



For more information:
Gary Ledoux (310) 783-2818
gary_ledoux@ahm.honda.com

For Immediate Release

American Honda Launches ProFirst Certified Program

TORRANCE, Calif., March 20, 2015 – American Honda Motor Co, Inc. is pleased to announce the launch of the ProFirst Certified body shop program. The program is open to both independent and dealer-owned collision shops. To qualify, shops must be either an I-CAR Gold Class shop or a VeriFacts VQ or Medallion shop. In addition, shops must complete Honda/Acura-specific training hosted by I-CAR, meet tool and equipment requirements, meet facility requirements, and have a CSI system in place.

“No brand earns more Top Safety Pick awards than Honda,” said Steve Osborne, assistant vice president of the Parts, Service & Technical Division. “It is only logical that we support safe and proper collision repair of our customers’ vehicles and that we identify repair shops that are certified to possess the necessary skills, training and equipment to perform those repairs.”

Program benefits include a plaque for display at each certified body shop plus free online access to all Honda and Acura service and repair information and parts catalogs. The shop’s name and contact information will be placed on the American Honda body shop locator website. Qualified shops will also receive exterior signage, collateral promotional materials, and free access to a collision tech-line for help via telephone.

The cost of the program will be \$2,700 annually. A limited number of shops will be awarded ProFirst Certified status in select U.S. metro areas.

Axalta Coating Systems will provide inspection services to audit shops initially and then on an annual basis to confirm consistent compliance with program requirements. Performance Gateway of Madison, WI will provide technical and computer support.

For more information, or to apply for the program, contact American Honda at: profirst@ahm.honda.com.

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