

## News from Honda



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*For Immediate Release*

**Honda Marine Receives 2011 Customer Satisfaction Index Award from the  
National Marine Manufacturers Association  
Company Earns Recognition for Eighth Consecutive Year**

**ALPHARETTA, Ga., September 15, 2011** – The National Marine Manufacturers Association (NMMA) has named Honda Marine as recipient of the prestigious 2011 Customer Satisfaction Index (CSI) Award for Excellence in Customer Satisfaction for outboard engines. This marks the eighth consecutive year that NMMA has honored Honda Marine with the recognition.

The NMMA will present the 2011 awards at the International Boat Builder's Exhibition (IBEX) show and conference, scheduled for October 17-19 at the Kentucky Exposition Center in Louisville, Kentucky.

The CSI Award acknowledges companies that actively measure customer satisfaction to pursue continuous improvement. Recipients have achieved and maintained an independently measured standard of 90 percent or higher in customer satisfaction during the past year, based on customer surveys. The award is based on owners' rating for overall satisfaction with their outboard engines. Honda Marine outboard engines are known for their superior performance, high fuel efficiency, excellent reliability and quietness-at-cruise – all criteria important to consumer satisfaction.

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“While technological advancements and enhanced environmental performance are integral to the Honda culture, consumers are the ultimate judges of how well our products meet their needs,” said Scott Conner, vice president, Honda Power Equipment. “For Honda Marine to have earned this recognition from NMMA indicates that we have been successful in providing our customers with the best experience possible. We are proud to have earned this award and pledge to use the findings of the survey and analysis to help our organization continue to enrich consumers’ experiences with Honda Marine products.”

NMMA launched its CSI program in 2001 to provide boat and engine manufacturers with an independently-measured, cost-effective tool to help improve customer satisfaction in the boating industry. Since the program's inception, more than 500,000 surveys have been sent to new boat and engine customers, allowing participating manufacturers to monitor customer satisfaction on an ongoing basis, and to benchmark themselves against the industry and their competitors.

Honda Marine exclusively features four-stroke outboard engine technology for high 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 250 horsepower, the Honda Marine full line of current production models certify to 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).*

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*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).*