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# Automotive News

## Honda CEO says company will prioritize with quality over sales

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TOKYO (Reuters) -- Honda Motor Co. CEO Takanobu Ito said he would prioritize quality improvements over the company's target of selling 6 million cars in the year starting April 2016, as the automaker recalls millions of cars to fix potentially defective airbags.

Concerns about potentially defective airbags made by supplier Takata Corp. have led to recalls of millions of cars by 10 automakers in the United States, mainly Honda.

"My heart aches over the fact that our customers have been injured or killed in our products with airbags," Ito told reporters at an event today to launch the new hybrid Legend model.

"We are, as are other companies, conducting regional recalls in the southern states of the United States and analyzing the data. What we need to do first is to get those result and take appropriate action."



Honda CEO Takanobu Ito: "My heart aches over the fact that our customers have been injured or killed in our products with airbags."

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