



Team Honda Purchase Program

Welcome to Team Honda Purchase Program

Your dealership has enrolled in the Team Honda Purchase Program - which offers vehicle purchase discounts to the following:

- Honda associates, retirees, and their family members
- Honda and Acura dealership associates and their spouses

The program is launching to eligible associates mid-March 2016, so you need to be prepared for any Team Honda Purchase Program buyer who visits your dealership.

When an eligible buyer selects your participating dealership to complete a purchase, the captured lead is sent to your dealership via your lead management system: HONDA ASSOC PURCH THPP AHM or HONDA DEALER PURCH AHM. The customer is instructed to ask for your Sales Manager when visiting the dealership, but any sales representative should be able to facilitate the transaction to ensure a pleasant and seamless customer experience. Once your dealership completes the sale and the claim process - and both pass an audit - it receives a delivery bonus.

How Does It Work?

Eligible buyers must have a claim number to take advantage of the discounted pricing. A buyer obtains a claim number in one of three ways:

1. The eligible buyer visits the consumer Team Honda Purchase Program website at **TeamPurchaseProgram.Honda.com**. **Honda.com**, completes all steps as instructed, generates a claim certificate (featuring the claim number), and takes it to your dealership.
2. The eligible buyer calls Team Honda Purchase Program Headquarters at 1-855-846-1950. The customer service representative completes the online process, gives the eligible buyer the claim number, and emails the claim certificate to take to your dealership.
3. The eligible buyer visits your dealership, and a member of your sales staff facilitates the generation of the claim certificate (featuring the claim number) on the consumer website, with the buyer's input.



Generate a Claim Certificate and Number

If you are assisting a customer in generating a claim certificate, follow these steps:

1. Access the consumer site at **TeamPurchaseProgram.Honda.com**.
2. **Home** page: Select the appropriate business relationship for the buyer - Honda associate, retiree, or family member; or dealership associate or spouse.
3. **Credentials** page: Enter the required information for the eligible employee or retiree:
 - A Honda employee number, company code, and home ZIP code are required for a buyer who is a Honda associate, retiree, or family member.
 - A Dealership Personnel Training System (DPTS) ID is required for buyer who is a Honda or Acura dealership associate or spouse/domestic partner.
4. **Choose a Brand** page: Select **Honda**.
5. **Enter ZIP Code** page: Enter the five-digit ZIP code of your dealership.
6. **Select Vehicle** and **Choose Your Model** pages: Select the buyer's desired vehicle and trim. Be sure to inform the customer if the desired model is not in your inventory. Team Honda Purchase Program pricing is available only on models in stock.

7. **Your Team Honda Pricing** page: Once the model and trim are selected, the base discounted price is displayed. This nonnegotiable price was agreed to by your dealership management when enrolling in the program. The final price to the customer is the base price, minus any current incentives, plus any service contracts, dealer-installed accessories, and standard documentation fees.
8. **Select a Dealership** page: Select your dealership from the list of participating dealerships near the entered ZIP code.
9. **Customer Information** page: Personal information must be entered for both the eligible associate and the buyer, if not the same person.
 - Enter all required information.
 - Answer the two questions.
 - If not already uploaded, upload the proof of employment for the eligible associate: business card, pay stub, or company photo identification card or badge. Retirees will need to provide proof of identification via a driver's license or government-issued identification card. One of these forms of identification needs to be brought to the dealership at the time of vehicle purchase. It is the dealership's responsibility to verify that the proof of employment matches the eligible associate's name on the claim.
 - Click on **Generate Claim Certificate**.
10. **Your Certificate** page: Print the certificate, which includes the claim number.

Complete the Claim

Once the eligible buyer has selected a vehicle from your inventory and has a claim number, your dealership's Sales Manager will complete the claim process on the Team Honda Purchase Program dealer website.

Questions?

Ask your Sales Manager, or contact Team Honda Purchase Program Headquarters, Monday through Saturday, from 9 a.m. to 8 p.m. ET:

- Call: 1-855-846-1950
- Email: TeamHondaPurchaseProgram@ProgramHQ.com

Your Certificate

Congratulations! You are on your way to owning a new Honda.

Please print the claim certificate shown below and take it to the Sales Manager at your selected Honda dealership. The certificate has also been emailed to the address you provided.

HONDA The Power of Dreams MAIN STREET HONDA 1234 MAIN ST ANYWHERE, USA 01234 Phone: 555-555-5555 Eligible Associate: KEN SMITH Authorized Savings Request: KEN SMITH 3045 ANYWHERE LOS ANGELES, CA 90016 Please present this certificate to the Sales Manager.		Team Honda Purchase Program Certificate Your Ideal Vehicle: 2015 ACCORD HYBRID 2015 CVT MSRP: \$29,305.00 Dealer Discount: \$26,804.12 Team Honda Price With Discount: \$24,373.45 Total Savings vs MSRP: \$4,931.55 <small>Prices listed do not include taxes, license fees, registration fees, destination charge, or a \$25.00 destination and handling charge. Dealer reserves the right to change prices without notice. This certificate is valid for 30 days from the date of issuance. It is the responsibility of the buyer to verify that the vehicle is eligible for the Team Honda Purchase Program. Actual savings will vary based on model and trim selected. This certificate expires on 02/28/2016.</small>		CLAIM NUMBER: A1000189 <small>INTRODUCED 10/01/2015 to all private 40% SMITH buyers on vehicles on sale at the time of this release. Valid through 02/28/2016.</small>
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