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New Year Foresees Honda Marine Building on a Successful 2017

New products, new boat builder agreements and 12 consecutive months of month-over-month sales increases in 2017 position Honda Marine for a bright 2018

- A wave of new products—15 refreshed or new outboard motors in the last 24 months—propelled Honda Marine’s success in 2017
- Honda Marine posted 12 consecutive months of month-over-month sales increases and a year-over-year sales increase of 16 percent for the 2017 calendar year
- 2017 is the third consecutive year of year-over-year sales increases for Honda Marine
- In the 2017 calendar year, Honda Marine signed 10 new Original Equipment Manufacturer (OEM) agreements and a new retail sales partner
- Honda Marine is the exclusive outboard motor supplier to six OEMs
- The company concluded the 2017 calendar year with nearly 200 OEM partners for its outboard motors

ALPHARETTA, GA, Jan. 11, 2018—Honda Marine caught the wave of success in 2017, establishing a solid foundation to continue growing its business in 2018.

In 2017, Honda Marine delivered 12 consecutive month-over-month sales increases; its third consecutive year of year-over-year sales growth; introduced 15 new or refreshed products in the last 24 months; agreed to a new in-store and internet sales retail partnership with Overton’s; and signed 10 new Original Equipment Manufacturer (OEM) boat builder agreements, bringing the total to almost 200 OEMs offering boaters Honda Marine outboard motors.

Honda Marine also was honored to receive prestigious recognition from the boating industry in 2017. For the 13th consecutive year, Honda Marine earned the National Marine Manufacturers Association (NMMA) Customer Satisfaction Index (CSI) award. The Marine Industry CSI Awards honor boat and engine manufacturers who actively measure customer satisfaction and pursue continuous improvement to better serve their customers. Award recipients achieved an independently measured standard of excellence of 90 percent or higher in customer satisfaction over the past program year, based on information provided by customers purchasing a new boat or engine during the period between January 1, 2016 and December 31, 2016.

“2017 laid the foundation for Honda’s continued growth and success in the outboard marine motor market in 2018,” said William Walton III, assistant vice president – Honda Marine. “Our strategy of focusing on the heart of the outboard motor market, from 2.3 to 250 horsepower motors, is paying off and Honda Marine is proud to be a part of driving industry growth and making boating accessible to new customers by providing reliable, durable, and highly efficient, portable to large outboard motors.”

Product was the heart of Honda Marine’s success in 2017. During the last 24 months, Honda Marine introduced 15 refreshed or all-new outboard motors, representing half of the company’s outboard lineup. The 15 Honda Marine models are the BF4, BF5, BF6, BF40, BF50, BF75, BF90, BF100, 40 Jet, 65 Jet, 105 Jet, along with the Grand Prix White BF150 (Feb. 2018 availability), BF200, BF225 and BF250. With updated styling, easier maintenance and legendary reliability, durability and efficiency, Honda Marine delivers boaters the style and performance they want on the water.

In addition, based on customer demand, Honda Marine offered expanded availability for its Intelligent Shift & Throttle (iST®) system.

Introduced in 2014 on the BF250 outboard motor, Honda Marine’s Intelligent Shift & Throttle system is also now available on the BF200 and BF225 outboard motors. iST is a plug and play system that doesn’t require programming on single and twin engine application or special tools to install. With a compact, under the cowl design for up to four engine installations, and a stylish, modern binnacle control box, iST delivers near effortless shifting under all conditions.

Honda Marine also broke new ground in 2017 with the debut of its Design Concept Engine at the Miami International Boat Show. With inspiration from across Honda’s lineup—including automotive, marine and aeronautical—the Design Concept Engine is a blue sky vision for what future marine engines could look like.

Product actions also drove business success, with Honda Marine posting month-over-month sales increases each month of 2017. This led to a 16 percent year-over-year sales increase for the 2017 calendar year, the third consecutive year of year-over-year sales increases.

It isn’t just customers who are choosing Honda Marine, OEMs also are joining the Honda Marine family. In 2017, Honda Marine added to its nearly 200 OEM agreements by adding Crevalle Boats, BassCat, Grand Inflatable, Direct Boats, T-Craft, Ankona, Solid Kraft, Calabria, Beebe Boatworks and Eastern.

Honda Marine is the exclusive outboard motor supplier for Coach Pontoons, Walker Bay Boats, Eastern’s Rosborough and Pilot boats lines, Brig U.S. and Bimini Bay Boats.

“There is nothing like being at the helm of a boat on the water—the rush of excitement, the exhilaration and freedom, the feeling that hits you immediately with the boat at full throttle and the water and air around you,” added Walton. “With a dedication to getting more people to experience the joy that boating brings and an unwavering focus on our Marine business, Honda is excited for 2018.”

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About Honda Marine

Honda Marine, a division of American Honda Motor Co., Inc., markets a complete range of marine outboard motors. Its comprehensive product line is powered exclusively by four-stroke engines. Honda Marine pioneered four-stroke engine technology and has been designing and building four-stroke outboard motors for more than 50 years, setting the benchmark for fuel efficiency, quiet operation and low emissions. With models ranging from 2.3 to 250 horsepower, the Honda Marine full line of current production models meets the rigorous California Air Resources Board (CARB) 3-star standards, enabling availability and regulatory compliance in all 50 states.

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