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**For Immediate Release**

**Honda Marine Receives 2018 Customer Satisfaction Index Award from the  
National Marine Manufacturers Association  
Company Earns Recognition for Fifteenth Consecutive Year**

ALPHARETTA, Ga., February 15, 2019 – The [National Marine Manufacturers Association \(NMMA\)](#), the leading association representing recreational boating in North America, has named Honda Marine as a recipient of the prestigious [2018 Customer Satisfaction Index \(CSI\) Award](#) for Excellence in Customer Satisfaction for outboard engines. This marks the fifteenth consecutive year that NMMA has honored [Honda Marine](#), a division of American Honda Motor Co., Inc. and marketer of complete range of four-stroke marine outboard motors, with this recognition.

The NMMA presented the 2018 CSI award today at a breakfast ceremony at the Miami International Boat Show at the Miami Marine Stadium Park & Basin. The accolade is based on the overall satisfaction rating of owners for their outboard engines and acknowledges companies that actively measure customer satisfaction to pursue continuous improvement. Award 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 continually analyzes market trends and customer feedback, working to ensure that all of our portable outboard and marine engine models—ranging from 2.3 to 250 horsepower—set the standard for fuel efficiency and ease of operation while staying true to the core Honda attributes of durability, quality, reliability and quiet operation,” said Michael Rickey, Senior Manager, Honda Marine. “We are proud to have earned the CSI recognition from NMMA for 15 years running, and the award is testament that Honda Marine continuously improves and innovates

to offer products that best serve the heart of the marine market, all while enhancing the boating experience for our customers.”

The [NMMA Marine Industry CSI program](#) provides a uniform measure of customer satisfaction across the full range of boats, engines and dealers in the recreational marine industry. Manufacturers and dealers can gauge customer satisfaction with their products and service experience and compare these satisfaction rates across all recreational boating segments. The program conducts two surveys with new boat and engine customers during the first year of ownership. The first survey is sent shortly after the time of boat delivery, and the second is sent nine months later. Together, the two surveys track customer satisfaction with the product, sales experience, delivery, and service process as well as product quality.

Honda Marine features four-stroke outboard engine technology for fuel efficiency and quiet operation. Honda outboards share the same unparalleled durability, quality, and reliability as its legendary automobiles.

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#### **About Honda Marine**

Honda Marine, a division of American Honda Motor Co., Inc., markets a complete range of outboard marine motors. Its comprehensive product line is powered exclusively by four-stroke engines. Honda 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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