



Team Honda
Purchase Program

HONDA
The Power of Dreams



Team Honda Purchase Program

Announcing the Team Honda Purchase Program

Together, everyone achieves more. This is the philosophy behind One Team Honda and our new Team Honda Purchase Program. American Honda is initiating this purchase program for our valuable team members - Honda associates, Honda retirees, and Honda and Acura dealership associates - and their eligible family members. The program allows eligible customers to purchase new Honda and Acura models at discounted prices, thereby encouraging the joy of buying among Team Honda members - as well as driving qualified buyers to your dealership.

The Team Honda Purchase Program is designed to be easy for you - and for the customer, who benefits from good pricing and a streamlined sales experience. The new program is geared to help your dealership reduce excess inventory (eligibility determined by AHM). It benefits your dealership by helping you expand and grow your owner database - creating opportunities to build lifetime owner loyalty - resulting in incremental sales revenue.

Learn all about the program in this brochure, and then get on board by enrolling your dealership to participate. Team Honda Purchase Program is scheduled to roll out to eligible customers in March, so don't delay. Enroll today!

How Does The Program Work?

Eligible associates learn about the program through communications from Honda corporate. By supplying the required information for his or her employment category - either Honda associates, retirees, and family members or dealership associates and spouses - the consumer is eligible for a discount set by American Honda and can generate an online claim certificate for a specific make, model, and trim.

When your participating dealership is selected by an eligible associate or family member during the certificate-generation process, the captured lead is delivered to your dealership via your lead management system. The customer is instructed to ask for your Internet 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 - you receive a delivery bonus.



Why Participate?

There are a number of ways your dealership benefits from participating in the program:

- Vehicle discounts for your dealership employees
- Access to thousands of qualified customers affiliated with Honda and Acura
- Opportunities to build Honda Lifetime Owner Loyalty and grow your owner database
- Delivery bonus for each sale, as follows:

Eligible Honda Buyer	Delivery Bonus
Honda corporate associate, retiree, or qualified family member	\$900
Honda or Acura dealership associate or spouse/domestic partner	\$400

- Dealer sales loyalty improvement through repeat purchases from eligible associates and family members
- Increased revenue opportunities through parts, service, and accessories sales, as well as Vehicle Service Contract sales and financing
- Opportunities for conquest sales from consumers who previously may not have considered a Honda vehicle

Enroll Today!

Enrollment is simple. As the Dealer Principal, Dealer Manager, or General Manager, you access the Team Honda Purchase Program Enrollment page via the INTERACTIVE NETWORK (iN): Executive Management menu → Honda Online HQ → Team Honda Purchase Program. Complete these steps on the Enrollment page:

- Agree to the Terms and Conditions.
- Verify that you are the Dealer Principal, Dealer Manager, or General Manager.
- Enter your first and last names.
- Select **Opt In**.
- Click on **Submit** before leaving the page or closing your browser.



Buyer Eligibility

The following buyers are eligible to receive the discounted pricing:

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

Targeted communications are being sent to associates in these audiences to generate awareness of the program and to drive traffic to participating dealerships.

Resources Available Around the Clock

For more information, you can access the following resources on the Team Honda Purchase Program dealer site:

- **FAQs** - answers to common program questions (accessible before completing enrollment)
- **Quick-Reference Guide** - program information and process steps (available in March)
- **Sales Team Flier** - information to help educate your sales staff about the Team Honda Purchase Program (available in March)

Note: You are encouraged to hold a meeting with your sales team members to distribute the flier and to prepare them to efficiently handle the sales process when eligible buyers come to your dealership.



Contact

Program Headquarters is available Monday through Saturday, from 9 a.m. to 8 p.m. ET, to answer questions about the Team Honda Purchase Program:

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

