

News from Honda



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For Immediate Release

Honda Power Equipment Earns 2009 MarCom Award Recognizing Excellence in Marketing and Communication Creative Achievement

ALPHARETTA, Ga., November 30, 2009 – Honda's Power Equipment Division has received a MarCom Platinum Award for its computer-based dealer service training programs. Specifically, Honda Power Equipment and Honda Marine, both business units of Honda's Power Equipment Division, were recognized by the Association of Marketing and Communication Professionals for their technical training in the areas of service management, carburetors and technical updates.

Honda produced its unique online sales and service training solution in conjunction with Irvine, California-based Pacific Technology Solutions (PTS). The training is used in Honda Power Equipment and Honda Marine dealership facilities nationwide.

Honda Marine also received an honorable mention award for its online dealership sales training program, designed to allow dealer sales personnel to complete their product feature/benefit training in remote locations and at any time.

Administered and judged by the Association of Marketing and Communication Professionals, the MarCom Awards program recognizes outstanding creative achievement by industry professionals whose talent exceeds a high standard of excellence, and whose work serves as a benchmark for the industry. Winners are selected from more than 200 categories in seven forms of media and communication efforts, including: marketing; publications; promotions; public service/pro bono; creativity; and electronic/interactive.



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“Honda Power Equipment and Honda Marine incorporated feedback from dealerships and consumers to develop a dealer training system that best serves the needs of dealership personnel, while remaining an engaging training tool,” said Steve Bailey, vice president, Honda Power Equipment. “Our training provides dealership staff with online interactive training modules that are available to suit their specific needs and busy schedules.”

Honda Power Equipment, with headquarters in Alpharetta, Georgia, consists of three distinct operating groups: Honda Power Equipment, Honda Marine, and Honda Engines. The division's products, including engines, generators, lawnmowers, pumps, snowblowers, tillers, trimmers, and marine engines, are produced in Honda plants in the United States and around the world.

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Editor's Note:

Honda Power Equipment, a division of American Honda Motor Co., Inc., markets a complete range of outdoor power equipment, including outboard marine engines, general purpose engines, generators, lawnmowers, pumps, snowblowers, tillers and trimmers for commercial, rental and residential applications. Its comprehensive product line is powered exclusively by 4-stroke engines.

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