

[Market Service Standard]

【Core】

1 General Provisions

1.1 Purpose

The purpose of this standard is to provide the appropriate service to our customers by defining basic requirements relating to market service that are to be implemented in order to maintain effectiveness, safety and antipollution aspects of products sold as Honda brand products (includes the Acura brand).

1.2 Scope

This standard applies to operations relating to market service operations relating to products sold or to be sold by facilities.

1.3 Definitions of Terms

Definitions of terms used in this standard are as follows:

No.	Term	Definition
1	Market Service	Activity carried out for the purpose of providing information regarding proper product handling, technical services such as maintenance, repair, etc., or providing service parts, in order to maintain the effectiveness, safety and antipollution aspects of sold products.
2	Dealer	Business entity engaged in sales and market service of products based on contract between the facility and the distributor (agency, dealer, service shop, etc.).
3	Service Materials	Collective term for materials prepared and provided for customers and dealers, to ensure that market service is provided effectively. <ul style="list-style-type: none">Customer: owner's manual, maintenance booklet, warranty booklet, etc.Dealer: shop manual, set-up manual, parts catalog, etc.
4	Initial parts	Minimum number of repair parts, necessary for launching new products and procured as initial stock parts prior to or in sync with the start of sales of new products.

2 Management System

2.1 Management System

2.1.1 Operation framework related to market service is based on Attachment-1 “Management System for Market Service.”

2.1.2 The person in charge of each operation based on management system for market service is the head of a section responsible for such operation.

3 Market Service Development Plan

3.1 Presenting Service Requirement

The service section (collective term for service sections and sales sections; the same applies hereinafter) determines market service requirements to be reflected in the basic specification of products, based on the following items, and presents to R&D:

- (1) Service measures (establish new measure upon necessity)
- (2) Items requiring improvement from past market service performance
- (3) Market trend, social environment, etc.

3.2 Confirmation of Basic Specification

3.2.1 The service section confirms the following upon receiving basic specification of products from R&D:

- (1) Product characteristics, new mechanisms, new technology, etc.
- (2) Reflection of presented product requirements.
- (3) Requirement for market service, such as ease of handling, easy and economical maintenance of products.

3.2.2 The service section requests a correction and improvement to R&D, if determined from confirmed results that improvements in product specification is necessary.

3.3 Market Service Development Plan

The service section determines target goals, procedures and prerequisites necessary in order to provide the appropriate service, taking into account of basic specifications, sales plans, market trends, and past market service experience. While ensuring cooperation and coordination among themselves, it draws up and promotes implementation plans that allows completing the preparation before the start of sales.

4 Pre-sales Management

4.1 Establishment of Service System

The service section determines the establishment of the market service provision system taking into account of product specifications, sales plans, existing service network, etc., draws up support measures for dealers, such as improvement plan and a system to develop service techniques and promotes the establishment of the system.

4.2 Establishment of Warranty Policy and Inspection and Maintenance Method

4.2.1 The service section determines warranty policies and inspection and maintenance methods (maintenance schedule) for products taking into account of specifications, sales plans, automobile-related laws and/or regulations, and market trends, etc.

4.2.2 The service section establishes warranty policies and inspection and maintenance methods after having R&D and service technical section of Honda Motor Co., Ltd.

4.2.3 The service section, upon necessity, reviews operations and operational requirements of the warranty system taking into account of established warranty policies, market trends, etc.

4.3 Establishment of Supply System for Service Parts

In order to ensure the appropriate quality, quantity and cost of service parts, the service parts section determines and establishes supply channels that ensure fast and efficient response to required quantity or amount, delivery method, packaging specification, price, quality control plan and parts order based on the product specification, inspection and maintenance methods, sales plans, and description of sales parts, etc.

For parts which identification number and its corresponding record have been agreed, part items and numbers are to be clarified based on information from H/Q, etc. and ensure control even after sales.

4.4 Preparation of Initial Parts

4.4.1 The service parts section determines the initial parts and adequate initial stock from the sales parts based on the inspection and maintenance methods, sales plans, etc.

4.4.2 In order to provide prompt response to ordered parts, the service parts section ensures appropriate quantity of inventory by placing orders with production facilities and suppliers the necessary quantity of initial parts prior to or in sync with the start of product sales.

4.5 Education and Training on Market Service

The service section draws up and promotes plans for education and training that are to be completed by the person in charge of market service operations at dealers, based on predetermined product specifications, warranty policies and inspection and maintenance methods.

This includes education and training for in-house associates responsible for training dealers.

4.6 Notification of Service Materials, etc.

The service section informs dealers the prepared service materials, its specified equipment and tools, and upon necessity, implements promotional activities.

5 After Sales Management

5.1 Management of Sales History

The sales section records and manages the sales destination corresponding to product identification number.

5.2 Warranty System Operation

5.2.1 The service section verifies costs incurred for repairs under warranty.

5.2.2 The service section, taking into account of the verification of costs incurred for warranty repairs and the market trends, reviews and improves the operation of warranty system and its terms and conditions upon judgment of the head of the service section.

5.3 Study and Evaluation of Market Service Performance

5.3.1 The service section studies, analyzes and evaluates the market service performance by the following items and gives feedback to the related sections:

Refer to other related G-HQS regarding development details relating to market quality information:

- (1) Market information gathered from dealers
- (2) Information gathered from customers (customer satisfaction survey, questionnaire, consultations on concerns)
- (3) Verification of service measure status
- (4) Actual performance of warranty repair
- (5) Measure request, etc. from Market Quality Information

- 5.3.2 The service section requests improvement measures to the related sections and promote improvements after studying and evaluating the market service performance, upon the judgment made by the head of the service section.
- 5.3.3 The service section reviews, ensure thoroughness and promotes improvements of service measures after studying and evaluating the market service performance, upon the judgment made by the head of the service section.

5.4 Control of Service Parts

- 5.4.1 The service parts section implements the following to ensure smooth supply of service parts:
 - (1) Proper control of order, shipment, and stock of service parts
 - (2) Handling control of part specification and procedures for specification changes
 - (3) Quality control of service parts (implement required receiving inspections, quality improvement request or direction to suppliers, etc)
 - (4) Quality control of packaging and transportation (maintain and improve packaging and specification control)
- 5.4.2 Service parts section confirms the product identification number of parts which its production identification number are established to corresponding record, as well as recording and controlling the production identification number of parts to be shipped and controls it.

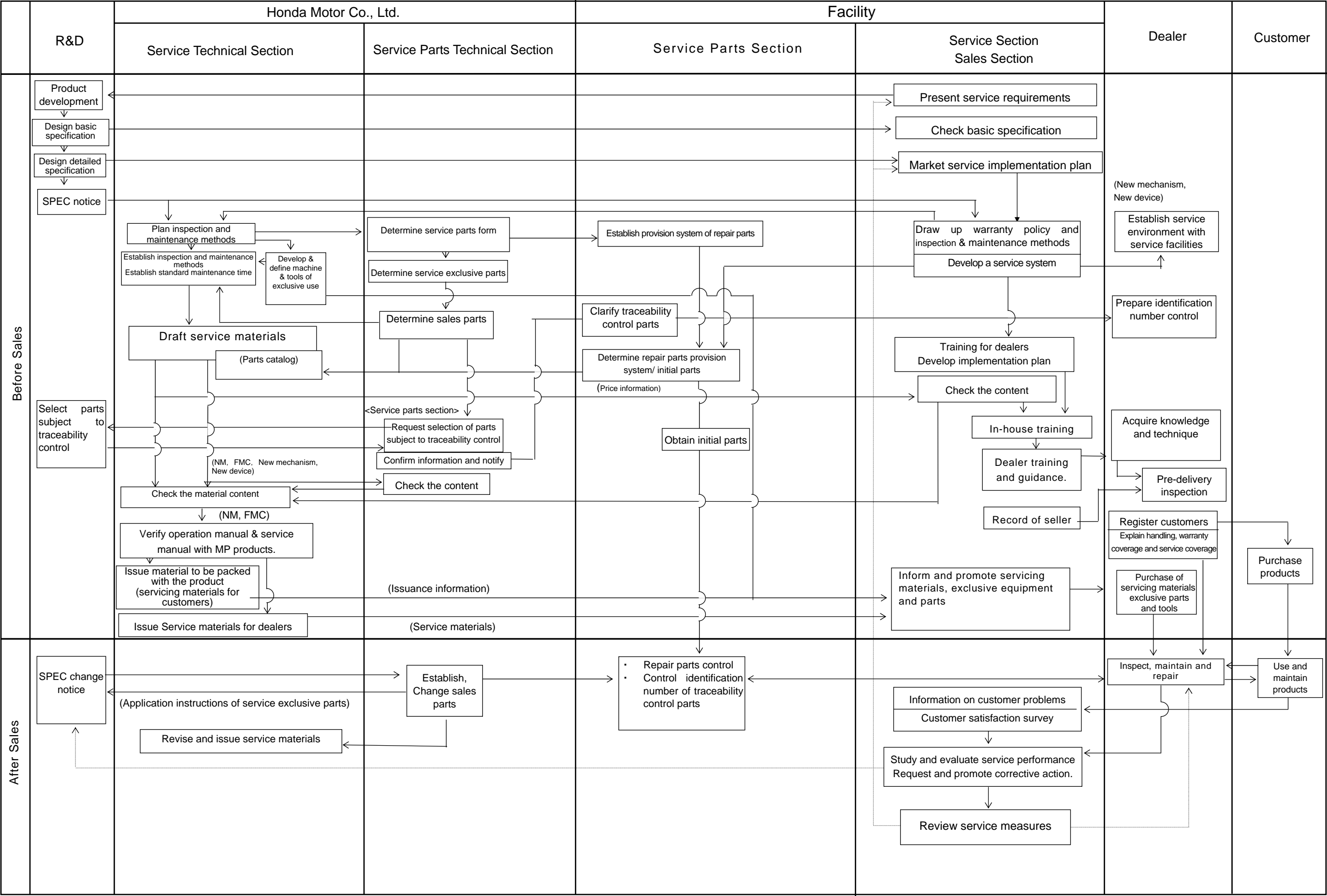
6 Supplementary Provision

6.1 Application of the Standard

Matters relating to establishment, revision and implementation of this standard are outlined in G-HQS [Quality Management Standards Control Standard].

Management System for Market Service

Attachment-1



【Headquarters Function】**1 General Provisions****1.1 Purpose**

The purpose of this standard is to ensure smooth and assured implementation of support operations of facility' s service activities by defining basic requirements of operations performed by the headquarter function regarding market service operations for Honda brand products (includes Acura brand products; the same applies hereinafter).

1.2 Scope

This standard applies to operations of headquarter function relating to market service operations of Honda products.

1.3 Term

Definitions of terms used in this standard are as follows:

No.	Term	Definition
1	Exclusive service parts	Parts that establish exclusive part configuration or specification as service parts among the exclusive service parts as defined in Honda Engineering Standard (HES). ・ Divided parts, bundled parts, kit parts, under-coating parts, old model unification, or improved parts, etc.
2	Sales parts	Parts specified as sale for service parts of products.
3	Standard maintenance time	The necessary working time for inspection and maintenance and stands as the basis in determining the proper maintenance time and calculating the cost. Also known as F.R.T (FLAT RATE TIME).
4	Traceability	Ability to trace the history, application, location or whereabouts of a product or service by means of recorded identifications.

2 Service Materials**2.1 Information gathering**

The service technical section performs the following contents, along with conducting confirmation through product drawing and specification document, draws up methods of handling, and inspection and maintenance methods, etc., and promotes the preparing of service materials.

2.1.1 Collect information from the number of necessary sample, which are pre-mass production lot (hereinafter referred to as “DANKAKU product”), used with mass production die from the production facility.

2.1.2 Collect the necessary information for related sections of R&D, etc. to acknowledge the details of specification, handling method and inspection and maintenance methods, etc.

2.2 Establishment of Inspection and Maintenance Method and Standard Maintenance Time

The service technical section draws up and establishes an inspection and maintenance method and standard maintenance time for proper, economical and effective implementation taking consideration of product specification, inspection and maintenance methods, warranty policy and sales parts configuration.

2.3 Development and Establishment of Exclusive Apparatus and Tools

The service technical section develops exclusive apparatus and tools for inspection and maintenance plan if apparatus and tools in market are unsuitable or poor in working.

2.4 Preparation of Service Materials

The service technical section prepares service materials for customers and dealers in accordance with the following:

2.4.1 Instruction materials (owner's manual), maintenance note, etc. are prepared as follows, based on product specification or notification contents, etc:

- (1) Purpose to provide information that allows customers to appropriately and safely use the products and to properly receive market service.
- (2) Simple explanations for customers to understand properly and promptly regarding product specification, handling method, operation warnings, prohibited matter, inspection and maintenance methods, abnormality handling methods, warranty policy, items not covered by warranty and items of customer maintenance management responsibility, etc.

2.4.2 Materials for dealers such as service manual, setup manual, etc. are prepared as follows, based on product specification or notification contents, etc:

- (1) Purpose to provide the necessary information to conduct proper inspection and maintenance for the person in charge of maintenance in dealers.
- (2) Simple explanations for the person in charge of maintenance to correctly and easily understand specification and characteristic of products, proper and safe inspection and maintenance method, dismantlement assembly method, operation suggestions, etc.

2.4.3 The parts catalog is prepared as follows, based on product specification and notification of application contents:

- (1) Purpose to provide the necessary information for the person in charge of repair parts of dealer to order parts properly.
- (2) Specify sales parts per type of product, etc. and include the shape of product, illustration of installed location, applicable model of parts, applicable product serial number, quantity, color, etc.
- (3) Standard maintenance time for parts information is specified based on results of section 2.2.

2.5 Confirmation of Materials Contents

2.5.1 Before issuance, the service technical section requests the verification of service materials (excludes parts catalog) to the related sections regarding product specification, certified contents, propriety of inspection and maintenance methods, conformity of related regulations and the agreement with industry and suitable expression. It then finalizes upon receiving feedbacks.

- 2.5.2 For NM (new model) or FMC (full model change), the service technical section verifies the content of both owner' s manual and service manual with those used in mass production or those equivalent to mass production; the owner' s manual is verified before the start of mass production and service manual is verified right after mass production.
- 2.5.3 The service technical section confirms the contents of parts catalog through mass production specification information, etc.; if the event is NM or FMC, or if introducing new mechanisms or new devices, it receives confirmation from the service parts technical section before issuance and finalizes.

2.6 Issuance of service materials

The service technical section issues the finalized service materials through the following:

- 2.6.1 Materials for customers, such as owner's manual or maintenance notes packed in with the products at the facility, are to be completed by the mass production order.
- 2.6.2 Materials for dealers, such as service manual, setup manual or parts catalog are to be completed in sync with the start of sales and sent to the dealer upon facility order.
- 2.6.3 When the service materials are printed in the facility, materials or data used for block copy are to be completed and sent in accordance to the schedule and configuration.

2.7 Revision of Service Materials

The service technical section promptly revises materials and issues them to the facility and related sections if it becomes necessary to revise the contents due to the made specification changes, or countermeasure request, etc.

3 Service Parts

3.1 Selection of parts subject to traceability control (only for automobiles)

- 3.1.1 Service parts section request the selection of parts requiring production identification number and corresponding record to R&D and notifies to the related sections after receiving the feedbacks.
- 3.1.2 If service parts section receives inquiries regarding necessity of control for additional parts, it requests investigation to R&D and notifies the related section when control is necessary.

3.2 Establishment of Selling Parts

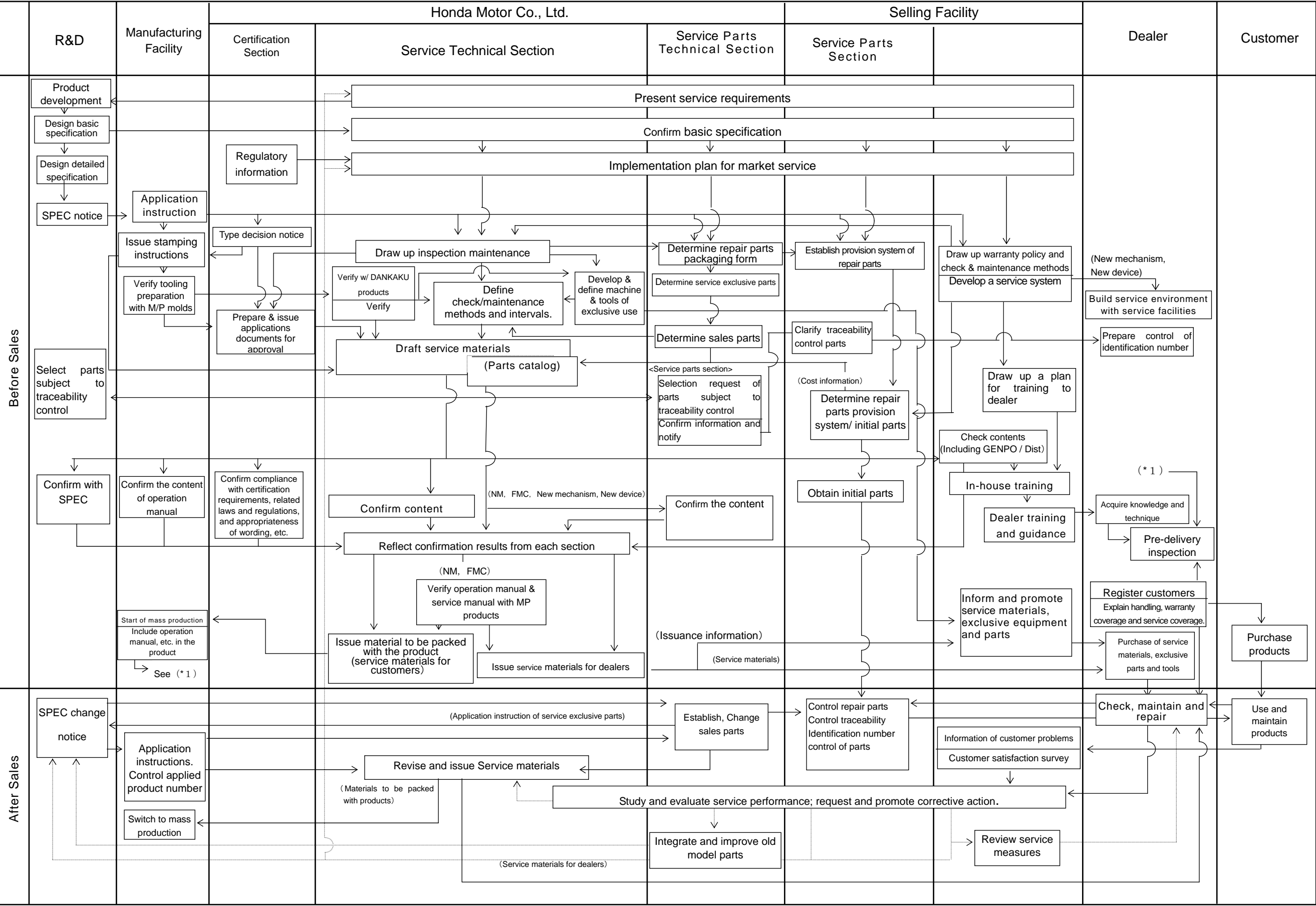
The service parts technical section, based on product specification and inspection and maintenance methods, takes into consideration of quality maintenance, economic efficiency, ease of handling, etc. and draws up and establishes the configuration of sales parts. Upon necessity, exclusive service parts are established.

3.3 Integration and Improvement of old model parts

In order to facilitate supply, based on countermeasure request, etc., the service parts technical section considers the integration with other models or improvements and promotes specification change through G-HQS (Specification Change Control Standard)

Management system of Market Service

Attachement-2



Establishment and Revision

Date of Establishment, Revision or Enactment (MM/DD/YYYY)			Description (MM/DD/YYYY)	Approved by:
0	Estab. Enact.	03/19/2010 04/01/2010	First issue. This document becomes effective as of 04/01/2010.	Y.Otobe (Signed on original)
1	Revised Enact.	03/01/2012 04/01/2012	Additional criteria regarding traceability control of service parts (Core 4.3 paragraph 5.1, 5.4.2)	T. Sonoda (Signed on original)