

Brad J. Safon

- Legal Experience
- 1993-present Honda North America, Inc. Torrance, CA
Senior Corporate Counsel
- Manage national vehicular and power equipment product liability and class action litigation as well as 200 asbestos cases, 200 warranty cases and 100 general/auto/vicarious/lease liability cases.
 - Personally negotiate settlements from zero to multiple millions of dollars.
 - Prepared more than 60 Japanese and American engineers for deposition and trial testimony in U.S. litigation.
 - Corporate Counsel to Honda Aero, Inc. (jet engines).
 - Responsible for national projects including passive restraint, Takata seatbelt press button, ATV rear pitch and the current Takata airbag litigation.
 - Coordinated the briefing and oral argument in *Geier v. Honda*, an airbag preemption case, before the U.S. Supreme Court.
 - Frequently lectured to various Honda entity associate groups in the U.S., Japan and Canada on legal issues affecting the company.
 - Negotiated component supplier contract with another OEM.
 - Negotiated contract with a Mobility Conversion company.
- 1991-1993 Rushfeldt Shelley & Drake Sherman Oaks, CA
Senior Attorney
- Responsible for medical malpractice defense case handling from inception through trial.
- 1984-1991 Lester Schwab Katz & Dwyer New York, NY
Senior Associate
- Opened Los Angeles area branch office in 1989.
 - Responsible for coordination of more than 100 ATV cases in the northeast region of the U.S..
 - Participated in more than 25 product liability trials both as first and second chair.

Education	<p>1980-1983 Emory University School of Law Atlanta, GA</p> <ul style="list-style-type: none"> ▪ J.D., Moot Court <p>1978-1980 Boston University Boston, MA</p> <ul style="list-style-type: none"> • B.A. Political Science, <i>Cum Laude</i> <p>1976-1978 Lafayette College Easton, PA</p>
Bar Admissions	NY, MA, PA, CA (inclusive of U.S. District Courts); U.S. Supreme Court.
Memberships	<p>LACBA, DRI, ABA, PLAC, ALLDG, IADC.</p> <ul style="list-style-type: none"> • Speaker on Accident Reconstruction, DRI Product Liability seminar - General Session, 1995; Frequent Speaker at DRI Strictly Automotive seminars, 2010 - date. • Steering Committee member, DRI Product Liability seminar - Trial Techniques Specialized Litigation Group, 1994 – 1999. • Speaker on <i>Geier v. Honda</i>, DRI Product Liability seminar - Automotive Litigation Specialized Litigation Group, 2000. • Frequent speaker at annual ABA TIPS Product Liability seminars, 2005 - date. • Co-Chairman, Biomechanics and Injury Causation (BIC) Specialized Litigation Group, DRI, 2007-2009. • Speaker at the IADC International Corporate Counsel College in Paris, France, 2009. • Speaker at the ACI Product Liability Litigation Conference in Chicago, 2014. • Author and Presenter of “Smart Cars – Legal Issues and New Technology” at the DRI Strictly Automotive Seminar in Chicago, 2014. • Graduate of the Pepperdine Straus Institute course on Mediating the Litigated Case, 2015. • Speaker at the IADC International Corporate Counsel College in Chicago, 2015.