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Hackers Hit Honda, Steal Millions of Customers' Data

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Honda's Website Picture

Honda has been hit by a hacker who stole millions of owners' e-mail addresses and VINs. If you've opted in to such services as a newsletter or Honda's OwnerLink service, you may be affected. |

December 28, 2010 | American Honda Motor Company, Inc.

News

Hackers Hit Honda, Steal Millions of Customers' Data

Published Dec 28, 2010

Just the Facts:

- **American Honda says thieves have hacked 2.2 million customers' personal data.**
- **Names, e-mail addresses and VINs are among the data, but no financial information.**
- **A second list of 2.7 million Acura owners was also stolen but included e-mail addresses only.**

TORRANCE, California — It sounds bad, but perhaps it's not as bad as it could have been: American Honda has notified 2.2 million customers that a list including e-mail addresses, VINs and login information has been stolen by unknown hackers. Company officials say the list didn't include Social Security numbers, birthdates, bank information or other data that would leave people vulnerable to identity theft.

The Columbus, Ohio, *Dispatch* reported that the list belonged to an outside vendor who was using it to send "welcome" e-mail messages to customers with OwnerLink or MyAcura accounts. Reportedly, 2.7 million Acura owners were on a separate list that was also stolen, but that one had only e-mail addresses on it.

American Honda contacted its customers to apologize and remind them about the possibility that bogus e-mail could come to them asking for private information. Owners can get more information on [this FAQ page](#).

Inside Line says: Another hacker situation, this one probably more annoying than dangerous. — *Laura Sky Brown, Correspondent*

12 Comments

dgmail says:

08:25 PM, 12/29/2010

Maybe then they can finally put out a recall on Honda transmissions..

Honda sure can deny any wrong doing after two rebuilds on my Odyssey.

cjgt says:

03:06 PM, 12/29/2010

All your Honda are belong to us!

shields_word says:

10:11 AM, 12/29/2010

This is a perfectly good example of why Gartner says to encrypt all sensitive data. It is beyond regulatory compliance requisites but it keeps customers happy and trusting.

maxman says:

07:26 AM, 12/29/2010

No wonder ive been getting an usual amount of extended warranty and aftermarket parts junk mail and email. I would have been nice if Honda could have be notified me of this issue since I am an AcuraLink user. My main complant is that the hackers stole the wrong stuff, what they should have done is come in the middle of the night and kidnap all of those Acura/Honda designers. Now that would make current consumers happy instead of angry.

lucien4 says:

07:22 AM, 12/29/2010

"Sounds like good old Windows security at its finest. Maybe they should consider switching to Mac. "

So Mac users are not affected? How do you know it wasn't stored on a Mac?

Not related at all but search for OS X security flaws and failure to patch. Nothing is safe especially the iPhone. Anything popular is targeted and will be hacked. No matter what.

carlos20 says:

04:42 AM, 12/29/2010

DGS4

Hey man do you miss a point, your next car will be a Hyundai because they are doing great lately and their data are more secure than any other automaker.

dgs4 says:

11:35 PM, 12/28/2010

"The article indicates owners have been notified, but I haven't heard ANYTHING from Honda and I definitely am a OwnerLink user."

Yeah, likewise. Stupid Honda Financial has no problem contacting me like freaking clockwork the minute

5/2/2011

Hackers Hit Honda, Steal Millions of Cu...

I'm a little late with a payment, but their system was hacked and I have to find out about from a third party website a week later? That news should have been disseminated immediately to Honda Financial customers via email and/or phone calls!

Honda's complete portfolio has turned to garbage, ugly cars, and just idiotic decisions from Honda corp, like coming out with a sporty hybrid that is neither sporty nor fuel thrifty as a hybrid. I don't know who's running Honda these days, but they are running the company into the ground. Their sales are abysmal for the CR-Z, Crosstour, and the Insight. Is anyone shocked? When my 2009 Honda Fit is paid off that's it for me and Honda, we part ways after that.

fhwulala says:

09:10 PM, 12/28/2010

I received the warning from Honda last week...

typer_801 says:

07:53 PM, 12/28/2010

The article indicates owners have been notified, but I haven't heard ANYTHING from Honda and I definitely am a OwnerLink user.

redgeminipal says:

05:47 PM, 12/28/2010

Sounds like good old Windows security at its finest. Maybe they should consider switching to Mac.

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