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FOR IMMEDIATE RELEASE

Honda Marine Partners with Powertex Group to Launch New Online Merchandise Store

EAU CLAIRE, WI, July 19, 2018—[Honda Marine](#), a leading innovator in the outboard industry and marketer of a comprehensive line of motors known for superior quality, reliability and fuel efficiency, has partnered with [Powertex Group](#) to launch [Honda Marine Gear](#).

With a unique offering of Honda Marine branded men's and women's apparel, hats and accessories, the new online merchandise store provides outdoor enthusiasts with comfortable, stylish gear to wear while out on the water. After completion of design and development by Powertex Group, the cyberstore is now open to all visitors and shoppers.

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About Powertex Group

[Powertex Group](#) is a leading, full service retail and dealer website developer and merchandise designer/supplier whose goal is to develop amazing e-commerce solutions and engaging retail merchandise for enthusiast brands that engage and inspire customers. We execute this mission by building long-term relations with our retail customers, corporate partners, independent retailers, dealerships, franchisees, and partner networks.

About Honda Marine

[Honda Marine](#), a division of American Honda Motor Co., Inc., markets a complete range of marine outboard motors. With models ranging from 2.3 to 250 horsepower, its comprehensive product line is powered exclusively by four-stroke engines. Honda Marine pioneered four-stroke engine technology and has been designing and building four-stroke outboard motors for more than 50 years, setting the benchmark for fuel efficiency, quiet operation and low emissions. The Honda Marine full line of current production models meets the rigorous California Air Resources Board (CARB) 3-star standards, enabling availability and regulatory compliance in all 50 states.

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Further information about Honda Marine Gear is available via Honda Marine Gear Customer Service at cs@HondaMarineGear.com or by phone at 1.877.707.9156.