

## News from Honda



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### *For Immediate Release*

#### **Honda Marine Earns 2010 Gold MarCom Award Recognizing Excellence in Marketing and Communication Achievement**

**ALPHARETTA, Ga., February 4, 2011** – Honda Marine has received a MarCom Gold Award for its computer-based dealer service training programs. Specifically, Honda Marine was recognized by the Association of Marketing and Communication Professionals for their technical training module in the area of repair of outboard engine power trim and tilt assemblies.

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

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.

“Honda Marine is extremely proud to have earned this award, as it recognizes our focus upon developing and delivering interactive and useful training tools that provide value to our dealerships,” said Scott Conner, vice president, Honda Power Equipment. “We strive to offer the type of training that fits the unique needs of our dealership personnel’s demanding schedules.”

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Honda Marine products feature four-stroke engine technology for fuel efficiency, quiet operation, and low emissions. Honda's outboards share the same outstanding 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., 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](http://www.hondanews.com).*

*Consumer information, including model overviews and updates, video clips, and complete specifications regarding Honda products, is available at [www.honda.com](http://www.honda.com).*

*For product inquiries and dealer locations, please visit [www.hondamarine.com](http://www.hondamarine.com).*