

spring 2010

STARTIN HONDA

Principal View



Hello and welcome to our Spring 2010 newsletter, our first of a new decade and I have to say it's rather nice to be entering into our second decade as Startin Honda! We finished the last one on a high. It was a hard and economically challenging finish to the 'noughties' and we seemed to be positioned well enough to weather the storm and I hope you too found the reported doom and gloom to be somewhat exaggerated and you weren't too hard hit personally.

As usual we have an interesting year ahead; we have the fabulous Civic, Accord, Jazz, Insight and CR-V (updated for 2010) ranges, some with cracking offers for March registrations which you can read about further in the newsletter.

We also anticipate our new sporty Hybrid; the CR-Z. It's a real head turning car; running a clever 1.5 i-VTEC engine mated to the Hybrid technology that Honda is now so well known for. It's really a Sporty Hybrid Coupe which makes a refreshing and bold change to the Hybrid sector and will open this technology to a different customer base who may have thought that this type of car

was not for them. It will be primarily a two seater but there are two rear seats that can accommodate adults for short journeys or of course children on longer ones. So a practical sports car with great running costs... who'd have thought it?

Nicholas Clarke, our Aftersales Manager, is offering 4 wheel alignments for only £39.95 inc vat. Not only will this ensure your car tracks true but we will also carry out a quick vehicle inspection at no extra charge so that you will know if your car is fit for Summer now that it has survived the Winter.

Coming this summer!



Not so long ago we welcomed the New Year with a cold spell not seen for some thirty years. This played havoc with the condition of the roads and the knock on effect could be costing you more than you realise. 'Pot holes'. We all know how uncomfortable they are; spare a thought for your car's tyres and suspension. A decent bump can send your car's tracking out of its parameters very easily and this will accelerate your tyre wear dramatically. A replacement pair of front tyres can range from £120 to £300 and a vehicle running 'out of true' can irreparably damage tyres very quickly.

To book simply call the aftersales team on 01905 423322. I strongly urge you to invest a little money so that you don't end up paying more than you need in the near future.

Once again, thank you for your continued support and I do hope to see you during the course of 2010.

John Bentley MIMI
Dealer Principal



Visit our website at www.startingroup.co.uk
Telephone: 01905 423322

Break out the trumpet!

Did you need further proof that you're dealing with the best? We finished last year with not one but two prestigious Honda awards! We scooped Honda's 'Customer Excellence' recognition award for the quality of customer service in both our Aftersales and Sales departments! What makes this so satisfactory is that the results of the customer surveys that Honda carry out by talking to you, our customers, is how we are scored. So it is your feedback to Honda that has resulted in both these awards, so a big thank you for telling Honda that you regard us as 'Excellent'.

Michael Doyle, Manager - Customer Understanding, Honda (UK) said: "We're very pleased to see Startin Honda pick up these awards for outstanding achievement in customer satisfaction. What they have shown is that they work consistently to improve their customer's experience, and go to great lengths to meet the needs of people in Worcestershire. Long may their hard work, attitude and commitment to excellent customer experiences continue."

John Bentley Dealer Principal said: "These awards mean a lot to all of us; everyone has worked really hard to always deliver on the promises we make to our customers. I am very proud of all the team here at Startin Honda and we are looking to consolidate on this improvement and be even better in the future."



Nicholas Clarke is presented with our 'Customer Excellence' recognition award by Honda area manager Stephen Hodgson.

EXCELLENT

Service Charges

At Startin Honda we work hard to ensure that your car is a pleasure to own and this includes the costs that are associated. To combat the most common repair items there is the Honda Happiness fixed price repairs.

However there is still the annual service to take care of. Have you considered a service plan? At any point during your Honda's life you can take out a Honda Happiness Budget Service Plan. In short this is a manageable monthly payment via direct debit to Honda UK. When the annual service is due you will have covered the cost of the routine service work so at last you can wave

goodbye to those big annual bills! And should you part with the vehicle at any point any overpaid funds are simply refunded. It's a scheme designed purely for your convenience so why not give it a whirl?

For a quote on a 'HHBPS' simply email ian.wild@startin-honda.com



Spring Clean

Summer's coming so don't forget to renew your cabin filters and recharge your air conditioning!

£99 will get you a full air conditioning service including new cabin filters, air conditioning system leak test and system re-charge with a full antibacterial system clean set throughout the car.



Aftersales

'Don't knock it'

In John's 'Principal View' he talked about the condition of our roads and the benefits of maintaining your vehicle tracking. Since the cold snap in January the number of vehicles that require new tyres purely due to uneven wear because of tracking issues has increased, and it's a real shame as many of these tyres could have lasted much longer if the tracking had been adjusted back to its correct position. We are currently offering 4 wheel alignments for £39.95 inc vat using our latest digital laser set up providing very accurate tracking setting.

There are of course further routine procedures that can be undertaken at home such as tyre pressure and fluid levels. These you should be able to manage but if you're not sure how then why not ask us to show you how it's done? We'd be delighted to pass our knowledge on.

There are other areas of note that have been hit hard in the cold. Wiper blades will be heavily worn or torn due to freezing to the screen; older batteries will have worked hard and probably won't be at their best and your cars antifreeze may not be up to its best and it needs to protect your engine through the summer too!

Whilst I'm on the subject of maintenance, perhaps I should mention my two main areas of concern that can be missed as the vehicle ages. This is the replacement of brake fluid and the timing belt. If you are unsure of when these items were changed on your car than please call us and let us look at your cars records.

They are both extremely vital for the functionality and safety of you and your vehicle. Many of the common wear and tear items fall within Honda's Happiness fixed price programme which provides easy and highly competitive replacement costs across the Honda ranges. In fact after ringing around the more familiar fast fit franchises in our area we were on the whole cheaper. Which, when you consider our expertise, genuine Honda parts designed specifically for your car to Honda's exacting standards coupled with our excellent customer care confirms that we offer considerably better value!

honda happiness HONDA
The Power of Dreams

fixed price repairs

battery	£80
timing belt	£275
clutch	£585
central silencer	£145
rear silencer	£135
rear brake pads/shoes	£95
front brake pads & discs	£245
front brake pads	£95
front wipers	£25

available for European specified Honda vehicles, excluding NSX and Honda S2000
one price that includes the cost of the parts, labour and VAT
simple, straightforward prices

just another piece of honda happiness

To case a point, have you ever tried buying quality wipers from somewhere else? You'll probably spend more money, probably get the wrong or poor quality ones and end up fitting them yourself. Would you not rather have a coffee in our lounge while we fit them and probably for less? See, that's Honda Happiness!



Nicholas Clarke –
Aftersales Manager



Honda claims top spot...

as the brand least likely to break down with fellow Far East manufacturers Mazda, Toyota, Subaru, Nissan and Mitsubishi behind in the Top 10.

Top 10 most reliable brands by manufacturer and incident rate

1	Honda.....	10.59%
2	Mazda.....	13.03%
3	Toyota.....	13.08%
4	Subaru.....	13.92%
5	Smart.....	16.67%
6	Nissan.....	16.79%
7	Mitsubishi.....	17.18%
8	Lexus.....	19.01%
9	Mini.....	23.16%
10	Porsche.....	24.34%

Top 10 average repair costs

1	Skoda.....	£215.94
2	Citroen.....	£228.32
3	Renault.....	£249.51
4	Peugeot.....	£251.34
5	Ford.....	£256.03
6	Seat.....	£266.15
7	Vauxhall.....	£269.10
8	Volkswagen.....	£285.41
9	Honda.....	£295.42
10	Fiat.....	£296.20

Honda is the only manufacturer to enter both tables. Proving that only Honda can offer reliability and great value!

Let us sort out the headache!

Involved in an accident? Don't worry, that's our job!

Call our accident management team 24hrs a day on **0845 481 6097**
Add it to your mobile phone now, then if the unforeseen happens we'll be there to lend a hand.

Don't forget to go to www.startingroup.co.uk/honda and click on the 'go compare' link next time you want a competitive quote for your car insurance.



Parts

Are you thinking of getting on your bike this summer?

Then perhaps you need a Bike Carrier?

The 'Honda 2 Bike Carrier' is now available. It's of high quality and enables you to carry up to two bikes completely legally with its integrated light and number plate board.

It simply connects into the existing tow bar electrics – safe, easy and convenient. The Honda 2 bike carrier fits on to your existing tow bar bracket. An additional feature is that it can be tilted down to allow access to the boot.

It's available for **£385.41 (inc vat)**.
Or **£400 (inc vat)** fitted, with a rear number plate.



0% APR typical for a new Jazz until 30th March. No extra maths to work out.


**Scrappage
Scheme:**

Also available with
this offer across all
Jazz models.



Model:
Jazz 1.4 i-VTEC
EX manual

Fuel consumption
figures in mpg (l/100km):
Urban 42.8 (6.6)
Extra Urban 58.9 (4.8)
Combined 51.4 (5.5)
CO₂ 130g/km

 **STARTIN HONDA** Bromyard Road, Worcester WR2 5YJ. Call 01905 423322 or visit www.startin-honda.co.uk

Retail registrations only. Valid on Jazz ordered and registered between 3 February and 30 March 2010. Offers applicable at participating dealers and are at the promoters' absolute discretion. Example excludes metallic paint. 0% Offer: Minimum deposit 35%, maximum term 24 months. Indemnities may be required in certain circumstances. Finance is only available to persons aged 18 or over subject to status. All figures are correct at time of publication but may be subject to change. Credit provided by Honda Finance Europe PLC, 470 London Road, Slough, Berkshire SL3 8QY. Scrappage Scheme: Customers must meet the eligibility criteria specified by the Government. The £2,000 scrappage offer may not be used in conjunction with any other OTR saving. Only available while Government funds last.



Breakfast with Honda

Earlier this year we invited many Honda Jazz, CR-V and Civic owners to call in for a bacon buttie!

'Breakfast with Honda' was a good excuse to mark the point that the celebrated Honda Jazz is now built in Swindon alongside the popular Honda Civic and CR-V models (including the new CR-V Diesel Automatic Transmission).

It was a great opportunity to catch up with some of you and it was nice to see that some people used the opportunity to replace their car!



Honda CR-V Diesel... by the way, you can now have an Automatic Diesel!

Be the 1st with a 'new' New Plate!



Can you believe that we have had the new format registration plates for a decade already!

March 2010 marks the first change in the 'new format' number plates.

We have all become accustomed to the VU 09 ABC format which changed to VU 59 ABC from September last year to this coming March. From March 1st 2010 it will become VU 10 ABC and then VU 60 ABC in September up until March 2011. 2011 will be VU 11 ABC and VU 61 ABC. Simple!

Civic, Most Reliable Fleet Car

The survey, which quizzed the country's largest fleet operators who between them run more than a million vehicles, saw the Civic take top position from its nearest rival the BMW 3 Series.

Honda made three of the top five most reliable cars and BMW the remaining two.

The results were a major endorsement for Honda, which saw its Jazz and Accord take third and fourth place respectively.

The UK's 50 largest fleet companies were asked to rate their most reliable vehicles and manufacturers among their combined fleet of 840,000 cars and 183,000 light commercials.

Most Reliable Fleet Car

- | | |
|------------------------|---------------------|
| 1. Honda Civic | 6. Audi A4 |
| 2. BMW 3 Series | 7. Benz C-Class |
| 3. Honda Jazz | 8. Mini |
| 4. Honda Accord | 9. Toyota Avensis |
| 5. BMW 5 Series | 10. Volkswagen Golf |



Now a new Insight hybrid doesn't just come with low monthly fuel bills.

Affordable and practical:


Low monthly payments and congestion charge exempt. Spacious 5 door hatchback.

Model:
Insight 1.3 IMA SE
Hybrid CVT

Fuel consumption figures in mpg (l/100km):
Urban 61.4 (4.6)
Extra Urban 67.3 (4.2)
Combined 64.2 (4.4)
CO₂ 101g/km



On The Road Price	£16,338	Final Payment	£6,072.57	5.9% APR TYPICAL
Customer Deposit	£4,625.50	Final Payment incl. Option Fee	£6,137.57	
Deposit Percentage	28%	Total Amount Payable	£17,927.07	
Amount of Credit	£11,712.50	Credit Acceptance Fee	£125.00	
36 Monthly Payments	£199	Option to Purchase Fee	£65.00	

 **STARTIN HONDA** Bromyard Road, Worcester WR2 5YJ. Call 01905 423322 or visit www.startin-honda.co.uk

Retail Customers only. Offer is valid on Insight registered between 12 January 2010 and 30 March 2010. Offers applicable at participating Dealers and are at the promoters' absolute discretion. Excludes metallic paint. Minimum deposit 10%, maximum 37 months. Indemnities may be required in certain circumstances. Finance is only available to persons aged 18 or over subject to status. Guaranteed Future Value will be used to pay the final payment if the car is returned after the last monthly payment, provided the car has been serviced in accordance with the Honda service book, is in good condition and the maximum permitted mileage has not been exceeded. A £125 Credit Acceptance Fee is included in the monthly payments and a £65 Option to Purchase Fee is included in the final payment (GFV). All figures are correct at time of publication but may be subject to change. Credit provided by Honda Finance Europe PLC, 470 London Road, Slough, Berkshire, SL3 8QY.



Spotlight On Used

Cars

The last 18 months have been a very unusual time in the used car market. Prices dropped sharply in the latter half of 2008 with an oversupply of used cars and the press talking the economy down, but things took a complete U turn in 2009 with a distinct shortage of good quality used cars for us to sell and a strong demand causing used car prices to rise steeply - in some cases cars are worth more today in 2010 than they were in 2008.

Honda cars have a great reputation for reliability and this means there is always a big demand for previously owned cars, this is right across the range from the Jazz, which incidentally according to CAP (premier provider of used and future residual values data) values has the highest residual value in its class, to the fantastic CR-V. If you are considering changing your car please talk to a member of our Sales Team and see what yours is worth, you may be surprised.

If you're after a new, used car please pop in or why not have a look at our website or give us a call for our latest stock which we are sourcing daily. All our used cars are vetted by us and come with a Honda Approved Guarantee for at least a year.

Meet the Honda Sales Team



David Baker Affili
Sales Manager



Chris Harrison
Business Manager



Nick Adamson
Sales Executive



Ben Cash
Sales Executive



Jeremy Staines
Sales Executive

Business Hours

Sales

Mon-Fri – 8.30am-6.00pm Saturday – 8.30am-5.00pm Sunday – 10.00am-4.00pm

Service and Parts

Mon-Fri – 8.00am-6.00pm Saturday – 8.30am-12.30pm Sunday – Closed

Tel: 01905 423322 Fax: 01905 423388

Startin Honda, Bromyard Road, Worcester WR2 5YJ

Email: info@startin-honda.com www.startingroup.co.uk



Visit our website at www.startingroup.co.uk

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