



Marine Retailers Association of the Americas

8401 73rd Ave. N. Suite 71, Minneapolis, MN 55428
Phone: 763-315-8043 E-mail: matt@mraa.com

FOR IMMEDIATE RELEASE

CONTACT: Matt Gruhn; 763-315-8043; matt@mraa.com

Honda Marine Joins MRAA as Platinum Partner Member

MINNEAPOLIS — Feb. 22 — The Marine Retailers Association of the Americas announces Honda Marine has become a Platinum Partner Member.

Honda has manufactured more than 100 million power products worldwide since 1953 and, in 1964, introduced its first Honda Marine four-stroke outboard motor, the GB30. Honda continues to spearhead the development of low-emission and environmentally friendly four-stroke engines for use in outboard motors, generators, water pumps, lawn mowers, snow blowers, tillers, trimmers and other power equipment offerings. Honda enhances its marine engine line by incorporating technologies from its advanced automotive and racing heritage.

“Honda Marine outboards can power almost any type of boat, and we work to ensure that every Honda Marine motor — ranging from 2.3 to 250 horsepower — sets the standard for fuel efficiency and ease of operation while staying true to the core Honda attributes of durability, quality, reliability and quiet operation,” said John Lunde, National Sales Manager, Honda Marine. “As a new MRAA Platinum Partner, Honda Marine is well positioned to support the organization’s mission of providing tools, resources and educational programming to a broad scope of boat and engine dealers. In turn, the valuable statistical data and insight into the retail dealerships helps Honda Marine better serve our channel partners and customers throughout the U.S.”

Honda Marine, based in Alpharetta, Ga., includes an industry-best 5-year, non-declining factory warranty on its outboards and also engineers its motors to produce ultra-low emission levels, which aid in the protection of global waterways. Honda Marine sets the boating industry standard for customer satisfaction, having received the National Marine Manufacturers Association (NMMA) Customer Satisfaction Index (CSI) Award consecutively for the last 17 years.

Marine manufacturers, suppliers and service providers, through Partner Membership, commit to aligning their brands with the programs and opportunities that MRAA works to provide the dealer body in order to help fuel the success of the industry. Support from Partners allows the Association to expand its offerings and create a positive, long-term impact in the business of MRAA members.

“We are energized to gain Honda Marine as a Platinum Partner Member with the MRAA,” said Allison Gruhn, Director of Business Development. “Honda is not only a highly recognizable and respected name within the marine industry, but throughout the world for its clean and efficient four-stroke powerplants and technology. Their support and association with MRAA can genuinely benefit all MRAA members.”

About the Marine Retailers Association of the Americas

At the Marine Retailers Association of the Americas, we believe that for the marine industry to thrive, the

retail organizations that interact with the boaters in their community must thrive. With that in mind, MRAA works to create a strong and healthy boating industry by uniting those retailers, providing them with opportunities for improvement and growth, and representing them with a powerful voice. For more information, visit MRAA.com or contact us at 763-315-8043.

About Honda Marine

Honda Marine, a division of American Honda Motor Co., Inc., markets a complete range of outboard marine motors. Its comprehensive product line is powered exclusively by four-stroke engines. Honda 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. With models ranging from 2.3 to 250 horsepower, 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. www.marine.honda.com/.