HONDA RETURNS TO FORMULA 1
See where Honda’s F1 testing is at, and read all the latest news from Honda Australia MPE
For each of the past five years, staff members at Honda Australia MPE have donated food, groceries and toys to one needy family in the northwest region of Melbourne. Driven by Executive Assistant, Kaylene Wilson, this year the pile of presents has been growing over the past month.

One of the parents in our family this year is unwell, and with three kids to feed and make merry this Christmas, times are indeed tough. Hopefully, with the generous donations from Honda staff, the holiday season will be a little more enjoyable for them all.

6 TIPS FOR USING POINT OF SALE MATERIAL EFFECTIVELY

1. Treat yourself like a customer:
   A lot of dealers and their staff park their cars at the back of the shop and enter via the rear of the shop every morning. If it’s possible, start entering your store from the front of the shop and ask yourself if I were a customer after a certain product or service, is it obvious where I can find it?

2. Feature & Benefit Cards:
   Let’s use brushcutters as an example. You have 20 brushcutters sitting on a wall. Feature & Benefit cards are designed to teach the customer about what certain products’ features & benefits may be, and relay that message simply & effectively. Customers don’t want to have to bend down to read them, so place them at head height, close enough to the product that it’s obvious as to which product it refers to.

3. Eye Level POS is very important.
   If you were to pretend you were a new customer stepping into your dealership for the first time, how can you easily find the Honda range? Do you have the right message and logo at eye level? Life size standees and roof hangers help stand above the rest of the visual noise in your dealership.

4. Brochures at the doorway, on the counter and on the shelf:
   Having Honda brochures in different locations increases the chance of a customer picking one up. Sometimes customers will simply come into your dealership to look around or do some research about certain products. Make sure that if they come and ask a question at the counter or at the product display you have a brochure on hand.

5. Think outside the square:
   Often Honda dealerships are located along business strips in town. Every time a new brochure is delivered from Honda head office, get one of your staff to hand them out to your business neighbours. Hairdressers, dry cleaners and your local fish & chip shop are all goods examples of where people will sit down and read brochures or magazines, and having your brochure in front of their eyes increases your chance to snag a new customer.

6. Dominate your local market!
   The more people who know about your dealership, the better it will be for your bottom line. Whether advertising in the local paper or doing a letterbox drop around your area, you can rest assured that these methods of advertising will dramatically increase awareness of your store.

Honda Xmas Party!

Honda Australia MPE’s annual Christmas Party was held on 6 December, offering Head Office staff the opportunity to relax, unwind and enjoy each other’s company after a busy 2014.

The venue was 64 Sutton which is partly owned by Gary Mehigan (of Masterchef fame), so of course the food was top shelf. The Australian INXS Tribute Band played, with many of the ladies going crazy over the Michael Hutchence lookalike.

All in all it was a great night had by approximately 170 staff & partners.

Special congratulations to all those staff members who received Years of Service Awards.
Late-November saw the initial testing of the McLaren Honda team, set to be unveiled for the 2015 Formula 1 season. This testing was intended to perform all systems checks, as well as IT infrastructure and connections.

The team ironed out some technical issues, taking another step in the process towards the season-opening Australian Grand Prix in March.

“The purpose of this test is to enable the engineers to deepen their knowledge of the McLaren and Honda collaboration,” Stoffel Vandoorne, McLaren’s test and development driver, said.

“This is their first time working together at the track, and – operationally – it’s all a bit different. We’re still building up the power – we haven’t run the engine at full power yet – so it’s difficult to get a feeling for it, but it sounds absolutely fantastic!”

TEAM HONDA RACING 2014 AUSTRALASIAN SUPERBIKE CHAMPIONS 1-2-3!

The final round of the Australasian Superbike Championship wrapped up in November with Team Honda Racing’s #47 Wayne Maxwell claiming the 2014 title. Team Honda Racing’s glory didn’t end there, with the team also claiming second and third in the championship!

#27 Jamie Stauffer took second place and #17 Troy Herfoss claimed third in what can only be described as their most successful seasons to date. The embattled #16 Josh Hook took fifth place in the championship after missing the first round due to injury and valiantly battled throughout the season to reclaim valuable points.

HONDA’S LIMITED EDITION RACE TO ROAD BIKE

To pay tribute to its worldwide racing success, Honda Motorcycles has announced the release of the new 2015 special edition Repsol CBR1000RR SP.

Due to arrive early 2015, the exciting new CBR1000RR SP will be available in strictly limited numbers, with only 60 of the bikes released to the public.

With a nod to Marc Marquez’s second consecutive World Championship victory, the special release will feature an exclusive Repsol colour scheme.

The 2014 model has been a dominant force on the world stage, as well as the local racing scene this year, with a spate of wins in the Australasian Superbike Championship.

The CBR1000RR SP is designed to take road-legal to the limit, with an extraordinary balance of handling and power.

For more information on this exciting model visit www.hondamotorcycles.com.au
MOTORCYCLES

FAITH DELIVERS PENRITE HONDA RACING THE 2014 AUSTRALIAN SUPERCROSS CHAMPIONSHIP SX2 TITLE

The Penrite Honda Racing team has ended the 2014 season in the best possible way, with Gavin Faith winning the Australian Supercross Championship SX2 title.

Faith, who finished second at the final round of the series at Brisbane Entertainment Centre on Saturday night, clinched the title by 23 points ahead of Taylor Potter.

The American rider boasts an impressive record in Australia. Since first coming out in 2011, Faith has finished within the top two of the SX2 championship each year.

Confirming he will return to Penrite Honda in 2015, Faith praised the team for an incredible supercross season.

“I am super pumped to wrap it up for Penrite Honda and for all the fans that came out tonight,” Faith said. “Last year was pretty rough for both me and the team. I learnt a lot and brought it into this year. I felt like I rode a lot smarter this year.

“I will head to Germany now to do the four-round German series before returning to the USA for the AMA Supercross Championship.

“This is a fantastic championship and I will definitely be back with the team next year,” Faith added.

HONDA BRINGS ALL THE ACTION TO 2014 MOTOGP

Honda once again put on a show at the 2014 Australian MotoGP. From the VIP Marquee to the CRF50F kids Try it Sessions, there was something for everyone.

VIP MARQUEE

With 200 guests, Honda’s VIP hospitality was ramped up this year with amazing views of the track, food that just kept coming, daily pit walks and amazing guest appearances from MotoGP legend Mick Doohan and Australian V8 Supercar Driver Craig Lowndes. Honda was undoubtedly the brand to be associated with.

CHAMPIONS DINNER

Guests enjoyed a delicious three course dinner at the Fig & Olive restaurant in Cowes. An array of riders were interviewed during the evening by Daryl Beattie and Greg Rust, including Alvaro Bautista, Stefan Bradl, Dani Pedrosa and 2 time MotoGP World Champion Marc Marquez – not to mention appearances by Team Honda Racing, Craig Lowndes and Rick Kelly. They took their time to answer questions as well as photo opportunities and autograph signings, making it a night to be remembered.

MOTORCYCLE EXPO

The Honda stand at the Motorcycle Expo showcased our fantastic 2014 range on offer, including the special edition black and yellow CBR300R.

But you couldn’t go past the FMX studio booth providing people of all ages and skill level the chance to whip it like a pro on a 2015 CRF250R. With 1,400 photos taken and over 55,000 social media impressions, it always seems to be a fan favourite.

The motocross action didn’t stop at the photo booth with 140 children, aged 6-10, participating in the CRF50F “Try it Sessions” and 10 lucky kids battled it out down the main straight in the Honda Junior GP challenge.

To top off the Honda weekend, Team Honda Racing’s Josh Hook took out the Phillip Island Championship for the Australian Superbikes.

Overall it was a weekend well worth the wait. Let’s do it all again next year.

HONDA’S NEW CONVERTIBLE SIDE-BY-SIDE VEHICLE ARRIVES!

The Honda Pioneer 700-2 and 700-4 has arrived, and shipments have been making their way to dealers across the country. Ready to tackle the toughest Australian terrain, the compact dimensions of Honda’s new Pioneers offer high levels of manoeuvrability, and the impressive turning radius will get the Pioneer out of any tight spot.

Featuring well thought out details like a standard water-resistant glovebox door, easy to read dash and patented strut system for the folding seats in the four-seat version, they’re straight out of the box and en route to Honda motorcycles dealerships today!
This year was the 14th annual Snowy Ride and Honda Australia has been there since the beginning raising funds for the Steven Water Children’s Cancer Foundation. With 2,777 participants the 2014 event raised more than $250,000 for childhood cancer research. A team from Honda makes the trip with a fleet of motorcycles each year, to offer free test rides to participants. This year with a choice between 12 current models (GL1800, Valkyrie, F6B, VFR1200F, CB650F, VFR800F, CBR650F, NSS300, CBR300R, CB300F, CBTX1300 and CBR500R), Honda helped make this one of 2014’s biggest motorcycling community events in Australia.

The Steven Water Children’s Cancer Foundation have a vision of achieving 100% survival for all children suffering with cancer. The Snowy Ride will be back in 2015, for more information visit: www.snowyride.org.au

My name is Ken Whitehouse, motorcycle instructor at HART St Ives (NSW). I was selected to travel to Japan to represent Australia in the rider competition, which involved four sections:

1/ Written component formally explaining the required knowledge that new riders need before riding a motorcycle.

2/ Braking a motorcycle to a complete stop from 60 KPH using the correct techniques in the shortest possible distance.

3/ Slalom riding, following a set route, completing the course in the shortest time using correct techniques.

4/ Slow speed riding over a plank; this involves riding along a 10 meter plank 300mm wide and 50mm high with correct posture, without falling off the plank.

64 instructors from countries such as Turkey, Japan and Thailand competed over three days of competition, held at the Suzuka race circuit. Monday evening saw competitors briefed on the coming days’ events, then Tuesday morning saw the opening address and official opening of competition before it was straight into the braking event.

We competed in the Braking section on Day 1, Slalom was on Day 2, with Plank Riding on the last. I saw some fantastic skills exhibited by all involved, but of all the events the one that had me picking my jaw up off the floor was the plank riding. The best of the riders managed to stay on the plank for over one and a half minutes, which involved basically stopping the bike, balancing on that spot for a few seconds then moving a fraction then repeating the process.

What an experience! I met some fantastic instructors/people and came away with much bigger picture of Honda’s view of user safety. I would like to thank all involved in giving me the opportunity to have this amazing experience and hope that we continue to be involved in this competition in the future.
PHOTOSHOOT AT MARTHA COVE

It wasn’t a particularly sunny day at Martha Cove, but there were smiles all round for the Honda Marine photo shoot in early December.

With seven boats on hand there was a lot to get through, but thanks to the professional work of photographer Julian Inglese and models Stephanie and Felicity, not to mention the tireless efforts of the Honda Marine Territory Managers, the day went off with barely a hitch.

Honda head office staff got in on the action too, getting some time on the water to further their knowledge of the Marine division and the boating industry.

Thanks to local dealers New World Honda Marine and M Y Marine for supplying the boats; particularly Michael Rozakis of M Y Marine, who caught some squid and transformed them into a gourmet lunch!

Special thanks also to the folks at Martha Cove Marina for the use of their boat ramp and a perfect setting for some great shots!

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Furthering the brand via social media, Honda Marine has established a presence on Instagram - @teamhondamarine

If you or your staff have an Instagram account, make sure you follow us! Of course, if your dealership has an official Instagram account, let us know and we’ll follow you back.
Honda Marine and SeaWorld are excited to announce the extension of their relationship for another two years. From the high speeds reached by SeaWorld’s ski boats that wow audiences daily, to the ever-reliable tinnies that ensure the care of the friendly critters in SeaWorld’s tanks are cared for, Honda’s reliability is essential for the park’s reputation.

Selena Lawson, Marketing Manager at SeaWorld, says that after working together for so long, the benefits of using Honda engines are clear. “At SeaWorld we need our boats to work day in, day out,” she said. “Our boats perform in front of thousands of people every day, so they need to be powered by reliable, fuel efficient and good-looking engines.

“Importantly, they’re excellent for the environment. At SeaWorld our fish and marine animals need clean water to live in, and Honda’s 4-Stroke Advantage ensures that no messy two-stroke oil pollutes the habitats of our fish and marine life.”

For more information on Honda’s range of environmentally-friendly 4-Stroke outboard engines, visit marine.honda.com.au, and to learn more about SeaWorld’s commitment to the environment, visit: http://seaworld.com.au/research-and-rescue.aspx

Who wants to go to Thailand courtesy of Honda?
Between December 2014 to March 2015, Honda Parts & Accessories division will be running a Parts Incentive competition for Power Equipment Dealers Australia wide. There are 35 tickets on offer and the best performing Dealers from each state will get the opportunity to come with us to Thailand. We will be spending a few days in Bangkok visiting the Honda Power Equipment factory and the Honda Parts Centre. We will also visit other fantastic tourist locations whilst enjoying the famous Thai cuisine. The trip will finish with a couple of days relaxing in Hua Hin. How good is that?

This incentive trip is specifically targeted at Parts & Accessory Managers / staff. Each dealership will have to pre-qualify by achieving the target set by Honda, then they will be ranked in a leader board by the points they have earned by selling Honda Genuine Parts / PE Accessories / Spark Plugs / Merchandise / Oils & Chemicals (P.A.S.M.O).

It’s that easy.

Start selling Honda Genuine Parts by the bucket loads and you’re on your way to earning yourself a complimentary trip to Thailand.

Good luck!
In mid-September Honda Power Equipment Territory Manager, Gary King, entered the inspirational River to Rooftop charity run. In support of the Mater Foundation, the River to Rooftop saw Gary, his wife Lindy, and many more entrants climb the 55-storey One One One building in Brisbane.

With 1,040 steps in all, it was a tough climb for all, but Gary – possibly taking inspiration from his heroes at the Essendon Bombers – maintained his sense of humour the whole way.

In doing so, Gary raised $1,725 for the Mater Foundation, helping support prostate cancer sufferers and their families across Australia. Overall, nearly $60,000 was raised for prostate cancer research.

In a letter to his supporters, Gary wrote: “The climb was great! I had a bit of a struggle around the 50th floor (I don’t know why peptides kept popping into my head) but I was pretty happy to see the sign for the 55th floor!”

Congratulations Gary, and thanks to all who supported his achievement.

In October, Honda Power Equipment Dealer Principal, Brian Williams, tackled the world’s toughest one-day endurance event to kick-start a landmark campaign to fight prostate cancer.

Brian, a 44-year-old Brisbane father of five who has lost his father and two uncles to the disease, competed in the IRONMAN World Championships at Kona, Hawaii on 11 October, 2014.

In blowing winds and 35 degree temperatures, Brian completed the 3.8 km swim, 180 km cycle and 42.2 km run in 12 hours & 26 minutes, and the event represented the launching pad for Ten4Men – a major prostate cancer fundraising campaign for Mater Research.

Ten4Men aims to raise $3 million to fund Mater’s world-class research to improve the outcome for the 1 in 6 men who are diagnosed with prostate cancer.

Honda Power Equipment threw its support behind Brian and Ten4Men – a new community fundraising program created by Brian, recognising the enormous impact of prostate cancer on Australian men.

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Brian lost his father, Don Williams, and two uncles to prostate cancer, and said education and research was equally important. “I want people to know the facts about prostate cancer: that if they get it checked regularly, cancer can be prevented,” Brian said.

Ray Briffa, Honda Power Equipment Assistant General Manager, said the division was only too happy to get behind such an important cause. “Prostate cancer is a devastating disease that affects far too many Australian men,” he said.

“Our support for Brian and Ten4Men helps fund the vital work of Mater researchers into the causes, prevention and improved treatment of prostate cancer.

Earlier this year Honda Australia MPE Directors Robert Toscano & Hiroaki Funami donated $55,000 to Ten4Men on behalf of the Honda Power Equipment division.

Honda Australia MPE would like to congratulate Brian on his IRONMAN achievement, and encourage all Honda dealers to find out more information by visiting www.ten4men.com.au.
Farmers adding a ‘nitro’ boost to crops can realise increased yields of up to 0.5 tonnes per hectare subject to sub-soil moisture levels according to modelling done by the Grains Research and Development Corporation. Recent rain in the eastern and southern states provides ideal conditions for this nitro hit.

Aussie’s unique ‘Smart Pump’ is configured specifically for the pumping of liquid fertilisers. These nitrogen based liquids are aggressive and will literally ‘eat alive’ conventional aluminium or cast iron pumps.

When it came to choosing an engine for the “Smart Pump” Aussie engineers chose to go with a genuine Honda GX200 overhead valve state of the art engine.

“We chose Honda because the engines start first time every time, and we know consumers have got the benefit of a top class network of service stations not only in Australia but through the Pacific and the rest of the world,” Aussie Pumps Product Manager, Hamish Lorenz, said.

“The Honda engine provides loads of power and its 3 Year Warranty goes hand in hand with the unbeatable 5 Year Warranty offered by Australian Pump Industries on the Smart Pump.

“The pump is available in a wide range of drives but most farmers choose a GX200 Honda powered version because it’s lightweight and reliable. The entire pump only weighs 25kg and can be easily transported where necessary.”

The Aussie Smart Pumps were originally introduced for industrial chemical handling including acids, brine and diesel fuels. Their application in liquid fertiliser has been a huge success for Aussie Pumps who pioneered their use for pumping aggressive liquids.

Find out more about Aussie Pumps at www.aussiepumps.com.au
Cox's first new chipper in 10 years was released in November 2014, and given the list of on-board features, the wait has been worthwhile.

It features dual cutting blades that cut against a case-hardened steel anvil. Dual blades maintain their integrity, meaning that they last longer than ever before. As well as this, the SuperChipper also has an adjustable discharge chute so you can discharge into a wheelbarrow, trailer, or simply onto the ground.

Powered by the Honda GX200 engine, reliability and durability is ensured. Honda’s reputation for producing economical, fuel-efficient and powerful engines is legendary, and the Cox SuperChipper passed Honda’s strenuous engine match tests before it could be paired with the GX200.

Steve Lee, General Manager at Cox, says no time was wasted deciding on what engine would power the SuperChipper. “We’re always looking for longevity and quality in our products,” he said. “Part of that is ensuring the engines that power our products meet the same level of premium design and performance standards that we do. “Honda engines perform day in, day out, and for the SuperChipper, the GX200 is a natural fit.”

To locate a dealer, find out more information and see videos of the Cox SuperChipper in action, visit www.coxmowers.com.au. To find out more about Honda’s engine range, visit powerequipment.honda.com.au.

Amid much fanfare, Honda Australia is excited to offer the newly-introduced GP160H Engine to all OEM's.

Based on the GX series design, the GP engine will be produced at Jiling-Honda Motors Co., Ltd. (China) and has been designed to enter the lower price / light duty market while maintaining Honda manufacturing and quality standards.

Specifically designed for domestic and light use (as opposed to the GX series), the GP160 features outstanding reliability, excellent quality, and a compact design that ensures compatibility with a wide range of installations.

Pump manufacturer Welling & Crossley and their brand Water Master is one of a number of OEM's that have already had some of their products engine match tested with the GP160, and this engine should appeal to manufacturers of many products such as pressure cleaners, water pumps, air compressors and generators.

Welling & Crossley’s two latest offerings, a pair of Water Master 2” Chemical Transfer Pumps, are both powered by the GP160. Designed with farmers and rural property owners in mind, both the plastic and stainless steel versions were launched in early December.

Water Master will release a number of models with this engine in 2015 including a pressure washer and a high pressure fire fighting pump.

Other OEM’s are also in the process of producing new, GP160-powered pumps and generators, and many more orders of the engine are expected over the summer.

At the time of writing, Honda Power Equipment dealers are also preparing to order GP160 engines for their customers.
The motorcycle division was full of activity in 2014. Along with technical training, Richard Wojcicki was kept busy with the introduction of the HCT Excellence Award for motorcycle service technicians.

**MOTORCYCLE MASTER LEVEL ACHIEVERS**

At Master Level training, technicians spent four days at Honda's head office training facility in Melbourne to achieve the pinnacle level of the HCT course. Technicians worked through modules, utilised specialised tools, engines and the custom-built dynamometer room, where they simulated riding experiences and operating engines.

Congratulations to the fourteen Motorcycle technicians who achieved Master Level in 2014 (pictured).

**POWER EQUIPMENT**

Keir Harrex travelled across Australia to deliver 10 training sessions to power equipment technicians. Almost 40 participants provided feedback taken from face-to-face training, with positive comments coming from all corners of the country.

"Having survived and enjoyed my first HCT Power Equipment training season of 2014," Keir said, "I am now looking forward to signing off on my 2015 training schedule which the training team has been working diligently to complete."

The training season will commence much earlier in the New Year to accommodate the "high season" periods that vary between states. Also in 2015, an updated version of the HCT Power Equipment Master Course will be introduced.

**TRAINING IN 2015**

Training Services Manager, Keith Lewis, sums up the year: "We have had a very successful year in 2014, with the re-launch of both Marine and Power Equipment Advanced Level HCT courses and the introduction of the first HCT Excellence Award in the Motorcycle HCT program.

"Planning of the 2015 training season is quite advanced and we expect to grow our reach in all divisions by moving into sales product training for the Power Equipment and Marine areas, and this will complement the ever-growing sales training content that we have been developing for Motorcycles through 2014.

Looking forward, we will continue to build on our 2014 success, by not only continuing the Motorcycle HCT Excellence Award but also launching a Marine HCT Excellence Award.

I would like to take this opportunity to thank all of the Dealerships who supported our training activities in 2014 and particularly the whole training team for all of their efforts this year."
Beaudesert Motorcycles’ technician Josh Pamment was crowned the 2014 National winner of the Honda Certified Technician (HCT) Excellence Award at Honda’s Head office in Melbourne. Josh will ride away on a sporty new Honda CBRF650F and the dealership will receive an advertising package.

ENJOYING THE WEEKEND

The technicians received their prize over the weekend as V.I.P guests at the Australian MotoGP taking in the amazing sites, and enjoying the Honda hospitality.

Congratulations to the winners and all the technicians who participated in the program. Technicians can start their online training now for next year’s awards. We look forward to continuing the program in 2015.

(L-R):
VIC/TAS - Troy Winzer - G.A.S Honda Motorcycles & Power Equipment
NT/SA - Tom Ames - Moto Adelaide
QLD - Josh Pamment – Beaudesert Motorcycles
WA - Brook Lawson - The Honda Shop
ACT/NSW - Bryce Thompson – Blacklocks