Act, with approval then determined by SBA.

American Honda continues to be here for you, our dealer partners, throughout this unprecedented crisis, and we are confident that by working together, and in support of one another, we all will emerge from this stronger than ever.

Sincerely,



Steven Center
Division Head-Automobile Sales
Vice President