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**FOR IMMEDIATE RELEASE**

**American Honda Recognizes Top Suppliers for 2010**

***Premier Partner Program Rewards Quality and Exceptional Service***

**TORRANCE, Calif., September 15, 2010 – [American Honda Motor Co., Inc.](#)**

President and CEO Tetsuo Iwamura today presented the company's Premier Partner Award to 15 American Honda suppliers for demonstrating excellence in quality, value and customer service. This year's award recipients were selected from among 45 suppliers nominated by American Honda associates, out of more than 1,000 eligible companies.

The Premier Partner Award winners represent multiple industries from varied aspects of Honda's business ranging from software development and fleet management to printing and marketing services. Award recipients include 10 winners returning from last year and five first time winners. The awards program was established in 1998 to recognize suppliers who embrace American Honda's philosophy of exceeding customer expectations with quality and exceptional service.

"Today we acknowledge an outstanding group of suppliers who embody Honda's philosophy of delivering the highest possible value to our customers through quality products and customer service," said Gary Kessler, American Honda's senior vice president of Human Resources, Administration and Corporate Affairs. "The support of

these suppliers is critical to the success of American Honda and we are honored to recognize them for their exceptional contributions.”

Following are the 15 American Honda Premier Partner Award recipients for 2010:

- **Atlantic Container Line AB** of Chicago, Ill., for providing international transporting services
- **C.A.R. Transport, Inc.** of Burleson, Texas, for fleet management
- **Crown Packaging** of Dayton, Ohio, for providing service parts packaging
- **Data Linkage Software, Inc.** of Long Beach, Calif., for software development
- **Dynamic Research Inc.** of Torrance, Calif., for safety analysis, computer simulation, vehicle testing and related activities
- **Insight Investments, LLC** of Orange, Calif., for IT leasing services
- **IPC Print Services** of St. Joseph, Mich., for managing the printing and fulfillment of service manuals
- **Meiko America, Inc.** of Torrance, Calif., for export shipment booking
- **Nissin International Transport, U.S.A.** of Torrance, Calif., for exhibit logistic services
- **NK Parts Industries, Inc.** of Sidney, Ohio, for building exclusive components kits for dealers
- **Pacific Marketing Research** of Santa Monica, Calif., for rapid response market research
- **RMI International, Inc.** of Paramount, Calif., for security services
- **Targetbase** of Irving, Texas, for marketing strategy and consultation, and development and management of proprietary customer databases
- **The Tire Rack Wholesale** of Southbend, Ind., for auto and motorcycle tire distribution
- **Urban Science** of Long Beach, Calif., for providing proprietary software that analyzes marketing data



About Honda

Honda began operations in the U.S. in 1959 with the establishment of American Honda Motor Co., Inc., Honda's first overseas subsidiary. Honda began U.S. production of motorcycles in 1979 and automobiles in 1982. The company has invested more than \$12.7 billion in its U.S. operations with employment of nearly 25,000 associates, and annual purchases of more than \$12 billion in parts and materials from suppliers in the U.S. Honda vehicles are manufactured using domestic and globally-sourced parts.

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