



For more information:
Brian Johnston (678) 339-2625
Brian_Johnston@ahm.honda.com
Sara Pines (678) 339-1385
Sara_Pines@ahm.honda.com

For Immediate Release

Honda Marine Ranks Highest in Customer Satisfaction

Miami, Fla., February 12, 2009 – Honda Marine announced today that its EFI (electronic fuel injection) outboard engines ranked “Highest in Customer Satisfaction with Four-Stroke Outboard Engines” in the J.D. Power and Associates *2009 Marine Engine Competitive Information Study*sm. J.D. Power and Associates presented the award to Honda during a ceremony today at the Miami International Boat Show.

Now in its eighth year, the study measures overall customer satisfaction with four marine engine types: EFI inboard; four-stroke EFI outboard; two-stroke DI outboard; and EFI sterndrive. Overall customer satisfaction index scores are based on performance across seven factors: starting ease; quietness at cruise; reliability; fuel economy; shifting smoothness; lack of exhaust fumes; and ability of boat to accelerate rapidly. The study also examines engine quality, where scores are measured as problems per 100 (PP100) engines.

“We are deeply honored to receive this recognition from 2005 to 2007, and again this year,” said John Fulcher, senior manager, Honda Marine. “Honda and its dealers are delivering on their technology promise to engineer superior products with outstanding performance and unparalleled reliability. Honda is equally dedicated to providing exceptional sales and service to consumers.”

Headquartered in Westlake, Calif., J.D. Power and Associates is a global marketing information services company operating in key business sectors including market research,



John Fulcher (left), senior manager, Honda Marine receives the 2009 Award from Todd Marcusic, J.D. Power & Associates

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forecasting, performance improvement, training and customer satisfaction. The firm's quality and satisfaction measurements are based on responses from millions of consumers annually.

Honda Marine pioneered four-stroke engine technology, setting a new benchmark for fuel efficiency, quiet operation, and low emissions. Honda's outboards share the same unparalleled durability, quality, and reliability of its legendary automobiles. With models ranging from 2 to 225 horsepower, Honda Marine's full line of current production models meets rigorous California Air Resources Board (CARB) 3-Star standards, ensuring their availability and regulatory compliance in all 50 states.

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Editor's Note:

Honda Marine, a division of American Honda Motor Co., Inc., manufactures and markets a complete range of outboard marine engines. Its comprehensive product line is powered exclusively by four-stroke engines.

Information for media regarding Honda Marine products is available at www.hondanews.com.

Consumer information, including model overviews and updates, video clips, and complete specifications regarding Honda products, is available at www.honda.com.

For product inquiries and dealer locations, please call 800-426-7701.