

# clips

NEWS AND VIEWS FROM  
THE WORLD OF HONDA



## Business leader remembered

Roy Mason, the man who negotiated the first importation and assembly of Honda cars in New Zealand, has passed away.

As Managing Director of New Zealand Motor Corporation (NZMC) and with his extraordinarily analytical and acute business mind, Roy built a strong relationship with senior executives of Honda Motors in Japan which led to Honda's investment in New Zealand.

The Civic, introduced in 1976, and the Accord, in 1978, quickly became big-selling models and established Honda in this country. New Zealand was the second country to assemble Hondas outside Japan.

After leaving NZMC when the business was sold, Roy became a successful business consultant and director. He

BELOW: Roy Mason and Kiyoshi Kawashima, then President of Honda Motors, shake hands as the first Civic comes off the production line at Honda's Petone plant in 1976. The Civic is still owned by Honda.



helped write the Mason and Morris Report that led to the division of the Post Office into Telecom, the Post Office Savings Bank and New Zealand Post.

## Lucky winners

Five Honda customers from around the country have won the use of an Insight for a weekend over the last few months.

Martinus DeRuyter (Invercargill), Martyn Freear (Tuakau), John Brott (Awanui), Brian McNicholl (Christchurch) and Chiana Sherwood (Auckland) won the opportunity after entering a competition in the last issue of *Eclipse*.

The competition was inspired by Honda's TreeFund, which funds the planting of 10 native trees for every new car sold with Honda agents funding another three. In total, Honda has funded an amazing 460,000 native trees – and we're still counting.

If you're interested in being involved in one of our tree planting days, or would like to take the Insight for a test drive, contact your local Honda agent.



## RALLY ROUND

Honda's fuel economy rallies for customers have been such a success that they'll be happening again this summer.

In one rally more than 150 customers competed on a return journey from Newmarket to Kaiaua, all striving to be Honda's most fuel efficient driver. Prizes went to the winners of every car category, as well as to the most improved driver and the overall winner.

John and Cynthia Hyatt won the small car class in their Honda Jazz. Says John: "We did a trip of about 100km going south around the Hunuas, out to the coast, and then back on Highway 2 and the Southern Motorway. We stopped in Kaiaua on the way for fish and chips. It was good fun."

If you think you've got what it takes to compete in these eco challenges, or would just like an enjoyable day out, contact your local Honda agent.

## Fighter for the environment

BY SHARON STEPHENSON

YOU'D HAVE TO LOVE WHAT YOU DO TO GET UP AT DAWN TO WATCH BIRDS. BUT SO IT IS FOR AALBERT REBERGEN. WHICH IS PROBABLY WHY HE ADORES HIS JOB AS THE LOWER NORTH ISLAND FIELD OFFICER FOR THE ROYAL FOREST & BIRD PROTECTION SOCIETY.

His passion for the environment started when he was about eight years old. "I've always loved birds and my grandparents encouraged this by giving me bird books. I also had a pretty crappy pair of binoculars that always hung around my neck."

With a degree in landscape planning and a post-grad diploma in wildlife management under his belt, Aalbert has been a professional foot soldier in the conservation war for more than 25 years. Along the way he's studied freshwater fish and lizards and once spent 10 years doing little else but surveying birds for a living. "It made me rich as far as experiences and fulfilment go, but kept me poor financially," he laughs.

The 55-year-old joined Forest & Bird three years ago and his role extends from Taranaki and Hawkes Bay to Wellington. It involves working closely with regional and district councils, the Department of Conservation (DOC), community groups and iwi/hapu on a range of conservation activities, from wetland and river protection to lobbying for more responsible use of our freshwater resources and monitoring coastal plants and wildlife. A major chunk of his day goes in overseeing the 15 Forest & Bird reserves (out of 40 nationally) in his region.

"Most of these reserves are managed by Forest & Bird members, who undertake restoration work such as planting, pest control and the reintroduction of native species."

The father of two splits his week between travelling around the lower North Island, working from his Wairarapa home and Forest & Bird's central Wellington HQ.

"A key project I've spent much of the past three years working on is with DOC and the Greater Wellington Regional Council on the biodiversity values of our coast and rivers. What they can do, for example, to help birds like the banded dotterel to survive and thrive on our managed rivers."



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When the hiking boots come off, Aalbert turns his attention to editing brochures, working with volunteers, answering public queries and planning workshops. The day we meet he's busy managing the "Bird of the Year" competition, a kind of avian X Factor (his personal choice is a toss-up between the spur-winged plover and the banded dotterel).

Because Aalbert spends so much time on the road, he's thankful for his Honda Civic Hybrid. Forest & Bird's involvement with Honda began in 2007 and last year it replaced its five-car fleet with new Hondas. Aalbert says Honda's environmentally friendly ethos is a good fit with his organisation's philosophy for a greener world.

"We both care about the survival of our planet and that's why we went with Honda. From a purely practical perspective, it's a remarkably powerful car which is important when you're covering around 40,000km a year. I recently took my car to Nelson and five minutes after parking on the ferry realised I'd left my sunglasses in the car. I went back and six ferry workers were standing around admiring the car!"