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Honda Marine again highest in customer satisfaction

Honda's EFI four-stroke outboard engines have ranked 'Highest in Customer Satisfaction with Four-Stroke Outboard Engines' in the J.D. Power and Associates 2009 Marine Engine Competitive Information Study.

Honda received the award in 2005, 2006, 2007 and now for a fourth time this year.

In its eighth year, the study measures overall customer satisfaction with four marine engine types: EFI inboard; four-stroke EFI outboard; two-stroke DI outboard; and EFI sterndrive.

Overall customer satisfaction index scores are based on performance across seven factors: starting ease; quietness at cruise; reliability; fuel economy; shifting smoothness; lack of exhaust fumes; and ability of boat to accelerate rapidly. The study also examines engine quality, where scores are measured as problems per 100 (PP100) engines.

Honda marine manager Chris Schultz said to repeatedly receive this honour in the largest and most competitive market in the world (America) illustrated Honda's commitment to delivering the highest quality product to consumers.

"Honda continually delivers on its technology promise to engineer superior products with outstanding performance and unparalleled reliability," Mr Schultz said.

"With the support of its dealer network, Honda is equally dedicated to providing exceptional sales and service to consumers right around the world."

Honda's new wave of technologically-advanced EFI four-stroke outboards raced onto the global market in 2006 with the completely-redesigned BF75/90, introducing Honda's revolutionary BLAST™ (Boosted Low Speed Torque) system. Developed to improve acceleration at lower speeds, BLAST™ results in powerful hole shot performance – equivalent to that of rivalling two-stroke outboards.

Pioneering a new age in four-stroke technology, the launch of the BF75/90 was followed last year by the new BF40/50, which have since proved extremely popular in the mid-range horsepower market.

Mr Schultz said Honda's tireless work in R&D ensured there was a lot more to come.

"Without giving too much away, this year will see the introduction of something the Australian market has long been waiting for!"

J.D. Power and Associates is a global marketing information services company operating in key business sectors including market research, forecasting, performance improvement, training and customer satisfaction. The firm's quality and satisfaction measurements are based on responses from millions of consumers annually.

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