

News from Honda



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For Immediate Release

Honda Marine Receives 2010 Customer Satisfaction Index Award from the National Marine Manufacturers Association

Company Earns Recognition for Seventh Consecutive Year

ALPHARETTA, Ga., August 30, 2010 – Honda Marine announced today that it has received the Customer Satisfaction Index (CSI) Award for Excellence in Customer Satisfaction for outboard engines in 2010 from the National Marine Manufacturers Association (NMMA). This award marks the seventh consecutive year that Honda Marine has secured the honor.

The NMMA will formally recognize this year's award recipients at the upcoming International Boat Builder's Exhibition (IBEX) show and conference, scheduled for September 28 - 30 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. Honda Marine outboard engines were recognized for their superior performance, high fuel efficiency, excellent reliability and quietness-at-cruise — all criteria important to consumers.

"We are honored to again receive this important award and recognition from NMMA," said Scott Conner, vice president, Honda Power Equipment. "Providing our

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Honda Receives NMMA CSI Award

Page 2

customers with the best experience possible is the ultimate goal for our team at Honda Marine, and this survey's findings and analyses are key drivers that help our organization effectively meet that goal."

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 pioneered four-stroke outboard 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, 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.

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.