

THE

# CUTTING EDGE

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**Rated #1 by Construction  
and Industrial Users,  
Year after Year!**

**HONDA**  
**Power**  
**Equipment**

**HONDA**  
**Power**  
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# THE POWER OF PREMIER



## The Power of Premier Honda Dealer Convention

**HONDA**  
**Power**  
**Equipment**

According to those in attendance, the recent “Power of Premier” Honda PE Dealer Convention, held at The Mirage hotel in fabulous Las Vegas, was a rousing success. Tom Diltz of Smitty’s Lawn & Garden

Equipment summed it up best, “We really appreciated the positive nature that Honda presented about where (we) are going. The Honda Premier message brought it all together about Premier Programs, Honda’s direction and reinforced that dealers and Honda are on the same page. It was great to get together with all of the Honda PE dealers, talk to them and make contacts”.

Tom was just one of almost 350 of Honda’s top performing dealers. Add to that almost 300 of their dealer staff, 34 vendors, and 115 Honda Associates and you have a deep pool of common business interests. The Power of Premier Convention squeezed about a week’s worth of business into just a day and half.

The days weren’t all just work though, everyone gathered on the final night to celebrate our direction and mutual successes.

“HondaLand” was the convention’s main hall. HondaLand was also the center of all convention activities, presentations and meetings. Honda Associates in The Honda PE Museum greeted Dealers entering HondaLand. The museum featured some of the most important Honda PE products and industry changing technologies introduced by Honda over the last 50 years.

Once the dealer’s nostalgia and enthusiasm for historic Honda products was satisfied, the Honda Museum associates guided the dealers to the many booths and displays featuring Honda PE departments and Honda PE business focused exhibitors.

Bob Clements: During one of the Business Focus Meeting breakouts, Will Willis, of Advanced Mower in Bessemer Alabama heard just what he was looking for during Bob Clements International’s portion of the Dealer Development presentation. Will said, “Bob’s knowledge of our industry was apparent in the quality of his presentation. Bob speaks PE. We look forward to improving the efficiency and profit in our parts, service and billing departments. We told Honda Senior Manager of Power Equipment, Dan Sherlock, we’re singing up with the Bob Clements program.”

Citi Bank: The one common theme that came from dealers was that one of the most exciting programs introduced at the convention was the Citi Bank Retail Financing Card. According to Edward Dismukes of Wilson Dismukes Inc., “The newly offered Citi Bank Consumer and Commercial Retail Financing program contains great incentives and terms to help dealers close sales”. There is all the testimony you need, right there.

Miimo: Larry Duerr of Nevada Power Products in Sparks, NV was skeptic about robotic mowers. That is until he attended The Power of Premier convention, where he saw the Honda Miimo robotic mower in action. He was impressed. Larry said, “This is the future of lawn care. Honda PE has a high quality robotic mower product and a comprehensive program for new Miimo Dealers that will help us sell, support and market effectively.”

There were many other booths in HondaLand and all were dedicated to sharing information with our best dealers to help them build upon our past successes and pave the way for a strong future together. Bill Willis summed it up. “The convention was great. It was a great benefit to the dealers. It was long overdue, don’t wait so long for the next one.” •

# Honda Premier

After launching the Honda Premier platform at the beginning of 2016, Honda Power Equipment recently celebrated the program's debut with the first class of Honda Premier Dealerships at the 2017 Dealer Convention at the Mirage Hotel and Casino in Las Vegas, NV.

The purpose of Honda Premier is to recognize and reward dealerships that provide the best overall customer experience to Honda customers. Honda Premier Dealership status is the highest achievement a dealership can attain through the platform, and is built upon two stand-alone programs that can be achieved and rewarded independently of each other.

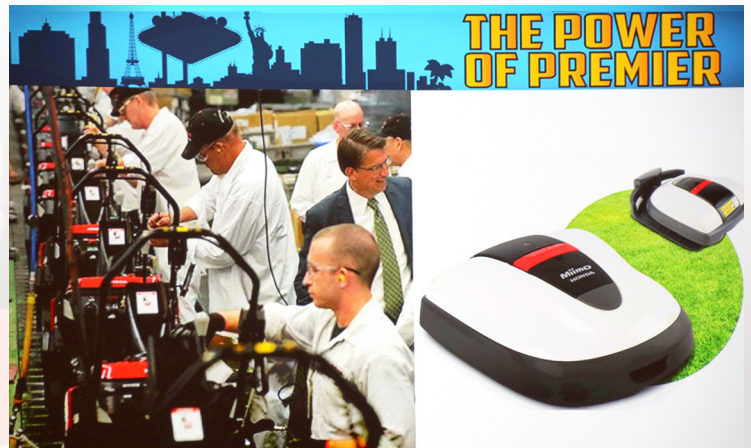
Honda Premier Service is a program that rewards Honda Dealerships for providing exceptional product service and satisfying all Honda service customers regardless of where they purchased the product. Honda Premier Service program identification, Honda website locator priority for service, and additional payments for warranty claims on product not sold by your dealership

are just a few of the program highlights.

Premier Performance Plan is a program that rewards Honda Dealerships for properly representing the Honda brand, implementing best business practices, and maintaining sales growth with Honda Power Equipment. This program rewards Honda Dealerships with a Qualifier Bonus that pays up to 1.5% of annual sales, and two Growth Bonus periods that pay up to 1.5% of sales. There is no application for this program as dealers that meet minimum requirements are automatically eligible to participate in the Premier Performance Plan program.

Honda Premier Dealership is a status then awarded to dealerships achieving both the Honda Premier Service and Premier Performance Plan program

benchmarks. It is the highest honor that a Honda Power Equipment Dealer can earn. With this prestigious award, and in addition to the various benefits each individual program allows throughout the year, Honda Power Equipment Dealerships also receive rewards such as free iN, free Honda Power Training, free Parts CD and 60/40 Advertising Coop. Premier Dealership status receives top priority on Honda Power Equipment's dealer locator, and dealerships can promote their achievement with merchandising materials and advertising privileges granted through the status.



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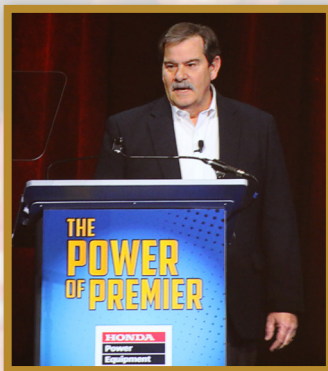
## Honda Premier *continued*

This past year, 626 dealerships from across the country were accepted into the Honda Premier Service program and began receiving financial and marketing benefits for meeting the program's standards.

For their sales performance and dedication to completing Honda's brand qualifiers throughout 2016, 661 dealerships received growth and performance bonuses under the Premier Performance Plan.

As a result of their hard work toward achieving the highest levels of the entire program platform, 401 dealerships were awarded Honda Premier Dealership status for the 2017 calendar year.

If you would like to learn more about Honda Premier and the benefits tied to each aspect of the program, information can be found under both the Sales and Service tabs of the Interactive Network. Program bulletin information can also be found in the 2017 Sales and Marketing binder. •



# What is the most efficient method for “Dealer Pick-up” orders?

1. Place your order on the iN or through Sales Support staff
2. Save your sales order number for reference
3. Use iN to confirm your order status.
4. Once status shows “SCHEDULED FOR SHIPMENT” on the iN Unit Order Management → Unit Order Status screen, order is available for pick up at the warehouse. (see figure 1)
5. Appointments are required. Dealer must contact parent warehouse to schedule an appointment for dealer pick up.
  - ◆ Standard timing for appointments requires 24-48 hours advance notice
  - ◆ In the event of an immediate need for pickup i.e. disaster support, storm activity, etc, please contact Sales Support at 800-35-Honda, option 5, 1
  - ◆ Provide dealer number and sales order number
  - ◆ Keep a record of the appointment/pickup number if applicable and appointment time to provide to warehouse staff when upon arrival
  - ◆ The warehouse will request information such as dealer name and the final destination, so please come prepared with the information
  - ◆ If sending a third party (Dealer’s Agent) in for pickup, a fax from the dealership with the name of the individual who will be picking up on the dealer’s behalf will be required
  - ◆ Be prepared to show driver’s license
6. Signing in and out at the warehouse dock is required
6. Prior to arrival, please ensure the proper equipment has been secured to pick up and transport your Honda products. Below are items to consider bringing to the warehouse:
  - ◆ A supply of bungee cords and ratchet tie-down straps to secure the product
  - ◆ A tarp or some sort of covering for protection against inclement weather

Please make every effort to honor the scheduled appointment. The warehouse pulls and stages product to facilitate scheduled pick up. If units are not picked up on scheduled appointment date, a restocking fee of \$25.00 applies.

## Dealer Pick Up Policy

All “Dealer Pick Up” orders must be picked up within 10 business days of the order date. American Honda reserves the right to cancel the order if not picked up within 10 days. A restocking fee of \$25.00 per unit applies to missed appointments. Please note that during emergency/disaster and/or allocation situations, American Honda may require “Dealer Pick Up” orders to be picked up immediately.

American Honda Warehouses and contact phone numbers

Location	Phone	Fax
Mira Loma, CA	951-360-0281	951-360-6423
Chesapeake, VA	757-233-4300	757-420-8796
Jacksonville, FL	904-714-6580	904-714-6571
Joliet, IL	815-423-4041	815-423-4050
Sumner, WA	253-750-8002	253-750-8005
Shreveport, LA	318-840-0715	318-840-0753

(figure 1)

Ref#	W/H	Ship Via	Billing Type	Qty	Shipment Amount	Status	Action/ Tracking No.
11350066	0010	Dealer Pick-up	AHFC	2	\$730.00	DEL# 83031992 SCHEDULED FOR SHIPMENT	

# It's Inventory Time!

**WHO:** WH90

Shreveport, LA

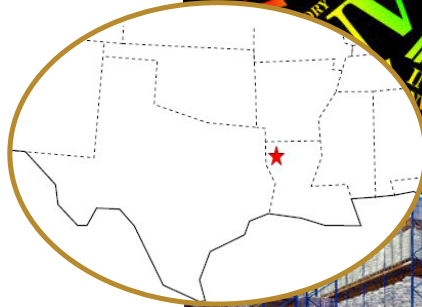
**WHEN:** May 1 & 2, 2017

The Shreveport, LA warehouse will be closed for normal operations on these dates.

We want no service interruptions for you -

please plan your order fulfilment requirements, so that anything necessary ships prior to the inventory.

Normal business operations will resume on Wednesday, May 3, 2017. •

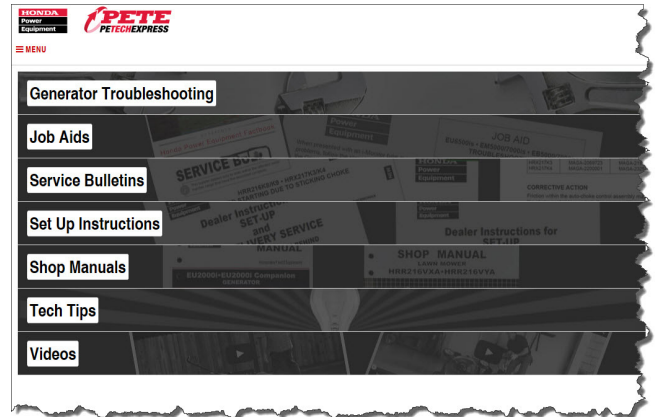


## Meet PETE, PE Tech Express – Your Mobile Site for Service Publications

PETE, PE Tech Express, is a website that provides **DIRECT ACCESS** to service publications for dealers using mobile devices.

Logging in to PETE is simple—enter your email address, dealer number, and zip code.

PETE provides quick access to generator troubleshooting, job aids, service bulletins, setup instructions, shop manuals, tech tips, and **DIRECT-TO-TECH** videos.



PETE can be found at [pete.honda.com](http://pete.honda.com).

This portal is for dealer use only.

### DIRECT ACCESS Posters



Our **DIRECT ACCESS** posters are mailed quarterly to all ISDs. Seasonal product posters provide **DIRECT ACCESS** to service bulletins,

consumer information, and **DIRECT-TO-TECH** video via QR code. No login is required—just scan using a QR code app and view.

The Parts & Service Operations At-A-Glance laminated poster provides up-to-date contact information for Customer Relations, Parts, Service Communications, Special Tools, Techline, the Tool & Equipment Program, and Warranty.

If these posters aren't readily accessible to dealership personnel, they should be! If someone has made off with your copy, please call Service Publications at 800.222.7693, option 7.

The **DIRECT ACCESS** Lawn Mower poster will arrive in early March. Keep a look out!

DIRECT ACCESS

**LAWN MOWERS**  
BULLETINS, NOTICES, REMINDERS, SETUP INSTRUCTIONS, & DIRECT-TO-TECH VIDEOS

**GENERATORS**  
BULLETINS, SETUP INSTRUCTIONS, CONSUMER INFORMATION & DIRECT-TO-TECH VIDEO

**SNOW BLOWERS**

**PARTS & SERVICE OPERATIONS AT-A-GLANCE**

Customer Relations	Dealer Line	Consumer Line
CR Specialists work with dealers to resolve retail customer issues relative to service and warranty repairs. You may also call them with a 'heads-up' on potential CR issues.	1-800-222-7693, option 2 (dealer use only)	1-770-497-6400
Parts	Dealer Line	Consumer Line
Our Parts Analyst can assist with parts availability, including backorder information, upgrading dial orders for urgent or critical, parts look-up and pricing, and order tracking.	1-800-222-7693, option 3, then 1 (dealer use only)	1-770-497-6400, option 3
Our Facing Parts Center can assist you with cancelling recently placed orders, Order Adjustment Requests (OARs), Stock Return Allowances (SRAs), and parts order discrepancies.	1-800-222-7693, option 3, then 2, then dial the two-digit extension for your facing parts center: PC10=10, PC30=30, PC40=40, PC50=50, PC60=60, PC65=65, PC70=70, PC80=80, PC90=90 (dealer use only)	
To order whole goods, contact Sales Support at 1-800-354-6632, option 5.		
Service Communications	Dealer Line	Consumer Line

## Ordering Service Publications Direct from PE



To place an order for service publications via the iN, select any business area tab (with the exception of ONLINE UNIVERSITY) and then click on eMail>PE Service Publications.

The screenshot shows the iN website interface. A red arrow points from the 'SALES' tab in the top navigation bar to the 'eMail' link in the left-hand menu. Another red arrow points from the 'eMail' link to the 'Service Publications' link in the right-hand menu.

You will be transferred to the home page for the Service Publications eStore. Select 'Shop for Honda Power Equipment Manuals.'

The screenshot shows the eStore home page. At the top, there are logos for Honda Engines, Honda Marine, and Honda Power Equipment. Below the logos, there are three buttons: 'Shop for Honda Engine Manuals', 'Shop for Honda Marine Manuals', and 'Shop for Honda Power Equipment Manuals'. The main content area features a large banner with the text 'Welcome to Honda Power Products Support Publications!' and 'Your online source for Honda Power Equipment, Marine, and Engine shop manuals and other service support materials.'

Use the left-hand navigation pane to browse publications, or enter a keyword search to locate the publication you need. Our keyword search capability is quite robust. You can enter the model's serial number prefix, such as EEJD, or the first few letters/numbers of the model, such as EU7. The system will present you with all the publications related to the model. You will find manuals as well as consumer handouts and wiring diagrams for download.

The screenshot shows the search results page for 'EU7'. A search box at the top contains 'EU7'. The left-hand navigation pane shows a tree view of publications, with 'Honda Power Equipment' expanded to show 'EU7000s'. The main content area displays a list of publications, including 'EU7000s frame serial number range: EED-100001 through 999999'. A red callout box highlights the 'Download color wiring diagrams and consumer handouts for your retail customers.' and 'Order shop manuals, binders, and service support materials.' buttons. Another red callout box highlights the 'PDF' icon and the 'Caring for Low-Maintenance Generator Batteries' link.

Your order is packed with speed and precision and shipped via USPS Priority Mail or FedEx Ground. You will receive a confirmation email with tracking information, and orders are billed to your account via miscellaneous billing.

You can also place an order for publications by calling us at 800.222.7693, option 7 (dealers only).

Consumers may call Service Publications at 770.497.6400, option 4.

*continued*



# Meet PETE, PE Tech Express — Your Mobile Site for Service Publications continued

## How to Land a Duplicate or Missing Owner's Manual



All owner's manuals, dating back to the stone age (the 70s), are available for download (free of charge) from our consumer website at <http://powerequipment.honda.com>.

To obtain a hardcopy owner's manual, please call Service Publications at 800.222.7693, option 7 (dealers only).

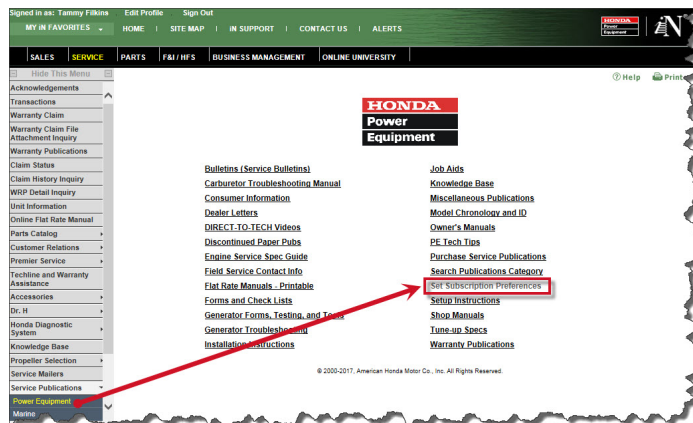
Consumers may call Service Publications at 770.497.6400, option 4.

Hardcopy owner's manuals may not be factory original.

## DIRECT-TO-TECH Email Service

Are you receiving **DIRECT-TO-TECH** email? If not, don't depend upon others to keep you informed. We encourage all parts and service personnel to take advantage of the **DIRECT-TO-TECH** email service. Enroll your business or personal email address to ensure you are always up-to-date with respect to service bulletins, job aids, parts & accessory bulletins, **DIRECT-TO-TECH** videos, and more.

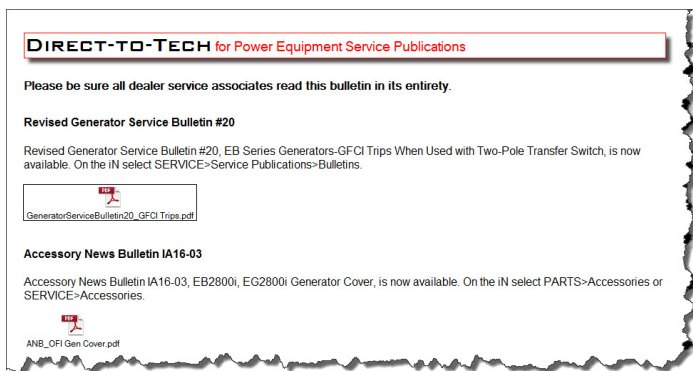
Add, delete, or update email addresses through the iN. Select **SERVICE>Service Publications>Set Subscription Preferences**.



If you don't have access to the Interactive Network, send your request to [hondapepublications@ahm.honda.com](mailto:hondapepublications@ahm.honda.com). Please include your Honda dealer number and email address(es).

Articles submitted by Tammy Filkins, Operations Supervisor, Service Communications

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**Honda Youtube Mean Mower Spot**

# Honda Mini 4-Stroke and the new VersAttach Split Shaft

Over the decades, Honda has created the most advanced, high performance and innovative engines in the world. Take the Honda Mini 4-Stroke engine for example. Developed 20 years ago, it's still one of the most advanced Power Equipment designs featuring Honda's imagination, innovation and engineering excellence.

My name is Warren Reid. I am the West Region Sales Manager for Honda Power Equipment. Over the 40 plus years I've been associated with Honda Motor Co, I've been around the Honda Hawk world land speed record attempt motorcycle, the \$100,000+ Team Honda Motocross "Works Bikes", the GP Road Race engines featuring Oval Piston 4-Strokes with 8 valves per cylinder and other GP Bikes with incredibly unique V-5 (4-Stroke) engine configurations. I've seen and appreciated some amazing things from Honda and the MINI 4-STROKE Mini 4-Stroke is no exception.

Although it is slightly heavier than similarly powered 2-Strokes, the Honda Mini 4-Stroke is a clean, quiet, fuel efficient, light and super dependable commercial grade engine that makes it the perfect choice to power many types of Hand-Held and other small Outdoor Power Equipment.

Like the 2-Stroke engines it replaces (and unlike other Mini 4-Strokes), it is fully operational and stored in any position.

The Honda Mini 4-Stroke engine has extraordinarily high performance; it's a Honda so of course it has plenty of high performance. It's amazing because Honda created a design that is so "simply" engineered but yet it still meets the performance, quality and efficiency needs of the demanding Power Equipment Industry. This engine has stood the test of time for two decades without any comparable competition.

The Honda Mini 4-Stroke engine is extremely versatile and is at the heart of many Honda Power Equipment products as well as numerous products made by other OEMs. Honda features versions of the MINI 4-STROKE on our Hand-Held String Trimmer line, our FG110 Mini-Tiller, the EU1000 and world leading EU2000 generators and the WX10 & WX15 Water Pumps.

Many products in the PE industry are moving to battery. Commercial Grade battery products are expensive and still being developed and introduced to the PE market. The Honda Mini 4-Stroke's proven clean, efficient and high quality commercial duty powered products are the perfect transition from gasoline to battery and offers dealers the parts and service opportunities that battery product will not.



Now Honda features the Honda Mini 4-Stroke engine on the new and innovative UMC25 and UMC35 VersAttach split shaft multi-flexibility tools.

Let's explore what makes the GX25 & GX35 MINI 4-STROKE engine on the VersAttach Split Shaft so good.

## Best in Class Honda Engine – Honda's Legendary Power

- ▲ Honda GX25/35 engine – Provides tenacious power & torque – (about 25% more torque)
  - ◆ Can operate easily at ¼ or ½ throttle and still do the job
- ▲ Exceptional fuel efficiency – Low maintenance - almost double the run time of 2-Stroke
- ▲ Clean burning 4-stroke technology - No fuel/oil mixing required -
  - ◆ No 2-Stroke smell
  - ◆ Fuel costs are about ½ the cost of the fuel/oil mix required for a 2-Stroke
- ▲ Strong brand reputation – Dependability, Quality, Reliability and Performance

## A big thing that makes a big, big difference – Oil Mist Lubrication is sheer genius

- ▲ A rotary slinger keeps the oil in a constantly misted state
- ▲ The piston's pumping action and the inside-case OHC drive belt keep the oil mist in constant circulation
- ▲ Simple design – No oil pump – after almost 20 years, there is no equal.
  - ◆ In fact, some competitors' 4-Stroke designs require fuel/oil mixing
  - ◆ Why bother with a 4-Stroke if you still have to mix fuel and oil?

*continued*

## Honda Mini 4-Stroke and the new VersAttach Split Shaft continued

### The little things that make a big difference

- ▲ **Big Bore and Short Stroke**
    - ◆ Equals a fast revving & high revving design when quick, high power is needed
    - ◆ Rev's to 10,000 RPM - similar to 2-Stroke
  - ▲ **Optimum Port Configuration and large-diameter valves**
    - ◆ Help maximize power output
  - ▲ **Light and rigid valve train for superior 4-Stroke performance throughout the RPM range**
  - ▲ **Full Ball Bearing supported crankshaft**
    - ◆ Commercial grade for dependable operation and a long life
  - ▲ **A simple exhaust decompression system**
    - ◆ About 2/3 starter rope pulling force of a comparable 2-Stroke
    - ◆ Easier and more natural-feeling recoil starting
  - ▲ **The Innovative inside-case belt drive OHC design**
    - ◆ Quieter, less vibration and less mechanical noise,
- When you combine all that those features in a state of the art Split-shaft chassis, you've got a sales winner that will satisfy the

most discerning customer as well as for the folks that just want a quiet, reliable, easy start and super versatile piece of equipment.

The UMC425 and UMC435 feature the All-New VersAttach system that offers convenience and versatility with six commercial quality attachments for a majority of yard maintenance tasks. Combine the VersAttach with the innovative and high quality SureLoc® joint locking system and you have a combination that gives years of confidence and security.

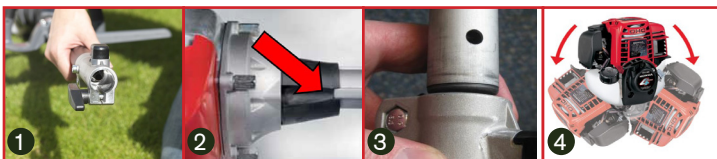
Honda offers dealers an excellent value with displays to attractively merchandise and brand the Honda VersAttach models and attachments.

### VersAttach™ System In-Store Merchandising



### VersAttach™ System Features

**HONDA**  
**Power**  
**Equipment**



1. **SureLoc™ Joint System** – 2 position joint mechanism makes it easy to connect attachments giving confidence & security. Simply insert the attachment until the SureLoc™ pin clicks and then tighten the joint knob.
2. **Anti-Vibration System** – Comfortable to use, especially for long periods. Helps minimize operator fatigue.
3. **High Modulus Resin** – For improved durability and reliable, consistent assembly for the customer.
4. **Full 360 Degree 'Any-Side-Up' Operation** – The innovative design of Honda's Mini 4-stroke allows it to be used (and stored) in any position – upright, sideways, even upside down – for a full 360 degrees of usability.

Dealers catering to the Commercial and Quality Product conscious markets would do well promoting the Honda UMC425 & UMC435 VersAttach models. Both models feature the Honda Mini-4-Stroke engine, six popular attachments that connect utilizing Honda's exclusive SureLoc joint system that is simple, smooth and reliable. Your customers will thank you for your good taste. •

**HONDA**  
**Power**  
**Equipment**

## Accord Named Top Ethnic Vehicle

Honda received seven awards at the second annual Diversity Volume Leadership (DVL) ceremony, which highlights the impact ethnic car buyers have on the auto industry.

The awards held this week in Detroit, Mich., are based on new vehicle registrations with ethnic, women and millennial consumers

This year, the National Associates of Minority Automobile Dealers and IHS Markit honored American Honda with the “Top Overall Ethnic Vehicle” DVL Award. “Top Overall Ethnic Vehicle” is the most sought-after Diversity Volume Leadership honor for automotive brands dedicated to driving sales leadership with Asian, Native American, Hispanic and African American car buyers.

The awards also honored leadership in in different regions and among different consumer categories. Honda won awards for:

- ▲ The Honda Accord was named “Top Overall Ethnic Vehicle” as well as “Ethnic Volume Leader” for the Mideast region and the “Top Vehicle” for Asian-Pacific Islanders.
- ▲ The Honda Civic was named the “Ethnic Volume Leader” for the Western region and “Top Ethnic Millennial Vehicle.”
- ▲ The Honda CR-V was named the “Top Women’s Vehicle.”
- ▲ The Honda HR-V was recognized as the “Volume Growth Leader” for women. •



## NSX Wins 2017 Green Luxury Car of the Year

The 2017 Acura NSX was awarded the 2017 Luxury Green Car of the Year™ distinction by Green Car Journal. The Acura NSX challenges supercar norms with cutting-edge and world-first technologies. A first-of-its-kind Sport Hybrid Super Handling All-Wheel Drive™ power unit that electrifies all phases of driving – accelerating, braking and cornering – enables an unprecedented combination of performance and efficiency.

“The 2017 Acura NSX delivers the luxury of driving a sports car equally at home on the highway or the track, that also happens to have important ‘green’ credentials,” said Ron Cogan, editor and publisher of Green Car Journal and CarsOfChange.com. “Its advanced hybrid drivetrain, impressive aerodynamics, use of lightweight materials, and significantly improved city fuel efficiency over the previous generation are all positive testament to its distinction as the 2017 Luxury Green Car of the Year™.”

The Luxury Green Car of the Year award is one more award for the NSX to put on its mantel. Last year, the 2017 Acura NSX was named “Road and Track’s” Performance Car of the Year. Competing against eight other cars including the BMW M4 GTS, Corvette Grand Sport, Jaguar F-Type SVR and Porsche 911 Turbo S, the unique driving experience in the NSX stood out and snagged the 2017 title. •



## Pioneer 1000 Wins Top Honor

The Pioneer is no stranger to climbing mountainous terrain. It's not surprising then that the newly released 2017 Pioneer 1000-5 Limited Edition model reached the top of one prized peak: ATV.com's 2016 Utility UTV of the Year.

On January 3, ATV.com, "the definitive information resource for ATV enthusiasts around the world," named the Pioneer 1000-5 LE the best utility task vehicle (UTV) of 2016. ATV.com's decision was heavily based on the Pioneer's I-4X4, Hill Start Assist, and other features that make it "the start for a new tomorrow in the world of UTV."

"This award is not only an honor for Honda but a testament to HRA associates' hard work every day to develop a superior

product for our customers," Eric Stevens, 17YM Pioneer 1000 LPL, said. "We're thrilled that ATV.com, like so many of Honda's customers, recognize the technology, safety, and excitement of the Pioneer." •



## North American Car of the Year

The Ridgeline in-bed trunk can fit a lot—at least 20 champagne bottles. That's how many it held after winning NACTOY's Truck of the Year award last week at the North American International Auto Show (NAIAS). It's also just one of several impressive numbers that symbolizes HRA's successful NACTOY history and its promising future.

Since 1994 when the award began, Honda and Acura products have been named NACTOY finalists 14 times, five of which ultimately became NACTOY winners. Impressively, HRA played a role in the development of these five NACTOY winners, including this year's Ridgeline, as shown in the graphic below:

Recognizing the most outstanding new vehicles of the year in North America, NACTOY awards are particularly important as HRA has taken on increased responsibility over previous years for this market. As Honda's global president, Takahiro Hachigo, said in his New Year message, regional operations are being called on to develop products for our unique global customers. HRA has been identified as a sub-global operation, or "lead R&D facility," in this effort.

Clearly, HRA associates are up to that task, both for vehicles and Honda's other award-winning products.

For example, the Acura NSX was awarded 2016 Performance Car of the Year by Road and Track. ATV.com named the Pioneer 1000-5 LE its 2016 UTV of the Year. Honda's lawn

mowers perennially dominate in Consumer Reports. And, of course, the 2017 Ridgeline won this year's NACTOY overwhelmingly, receiving 305 points to the Ford F-Series Super Duty's 193 and the Nissan Titan's 72.

"The recognition our products receive are a direct reflection on the quality of our associates and the excellence they pursue in their daily work," HRA President Frank Paluch said. "Results like this are why HRA has earned increased responsibility to lead development not only for North American products, but our global ones as well."

And if HRA's past performance is any indication, associates will continue providing outstanding products across North America, around the globe, and in many award seasons to come. •

