



Honda Academy

General Principles of the Honda Academy



Based on Honda's worldwide valid basic principles **"Respect for the Individual"** as well as the **"Three Joys"** (joy to buy, joy to sell, joy to create) the associates of the Honda Academy give the following promises in order to realize our strategic goal Honda Excellence (for all product groups translated into **"creation of the best customer experience on the spot"**):

- **Training shall be worthwhile**

We will make sure our measurements will create an added value for the Honda organisation, the dealer organisation as well as for their associates.

- **Every individual is important to us**

We will individually take care of every single person.

We take all problems, worries and concerns of our guests seriously.

Our customer is always No. 1 in our value creation chain.

- **We are a part of the big "Honda Family"**

Therefore, we see ourselves as brand ambassadors and represent the "Spirit of Honda".

We sincerely welcome our guests to be a part of the "Honda Family" and meet them at eye level.

- **We are aware of our role model function and perform it**

We follow good examples coming from our dealer organisation.

We perceive ourselves as Honda's showcase.

- **We deliver highest quality and we are reliable**

We provide highest quality concerning the imparted contents, methods and materials as well as a smooth operational flow. We constantly strive for improvement and we are open for constructive criticism.

- **It's fun and motivating to stay at the Academy**

We convey fun, joy and spirit and strengthen the self motivation and personal responsibility of our guests.

We aim for the maximum satisfaction of our guests and try to kindle the wish to come back.

Scope of Performance of the Honda Academy

The new Honda Academy offers a target-oriented training and education program for all product groups, which is coordinated with the needs of our business partners as well as with the achievement of our corporate objectives.

- Learn more about Honda's history, presence and future by practical viewing and experience
- Personnel development for the complete range of performances and all employee levels via:



Product Training

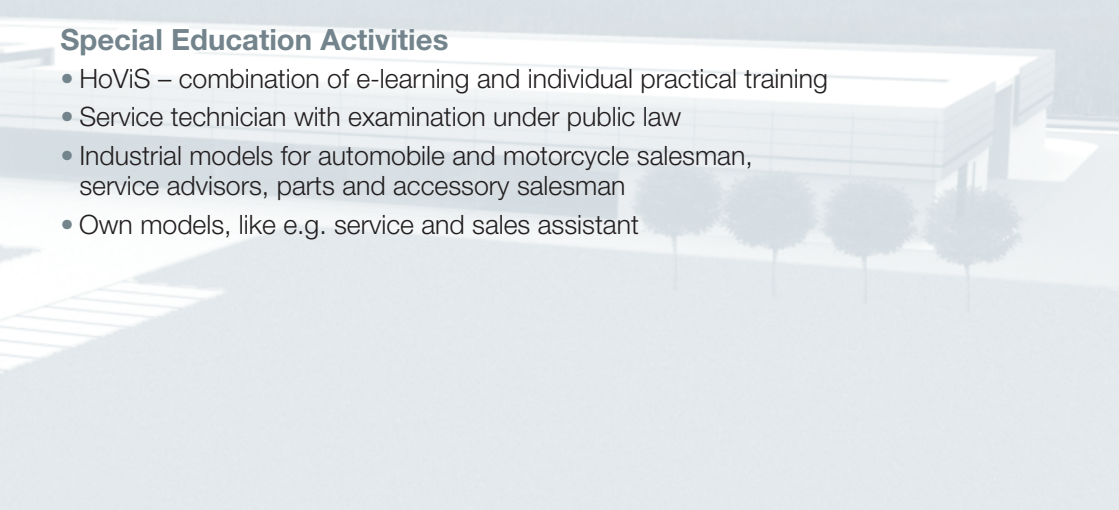
- New model training (sales and service)
- Systems (vehicles, IT, tools)
- Maintenance, repair and diagnosis

Non-technical Training

- Behaviour, communication, personality
- Business economics, law, financial products
- Management and leadership
- Processes (in sales and service), systematic market cultivation

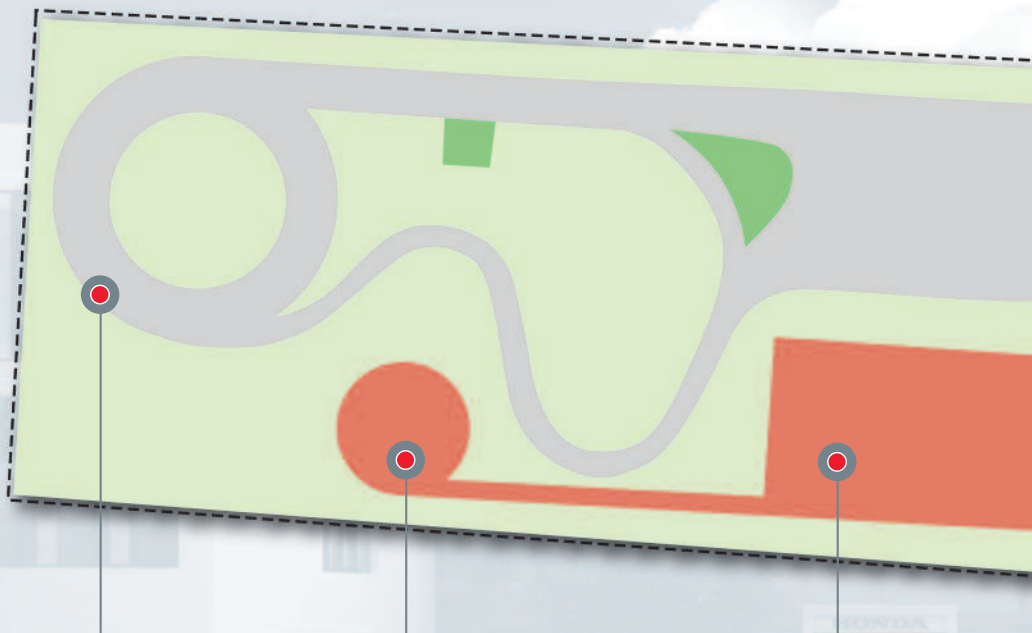
Special Education Activities

- HoViS – combination of e-learning and individual practical training
- Service technician with examination under public law
- Industrial models for automobile and motorcycle salesman, service advisors, parts and accessory salesman
- Own models, like e.g. service and sales assistant



Layout Plan of the Honda Academy

The Honda Academy offers the possibility to combine a theoretical training with practical exercises on a tarmaced dynamic area and product specific training surfaces. This allows that all Honda products can be used and experienced under real conditions.



Dynamic area
10,000 m² (tarmac)
Length: 280 m

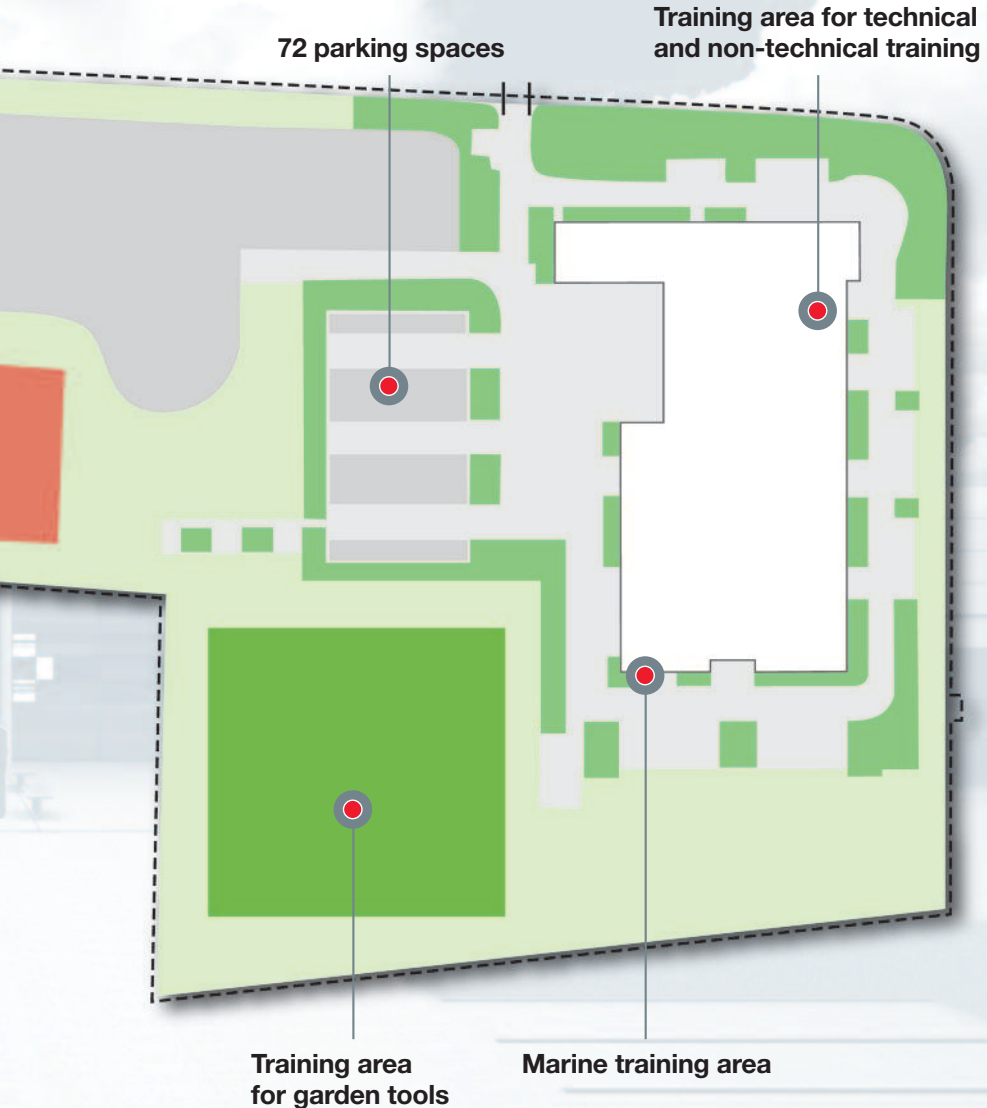
Training area
for ATV

Training area for
motorcycles and ATV



These trainings options serve to strengthen and support the sales as well as the service activities of all our Honda partners.

6 training units (non-technical)	410 m ²
Presentation room (for up to 140 persons)	204 m ²
Technical training	Automobile 850 m ²
	Motorcycle/ATV 550 m ²
	PE 470 m ²
Storage capacity	350 m ²
Internal workshop	120 m ²
Welcome Area and Campus	1,000 m ²
Restaurant (for up to 120 persons)	



Route to Honda Academy



Marie-Curie-Strasse 8-10
63526 Erlensee



Honda Academy

Marie-Curie-Strasse 8-10 · D-63526 Erlensee · Germany

E-mail: honda.akademie@honda-eu.com · Phone: +49 (0)69/83 09-79 53 or -79 50