

News from Honda



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For Immediate Release

Honda Marine Names 2012 Certified 'Master Tech'

ALPHARETTA, Ga., May 4, 2012 – Honda Marine congratulates Mark Dawley, dealer technician from Soundside Marine, Inc. in Edenton, North Carolina for achieving 'Master Tech' status for 2012. Mr. Dawley has secured his 'Master Tech' certification following a rigorous eight-hour test administered at a Honda Marine training center. Obtaining this exclusive certification designates a Honda Marine service technician as possessing the highest level of professional qualification within the company's service training program.

To achieve 'Master Tech' status, Honda service technicians specifically undergo a series of rigorous tests of their Honda-specific skills, including technical processes, maintenance procedures, service diagnostics and repair support resources.

"Our Master Techs represent the brightest and most dedicated professionals among Honda Marine service technicians," said Paul Sabourin, national service manager, Honda Marine. "Their vast knowledge base offers customers the best service experience possible."

Mr. Dawley will hold the title of 'Master Tech' for four years, after which he will be re-tested to retain his status.

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 2.3 to 250 horsepower, the full line of Honda Marine current production models all certify to California Air

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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.

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 visit www.hondamarine.com.

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