

# Honda DMA Newsletter - 1st Quarter 2025

Communication for Honda Dealers  
from Honda Regional Marketing



## National Incentives – Loyalty & Conquest Offers

Loyalty and Conquest offers are a great way to incentivize consumers to choose a Honda as their next vehicle. Dealers advertising these offers should be mindful of the required disclaimers and include them in their advertising to remain compliant with the Advertising Standards. Additionally, dealers should avoid including disclaimers that are not applicable to the offer advertised. Below is a breakdown of acceptable vs unacceptable required disclaimers depending on the offer advertised:

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Offer Type	Acceptable Required Disclaimer
Lease	Towards capitalized cost reduction
Finance/Purchase	Towards down payment assistance
Loyalty/Conquest Standalone	Towards capitalized cost reduction or down payment assistance
	Towards capitalized cost reduction
	Towards down payment assistance

Offer Type	Unacceptable Required Disclaimer
Lease	Towards down payment assistance
Finance/Purchase	Towards capitalized cost reduction

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**2025 Prologue EX 2WD**

**2.99% APR**

24-60 months

For well qualified buyers

Includes \$1,000 Loyalty/Conquest

**View Details**
**5B5**
National Offer Programs

Eligible through 4/30/2025. \$1,000 toward Cap Cost Reduction or Down Payment Assistance with the lease/finance through Honda Financial Services of a select new and not previously reported sold 2024 Prologue to qualified current owners of any 2014 or newer Honda, Buick, Chevrolet, Chrysler, Dodge, Fiat, Fisker, Ford, GMC, Hyundai, Jeep, Kia, Mazda, Mini, Mitsubishi, Nissan, Polestar, RAM, Rivian, Scion, Subaru, Tesla, Toyota, VinFast and Volkswagen vehicles. Must provide proof of ownership of eligible vehicle in the form of a current vehicle registration or proof of valid auto insurance.

Available on approved credit through Honda Financial Services, 2.99% APR for up to 60 months on select new and unregistered 2025 Honda Prologue models through 4/30/2025, for well-qualified buyers. Not all buyers will qualify.



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Available on approved credit through Honda Financial Services, 2.99% APR for up to 60 months on select new and unregistered 2025 Honda Prologue models through 4/30/2025, for well-qualified buyers. Not all buyers will qualify.

## Non-Compliant Example:

This example is non-compliant due to the following:

- When advertising the loyalty/conquest offer with a finance/purchase, dealers should not advertise the offer is towards capitalized cost reduction.
- Since the loyalty/conquest offer is being advertised with a finance offer only, there should be no mention of a lease in the offer disclaimer.

## Compliant Example:

The following corrections were implemented:

- The offer disclaimer no longer mentions it is towards capitalized cost reduction.
- The offer disclaimer no longer mentions lease.



**2025 Accord SE FWD**

**\$319/mo**

36 months

\$4,199 due at signing

Includes \$1,250 Loyalty/Conquest

**View Details**
**5B5**
National Offer Programs

Eligible through 3/31/2025. \$1,250 toward Cap Cost Reduction or Down Payment Assistance with the lease/finance through Honda Financial Services of a select new and not previously reported sold 2024 Accord Sedan to qualified current owners of any 2014 or newer Honda, Buick, Chevrolet, Chrysler, Dodge, Fiat, Fisker, Ford, GMC, Hyundai, Jeep, Kia, Mazda, Mini, Mitsubishi, Nissan, Polestar, RAM, Rivian, Scion, Subaru, Tesla, Toyota, VinFast and Volkswagen vehicles. Must provide proof of ownership of eligible vehicle in the form of a current vehicle registration or proof of valid auto insurance.

Includes down payment, no security deposit required, excludes tax, title, license and dealer fees. For well-qualified customers.

Offer excludes accessories and premium paint color. Closed-end lease for 2025 Accord 1.5T SE available through 4/30/2025, to approved lessees by Honda Financial Services in select states only. MSRP \$31,710.00 (includes destination, excludes tax, title, license, registration, options, insurance). Actual net capitalized cost \$26,047.70. Total monthly payments \$11,484.00. Option to purchase at lease end \$19,026.00. Lessee responsible for maintenance, excessive wear/tear and up to 20¢/mi. over 10,000 miles/year. Dealer participation may affect actual payment. Dealer sets actual prices. See participating dealers for details.



**2025 Accord SE FWD**

**\$319/mo**

36 months

\$4,199 due at signing

Includes \$1,250 Loyalty/Conquest

**View Details**
**5B5**
National Offer Programs

Eligible through 3/31/2025. \$1,250 toward Cap Cost Reduction with the lease through Honda Financial Services of a select new and not previously reported sold 2024 Accord Sedan to qualified current owners of any 2014 or newer Honda, Buick, Chevrolet, Chrysler, Dodge, Fiat, Fisker, Ford, GMC, Hyundai, Jeep, Kia, Mazda, Mini, Mitsubishi, Nissan, Polestar, RAM, Rivian, Scion, Subaru, Tesla, Toyota, VinFast and Volkswagen vehicles. Must provide proof of ownership of eligible vehicle in the form of a current vehicle registration or proof of valid auto insurance.

Includes down payment, no security deposit required; excludes tax, title, license and dealer fees. For well-qualified customers.

Offer available only for residents of AZ, CA, CO, CT, DE, FL, HI, IL, IN, IA, KY, ME, MA, MI, MN, NE, NV, NJ, NM, NY, ND, OH, PA, RI, SD, UT, VT, WI. Offer excludes accessories and premium paint color. Closed-end lease for 2025 Accord 1.5T SE available through 4/30/2025, to approved lessees by Honda Financial Services in select states only. MSRP \$31,710.00 (includes destination, excludes tax, title, license, registration, options, insurance). Actual net capitalized cost \$26,047.70. Total monthly payments \$11,484.00. Option to purchase at lease end \$19,026.00. Lessee responsible for maintenance, excessive wear/tear and up to 20¢/mi. over 10,000 miles/year. Dealer participation may affect actual payment. Dealer sets actual prices. See participating dealers for details.

## Non-Compliant Example:

This example is non-compliant due to the following:

- When advertising the loyalty/conquest offer with a lease, dealers should not advertise the offer is towards down payment assistance.
- Since the loyalty/conquest offer is being advertised with a lease offer only, there should be no mention of a finance in the offer disclaimer.

## Compliant Example:

The following corrections were implemented:

- The offer disclaimer no longer mentions it is towards down payment assistance.
- The offer disclaimer no longer mentions finance.



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**2026 Passport RTL AWD**  
MSRP: \$46,200  
- \$1,000 Loyalty/Conquest Offer  
**Sale Price: \$45,200**  
National Offer Programs  
 Crystal Black Pearl  
 Ebony Interior  
Stock: #42710

**View Details**

Eligible through 4/30/2025. \$1,000 toward Cap Cost Reduction or Down Payment Assistance with the lease/finance through Honda Financial Services of a select new and not previously reported sold 2025 model. Offer to qualified current owners of any 2015 or newer Honda, Buick, Chevrolet, Chrysler, Dodge, Fiat, Fisker, Ford, GMC, Hyundai, Jeep, Kia, Mazda, Mini, Mitsubishi, Nissan, Polestar, RAM, Rivian, Scion, Subaru, Tesla, Toyota, VinFast and Volkswagen vehicles. Must provide proof of ownership of eligible vehicle in the form of a current vehicle registration or proof of valid auto insurance. No trade-in required. Offer excludes purchases made prior to the program period and is transferable among members of the same household when the retail delivery registration address matches the current address of the proof of ownership document. Not redeemable for cash. Incentive paid to dealer and requires dealer participation. Not all customers will qualify. See dealer for details.



**2026 Passport RTL AWD**  
MSRP: \$46,200  
- \$1,000 Loyalty/Conquest Offer  
  
Stock: #42710

**View Details**

Eligible through 4/30/2025. \$1,000 toward Down Payment Assistance with the finance through Honda Financial Services of a select new and not previously reported sold 2025 Passport to qualified current owners of any 2015 or newer Honda, Buick, Chevrolet, Chrysler, Dodge, Fiat, Fisker, Ford, GMC, Hyundai, Jeep, Kia, Mazda, Mini, Mitsubishi, Nissan, Polestar, RAM, Rivian, Scion, Subaru, Tesla, Toyota, VinFast and Volkswagen vehicles. Must provide proof of ownership of eligible vehicle in the form of a current vehicle registration or proof of valid auto insurance. No trade-in required. Offer excludes purchases made prior to the program period and is transferable among members of the same household when the retail delivery registration address matches the current address of the proof of ownership document. Not redeemable for cash. Incentive paid to dealer and requires dealer participation. Not all customers will qualify. See dealer for details.

## Non-Compliant Example:

This example is non-compliant due to the following:

1. When advertising the loyalty/conquest offer with a finance/purchase, dealers should not advertise the offer is towards capitalized cost reduction.
2. Since the loyalty/conquest offer is being advertised with a finance offer only, there should be no mention of a lease in the offer disclaimer.
3. Dealers cannot deduct the national offers from the MSRP or sale price of a vehicle to show a lower resulting price.

## Compliant Example:

The following corrections were implemented:

1. The offer disclaimer no longer mentions it is towards capitalized cost reduction.
2. The offer disclaimer no longer mentions lease
3. The dealer removed the resulting sale price.

## Mid-Year Price Adjustments

On January 3, 2025 Honda announced price adjustments on select MY25 Honda models.

Model	MSRP
Civic Hybrid 4D / 5D	+\$200
Civic Si / Type R	+\$300
Odyssey	+\$300



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In addition, Honda also announced Destination and Handling (D&H) charge adjustments.

Model	New D&H
Civic / Accord	\$1150
HR-V / CR-V	\$1395
Prologue / Passport / Pilot / Ridgeline / Odyssey	\$1450

The new MSRP and D&H adjustments are effective for all Honda models assigned on or after January 3, 2025. Honda dealers have been notified of this change, and it is their responsibility to take the necessary steps to ensure their advertising remains compliant with the Advertising Standards.

## Advertising Accolades and Superlatives

It is not uncommon for dealers to revamp their advertising to kick off the new year, and this is the perfect time to showcase your dealership's achievements. However, there are a few things to remember when advertising your dealership's accomplishments:

- When advertising the Honda President's Award, the dealer must be the current year winner.
  - If the dealer is a previous award winner, but not a winner of the current year, then they cannot advertise their previous President's Award.
  - If the dealer is a current year winner and has also won previous years, they can advertise their current award and their previous awards.
- When using any #1 claim in terms of sales volume and other similar language, the claims must:
  - Be based on previous year data and must specify year/date on ad.
  - Specify a legitimate source of data (i.e. per AHM).
  - Specify a geographical region that is clear to the consumer.
  - Specify if the claim is on new vehicles, a specific model, etc.



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- The following superlatives and similar language are prohibited:
  - "Headquarters", "Premier" and "Superstore" unless part of the Dealer DBA.
  - Words or phrases that give the impression that the feature or offer is exclusive to the dealership (Example: Big savings ONLY AT Anytown Honda).

#1 Volume Honda Dealer for 10 years running  
IBS Non-Compliant Superlative



Anytown Honda

#1 Volume Honda Dealer for 10 years running  
in LA County!\*



Anytown Honda

\* Based on 2024 new car volume sales data per AHM

## Non-Compliant Example:

- For this ad example that ran in January 2025, Anytown Honda was the #1 Volume Honda Dealer in Los Angeles County in 2024. To be compliant, the ad must specify the region to make the statement true, as well as disclaim that the data is from the 2024 new volume sales per American Honda Motor (AHM).

## Compliant Example:

The specific region for the claim has been added, and the disclaimer indicating the claim was based on 2024 volume sales for new cars per American Honda Motor (AHM) was added.

All #1 claims must include the following:

- Year
- Region
- Source of data
- Specifying the claim is on new sales (Should not combine new and used sales)



Hurry – These deals won't last!  
IBS Non-Compliant Superlative

ABC Honda We have the lowest prices of the year on all popular models.



Hurry – These deals won't last!

ABC Honda We have our lowest prices of the year on all popular models.

## Non-Compliant Example:

The dealership cannot claim that they have the **lowest** prices.

## Compliant Example:

To be compliant, the dealer can either remove the claim or change the wording to say "our lowest prices" as it does not compare them to other dealers.



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**Anytown Honda**  
**The LARGEST dealership in LA**  
1B5 Non-Compliant Superlative



**Anytown Honda**  
**We carry a huge selection of all popular models**

## Non-Compliant Example:

The dealership cannot claim they are the "biggest", "largest", and "#1", unless they are true, correct and substantiated by geographic area and date within the advertisement.

## Compliant Example:

The dealership removed the claim that they are the "largest dealership in LA".

## Out Of Date Model Year

Starting in January 2025, MY22 Honda vehicles will be marked with the 6B: Out-of-Date Model Year Infraction if listed in any new car advertising or new car inventory. Compliance Headquarters assumes all vehicle advertising is new unless specified as used or CPO. So all MY22 and older Honda models should be advertised as used or CPO to avoid being marked as an Out of Date Model Year.

## SEM - Ad Copy Best Practices

SEM - Ad Copy continues to be a media where Compliance Headquarters is routinely sending Notification letters for non-compliant advertising. Additionally, in most cases the dealer is not submitting their SEM - Ad Copy for pre-approval before or after receipt of their Notification letter. Below are some of the most common infractions found in this media and ways to correct the infractions:



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## Sponsored

 Hometown Honda  
www.HometownHonda.com IB7 Use of Prohibited Language

**Hometown Honda & Premier Deal** 4B4 Incorrect DBA

Unlock our lowest Hometown Honda of St. Louis Pricing for exclusive offers and incentives. New Honda inventory arriving daily. Shop Online. Financing available on new models.

## Sponsored

 Hometown Honda  
www.HometownHonda.com

**Hometown Honda St. Louis Dealer**

Unlock Hometown Honda Pricing for exclusive offers and incentives. New Honda inventory arriving daily. Shop Online. Financing available on new models.

## Non-Compliant Example:

This example is non-compliant due to the following:

1. Dealers should avoid using prohibited language like "Premier" to refer to their dealership.
2. The dealer's official DBA is "Hometown Honda". Dealers are not allowed to add "of city name" to their DBA unless it's already part of the DBA.

## Compliant Example:

The following corrections were implemented:

1. The ad was corrected by using the dealer's official DBA while still mentioning the city name compliantly.
2. The non-compliant term "Premier" was also removed to become compliant.

3B6 Use of "H Badge Without Full Lockup" ed

 **Downtown Honda** 4B5 URL Must Specify the Dealer Name  
www.DowntownHonda.com

**Downtown Honda** 4B3 Failure to use DBA

Downtown Honda is your destination for a new Honda. We are reducing the prices to make room for new Hondas arriving daily. Call us to reserve yours today!

## Sponsored

 **Downtown Honda**  
www.DowntownHondaofCitisburg.com

**Downtown Honda of Citisburg**

Downtown Honda is your destination for a new Honda. We need to make room for new Hondas arriving daily and can offer great finance rates. Call us to reserve yours today!

## Non-Compliant Example:

This example is non-compliant due to the following:

1. In this example, the dealer's official DBA is "Downtown Honda of Citisburg". Dealers must use their full DBA in advertising.
2. Dealers should also avoid using prohibited language like "reducing".
3. If dealers choose to use the Honda logo, it must be the full unaltered H-badge with logo lockup.
4. The URL advertised does not match the dealer's DBA exactly.

## Compliant Example:

The following corrections were implemented:

1. The ad was corrected by using the dealer's full official DBA. As a reminder, the full DBA only needs to be used once per advertisement.
2. The non-compliant term "reducing" was also removed to become compliant.
3. The dealer replaced the non-compliant logo with a compliant logo usage.
4. The URL advertised matches the dealer's DBA exactly.



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## Sponsored

 Anytown Honda  
www.AnytownHonda.com  Use of Prohibited Language  
**Low Financing – Only At Anytown Honda**  
Anytown Honda is offering competitive finance rates. Call to schedule a test drive today.

## Non-Compliant Example:

This example is non-compliant due to the following:

1. The dealer is using a non-compliant Honda logo.
2. Dealers should refrain from using the phrase "only at" to imply exclusivity.

## Sponsored

 Anytown Honda  
www.AnytownHonda.com  
**Low Financing Available at Anytown Honda**  
Anytown Honda is offering competitive finance rates. Call to schedule a test drive today.

## Compliant Example:

The following corrections were implemented:

1. The dealer updated the logo to their dealer logo.
2. The dealer removed the non-compliant phrase.

## 2025 Civic Hybrid Named North American Car of the Year™

The 2025 Honda Civic Hybrid has been awarded the prestigious 2025 NACTOY (North American Car of the Year™) award with its record setting fourth win for the Honda Civic. Please note that the award was granted to the Honda Civic Hybrid only. When advertising this accolade, no disclaimer will be required, as long as both the model year (2025) and model award (2025) are included. Always include the TM (trademark) after the award name. There is no expiration date for advertising this accolade so long as the rules above are followed. Dealers wanting to advertise the award should submit their proof to Compliance Headquarters and NACTOY for pre-approval. If downloading an AdBuilder asset, no pre-approval submission will be required as compliance is already ensured. Below is the contact information for NACTOY pre-approval submissions:

NACTOY Secretary:

Jill Ciminillo

[jillciminillo@gmail.com](mailto:jillciminillo@gmail.com)



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## Honda TrailSport

When advertising Honda specific model names and trim levels, it's important to match how the brand advertises their model names and trim levels to establish continuity for the consumer. When advertising the Honda TrailSport, advertisers should ensure that the "S" is capitalized to avoid being marked for non-compliant advertising. Additionally, "TrailSport" should be advertised as one word with no spacing within.

## MY26 Vehicles That Will Need Updated Photography

When a new model year (MY) vehicle is released, some vehicles can use the previous year's photography while other vehicles will require new photography due to a model changes. To assist vendors and dealers, below is the list of MY26 Honda vehicles that will require new photography along with the current Dealer On-Sale date. As a reminder, users are encouraged to leverage the assets found on the Honda AdBuilder website as they are pre-approved through Compliance Headquarters.

MY26 Model	Dealer On Sale Date
Accord	TBD
Accord Hybrid	TBD
CR-V	5/27/25
CR-V Hybrid	5/27/25
Passport	2/11/25
Pilot	TBD
Prelude	TBD

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## How to Get Access to the Program Website

The Program website, located at [www.hondacomplianceguide.com](http://www.hondacomplianceguide.com), is available to dealers and agencies to support the Program with components such as the pre-approval submission form, monitoring history, claim submission, fund balance/utilization, resources, and much more.

**Dealer Access:** Via iN Network >>> Sales >>> Sales & Marketing >>> DMA Compliance Program

Dealers requesting access to multiple dealers can be accommodated. The dealer rep should follow the instructions below for agency access while making it clear that they are requesting a dealer profile so that Compliance Headquarters sets up the profile as a dealer user instead of an agency user.

**Agency Access:** Dealer approval is required for agency access to be granted. This can be achieved by:

- o Agency can send an email to the dealer requesting access to DMA Compliance Program website with Compliance Headquarters included on the email request. Once the dealer approves access, check if Compliance Headquarters is on the dealer's approval email.
  1. If Compliance Headquarters is included in the dealer's approval email, Compliance Headquarters will grant access within one business day.
  2. If Compliance Headquarters is NOT included in the dealer's approval email, forward the email to Compliance Headquarters and access will be granted within one-business day.
- o Dealers can email Compliance Headquarters with the list of individuals and their email addresses who need access to their dealership. Compliance Headquarters will grant access within one-business day.

If the update involves creating a new profile, the user will receive an email with their login details and a link to the site. If the update only involved adding a dealer to an existing profile, the user will receive an email confirming the update is complete.

