

HONDA



***Honda
Premier
Service***

Program Overview

Program Overview

Honda Premier Service is a servicing dealer program to promote customer satisfaction by providing a professional and equal technical experience for warranty service for **retailed** Honda Power Equipment products not sold by your dealership/company (*Program incentives do not apply to units sold by your dealership, units in inventory, Honda Marine engines, or Honda outboards*).

Dealer Overview

(See details in program agreement)

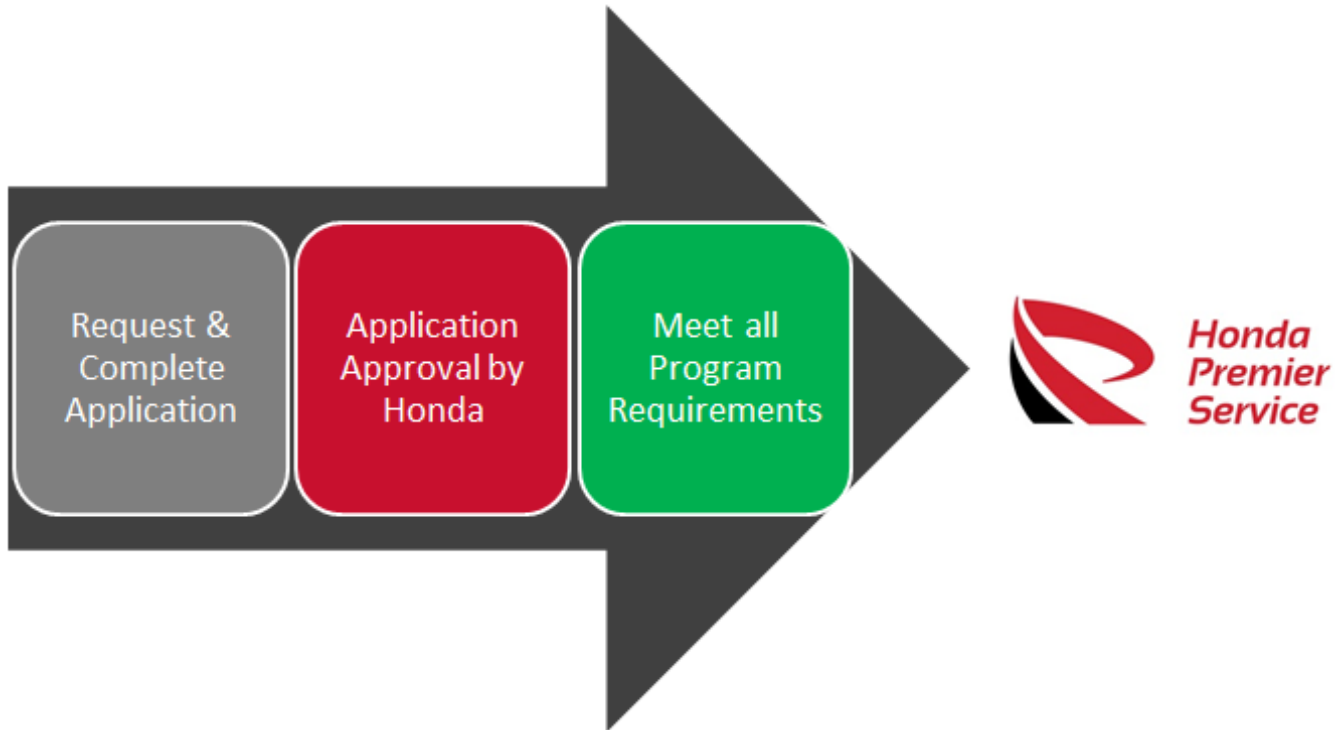
- Service all customers
- Resolve customer relations contacts
- Complete warranty repairs in a timely manner
- Complete required Honda training
- Display Honda Premier Service signs provided by Honda
- Allow use of dealership information for Honda Premier Service dealer listing
- Provide necessary tools to technicians

Honda Overview

(see details in program agreement)

- Additional time paid for approved warranty claims
- Additional funding, up to retail, for approved warranty parts
- Additional payment for approved engine replacement claims
- Technical & performance training
- Pick-up and delivery reimbursements
- Honda Premier Service POP materials
- Dealer locator identification and priority

Becoming a *Honda Premier Service* Dealership



Initial acceptance as a Honda Premier Service dealer is subject to:

- Your request for a Honda Premier Service program agreement and application
 - Application requests: <http://powerequipment.honda.com/premierservice>
- Your completion and submission of application (signed agreement)
- Acceptance by Honda of your application (signed agreement)
- Meeting all program requirements

Your application will be reviewed by:

- Your PE District Service Manager
- Manager, PE Field Service
- Honda Customer Relations Department

Approval from these groups is required before you can be accepted as a *Honda Premier Service* dealer. Incentives will begin on qualifying warranty claims with a repair order date after the *Honda Premier Service* approval date is communicated in writing. All program requirements must be met prior to dealer receiving incentives and program benefits